

GRAND RAPIDS
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JAN 12 1918

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MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS ST. 1883

Thirty-Fifth Year

GRAND RAPIDS, WEDNESDAY, JANUARY 9, 1918

Number 1790



A Reason for Laughing

New Era Association Writes More Than Nine Million Dollars New Business in 1917

And declares

12th Annual Cash Dividend Or Rebate of 16 $\frac{2}{3}$ % to Co-operating Members

At a special meeting of the New Era Cabinet, Monday, December 31st, the General Secretary submitted a report for the year 1917, showing that amount collected for mortality exceeded death losses by over \$60,000.00; that the death rate for year was nearly 20% below estimate; that 1917 business exceeded that of 1916 by more than 2 $\frac{1}{4}$ Millions; and that many new Branch Boards (Lodges) were organized in both Michigan and Illinois.

Facts to Remember

- 1—85% of New Era rates pay death losses in the ten largest legal reserve Companies of fifty or more years' experience.
- 2—The New Era has a guaranteed majority rule, being controlled by its members direct through the Initiative, Referendum and Recall.
- 3—A premium of \$13.20 per annum (or \$1.10 per month) pays for \$1,000.00 protection at the age of 40.
- 4—Insures both men and women from 17 to 55 years of age in amounts of \$500.00 to \$5,000.00.

Competent Salesmen or Fraternal Organizers will find a big field for a life work by applying to—

NEW ERA ASSOCIATION, Grand Rapids, Michigan

PEANUT BUTTER

CAN BE COMPARED TO COFFEE
AS TO QUALITY

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

Perkins Brothers, Inc. Bay City, Michigan

Fleischmann's Yeast

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

The Fleischmann Company

Three Sure Winners



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

Oelerich & Berry Co.

Packers of "Red Hen,"

NEW ORLEANS

CHICAGO



You 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



Ceresota Flour

Always Uniformly Good

Made from Spring Wheat at
Minneapolis, Minn.

Judson Grocer Company
The Pure Foods House

Distributors

GRAND RAPIDS, MICHIGAN

MICHIGAN TRADESMAN

Thirty Fifth Year

GRAND RAPIDS, WEDNESDAY, JANUARY 9, 1918

Number 1790

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THE HOOVER SCHOOLMASTER

Every friend of fair play, especially those who have watched the progress of food control with any adequate knowledge of economic and mercantile conditions, will feel sincerely disgusted, if not wrathful, at the disgraceful display of pettifoggery on the part of the Senate committee in its examination of Mr. Hoover last week.

If any man in America to-day deserves courtesy and consideration, respect and sympathy, forbearance and co-operation, it is Herbert Hoover. He may not have accomplished all that some carping critics would have desired—to have done it would have transcended the impossible—but he has achieved greater results in the prevention of price inflation than anyone else has before; either here or abroad.

Above all he has been displaying a striking degree of intelligence, a knowledge of human psychology, an acquaintance with economic law and a patriotic, unselfish spirit all too rare in times of public unrest. And his record, his motives and his unselfishness will compare very favorably with anything that can be produced out of the careers of the "statesmen" who sought to sit in judgment upon him.

Mr. Hoover is a volunteer. He came home from England at great sacrifice of personal interest to assume at his own expense great and baffling problems. For months previous to the time when the dilatory action of this very Senate enacted a legal foundation for his work he conducted preparatory work of wide magnitude at his own expense in order that invaluable time might be saved and that, when the law should have been enacted, it might become operative with the shortest possible delay. And it was Mr. Hoover's unselfishness and personal example that attracted to him hundreds of experienced, expert producers and distributors, without whose patriotic co-operation nothing like what has been accomplished would have been even remotely possible.

That Mr. Hoover and his associates should now be heckled and assailed and impugned by petty poli-

ticians and sensation-mongers, and, through the reflections of the press, held up to suspicion and ridicule of the very people they are trying to serve, is a blot on the name of American fair play. It is men of the type of the hecklers who have so long in the past estranged the best type of business men from co-operating with the Government; who seized every opportunity to make the business man the scapegoat under the favorable circumstances that the public was uninformed on commercial matters and therefore misled and influenced. If such a policy on the part of a Senatorial committee results, at this critical time, in driving away from the public service the kind of services—and results—Mr. Hoover and his associates have been giving, it will be a misfortune to the whole country.

It would only suggest to one familiar with the facts that Mr. Hoover is experiencing some of the treatment that other well-intentioned trade leaders have suffered for years past. It might very properly impel him to seize upon the opportunity to expand his splendid work to educate the average newspaper readers—and perhaps the editors—as to some of the popular fallacies of merchandising and the high cost of living.

The grocers welcomed Mr. Hoover as a safe captain for two reasons. They felt that it was time for someone to play the role of dictator and check the unwholesome panicky market situations that persistently developed in spite of all the grocers could do. And again, they welcomed being investigated by a fair minded official, because it might furnish a basis for once and all time proclaiming to the public whether or not the grocers were to blame.

With singular unanimity the outcome of all the Government's analysis of costs and practices has been to confirm the fairness of the recognized prices and practices of the legitimate grocery trade. In almost every instance where the Government has "made" prices such prices have been confirmatory of the fairness of the majority of the grocers' charges.

For instance, here is a prominent newspaper of the Ohio Valley breaking forth in this wise:

There is no disposition anywhere to question Mr. Hoover's honesty of purpose, his energy, his patriotism or his real desire to do something to help the American people.

But he has made some serious mistakes since becoming Food Administrator, not only in relation to sugar but other foodstuffs as well.

The worst of these mistakes is his appointment of sellers instead of buyers to keep prices down.

His committees are composed of men whose personal interests are naturally antagonistic to those of buyers.

And when the sellers, whose profits depend on keeping prices up, are permitted to control the situation it is foolish to think that prices are going to come down.

Mr. Hoover can quickly remedy all this, simply by reversing his methods and appointing buyers in place of the sellers.

Assuming that the sole aim of Mr. Hoover is to bring down prices—justly or unjustly disregarded—the argument is entirely sound, but if anyone adopts a broad gauge view of the situation and realizes the value of adequate production and dependable and efficient distribution, it would be highly dangerous to create a dominating board made up solely of buyers; confiscation would be their chief aim, and would be exercised probably far more flagrantly than it is charged the sellers are now feathering their own nests.

Mr. Hoover knows—knew at the very outset—how vital is a dependable and well co-ordinated distribution; the average buyer cares for nothing save to get things cheap, and if he accomplishes the saving of his own money is happy. He doesn't care a hang whether the grocer goes bankrupt or not—whether his competitive conditions are fair or not—so long as he receives the benefit of a low price.

In placing the distributive problems of the country in the hands of wholesalers of experience, Mr. Hoover recognized not only that they are acquainted with the technique of the problem but that the jobber is by his function both a buyer and a seller.

It might be well to have it known that the one great basic reform Mr. Hoover has wrought—of requiring all resale prices to be made on the actual cost basis rather than on speculative replacement values—was the suggestion of a wholesale grocer. True, it did not accomplish the Aladdin-like instant reduction of foodstuff prices some had expected, but it did revolutionize profit considerations of a thousand years' standing at one stroke and permanently prevented the violent inflations which would have ensued but for the unselfish suggestion of a "middleman."

ADJUSTING NEW CONDITIONS

Among the many adjustments which the stress of war is producing none is more interesting both to business men and to students of economics than the one determining the position of intermediaries or middle men. This is applicable to nations no less than to individuals. In an ideal condition, such as would be the case were there a United States of the World, most articles might be manufactured in the countries where the raw materials were grown or otherwise produced, and the great bulk of shipments from one country to another would be

of finished products. Imports and exports of raw materials would only occur where it was necessary to assemble them in combination with others not produced in the places to which the materials were sent. As things are, however, this is not possible. The varying degrees of intelligence, adaptability and skill in different peoples, the differing standards of living among them, and the wide divergence in wages would be alone sufficient to prevent such a distribution of products. Added to these objections is, of course, the greater one contained in the need of nations as now constituted to be as nearly self-contained as possible, so as not to be at the mercy of others in case of war. Incidentally, all of them find it advisable to raise by import duties some of the money needed in carrying on their governments. It being, therefore, impossible to have the kind of interchange of products which is ideal, the next best thing is to have it as direct as possible, so that raw materials shall come from the country of origin without intermediate stoppage to the country where they are to be manufactured. A great impetus has been given to this method during the war, and it is doubtful if the old methods will ever again prevail.

Not so much progress is apparent so far as concerns doing away with intermediaries in strictly domestic trade, or even with regard to exports. Where attempts have been made, loud and indignant protests have followed from those whose business has been interfered with. The Government, in its orders for military purposes, has tried to deal with principals directly. Its success has been due to the fact that it has the power to take forcible possession of and operate any mill or factory whose products are deemed essential. The recognition of this is the reason why it has rarely been found necessary to exercise the power, but it should also in fairness be added that in many instances the spirit of patriotism has prompted compliance with official requests. In what price fixing has been done by the agents of the Government, intermediaries have not been considered, although as to foodstuffs there was a recognition when the profits along the line were limited. There is a little controversy now on over the effort to eliminate sugar brokers, and there is more or less apprehension by wool brokers that their business may be wiped out if price fixing of the product they deal in is decided on. In textile fabrics of one kind or another there have been merely spasmodic attempts to get rid of selling agencies and brokers, and these have been only in the case of branded or trade-marked articles. But the general tendency is to get rid of intermediaries unless they perform some real duty and do not charge too much for it. This is one of the phases of the conservation movement.

UPPER PENINSULA.

Recent News of the Cloverland of Michigan.

Sault Ste. Marie, Jan. 8—Oliver Wendel Holmes says "I am an American and when I look up and see the Stars and Stripes overhead, that is home to me." With that spirit in mind and with a sincere realization of what home means to us all and as there is a good share of the new year left, Cloverland extends to you her best wishes for a happy and prosperous year.

E. S. Pickford, the popular merchant of Pickford, was a business visitor at the Soo last week.

Clyde Hecox, well-known editor of the Enterprise, returned to his home at St. Ignace after a short trip to this city.

The many friends of A. E. Rannels were sorry to hear of his death, which took place at Brandenton, Fla. last Friday. Mr. Rannels was born in Bangor, Maine. At the age of 34 he came to this city, where for a number of years he conducted a bazaar on Water street, then going into the livery business, in which he was engaged until 1916, when he sold out, his barns being taken over and remodeled by the Chippewa Auto Co. Mr. Rannels was well and favorably known throughout the county, having lived here for about thirty years. Mr. Rannels was high priest of the local Masonic chapter and also a Knight Templar. He was Republican in politics, but never sought public office, although he served as under-sheriff for eight years.

"They've got you beat at every turn. The grocer has no sugar to sell, and when a Cleveland druggist gave away pound packages of it the police stopped him."

The commodious fireplace being installed in the Allenville station is about completed. The station agent has usually been able to keep it hot enough for waiting passengers, and the fireplace is being put in more for appearance than for comfort. Some class to this burg! By the way, we haven't noticed any fireplace in Moran. Nothing but hot air flues.

The citizens of Engadine have taken advantage of the holidays to have their schools painted and kalsomined, which will be greatly appreciated by the people of that community.

Richard Jones is now sole owner of the plant of the Jones-Kerry Co., at St. Ignace, which includes the mill, equipment, tugs, booms and everything pertaining to the operation of the big mill, one of the best outfitted in the Peninsula. It is expected that the plant will again be put in commission in February and continue in operation throughout the year.

"We have all learned that when there is a fire the thing to do is to jump up and down and holler for the fire department, so when we have no fire at all we pursue the same course, but it does not seem to get us anything."

J. J. Yeo, of Saginaw, is spending a few days at the Soo on business this week.

W. G. Tapert left last week for a short visit with relatives and friends in Bay City and Saginaw.

William G. Tapert.

Gabby Gleanings From Grand Rapids

Grand Rapids, Jan. 7—Peter Lubeck, who has been covering the Grand Traverse Bay territory for the Grand Rapids Dry Goods Co. for several years, has resigned to take a position for a specialty house, covering Southern Michigan. His successor is Bert A. Snell, of Cadillac, who will remove to Traverse City and make that town his headquarters. Mr. Snell is a brother of the landlord of the Hotel Whiting, at Traverse City. He enters upon the duties of his new position with much hope and confidence.

At the meeting of Grand Rapids Council, held Jan. 5, a service flag was

presented, coming from Past Grand Counselor, John D. Martin. H. R. Bradfield, in his very able way, made the presentation speech, and as the flag was unfurled, every member rose to his feet. H. L. Benjamin, presiding at the piano, played the Star Spangled Banner and, standing uncovered, all joined in singing.

John D. Martin entertained a stag party Thursday evening, Jan. 3, at his home, the party being made up of furniture salesmen from the seventh, eighth and ninth floors of the Furniture Temple.

The big banquet for furniture men, to be held Thursday evening, Jan. 10, at the Coliseum, will be one of the big entertainment events of the season. Preparations are being made for 1,500. It is complimentary for furniture men. The big card of the evening will be the war talk of Dr. A. W. Wishart, fresh from the battlefields of France.

The furniture buyers arriving bring reassuring news of business conditions in their sections. Few have anything to complain of in the way of trade. Many report extraordinary holiday business. All seem determined to buy heavily in anticipation of future demand.

The first annual round-up of the traveling representatives of the Grand Rapids Dry Goods Co. will be held Friday and Saturday of this week. The annual dinner will be held at the Peninsular Club at 6 o'clock Friday evening, followed by a theater party at the Empress. Saturday morning a get-together conference will be held at the store of the company.

Mr. and Mrs. J. J. Dooley, 311 Auburn avenue, entertained the New Year Club at the Hotel Browning at dinner on New Year's eve. Those present were Mr. and Mrs. William Francke, Dr. and Mrs. G. W. Ferguson, Mr. and Mrs. O. W. Stark and Mr. and Mrs. J. J. Dooley. After the dinner, dancing was enjoyed until 11 o'clock, when all took automobiles to the home of Mr. and Mrs. Dooley. There they welcomed the New Year with music and good cheer.

Michigan City is a nice town in many respects, albeit she has never possessed a decent place to eat or sleep, so far as the traveling public is concerned. She has lately gotten in the limelight, Nationally speaking, by electing a mayor who is not an American citizen, but an enemy alien, by the votes of 850 enemy aliens. The name of the German is Fred. O. Miller. Of course, if he had any "horse sense" he would not accept the office, but no one ever expects to see a man who worships at the shrine of the Kaiser possess any horse sense, or honesty or decency. That is expecting altogether too much from any one who is a full blooded German, because the war has clearly demonstrated that every German is brutal, dishonorable and disreputable.

Well, if you missed it, it is your own fault, for you were told that we were going to have one of the finest real things of the year, and we did last Saturday night in the shape of a pot luck supper at the Council chamber. We had the best things to eat, good entertainment, games, music, speeches, songs and, last but not least, an exceptionally fine dance. Our well-known Secretary, Allan F. Rockwell, covered himself with laurels as toastmaster and his style of offering the different amusements and entertainments was certainly enjoyed by every one present. We have heard nothing but the best of good words from the 300 who attended, and now we want all to get in line for our big annual banquet, which we are going to pull off in the same place some time in March, at a cost that will be within reach of all. By doing so, we are going to adhere strictly to food conservation ideas and we will eat a good wholesome plain dinner and see that no food is wasted, nor any extravagance indulged in.

George A. Pierce was in Jackson last Thursday, Friday and Saturday, where he attended the annual round-up of the traveling force of the Schmid Chemical Co. There were about thirty present.

Activities in Michigan Cities.

Written for the Tradesman.

The Mueller Metals Co., of Port Huron, has plans to build a \$15,000 club house and recreation building for its employees. The company has just completed a similar building at Sarnia for the use of its factory employees there.

Marquette reports that iron ore shipments from the Lake Superior region in 1917 show a decrease of about two and a half million tons, due indirectly to freight congestion. The furnaces were unable to get the coke necessary for smelting.

The Michigan Association of Master Bakers will hold its annual convention in Saginaw Jan. 16.

Bay City has named a committee to report to the council on the proposition of granting permission to the Valley Telephone Co. to increase its rates.

The retail price of milk in Saginaw advanced from 9 to 10 cents per quart Dec. 3, and to 11 cents Jan. 1. Much of the Saginaw county milk is reported to be going to Flint and Detroit because of the higher prices there.

Hotel Barry, at Hastings, has again changed hands and the new owner is Rose Haywood, of Detroit.

During the past year Lansing completed one and four-fifths miles of pavement, six and one-half miles of sewers and fifty-one and one-half miles of sidewalk.

Eaton Rapids voted again on the proposition to bond for \$30,000 to purchase the Smith water power and the same was defeated.

Grand Ledge has four coal mines in operation and, while the output is not large, running about forty tons per week, they are helping to meet the fuel famine. One of the mines has a seventeen inch vein. The miners receive \$3 a ton for digging.

Holland is now well protected from fire, the city having recently added a new pumper, also a combination fire truck.

Saginaw still has its water problem. The water is unsafe to drink and there is not enough of it for adequate fire protection. The pressure in the water mains in many parts of the city is dangerously low. Almond Griffen.

A Few Suggestions in Economy.

1. The abolition of soliciting orders during the period of war.
2. The cutting out of all deliveries save one a day.
3. The development of a co-operative delivering system wherever practicable.
4. The elimination of the credit system and sell for cash.
5. The observance of strict economy in the conduct of the market that waste may be eliminated and that time, knowledge, fuel, equipment and men may be utilized so as to give the consumer the lowest possible prices.

When the bull and the bear go to market there is apt to be something doing at the mutton counter.

Red Crown Gasoline for Power

The modern motor and improved carburetors have demonstrated beyond question that gasoline made especially for motor fuel—as Red Crown is made—will give the most power—the most speed and the most miles per gallon. Red Crown, like your automobile, is built to specifications and Red Crown specifications have been worked out by the most eminent petroleum chemists and automobile engineers available.

Red Crown contains the correct range and continuous chain of boiling point fractions—fractions boiling at temperatures ranging from around 95 degrees to above 400 degrees—the correct proportion of low boiling point fractions to insure easy starting in any temperature—the correct proportion of intermediate boiling point fractions to insure smooth acceleration—and the correct proportion of high boiling point fractions with their predominance of heat units to insure the maximum power, miles and speed.

These are the things that make Red Crown the most efficient gasoline possible to manufacture with present day knowledge.

For sale everywhere and by all agents and agencies of

STANDARD OIL COMPANY

(INDIANA)

Chicago

U. S. A.

BANKRUPTCY MATTERS.

Proceedings in the Western District of Michigan.

Grand Rapids, Jan. 8—Raymond F. Smith has filed a voluntary petition in bankruptcy. Mr. Smith was a contractor in this city. His schedules show total indebtedness amounting to \$6,358.59, with no assets whatever. Following is a list of the creditors of said bankrupt:

A. Himes Coal Co., Grand Rapids \$ 38.00
 Citizens Tel. Co., Grand Rapids 4.00
 Hill Drug Co., Grand Rapids 7.45
 Dr. C. Lawrence Watt, Grand Rapids 17.00
 Dr. R. W. Fuller, Grand Rapids 18.00
 Fred Earle, Grand Rapids 5.04
 Carr, Hutchins, Anderson, Grand Rapids 9.25
 Rea Cigar Co., Grand Rapids 8.00
 Dr. G. G. Towsley, Grand Rapids 16.00
 Old National Bank, Grand Rapids 125.00
 Frank F. Bowles, Grand Rapids 1,290.00
 George H. Merritt, Grand Rapids 500.00
 Richard M. Judd, Hillsdale 833.00
 John Lippert, Grand Rapids 800.00
 Anderson Tool & Supply, Detroit 404.00
 T. B. Royal Co., Detroit 100.00
 H. D. Edwards Co., Detroit 390.00
 Neuman Lumber & Supply Co., Detroit 284.35
 Detroit Graphite Co., Detroit 445.50
 Ed. L. Hughes, Grand Rapids 725.00
 T. W. Mitchell Co., New Britton, Conn. 33.00
 J. T. Wing & Co., Detroit 325.00

The first meeting of creditors in this matter has been called for Jan. 14, at which time creditors may appear, prove their claims, and elect a trustee.

Carl A. Noren, an electrician of Grand Rapids, has filed a voluntary petition in bankruptcy. Adjudication has been made and the matter referred to Referee Corwin. No meeting of creditors has yet been called. The schedules show liabilities amounting to \$596.39. The assets consist of household furniture, valued at \$200, all of which is claimed as exempt. Following is a list of the creditors of said bankrupt:

Young & Chaffee, Grand Rapids \$125.00
 Dr. W. F. Hake, Grand Rapids 36.25
 Dr. N. L. Burke, Grand Rapids 4.00
 Dr. P. L. Thompson, Grand Rapids 200.00
 Dr. Alden Williams, Grand Rapids 10.00
 Kent Co. Clinical Laboratory, Grand Rapids 4.50
 Blodgett Memorial Hospital, Grand Rapids 37.45
 St. Mary's Hospital, Grand Rapids 12.00
 Peck Drug Co., Grand Rapids 5.23
 Schutte Drug Co., Grand Rapids 2.60
 Grand Rapids Press, Grand Rapids 1.44

Wurzburg Dry Goods Co., Grand Rapids 1.50
 S. H. Metcalf & Co., Grand Rapids 6.00
 DeWitt Coffee Co., Grand Rapids 51.00
 W. Kowalski, Grand Rapids 1.23
 Donovan Clothing Co., Grand Rapids 19.00
 Liberal Clothing Co., Grand Rapids 14.75
 F. C. Beard, Grand Rapids 4.44
 J. A. Mohrhardt, Grand Rapids 3.50
 Social Welfare Association, Grand Rapids 3.50
 A. Cox, Grand Rapids 6.00
 A. Vriesenga, Grand Rapids 20.00
 Mr. Cowen, Grand Rapids 5.90
 Mich. State Tel. Co., Grand Rapids 4.50
 Edward Grummet, Grand Rapids 2.00
 Roseberry, Henry Electric Co., Grand Rapids 8.00

In the matter of Jonas A. Church, Greenville, bankrupt, the final meeting of creditors has been held. The trustee's final report and account was approved and allowed. A final dividend of 2.8 per cent. was declared and ordered paid and certain administration expenses were also ordered paid.

In the matter of Irvin G. Swander, bankrupt, Dighton, the final meeting of creditors was held. Administration expenses and final dividend of 11.3 per cent. were ordered paid.

In the matter of Smith Brothers, bankrupt, Grand Rapids, the final meeting of creditors has been held. The trustee's report and account was approved and allowed. Order for distribution was entered, certain administration expenses and a final dividend of 8.5 per cent.

In the matter of Henry Demmink, bankrupt, Grand Rapids, the final meeting of creditors was held. The trustee's report, showing total balance on hand of \$212.89, was approved and allowed. The final order for distribution was then entered. Certain administration expenses, preferred claims, and a final dividend of 7 per cent. were ordered paid.

No High Cost of Living Here.

"Hopper will give you ten gallons of high grade paint for eighteen bushels of corn this month—although it took thirty bushels to get the same amount of the same paint a year ago. That makes paint 40 per cent. cheaper than a year ago." This advertisement, used by a small town dealer in his home paper, has increased sales materially in the surrounding country.

Good Year in the Hosiery Trade.

The hosiery market saw a year of advancing prices. There was no time when business was not satisfactory to the trade, in spite of the nearly 100 per cent. advances that have been in force throughout the year in comparison with a year previous. In many instances supplies fell far short of the demand.

With this country in the war and with wool at a premium for any use outside of purely war uses it soon became apparent that wool hosiery for both men and women would be out of the question for civilian trade. This has resulted in a wider use of cotton lines, with the result that men's half hose felt the pinch of limited supplies on account of the large war business that was taking up the machines.

The scarcity of men's half hose with automatic or ribbed tops led the trade to return to the cuff tops that were shown some few years ago and which met with little success. During the past year, especially toward the close of 1917, there was shown increased numbers of half hose with these cuff tops, and the silk lines seemed to find a following, although the cotton lines remained more or less inactive. It was a common opinion in the trade that the time was not ripe for their wide use.

A peculiar feature was that while economy was in the air in every quarter, silk lines of hosiery for both men and women continued to hold a surprising amount of trade, and the close

of the year found them to be in demand in practically all quarters. In fact, some mill agents could have sold more than they were able to obtain.

The latter part of the year found the market to be tighter than it had been any time since the beginning of the war. Government needs were so large that half hose supplies were somewhat hard to locate in some cases, and the cuff tops began to look as if they would be forced on the consumer. Wool lines were off the market almost entirely and this increased the demand for heavy cottons as a substitute, "cashmerettes" being one of the styles frequently mentioned in this connection.

The closing months of last year were anxious ones for many buyers. Wool lines for 1918 were scarce, and while it was expected that they would make their appearance soon after the turn of the year, there was nothing to indicate that they would positively be ready for action at that time.

And not only this, but the large war business that was coming into the market began to give evidence of being sufficient to force a scarcity of men's half hose of cotton. The situation at the close of the year in women's hosiery was not as tight, although there were no large supplies available. In children's hosiery the trend was upward throughout the year, with the closing months finding the market none too well protected with supplies. Stocks for spring 1918 were hard to locate during the closing days of 1917.



DANDELION



Next Time

your dairyman comes in say to him—"Need some more DANDELION BRAND?" Keep him supplied.

For you want to be sure that the butter you're selling has that rich golden June shade that every housewife wants—that shade only obtainable by the use of "DANDELION BRAND"—for thirty-five years the standard butter color of the whole world.

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

WELLS & RICHARDSON CO., BURLINGTON, VERMONT

Manufacturers of

Dandelion Brand Butter Color

THE COLOR WITH THE GOLDEN SHADE






Movements of Merchants.

Brethren—D. E. Hillsamer succeeds Williamson Bros. in general trade.

Lansing—Geo. W. McElmurray succeeds A. E. Stewart in the grocery business.

Marion—Rexford Bros. have leased their produce business to Jay Bates, who has taken possession.

East Lansing—Clinton Austin has closed his restaurant and cigar store and retired from business.

Allen—Smith & Brockway are closing out their hardware stock and will remove to farms they have purchased.

Remus—The Anderson-Percy Co., dealer in general merchandise, has changed its name to the Percy Co.

Freeport—The Farmers Co-Operative Creamery Co. is installing its machinery and will open its plants about Feb. 1.

Ionia—The J. M. Wolf Co. has sold its stock of clothing to John F. Wagner, who has consolidated it with his own.

Fowlerville—Mrs. Anna B. Elliott has closed out her restaurant and stock of canned goods and removed to Florida.

Detroit—The Gallow & Greenbaum Co., dealing in scrap iron and metals, has increased its capital stock from \$15,000 to \$100,000.

Alamo—A. S. Newton has sold his stock of general merchandise to F. E. Russell, who will continue the business at the same location.

Morrice—H. V. Pierce has sold his dry goods stock and store fixtures to W. E. Davis, who will consolidate it with his stock of general merchandise.

St. Joseph—Ernest J. Rahn has purchased a half interest in the stock of the Gast Drug Co. and the business will be continued under the same style.

Hermansville—Fire destroyed the store building and stock of general merchandise of the Wisconsin Land & Lumber Co. The loss was covered by insurance.

Hastings—G. M. Fox, dealer in bazaar goods, has purchased the V. C. Roblin stock of bazaar goods and will consolidate it with his own, occupying two adjoining stores.

Saginaw—The bid of Howard W. Sullivan, of \$131,000, for the Bransfield-Billings Action & Supply Co. plant, has been accepted by Referee in Bankruptcy, George A. Marston, and the business will soon be re-established.

Saginaw—The U. S. Distribution Co. has been incorporated with an authorized capitalization of \$10,000, \$5,000 of which has been subscribed, \$100 being paid in in cash and \$900 in property. The company will do a brokerage business in fuel, mines, metal, minerals, oil, cotton and grain.

Charlevoix—Mrs. Sarah Emrey, who conducts a clothing store under the management of Joseph Lemieur, has purchased and installed new fixtures, show cases and shelving.

Howard City—T. N. Feldt has purchased the interest of his associates in the T. N. Feldt & Co. stock of men's furnishing goods and will continue the business under his own name.

Saginaw—William Longton, grocer at 101 Glenwood avenue, lost his store building and stock by fire Jan. 7. The insurance policy on the stock had just lapsed so the loss is complete.

Coldwater—W. H. Burch has sold his interest in the grocery and meat stock of Burch & Kemp, to Harry W. Bingham and the business will be continued under the style of Kemp & Bingham.

Cassopolis—Henry Edinger has purchased the plant of the Cassopolis Creamery Co., of which he has been the manager for the past three years. He will continue the business under the same style.

Negaunee—Stephen S. Thomas, meat and grocery dealer, has admitted to partnership, his four sons, Warren, Ira, Russell and Hazen and the business will be continued under the style of S. S. Thomas & Sons.

Chelsea—John Farrell has sold his interest in the grocery, boot and shoe stock of John Farrell & Co. to Edward Kensch and William Fahrner and the business will be continued under the style of Kensch & Fahrner.

Bangor—James A. Yates has assigned his grocery stock to Frank A. Burger. The assets are estimated at \$2,000. The liabilities are \$2,700. Notwithstanding this unfortunate showing, Mr. Yates insists on his statutory exemption of \$250.

St. Ignace—The Delta hotel, owned by the Escanaba Hotel Co. has been sold at a sheriff's sale, to liquidate a judgment secured by William Finnegan for \$25,000, representing money advanced by him to complete the hotel.

Freeport—Herman L. Feldpausch has purchased the R. Walton meat stock, store building and fixtures and will continue the business under the management of Peter Zylstra. Mr. Feldpausch will devote his attention to his other meat market.

Grand Haven—Jurrien Ball has sold his interest in the stock of J. Ball & Co., to his brother Gerrit Ball, who has been associated with him in the business for many years. Jurrien Ball has been identified with the grocery trade for over forty years.

Jackson—Dean S. Fleming has received notice from J. M. Hobbs, of Chicago, Secretary of the National Canned Goods and Dried Fruit Brokers' As-

sociation, notifying him of his appointment as a member of the State War Board of the Brokers' Association, the only member from this State.

Manufacturing Matters.

Ewart—Fire destroyed the plant of the Ewart Creamery Co., Jan. 7, entailing a loss of about \$30,000.

Detroit—The Lavigne Manufacturing Co. has changed its name to the Commonwealth Brass Co.

Detroit—The Midland Machine Co. has changed its name to Grimes Molding Machine Co.

Detroit—The National Production Co. has increased its capital stock from \$12,000 to \$24,000.

Saginaw—The Wolverine Glove Co. has increased its capital stock from \$25,000 to \$60,000.

Kalamazoo—The Kalamazoo Carton Co. has increased its capital stock from \$50,000 to \$125,000.

Stockbridge—R. G. Bloomfield has sold his bakery to H. K. Smith, who will take possession March 1.

Saginaw—The Saginaw Paving Brick Co. has decreased its capital stock from \$60,000 to \$30,000.

Jackson—The Michigan Bag and Paper Co. has increased its capital stock from \$10,000 to \$200,000.

Kalamazoo—The Lane Motor Truck Co. has increased its capital stock from \$25,000 to \$250,000.

Eaton Rapids—The Economy Chemical Co. has been organized and machinery purchased for its plant.

Detroit—The Nelson-Blanck Manufacturing Co., machinist, has increased its capital stock from \$100,000 to \$250,000.

Detroit—The Pronovost Wheel Co., manufacturing automobile wheels, has increased its capital stock from \$250,000 to \$350,000.

Detroit—The York-Price Co. has been incorporated with an authorized capital of \$10,000, of which amount \$6,000 has been subscribed and paid in in cash.

Detroit—The Harvey-Budd Tailoring Co. has been incorporated with an authorized capital stock of \$5,000, of which amount \$2,500 has been subscribed and paid in in cash.

Detroit—The All Season Top Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$1,500 paid in in cash.

Constantine—Maurice E. Harvey has sold his interest in the stock of the Constantine Milling Co. to his father, C. L. Harvey, and the business will be continued under the same style.

Saginaw—The D. A. Bentley Co. has been incorporated with an authorized capital stock of \$30,000, of which amount \$15,000 has been subscribed and \$3,000 paid in in cash.

Detroit—The Service Pattern and Manufacturing Co. has been incorporated with an authorized capital stock of \$35,000, of which amount \$21,000 has been subscribed, \$6,000 paid in in cash and \$15,000 in property.

Ludington—The Ludington Garment Manufacturing Co. has been incorporated with an authorized capital stock of \$40,000, of which amount \$30,500 has been subscribed, \$500 paid in in cash, and \$21,600 in property.

Benton Harbor—The Metal Specialties Co. has been incorporated with an authorized capital stock of \$60,000 common and \$27,000 preferred, of which amount \$87,000 has been subscribed and \$76,000 paid in in property.

Battle Creek—Claiming he has one of the cleanest bakeries in Battle Creek, and is entitled to a sanitary card, John Stroud, proprietor of Stroud's bakery, has sought legal advice and threatens suit for damages against the State Dairy and Food Commission. Meanwhile a military guard patrols his place and soldiers are barred from entering.

Butter, Eggs, Poultry, Beans and Potatoes.

Buffalo, Jan. 9—Creamery butter extras, 49@50c; first, 47@48c; common, 46@47c; dairy, common to choice, 35@45c; dairy, poor to common, all kinds, 32@35c.

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

Eggs—Choice, new laid, 58@60c; fancy hennerly, 60@62c; storage candled, 43@45c; at mark, 40@42c.

Poultry (live)—Fowls, 24@30c; chicks, 24@30c; old cox, 20@22c; ducks, 27@30c.

Poultry (dressed)—Turkey, fancy, 36@37c; choice, 35c; geese, fancy, 24@25c; choice, 23@24c; ducks, fancy, 30@32c; choice, 28@29c; chickens, roasting fancy, 30c; choice, 27@28c; fowls, fancy, 27@28c; choice, 25@26c.

Beans—Medium, \$8.00; Peas, \$7.50 @7.75; Red Kidney, \$9.00; White Kidney, \$9.00; Marrow, \$8.50@9.00.

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

Mr. Hoover made it clear in his testimony before the Senate Committee last week that he perceives the need of forced regulation of food consumption in hotels, restaurants, and elsewhere. He admits that the voluntary system has broken down in public eating places. But he maintains that the housekeeper throughout the country has made excellent response to his appeal. The women of the Nation have cut down consumption of wheat, meats, and sugar in their homes, and so increased the supply available for our army, our navy, and the Allies. An amendment to the present Food Law, to be introduced into Congress at his request, would give Hoover the power to control the hotels, restaurants and confectioners. Not everybody will agree with Mr. Hoover's statement that he will not have to go further than this eventually, and reach the householder, too. But considering the unfair treatment he already has suffered at the hands of Senator Reed and others, he does well to go slow and avoid openings for criticism. The attitude toward him of the Senate Committee only strengthens his position before the public.

Felt shoes to wear inside of arctic overshoes have some points of superiority over the felt boot which is liable to break at the ankle, hard to pull off when damp with perspiration, and could not always be hidden from sight by the trousers leg. The felt shoe costs less than half the price of a leather one, is lighter, quickly put on or off and feels fine in freezing weather.

Watching the clock is wearisome to industrious people. How much more so to those who try to shirk.



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 active on all grades at about 1c decline, with a good consumptive demand. The make of butter is extremely light. We look for a continued good demand, with a further possible advance in the near future. Local dealers hold extra fancy creamery at 49c for fresh and 45c 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 ½ bbl.

Eggs—Receipts of fresh continue to be very light. The market is firm on the same basis as last week. Storage eggs are also in good demand at an advance of 1@2c per dozen over last week. The stocks are being reduced very fast, the market is firm and we do not look for much change in the immediate future. Local dealers pay 50c for strictly fresh, loss off, including cases. Old storage operators are putting out their stock on the following basis: Extras, candled, 43c; firsts, 41c; 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.

Green Onions—Shallots, 65c per 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 lb. for hot house leaf; \$2.50 per hamper for New York head.

Limes—\$1 per 100 for Italian.

Maple Syrup—\$1.75 per gal. for pure.

Mushrooms—75c per lb.

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

Onions—Home grown command \$3 per 100 lb. sack; Spanish \$1.65 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@1.25 per 100 lbs.

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

Spinach—\$1.50 per bu. for Southern grown.

Sweet Potatoes—\$3.25 per hamper for kiln dried Illinois.

Tomatoes—30c per lb. for hot house.

The Grocery Market.

Sugar—Unchanged in price, supply is still much below normal demand.

Tea—Notwithstanding the continued dullness incident to the season, a feeling of optimism pervades all branches of the tea trade, due to the belief that a period of pronounced activity is to open as soon as the influences invariably affecting trade at the turn of the year have passed. Floor stocks everywhere are said to be lower than ever before at this season, which compels frequent excursions of distributors into market, even in these dull times, in search of small lots needed for immediate use. Buyers find it difficult in such instances to secure what they want, as the warehouse stocks of receivers are in a very depleted condition as regards the grades most in demand, because of the unprecedented delay of stock in transit from the Pacific Coast, not to speak of the difficulties encountered in moving what arrives from the terminals into store.

Coffee—Coffee has been very dull during the past week, although perhaps no duller than it has been for some weeks past. Rio and Santos grades appear to be working up a trifle, largely on account of firm news from Brazil, as there is no business in this country to do it.

Canned Fruit—There has been no business for the reason that there are no offerings and the market is on a strictly nominal basis.

Canned Vegetables—There is no denial of the fact jobbers' stocks are depleted, but under prevailing conditions there is no incentive for buying ahead, as there is lacking the speculative interest that heretofore furnished the motive for anticipating requirements for weeks and perhaps months ahead. As matters stand now jobbers must not attempt to buy for more than sixty days ahead under the rules, even if they wanted to; and, as profits are limited, buying and selling become a matter of mere routine, and this is the attitude which the trade has assumed. Hence matters are still drifting, with sellers making no special effort to sell and buyers showing no great disposition to buy. So far as stocks are concerned

the "visible supply" is small, but as to the invisible supply it is purely a matter of guesswork. The general impression is that these are not too plentiful and that they will all be needed before the season is over. There is no change in the general situation. Tomatoes remain at their former levels, but without any interest being shown on the part of buyers. Corn and peas are nominally firm, but with no buying or selling of any consequence.

Canned Fish—There has been no movement of salmon to speak of and prices are about unchanged. There are some offerings of Alaska salmon at somewhat under a parity with the Coast.

Dried Fruit—When is a contract not a contract? Wholesale grocers would like to know. So far as their recent experience is concerned it would seem to be when the other party decides to cancel it. Complaints have been loud and long as to their treatment by the canners who have made short deliveries as they pleased regardless of written contracts. Now comes the Prune & Apricot Growers, Inc., of California, and has notified them that contracts covering 50s-60s and 60s-70s are null and void and as if they have had never been made, but that in order to mitigate conditions as much as possible the Association will deliver instead 70s, 80s and 90s. The reason for this is that the Government has commandeered the larger sizes. The buyers here contend that the growers made the contracts, and that it is up to them to make deliveries in one way or another and that if the Government has taken their large sizes it is up to them to procure others. The growers cannot see it that way. They say that the action of the Government automatically cancels private contracts when these goods are required for the army and navy. The buyers here are inclined to take nothing for granted and apparently have determined to make no concessions until every contention of the prune association has been verified. It must be observed, however, in justice to the prune growers that so far they have not been discovered in any questionable transactions, but on the contrary seems to have endeavored to act as fairly as possible. The suspicion in which they are held by buyers may be born of experiences with similar organizations so that they may be suffering for the sins of others. Being a young organization they have their reputation ahead of them, and it is to be hoped that they will in time be known for their square dealing.

Rice—The movement continues to reflect limited requirements in the distributive trade, and the market presents no fresh features of interest. The tone continues firm and prices are unchanged.

Starch—The market continues steady on the basis of quotations.

Condensed Milk—There is a good demand but only small offerings of sweetened and most brands are offered subject to price at time of delivery. Evaporated is firm, but the export difficulties have checked business.

Molasses—The situation presents the same general character that has been heretofore noted. Demand is good and keeps ahead of supplies, owing to delayed arrivals.

Cheese—The market is steady, with a light consumptive demand. Stocks are in excess of a year ago and the future price depends a great deal on the consumptive demand. We do not look for any change in the present conditions in the immediate future.

Provisions—The market on smoked meats is firm, quotations ranging about the same as previous quotations, there being a moderate supply and a fair consumptive demand. The market on pure lard is steady, prices ranging about the same as last week. There is a fair supply, local packers, however, dressing only enough hogs for their immediate needs. The market on lard substitutes is very firm, with a good consumptive demand and a fair supply. No material change is looked for in this market in the near future. The market on dried beef is steady at unchanged quotations. There is a fair supply and a good consumptive demand. The market on barreled pork is firm, quotations ranging the same as last week, there being a fair supply and a light consumptive demand. Canned meats firm, quotations ranging slightly higher than last week. There is a fair supply and a good consumptive demand.

Status of the Drug Market.

There are few developments of importance in the way of price changes, the market in general retaining a firm tone. Chloride of lime is firmer. There has been a fairly active demand for this commodity of late and supplies have diminished. Dynamite glycerine is quieter, no further transactions being reported, but the market apparently remains firm at the advance previously noted. There are no new developments in chemically pure glycerine, quotations remaining in force. Higher prices are demanded for ergot, supplies in some quarters having diminished. Benzoic acid and benzoate of soda are higher, owing to a further shrinkage in supplies. Among the balsams tolu is stronger, while Peru is weaker. The essential oils are generally well maintained. Codliver oil meets with a fair enquiry and the market remains firm. St. Vincent arrowroot has been advanced by one importer. Jalap root is higher owing to scarcity. Dye materials are generally well maintained. Ergot is firmer. There has been a somewhat larger enquiry of late and supplies have diminished. Reports are current of sales at 80c per pound for Spanish and 75c for Russian. Saccharine is quiet, with quotations still cover an unusually wide range.

L. H. Ryan, traveler for Dr. C. D. Warner & Co., Coldwater, is at the Burleson Sanitarium for treatment, as is also C. H. Bostick, the Manton druggist, who will return home this week.

The Home Tire and Auto Co. has been incorporated with an authorized capital stock of \$25,000, of which amount \$10,000 has been subscribed and paid in in cash.

The Rockford Leather Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and \$2,000 paid in in cash.

Pickings Picked Up in the Windy City.

Chicago, Jan. 7—Chicago for the past two weeks has had the pleasure of enjoying good old fashioned sleighing—some snow for a big city.

Christmas business in the city was away ahead of last year, so say the live merchants. One of the lines which wound up with a slam bang rush was that of the cigars and cigarettes. Dealers report that the Saturday and Monday before Christmas it was the best ever. The last minute Christmas buyers fell back on cigars and cigarettes to send their friends.

The people of Chicago d'd very little rambling Sunday, Jan. 6, for the reason that the city was wrapped in one of the heaviest blizzards of some-time back. The street car and "L" service was practically at a standstill. Taxicabs were at a premium. The drifts were from one to three feet high and every little ways apart all throughout the city.

During Christmas week the G. J. Johnson Cigar Co., of Grand Rapids, entertained its salesmen from all parts of the country.

Anyone visiting the Federal building in Chicago at this time would think that the way the people are lined up that the Government was handing postage stamps as a Christmas token, but it is not so. It is handing out income tax blanks and answering hundreds of questions pertaining to same. The Government agents report that they never saw the people so anxious to do their bit.

Every hotel in Chicago is now booked to capacity for the automobile show, which will be held in the city the latter part of January and first of February. From the talk now one hears this will be the greatest show ever.

The people of Chicago are now having the pleasure of witnessing the first patriotic food show of the country at the Coliseum. Some of the country's greatest speakers are participating, some of the country's greatest cooks are showing the people how to cook and what to use and how to use it, and what to do with it after it is cooked. On the opening night, Jan. 5, the Coliseum was crowded as never before.

One of the dinner parties given to the clerical and sales force of the G. J. Johnson Cigar Co. during the holiday week in Grand Rapids and the one which will stay green in the memory of those who had the pleasure of enjoying same was given at the home of Mr. and Mrs. Walter Gray, at 125 Quigley Boulevard. Those who did justice to the good things served were the following: R. W. Starr, John Dietrich, Tunis Johnson, W. J. Rooney, L. D. Blair, H. F. McIntyre, J. H. Brown, W. D. Beach, C. O. Billings, Fred H. McIntyre, C. W. Reattoir, Guy Caverly, C. C. Hillbrand and Walter E. Gray. Walter sure knows how to do things.

The auto driver, who a few years back had the pleasure and the nerve of using his car during a cold spell, enjoying the benefit of the entire street all to himself, is now one of the many. So reports one of the traffic officers of the Rush street bridge. The officer making this statement says that out of the nine to ten thousand cars crossing the Rush street bridge between the hours of 6 and 9 in the morning during the warm weather, there is not fifteen hundred less during the very coldest spell. This goes to show that the automobile is a necessity and has come to be used as an every day convenience, both for pleasure and business, but more so for business.

Chicago is doing its bit regarding the Liberty Loan certificates. Everyone one meets seems to be urging the other one to buy certificates.

When one hears of big profits in real estate investments it makes him long to do likewise. It would seem

that there should be some good opportunities for investment in real estate in the outlying sections of the city. One scarcely need say outlying because there should be opportunity in almost every section of the city for the immediate investment of funds which will bring the buyer a handsome return. This statement is not made for the purpose of misleading with a view of inducing people to buy real estate or to present something that is not true. In almost every block there should be some one or two pieces of property which can be had at a bargain in comparison with other holdings in the same block. Every few days one hears of where some one made a handsome profit on small investment. To re-tell or to tell investors of the fact that a man in a short time has made a considerable profit on a small investment whets their desire and makes them anxious to buy but they are met with the reply that it is too late. It makes one long to use the expression of Alfred de Musset that "if we could view to-day with the eyes of to-morrow" we would all be rich. By the time these alleged reports of bargains and big profits reach prospective investors it is too late. Brokers must hear of many of opportunities for good investments and they should be ready to tell their prospective clients about them. The difficulty seems to be with many investors that they desire to realize a profit before they have put any money into the game. They wish to sell before they have bought. This was quite the fashion prior to 1893 but it is only in evidence in Chicago after it is too late to participate and then not often.

The resourcefulness and perseverance of James A. Pugh, who has heretofore been able to redeem himself in so many trying situations, is now being sorely tried and it is believed that only a miracle can save him through the sale of his valuable warehouse property on the North Pier. As it is he was not able longer to protect himself from receivership, Judge George A. Carpenter, in the Federal Court, has appointed William W. Wheelock receiver, on a bond of \$20,000. The action which brought this on was filed by J. B. Livingston of Cleveland, Ohio, who bought at judicial sale \$850,000 of the \$1,000,000 bond issue of the Pugh Terminal Warehouse Company in Cleveland last Saturday. Named as defendants in the proceedings were Lundin & Co., James A. Pugh, Fred J. Hillman, the Pugh Terminal Warehouse Company and the Chicago Title & Trust Company. Lundin & Co. are creditors with an action to recover \$28,000 pending; Fred J. Hillman, a certified accountant of Springfield, Mass., represents the first National Bank of Chicopee Falls, Mass., with a claim of \$50,000, which is said to have been reduced to \$35,000 (it was said yesterday that this obligation had been paid); The Pugh Terminal Warehouse Company, the object against which it is sought to recover, and the Chicago Title and Trust Company is associated because of a trusteeship. It appears that Livingston, acting for himself and others, who had undertaken to float the \$1,000,000 bond issue, secured from a Cleveland bank an advance of \$150,000, depositing as security therefor \$850,000 in bonds Pugh is known as a man of big ideas. He originated and made a success of the furniture exhibition—an exposition of samples of furniture by manufacturers to which retailers can go and buy their stocks. His most recent new enterprise was the Pugh Stores with a capital stock of \$20,000,000. Two appeals for receivership for the Pugh Stores Company were filed last year by disgruntled stockholders, but both actions were withdrawn and the grievances settled out of court. The Pugh Stores Company operates on property leased to the Pugh Terminal Warehouse Company, another

Pugh concern, by the Chicago Dock & Canal Company. Negotiations have been under way at various times looking to the sale of the Pugh warehouses to different large concerns, notably Marshall Field & Company, but while they were large users of space in his warehouses, they did not buy. It is now said that Sears, Roebuck & Co. have their eye on the property with a view to its acquisition. It is said that some of the space is rented for less than it costs Pugh.

Charles W. Reattoir.

Not Wise to Trade Goods for Liberty Bonds.

Prompted by their desire to go the limit in helping the Government prosecute the war, many business houses are advertising that they will accept Liberty Bonds in payment for merchandise. On the face of it this might seem like a good thing to do. Closer analysis, however, shows that there are very serious objections to the plan.

True enough the use of the bonds in this way might stimulate the buying of merchandise. Also it would be likely to facilitate temporarily the absorption of the loans. Nevertheless there are dangers in the plan which more than offset the apparent advantages.

A reader has turned over to us correspondence which he had about the subject with the Secretary of the Treasury, and also with Benjamin F. Strong, of the Federal Reserve Bank, of New York. Mr. McAdoo condemns the suggestion because it would encourage "the disposal of bonds originally taken for investment." It would also make the bond owner a competitor of the Government in the buying of the goods which it now so badly needs.

Mr. Strong concurs with the Treasury Department and also makes three other principal objections to the idea. In the first place, the plan would tend to make currency out of Government Bonds. Secondly, it would necessitate a constant adjustment between price of the bonds and the price of merchandise, probably resulting in needless discounting. Thirdly, the practice would cause bonds to accumulate in certain hands, and thus force them to throw the securities on the market. This would cause more selling than might otherwise occur.

Many manufacturers and retailers have decided on a definite policy in handling the matter. Some have agreed to discourage the practice in every way that is possible, and to accept bonds in payment of goods only when there is no other way out. A good many others, such, for instance, as the large retailers in Pittsburgh, have formally agreed not to advertise that bonds are accepted as cash, but to take them when the customer insists on offering them. One large Philadelphia establishment advertises that it will accept bonds for merchandise, but it advises its customers that they had better not part with them.

It is well that business houses are beginning to take this attitude on the question. The development of millions of bond holders in this country is one of the best things that ever happened to business. It would be a very unwise policy to urge people to get rid of their holdings. It would be really equivalent to encouraging the dissipation of capital, which is the Nation's economic bulwark.—Printer's Ink.

Side Lights on Grocery Conditions in California.

San Francisco, Cal., Jan. 5—The merchants of forty cities of California have united in a movement having for its purpose the curtailment of deliveries to customers. Both the co-operative and the one delivery day plans are now in force. The last to join the movement were the merchants of San Francisco and Los Angeles. More than one thousand of the eleven hundred grocers of San Francisco have signed an agreement to make but two deliveries a day on and after Jan. 1, 1918. But one delivery a day is made by the merchants of Alameda, Berkeley, Fresno, Oakland, Monterey and other places. Two deliveries a day will hereafter be made in Santa Barbara, Ventura, Bakersfield, Redding, Visalia, Colusa and Wapa and co-operative delivery systems have been established in Sacramento, San Jose, Palo Alto and Stockton. The saving of expense to merchants will be very large in the conduct of their business if the plans introduced be faithfully followed.

Milk is not delivered to consumers in San Francisco by peddlers. The retail trade in dairy products is in the hands of grocers. One grocer, with whom I have made acquaintance, never sees a considerable quantity of the milk he sells. Early morning deliveries are placed in a refrigerated locker near the entrance to his store. Customers, who have keys, unlock the refrigerator and take what they need for early breakfasts, long before the store is opened. Settlements for the same are made without friction.

There are markets in this city that sell only salted meats and fish and others that sell fresh meats exclusively, although it would seem that both branches of the trade should be carried on jointly.

California is the land where prunes of the highest quality are grown. The small sizes, dried, sell at retail for 10 cents per pound and the price is gradually advanced for the medium and higher grades to \$1.25 per pound. The cheap prune is as wholesome as the higher priced one. Why should there be such a difference in the prices charged for the fruit? There is a steadily growing demand for the once-despised and ridiculed prune and the growers of California have been unable to supply the quantities that are needed since the importation of the fruit from France ceased.

The oysters sold in California, grown in the bays and water courses of the Pacific Ocean, are very much inferior in color, size and quality to the oysters of Chesapeake Bay and the Gulf of Mexico. Lacking substance and flavor, one taste is sufficient to appease or appall the appetites of the people who come to this coast from the other side of the mountains.

The canning of whale meat for food is a new industry on the Pacific Coast. Two large factories are now operated in preparing the meats for market. It will be offered to the people of Michigan, backed by a long list of testimonials as to its nutritive value, during the year 1918.

A. S. White.

The manager of the animal department of the New York parks protests in the public prints against applying the word "beasts" to the monsters which call themselves Germans. "The beasts in my zoos are infinitely cleaner and more companionable than the German people under the domination of the Kaiser," remarks Mr. Hornaday. "No beasts are sucked down into abysses so foul as the Germans as a class are now wallowing in."

Don't trust your future happiness with a woman who has no sense of humor.

Sagacious Suggestions From Saginaw Salesmen.

Saginaw, Jan. 7—Ed. Walker, who for the past two years has represented the Holland Furnace Co. in Pontiac, has moved to Akron, Ohio, where he expects to open a branch for the same company. Mr. Walker is considered a most able heating engineer and has built up an enviable reputation in Pontiac. However, much of his success is also due his partner, Marion O. Miller, who will remain in Pontiac to look after the company's interests. Mr. Walker's many friends wish him untold success in his new field.

E. E. Feneley, a former grocer on Huron street, Pontiac, recently sold out to Lee O. Schwachamer, who is conducting an up-to-date grocery and doing a promising business. Mr. Feneley has gone into the baking business and is doing nicely, his bakery being located on Huron street also.

Howard Heldenbrand, junior member of Heldenbrand & Son, proprietors of the Kenwood Hotel, Pontiac's popular resting house, has enlisted in the aviation department of the army and is now in training at Ohio State University. Howard is very popular, as he always tried to make the boys feel at home, a trait he evidently picked up from his father, who as former manager of Hotel Whitney, Ann Arbor, adopted the slogan, "Stop with Hildy." The Kenwood is today one of the most pleasant and best appointed houses in Michigan. Every Thursday night you find the Tradesman on the library table.

The writer had the pleasure of meeting M. M. Smith, of Mt. Clemens, who for eighteen years represented the Bingham Co., of Cleveland, Ohio, and is now with Morley Bros., of Saginaw. He acts in the capacity of special factory and vessel heavy hardware man. Mr. Smith has traveled along the lakes the past twenty-one years and is a familiar figure to the trade and traveling fraternity. When

not on the road or working his garden spots at home, he can be found around the Mt. Clemens fire department houses, talking about the days when he gained fame as a fire chief in the bath city. Here's wishing you lots of good luck, "Mike."

Since writing of Howard Heldenbrand, junior, of the Kenwood Hotel, Pontiac, word has been received to the effect that he is now stationed at Camp Grant, Rockford, Ill.

One of the heaviest snows in recent years fell in Saginaw Sunday afternoon.

John Doersam, of 814 Emerson street, Saginaw, is now manager of the Co-operative League Store, corner of Oakley and Court street. Mr. Doersam was formerly in business in Elkton.

The Sommers Bros. Match Co., of Saginaw, held its salesmen's convention last week. Men from all parts of the United States were here. M. H. Chambers, sales manager, arranged a splendid programme of entertainment for the boys after business was over: a banquet at the Bancroft Hotel, theater party, and one evening the entire party were guests at the beautiful home of F. B. Sommers. It is this good fellowship and personal touch which get results. Hats off to brother Chambers.

Mr. Earl, manager of the grocery department of the Diamond chain stores, Pontiac, was in Lapeer the past week, attending the funeral of an uncle.

Ed. "Pop" Reynolds, for the past quarter of a century with the National Grocer Co., formerly the Elliott Co., Detroit, has retired from the road. "Pop" has a host of friends who, with one voice, can say, "Well done, thou good and faithful servant." He has extensive theater interests in Detroit and expects to look after them. The thought just came to me, Mr. Reynolds, why don't you produce a photo-play picturing life as it was twenty-five years ago? I would like to out-

line a synopsis running something like this:

The hero—"Pop" Reynolds.
The time—Twenty-five years ago.
The place—a thriving town, say, Mayville.

The merchant—Chas. Walker.
The girl—Well, this part you can fill in best, although she is supposed to be the daughter of the merchant.

The firm for whom you are supposed to traveling—Say we call it the Elliott Grocery Co. (the wholesaler should wear whiskers).

Chief talking points—Advances in prices.

Now for a stage setting, use barrels and boxes and a few bottles of (ammonia and blueing, etc.?)

Would also suggest that Pearl Pfeister act the part of the village lad, who is also very much infatuated with the merchant's daughter.

After a few preliminary remarks, start a fight with Pearl, just as the P. M., two hours late, pulls in. Have Mr. Thompson take the part of the village "cop." You are arrested and spend a night, which seems a year, at Shay's tavern as your punishment.

While not a play writer it would seem to me that you might get a few valuable hints from the above.

No, thanks, Pop, keep the change. A. Curtain.

While in Pontiac last week, the writer was pleased to meet V. M. Heister, hustling representative of the Van Camp Products Co., of Indianapolis. It was about twenty-two years ago that Mr. Heister turned me over his knee in a little country school down in Ohio and bestowed upon me the "shingle knowledge diploma." If I remember rightly, I carried my diploma for quite a while before it faded away, but I never held it against him and was right glad to meet him once more after so many years. Mr. Heister, with his family, lives at 68 Prentiss avenue, Detroit.

The Schust Baking Co., of Saginaw,

held its annual sales convention last week.

In the death of Hon. Ezra Rust, Saginaw has lost one of her most esteemed citizens. Though gone, his many deeds of kindness will always remain in the hearts of Saginawians.

Don't forget Jan. 19, U. C. T. meeting at Forestry Temple. Be on hand, always something doing.

John C. Thompson, manager of the Hotel Bancroft, Saginaw, has resigned to become manager of the new Fort Shelby Hotel, at Detroit, of which he is also President.

Edward Rohering, for several years clerk in the Wm. Landskroener grocery, on Genesee avenue, Saginaw, has resigned his position and accepted a sales position with the Loose-Wiles Biscuit Co., Saginaw branch.
L. M. Steward.

Suggests Cheesemaking Propaganda.

Almont, Jan. 8—I notice in a recent issue of the Michigan Tradesman an interesting article on cheese. We are exporting most of our cheese now and will for some time to come, and a cheesemaking propaganda should be carried on this winter. Farmers who live outside of the milk-buying zones of our cities should be encouraged to make their milk into cheese, instead of skimming and feeding the protein to the hogs. I understand that Warner's and Horton's cheese factories have closed, and the milk is being sold. Where factories cannot be established, private cheesemaking could be carried on, as it has been done in Almont until the D. U. R. ran a street car line through and the farmers went to shipping their milk. The Michigan Tradesman might talk this to Boards of Commerce and kindred organizations. They might finance such undertakings. Cheesemaking was always very profitable and is especially so now at the high prices paid for cheese.

Chas. K. Farley.



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

Barney says—

"You'll be a Happy Taker—

If the Brand you buy is 'QUAKER.'"

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO

THE PROMPT SHIPPERS

MICHIGAN TRADESMAN

(Unlike any other paper.)
Each issue Complete in Itself.

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OF BUSINESS MEN.

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Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

January 9, 1918.

MORE ECONOMICAL BUYING.

There is every reason to believe that with the railroads of the country operated by the Government as one huge system under the supervision of Mr. McAdoo, the movement of freight in all parts of the country will be greatly improved. Still, it is not to be expected that anything like normal conditions in the general freight situation can be restored so long as the war lasts.

Until peace has been attained the movement of large numbers of troops, the supplying of munitions plants and other war industries with raw materials and the shipping of these finished products to their various destinations will require a large percentage of the rolling stock of all the roads of the country, leaving a limited number of cars available for other freight.

Under these conditions a priority list of commodities in the order of their necessity will have to be formed for the guidance of all concerned. It necessarily follows that many of the items in the regular stock of the merchant will appear on this list, some of them probably pretty well toward the last.

Some of these items will be goods which it has been the policy in the past to buy on a hand-to-mouth basis. Others will be of the class bought months ahead. In either case the buying plan of the stores will have to be entirely re-organized. It will be necessary in every line to cover requirements further ahead into the future than has ever been done before. In view of this fact buying will not only be done more carefully, but the tendency, will be toward the more staple products.

It is not improbable that the sale of a number of articles will have to be discontinued altogether. It is likely, however, that other commodities, more or less new to most of the stores, will be installed in place of those abandoned, and that the total volume of business in the course of a year may thus be maintained, or perhaps even increased.

Should the spirit of economy throughout the country develop to such an extent as to manifest itself in a falling off in the demand for many necessary articles, the need for curtailment of running expenses will bring about further stopping of leaks and wastes in store operation. Already many abuses and bad practices have been abolished as a result of war conditions, but there is

still room for improvement. Service, up to a certain point, is an asset, but beyond that point it becomes waste, and keen competition in the trade has resulted in many stores allowing extravagant practices to creep in for which there can be no justification in sound business reasoning. The opportunity for further improvement along these lines should be, and undoubtedly will be welcomed and grasped by the entire retail trade.

If business should be curtailed to such an extent that economics along these lines are not sufficient to meet the needs of the situation, it would then, of course, become necessary to reduce the sales force in proportion to the decreased need for sales people. This, however, is the last step which merchants generally would care to consider. The majority of their employees of this sort are women, and it would therefore not be so easy a matter for them to obtain other employment. These girls, who are mostly young and more or less inexperienced, could not jump around from one part of the country to another seeking work in munitions plants, and because of their experience and their physical qualifications they are not well suited to this kind of work even if they could get it.

Any such situation as this is highly improbable. It is neither the desire nor the intention of any one to cripple the country's commercial life, and thus break down the morale of the people at home, which is no less important than the morale of the soldiers in the field. Waste of any sort at this time is criminal, extravagance equally so, but there seems to be a general feeling, among business men and others the country over, that very extreme measures of economy, which after all are false economies, should be avoided.

There seems to be no reason, therefore, for pessimism over future prospects. It is reasonably certain that living costs will be no higher, and through regulation and price fixing by the Government there is hope of their being lower very soon. On the other hand, it is equally certain that wages will continue to be high. Thus, with the money of the country largely in the hands of the people and in circulation, there is no reason why the volume of business during the year should not be good.

The one most uncertain quantity in the present situation is in the matter of merchandise values. The year just ended has been one of speculation. There have been undue hoarding and manipulation, there have been misleading statements as to available supplies and various other forms of profiteering until confidence, one of the most necessary adjuncts to good business, has been severely shaken. The Government can correct much of this through price fixing and, should the need develop further, there is strong likelihood that other commodities besides food and war materials will be included in its price fixing programme.

Individuals may write epitaphs of the Kaiser at which men will smile because of their wit or sarcasm, but the epitaph which history writes will cause women to "speak out curses and children shake their little fists."

MR. HOOVER'S OPPORTUNITY.

The Southern potato grower is evidently destined to face an experience beside which the present predicament of the Northern potato grower is as the substance to the shadow.

Last season the Southern potato producer met a practically bare market in the North and found an outlet for his crop at prices ranging from \$9 to \$12 per barrel. This year the situation is reversed. The North is glutted with an enormous yield of potatoes, of which fully 90 per cent. is still in the hands of the grower. The farmer can not market his holdings now on account of the cold weather. Even if he could find a purchaser, the latter could not move his purchases to market because of the lack of cars and locomotives. The result is that Northern potatoes will not begin to move to any extent until about the middle of March. There is more than enough stock on hand to supply the consumptive demand of the Northern states. If the Southern grower insists on growing early potatoes, which will begin to arrive early in April, he will find himself in competition with the Northern grower and, in all probability, face a very discouraging situation, which will force him to sell his shipments at less than the cost of fertilizer, seed, labor, containers and transportation. When it is remembered that the freight rate alone from Texas points is about 70 cents per 100 pounds, it will be seen what a handicap the Southern grower labors under when he undertakes to market his crop in the North. If, instead of planting and marketing early potatoes, the Southern producer would confine his early planting to peanuts and cotton, for both of which there is a strong demand, and confine his planting of potatoes to late varieties altogether, he would probably find a market practically bare of Northern stock and receive a fair price for that portion of his crop which he markets in the North.

The same rule applies to onions. Unless the Southern grower is farsighted, he will find the country glutted with onions when he undertakes to market his next crop in the North.

Here is an excellent opportunity for Mr. Hoover to do the growers of Southern potatoes and onions a service for which they never can adequately repay him.

PEOPLE BAD AS THE KAISER.

Gobleville, Jan. 7—Why does not the United States cause to be reprinted in the German language millions of copies of "Bloody Bill's Fool Fury" and similar strong and comprehensive editorials from the Michigan Tradesman and distribute them by sowing them broadcast in Germany from aeroplanes. The common people and soldiers of Germany and Austria would then get them and read them and wake up to their real condition, as others see it.

L. O. Graham,
Cashier First State Bank.

The Tradesman does not believe the circulation in Germany of the editorial in question—and matter of similar character—would have much effect on the German people, because

they are not in a mood to listen to anything which serves to place the Kaiser in his true light. They have been bitten by the same mad dog which inoculated the Kaiser. Just as the Kaiser insanely believes that he is the personal representative of the Almighty on this earth, so the German people insanely believe that they are God's chosen people, divinely selected to work out the destiny of the world through the inspired leadership of the Kaiser and the blind infatuation of his servile subjects. Any one who talked with an educated German citizen for some years previous to the war soon discovered that the German people had become thoroughly imbued with the idea that the regeneration of the world rested solely on their shoulders and that after the Kaiser said the word, it was their duty to proceed to vindicate the theory that Might makes Right.

The same state of mind prevails among the German-Americans in this country. They may not express themselves in public, for fear of punishment, but it is impossible to get them to read anything which reflects in the remotest degree on the Kaiser and his policies, the same as the devout Roman Catholic will refuse to read anything which is derogatory to the Holy See. Time and again the Tradesman has undertaken to induce its German-American friends to peruse editorial expressions, based on personal knowledge, which would serve to set them right on the Kaiser, but they invariably refuse to do so—evidently on the ground that they do not wish their faith in the Kaiser to be shaken.

The only thing which will ever bring the German people to a realization of the fallacy of their monarchical fanaticism is the invasion of Germany, the destruction of Berlin and Potsdam, the extinction of some of her cathedrals and art galleries, the demolition of the works of art Germany has stolen from other nations—she never produced any of her own worth mentioning—and the utter annihilation of Prussian militarism. Until these things are done, the German people will continue to blindly worship their idol and regard the other peoples of the earth—who are as superior to the Germans as sunlight is to darkness—as heathens.

ALL ON SAME BASIS.

Many of the Tradesman's readers are disturbed over the announcements of the mail order houses to sell 25 pounds of sugar to any purchaser. The catalogues containing these announcements were printed before Mr. Hoover promulgated his ruling, early in December. The mail order houses are confining their sales to any one purchaser to 10 pounds at a time, the same as the regular retail dealer is compelled to do. Like the retailer, the mail order house is frequently out of sugar altogether, so that orders have to be turned down and money refunded.

Be patient; Government officials are correcting mistakes with unusual promptness.

Your Dependable Source of Supply

No matter how increasingly difficult the merchandising situation may be our customers may rest assured that "OUR DRUMMER" catalogue will continue to be their one most dependable source of supply. They may know that it will name the lowest price at which reliable goods may be sold to them. The January catalogue is in the mails. It is backed by the goods. It can save you money.

BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

NEW YORK

CHICAGO

ST. LOUIS

MINNEAPOLIS

DALLAS



War-Time Economy in the Shoe Industry.

Written for the Tradesman.

Among the readers of the Tradesman all retail shoe dealers or others handling stocks of shoes along with other merchandise, will be interested in some practical suggestions accompanying a Questionnaire sent out recently by the Commercial Economy Board of the Council of National Defense.

Still further reduction in the number of styles is suggested—especially such styles as necessitate the unnecessary use of materials and capital. The purpose of the Questionnaire is to gather up a mass of expert advice concerning the advisability or inadvisability of eliminating certain features in the manufacture of shoes for the fall and winter season of 1918.

"In view of the necessity for continued economy in raw materials," begins the communication, "especially those that involve the use of ships for importation, and the economical use of capital in manufacturing and in the wholesale and retail trades, it is essential that even greater savings be made in the shoe trade for the fall season of 1918 than have been effected for the spring season. The Commercial Economy Board thoroughly appreciates the co-operation that the various branches of the shoe trade are rendering and asks your continued assistance in the same loyal spirit.

"We state herewith our general recommendations and also ask your assistance in coming to a conclusion on certain specific suggestions that have been made to the Board. The trade will be notified, as soon as possible, of the further recommendations on these specific points.

"For the season of 1918 you are requested:

"1. To reduce still further, if possible, the number of styles.

"2. To avoid styles that involve the unnecessary use of materials and capital.

Many shoe manufacturers, and assuredly a great host of retail shoe dealers throughout the length and breadth of the country, will most heartily endorse the wisdom and economy of the course here suggested. Times and again the writer has gone on record in these pages as opposing the useless and wasteful habit of multiplying styles. In women's lines especially, the use of such a wide variety of colors and shades—many of which are really not practical for street wear—runs exactly counter to the principle of economy.

"In the spirit of these recommendations," the letter continues, "several

suggestions have been made to the Board regarding features that might be eliminated and other means of securing economy in the shoe trade for the fall season of 1918. We are submitting these suggestions to the shoe trade in the schedule that accompanies this circular. Will you please give us the benefit of your judgment and experience by answering the questions of the schedule and returning it promptly."

And then follows the schedule which reads as follows:

"In order to bring about a reduction in the number of styles and secure economy in material and capital, it has been suggested that certain features be eliminated in the manufacture of shoes for the fall of 1918. We should like to know whether these suggestions are practical from your standpoint.

"1. What should be the maximum height of women's shoes?

"2. What should be the maximum height of children's boots?

"3. For men's shoes (except canvas) should each manufacturer restrict his output to black and two shades of tan?

"4. For women's shoes, should each manufacturer restrict his output to white, black, two shades of tan and two shades of gray?

"5. Should wing tips on men's shoes be eliminated?

"6. Should perforations on men's shoes for street wear be restricted to those on tips?

"7. Should all shoes have only the natural finish on soles?

"8. Should pull straps be eliminated?

"9. Should 'all leather' linings be eliminated?

"10. Is it possible, in the majority of shoes, to have them stitched aloft (that is without channeling)?"

As regards question 1 and 2, there is no doubt room for considerable difference of opinion. The height of the shoe is itself a style-feature. Admitting this, however, there should be a certain fixed point beyond which manufacturers would agree not to go in the elaboration of their styles. In England they have already come to this agreement through government regulation. Some of the present styles in women's shoes are nine inches or above. That is surely excessive. Eight inches would seem to be sufficient height.

Children's shoes can very well be abbreviated in length, it would seem, without any hardship to anybody—least of all to the children who have to lace or button them. The initial charm and beauty of the high tops

We Are Out

for your fall business on felt slippers. Place your order early to insure delivery.

We are offering the pick from the strongest lines manufactured.

We have the most complete line that will be shown Michigan merchants for fall 1918, and prices are right.

A broad statement, but we can back it up.

Place your order early and see our line before doing so.

Hirth-Krause Co.
Grand Rapids, Mich.

JOBBER'S GLOVE BRAND RUBBERS

We Can
Start
These
Distinctive
Styles
On Their
Way
To You
To-Day



2827—Woman's Brown Kid 8 inch Brown Cloth Top McKay, B, C and D, 3 to 7..... \$4.00
2828—Woman's Tan Calf 8 inch Top McKay, B, C and D, 3 to 7..... 4.50

Rindge, Kalmbach, Logie Company
Grand Rapids, Mich.

lose something of their original appeal in the subsequent lacing or buttoning process.

With regard to the remaining eight questions—with, perhaps, the exception of No. 7—the verdict should be a unanimous "Yes." Black and two shades of tan is quite enough for "mere man" most any time, especially in war times. For women, black and two shades of tan and two of gray should suffice. And there never was any use for wing tips, even in days of peace. Perforations other than those on the tip were never necessary in men's shoes, and it is doubtful if they ever added anything to the real style-effect of shoes. Pull straps were a mistake to start with; and the "all leather" lining (except in rare instances) is both impractical and unnecessary. Stitching aloft is practical in most cases, and its general adoption would be of real benefit to the industry.

Ink and burnishing doesn't add any wear-value to the soles of shoes. It only makes them look prettier—to certain eyes; and that is doubtless due to custom. And yet this point is not so vital, for ink isn't considered a war material, and its conservation will not help very greatly in winning the war; and the time spent in inking and burnishing the soles is very slight compared with time consumed in other necessary operations.

If the writer had been consulted in the preparation of this schedule, he'd substituted instead of this item, one of more real consequence: namely, "Should heels on all men's and boy's shoes be breasted straight?"

Cid McKay.

Shoe Industry Busy Under Heavy Demand.

The shoe business generally reached its highest point in sales during the last year, there being an increase of 15 to 25 per cent. Many factories that ordinarily have surplus productions are filled up with war orders for both the United States and European countries. These orders were placed principally in the East. Chicago manufacturers were able to accept little of this business owing to the fact that their trade is steadier than that of most any other market in the country.

The demand for domestic consumption has fallen heavily upon Chicago manufacturers and wholesalers, on account of the prosperous condition throughout the country in which they operate.

Prices of raw material and leathers ranged high throughout the year, with the exception of certain light-weight leather, which declined during the early fall months. These reductions, however, were only temporary. The surplus of lightweight leather was soon absorbed by the lifting of the embargo on leathers for our Allies—France and England.

The general opinion among shoe people is that there will be no reduction in the price of leather and no surplus during the war. Our Allies must have leather, embargo or no embargo, and the chances are that they will have to depend upon us more and more.

During the last year there was a ten-

dency toward conservation of leather, particularly in women's misses' and children's shoes. High cut boots and shoes for the army, of course, cannot be reduced, but in women's, misses' and children's shoes a considerable reduction in the use of leather has been and can still be made, without working any hardship to consumers. In England this has become a necessity and the height of shoes has been regulated by law.

There is also a tendency toward plain-er styles and to cutting out the frills, unnecessary trimmings, and other things which will conserve labor and leather. This also is a move in the right direction.

The difficulties which confront the shoe manufacturer for 1918 are, first of all, the high prices of leather; second, scarcity of leathers, particularly heavy leather; third, scarcity of experienced workmen, which has already reduced production; fourth, railroad congestion.

These difficulties not only apply to leather goods, but to rubber goods as well. With the shortage in rubber footwear and the large demands of our Government for heavy rubber footwear for army purposes, it would not surprise me if the sale of rubber footwear were limited to the first few months of the coming year. Indications are that rubber mills will be sold up long before the summer months are reached and merchants, who do not buy rubber footwear early will be compelled to go without in the fall and winter months, when it is needed.

J. Harry Selz.

The New Fashion.

George Ade, the humorist, was talking at the Chicago Athletic Club about the new fashions. "I took tea at the Auditorium with a bachelor the other day," he said. "After tea, as we waited for a taxi, I remarked: 'That was a pretty girl who sat at the table opposite ours.'

"'I didn't notice her,' the bachelor answered, absently.

"'Oh, yes, you did,' said I. 'The girl with the sable collar, the white blouse, the string of pearls and the black velvet veret on her charming blond head.'

"'No, I didn't notice her,' he repeated.

"'I'm sure you must have noticed her,' I said. 'She had on high-heeled bronze shoes and bronze silk stockings with openwork'—

"My friend gave a delightful laugh.

"'Oh, yes!' he said. 'She was a peach, wasn't she?'"

If you retain in your employ one clerk you know to be shiftless, you have a good chance of developing more from the influence of that one.

It's New—It's Good—It's Fetching!

Bezo

A really pleasant waterproofing for boots and leather goods

Advertising has been started in the sporting, agricultural and military press—soon your customers may be asking for it. Send for a sample dozen—\$1.75 prepaid. Sells for 25c. Really does waterproof and preserve leather. Doesn't soil carpets or clothes, stain the fingers, or offend the nose. Exclusive agencies may be arranged if you write today.

GATES MANUFACTURING COMPANY
1831 East 13th Street Cleveland, Ohio

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.

**Basket Ball Shoes
Now In Season**



**Hood
Athletic**

Men's @ \$1.60

Boys' @ 1.45

On the Floor

"Get that Business"



Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids



What Government Management of Railroads Involves.

Written for the Tradesman.

There seems to be a sound basis for the statement that the clouds on the business horizon are breaking and the silver linings beginning to appear. One of the most important factors in the restoration of public confidence was the assumption of railroad control by President Wilson, which, to use a phrase of an Eastern financier, "Confers upon them physical freedom and financial justice." A reflex of public sentiment was seen in the upward rebound of prices of securities on the New York Stock Exchange, not only of railroad stocks and bonds, but of the general list.

As stated, this is a material and a mechanical war, a struggle of transportation. Especially for America does distance, land and sea, foreign and domestic, complicate the problem which calls for maximum movement, both in volume and velocity, intensified and unified as never before known. This forms the war-making motive behind the executive power thus assumed and necessary to secure the needed maximum of efficiency. Thus it is that the Sherman law, after twenty-seven years of operation for prevention of amalgamation, must give way to the needs of the present.

It is the breadth of vision shown by the President in his announcement of seizure that has restored public confidence. While the text of his statement is generally known, it is still worth while to repeat part of it, that portion relative to the protection of the security holders—the owners of the property. He says in it, "The public interest must first be served, and, in addition, the financial interest of the Government and the financial interests of the railroads must be brought under a common direction. The financial operation of the railroads need not then interfere with the borrowings of the Government, and they themselves can be conducted at a great advantage. Investors in railroad securities may rest assured that their rights and interests will be as scrupulously looked after by the Government as they could be by the directors of the several railway systems. Immediately after the assembling of Congress I shall recommend that these definite guarantees be given. First, of course, that the railway properties will be maintained during the period of Federal control in as good repair and as complete equipment as when taken over by the Government; and, second, that the roads shall receive a net operating income equal in each case to the average net income of the three years preceding

June 30, 1917, and I am entirely confident that Congress will be disposed in this case, as in others, to see that justice is done and full security assured to the owners and creditors of the great systems which the Government must now use under its own direction or else suffer serious embarrassment."

To realize fully what this guarantee will mean it is necessary to glance at a few figures: Railroad corporations in the United States, 441; miles of road in operation, 344,944; number of shareholders, 650,000; total capitalization \$19,681,493,092; average percentage return on investment most prosperous year in railroad history, 5.8 per cent.; expenses and taxes in 1917, percentage to gross earnings, 77 per cent. Of railroad securities \$3,000,000,000 are held by institutions, including \$1,000,000,000 by savings banks, with 11,285,755 depositors. Insurance companies having outstanding 41,000,000 life and commercial policies have 31 per cent. of their assets invested in railroad securities. Can Congress, in the face of these facts, hesitate to provide the guarantee?

There are, of course, many intricate details to be worked out in this unification of railroad control. The President's selection of Secretary of the Treasury McAdoo to be United States Director General of Railroads has met with the approval of the railroad executives, bankers and business men generally. His handling of the Nation's finances since the war began is universally commended and is characteristic of the man who built the railroad tunnel under the Hudson River at New York when every one said it could not be done. Upon taking over the roads, Mr. McAdoo issued a clean cut statement as follows: "This new task is of great magnitude and difficulty. It cannot be done in a moment and it cannot be done at all unless the people of the United States, as well as the officers and employes of the railroads, give to the Railroad Director their intelligent and patriotic support. I earnestly seek the co-operation and assistance of every good citizen in this great work. The operation of the railroads as a unified system is of fundamental importance to the success of the war. Without it we cannot get the effective use of our resources. The supreme test in this war will probably come in 1918. Victory will depend upon our speed and efficiency. We can get neither speed nor efficiency unless the railroads are equal to the demands of the situation. I can only say at the moment that the problem will be taken hold of vigorously and that

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OPERATING IN TWENTY-FIVE STATES

plans and policies will be announced from time to time as rapidly as it is possible to mature them. Meanwhile the business will be conducted through existing railroad organizations with all the support and power of the Government asserted in behalf of more efficient and satisfactory operation."

From a business standpoint 1917 was a remarkable year. Without presenting a mass of statistics to wade through a brief review of its main features is of interest. War was its dominant characteristic. The country has been turned into a war factory, human and material, and yet in spite of obstacles to overcome, with a few exceptions, the industrial output broke all records, surpassing the high water mark of war prosperity of 1916. Our foreign commerce, the largest single contributor to that year's prosperity, in 1917 exceeded the previous high figure. Our annual exports crossed the \$2,000,000,000 mark in 1911; in 1915, \$3,000,000,000; in 1916 they approximated \$15,000,000,000 and in 1917 \$6,120,000,000. Our gold monetary stock is now \$3,100,000,000, an increase of \$1,220,000,000 in five years or nearly one-third of the world's total. Never before was there so much actual money in circulation. In 1908 the total circulation was \$3,000,000,000; Dec. 31, 1916, it was \$4,440,000,000 and is now practically five and one quarter billion dollars, while total bank clearings totaled \$306,000,000,000, a gain of nearly fifty billion over 1916 and almost twice the figure of \$155,000,000,000 in 1914. The mineral output for 1917 amounted to nearly \$4,000,000,000, as against \$3,500,000,000 in 1916. The year ended with a clamor of coal shortage, hard and soft, with an industrial demand calling for 50,000,000 more tons of bituminous than can be mined and shipped. Yet the anthracite output made a new record by nearly 10,000,000 tons and the soft coal product exceeds the high mark of 1916 by nearly 50,000,000 tons. Our crop values exceeded \$20,000,000,000.

Another important factor in improved financial conditions is that of January disbursements which for interest and dividends should total \$495,000,000. Distribution of profits by stores, commission concerns and wholesale and retail trading establishments are estimated by John Moody at \$350,000,000, who places the profits realized by agricultural industry around this season at \$1,150,000,000. The total production of this industry is estimated by the agricultural department at \$21,000,000,000, so the above estimate is not high. Besides these items there are reasonable distributions by small industries, not included in the above, which should total not less than \$245,000,000. This brings the grand total of reasonable disbursements to \$2,200,000,000 if not more. These payments all come between December 15 and February 1, so that their beneficial effects are felt in the first two months of the year. It is probable the aggregate gross business of the United States for 1917 will approximate \$15,000,000,000 greater than that of 1916. Of course, in

contemplating the general situation is the fact that these figures are partially offset by high costs and high taxes. Still the situation is one that should call for a more optimistic opinion then seems to prevail as to the course of business in 1918. Already the bond and stock markets have begun to respond to the publication of these facts.

It is pointed out that the coal situation has come to have a big meaning to investors in public utility stocks and bonds. Before it has a matter of apparently small importance whether a company of this class derived its power from steam or water turbines, but now it matters a great deal. The company which before the war depended upon steam power and made money by doing a big business at a small profit now finds itself in difficult circumstances. A rise of 55 per cent. in the cost of fuel is no small question. Therefore investors will be rather careful to ascertain whether power is furnished by steam or water, and if by steam, how far are the plants from the nearest coal mine and what the fuel will cost, all these facts having their bearing upon the earning power of the company and hence upon the intrinsic value of the security.

Paul Leake.

Some Things 1917 Did.

- Put the United States into war.
- Established a food and fuel administration.
- Sent prices to unprecedented heights.
- Brought price-fixing by Government notably on wheat, coal, iron and steel and other basic commodities.
- Saw an unparalleled demand for labor at highest wages known.
- Brought the railroads under Government control.
- Started the construction of a vast fleet of merchant ships to counteract ruthless U-boat warfare.
- Sent our foreign trade above the \$9,000,000,000 mark.
- Saw our favorable "balance of trade" in overseas commerce for the period since August, 1914, reach the vast total of more than \$8,000,000,000.
- Brought an embargo on exports, scientific direction of outgoing trade and licensing of shipments to foreign lands, all to help win the war.
- Saw a \$21,000,000,000 war Congress.
- Provided for a \$7,000,000,000 loan to our Allies.
- Introduced selective military service and saw 10,000,000 men of military age registered in one day.
- Floated two Liberty Bond issues aggregating nearly \$6,000,000,000.
- Sent American soldiers and sailors to the fighting line.
- Set up rules for eating and drinking, buying and selling.
- Raised \$100,000,000 in one campaign for the Red Cross.
- Stopped the manufacture of hard liquors; reduced the alcoholic content of beer and wines.
- Put a Nation-wide dry amendment through Congress and up to the states for ratification.
- Organized America's forces and resources for war.

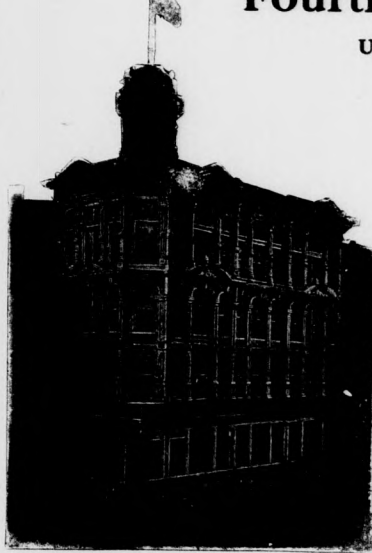
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WAR TIME ECONOMY.

Extravagance of the Past Gradually Becoming Evident.

Editions, for the good of their readers, recognize that in a busy world most things worth saying can be put into few words. An exhaustive treatment of the topic. "The Field for New Foods and for More Intelligent Food Preparation," must therefore be sought elsewhere.

It must be recognized that although there is theoretically no reason why a certain dietary, containing the requisite number of available heat units, protein, etc., should not be substituted for another equally meeting requirements, the psychology of nutrition is such that even if people could be brought to agree to any such change the substitute ration would not have the same nutritive effect on the mass of the population. Food habits are proverbially difficult of change, and—deep rooted as they are in the stage of civilization, in climatic demands on the human organism, in regional crop capacity and even, in certain instances, in religious requirements—it is idle to talk of radical substitutions.

But this does not mean that substitutions of a less acute sort are neither desirable nor possible. As a matter of fact, they are absolutely necessary in the present conditions of worldwide shortage. They must, however, be partial and as gradual as may be consistent with necessity. The use of new foods for old may obviously be effected either by the introduction of well known foods into new employments, or by bringing into our dietaries foods of which we know little, but which are in common use in other lands. Of the former sort is the widely spread use of the "war breads," long in effect in the European belligerent countries, and the recommendation to Americans to make a more extended use of cornmeal. Such substitution is, in the "war breads," made in part, i. e., by the introduction into the wheaten loaf of a certain proportion of cornmeal, barleymeal, etc. The product is thoroughly wholesome, in most particulars quite as nutritious as the full wheaten bread, and if judiciously done affects the psychology of alimentation not at all.

Less open to question is the practice now universally prevalent in Europe of closer milling of flour. This may result in passing the maximum of utilization in processes of digestion and in producing a dark, unattractive, ill-tasting loaf, as well as in unnecessarily reducing the amount of offal used in making that other war time necessity, milk, and so further adding to the troubles of the dairy farmer, already discouraged by the scarcity in labor. But in the use of these mixed flours the mistake must not be made of varying the proportions of the introduced flour without notice to the users. It is perplexing to the baker to try to accommodate his manufacturing processes to any new raw material; it is certainly not fair to him to ask him to adopt himself to a material constantly changing, and the housewife, because of usually less exact knowledge, is in even a worse situation.

Recommendations to Americans to make a greater use of cornmeal have in the past few months become trite. It

should not be forgotten by the recipients of such advice that several millions of their fellow-citizens habitually live and thrive on this as their chief cereal food, and that, when properly prepared and cooked, it leaves little to be desired in palatability. If an Aladdin's lamp could give us power to do as we would, we should transport a small army of Southern white and black cooks to the Northern and Western United States as cooking-school instructors. Most persons, however, who undertake to use corn do not understand the difference in the qualities for human food of the yellow and the white corns and the fact that each has its special field.

There are many products already grown and used in the United States whose use should be greatly extended. We have heard much of late of the wonderful increase in the acreage of peanuts in the South. This remarkable bean gives heavy crops, is palatable and very nutritious, and because of its high percentage of protein and fat should be used to help out such foods as cornmeal and rice, which are deficient in such requisites.

Another suggested food which may have possibilities for the same reason is cotton-seed flour, which in admixture with wheat flour makes a palatable but not particularly pleasing looking bread.

That new domestic food which at this moment seems to offer perhaps greater capabilities than any other, is dehydrated vegetables. These have been long used in a small way by camps and expeditions, which naturally could not get vegetables of any sort. In Germany the industry has been largely based on that country's enormous potato production, and when the war opened there were reported to be some 450 dehydrating establishments there. Both German and Allied soldiers receive dehydrated vegetables as part of their regular ration, and while a part of the supply for our Allies is produced in this country, the industry is capable of vast expansion. The product now used for this purpose would appear to leave something to be desired in the way of quality, and experimenting done by the United States Department of Agriculture and by the Food Bureau of New York City Department of Health, under my direction, have both produced a product which, when "reconstituted," does not differ materially, for most purposes, from the fresh vegetables.

These dehydrated products are particularly adapted to use in soups, stews and like mixtures. The Allied armies' mixture consists of 40 per cent. potatoes, 20 per cent. carrots, 20 per cent. turnips, 10 per cent. cabbage and 10 per cent. onions, and apparently both their and our armies will take all of reasonable quality that can be produced. The dehydration process is simple, the one essential to be kept in mind being that the drying must be from the inside out, and thus in not too dry an atmosphere. Driers of reasonable capacity can be erected for a few hundred dollars, exclusive of housing. Each vegetable needs the temperature and humidity of atmosphere in the drier best adapted to it, in order to get maximum quality of product, but these requirements are well known and easily adhered to. When to the considerations already mentioned it

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is added that hundreds of millions of pounds of vegetables annually go to waste in regions of production for want of market or transportation at the moment of maturity, the extent to which conservation would be promoted by a number of judiciously distributed units may be appreciated. It should be added that the dryer worked out by New York City is so designed that a small original unit can be added to at a minimum cost, as conditions warrant.

Finally, it is to be noted that if the American people would use vegetables, as do the French and Italians—namely, for their food values instead of as flavoring substances—our productive capacity could be greatly increased and important additions made to allied resources in foods. The resources of American waters in fish have never been adequately developed.

Our food habits in fish are a classic and gross example of the National sin of extravagance; besides being based on the despised (by Americans) principle that "what was good enough for my father is good enough for me." Perfectly good and nutritious fish, largely used by other nations, are thrown away by us as worthless. It is stated by the Federal Food Administration that "grayfish," now extensively canned on the Pacific Coast, could be supplied on a week's notice to New York City in amounts of not less than 25,000 pounds daily, fresh from nearby waters, if there only were a demand for them. Space does not admit of mention of other varieties in the same situation.

Of possible new foods of foreign origin it is to be said that in the tropical and subtropical countries of America there are enormous undeveloped areas which are amazing in their potentialities. The beans from Brazil, which have come to the New York market in such amount, although not popular with the trade because of being infested with a fly, are a case in point. These beans could be easily handled if they were fumigated at port of shipment or receipt, or both, and this illustrates the point that products from tropical countries must be handled by importers and dealers with the same intelligence as is applied to those grown in our own country.

Warm countries appear to be particularly rich in oil-bearing plants, and a large proportion of our artificial butter is now made by a chemical process from cocoanut oil. Starch-yielding plants appear to be likewise abundant there, and some of them have been introduced into the United States—like the taro, dasheen and cassava. These all give a large yield per acre and have great potentialities, not only for human but for animal foods.

Obviously the possibilities of these foreign countries as food sources are matters of slow development; their use in the present emergency is dependent, moreover, on the already too few ships available, so that the prospect of great aid from them seems rather remote during the war.

The matter of more intelligent preparation of foods concerns itself with farm, transportation lines and factory, as well as with home. I have already called attention, both in *The Journal of Commerce* and elsewhere, to the great

but avoidable losses that thus occur. Better forms of package, more careful sorting, grading and handling before the stuff ever leaves the farm, would greatly reduce losses; but here again there seems little prospect of relief now or for some years after the war, because of labor scarcity. This same scarcity of labor, however, will unquestionably lead to more careful attention to details in food factories, and to increased substitution of men by machines.

High prices of food products will be an inducement to the manufacturer to watch his by-products more closely and to seek the aid of the skilled chemist in his problems. There seems little doubt that for some years to come the utilization of waste and by-products through skilled technical advice will offer most attractive features.

In the home, likewise, these principles will be more and more applied. We can learn from our German opponents how to utilize garbage. There, before the war, a daily amount of milk alone almost equal to New York City's supply was produced on feed made from the garbage of cities of over forty thousand population. Labor saving kitchen appliances will be more and more widely installed, and the housewife will be able to supplement her present "rule of thumb" methods of compounding a dietary by the advice of the thousands of women trained in home economics who have been so wisely and widely turned out, by the agricultural colleges especially. Only one who (as the writer) has lived for weeks at a time "on the country" in the remoter districts of the South and West can adequately comprehend what a revolution the wider dissemination of knowledge—not only of diets but of cooking and serving—will work in the conservation of foods which are now wasted because they are unpalatable, and in the production and utilization of foods not now grown, as well as in the digestions of their consumers, to the manifest betterment of their general health. Lucius P. Brown.

Contentment Found by Contrast.

Written for the *Tradesman*.

Whatever hardship we must undergo we may find some comfort in contrasting our lot with those less fortunate. It helps to endure the severe cold weather to think of people in Alaska or the arctic regions. For instance, think of Dr. Nansen in a snow hut in the long arctic night with only one companion; no visitors except polar bears trying to tear off the seal skin roof; for bathing, melting snow in a tin cup over a grease lamp; for exercise, a run under the stars at 50 to 70 degrees below zero; for a bed, crawling inside a fur bag; for food, biscuits and blubber; and a desperate chance to escape if they lived until spring came. Such endurance and courage silences our complaints. E. E. Whitney.

She didn't raise her boy to be a soldier; but that was no mistake after all. He will be just as good a one as though she had. If she taught him to be manly, kind, honest, true and self-denying, it will count even more than as though he had grown up longing for excitement, adventure, fame or glory.

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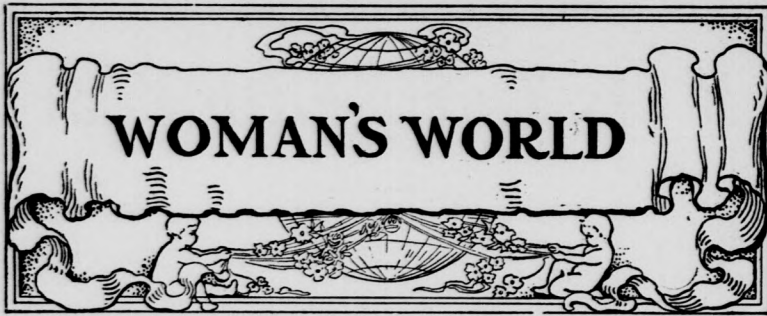
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One Way to Cure Curiosity in Children.

"How shall I cure my child of curiosity?" a woman asked me the other day. "Such an inquisitive, investigating child I never saw. I can't have her prying into everything. How can I break her of it?"

"Just as you would break a fish of swimming or a bird of singing."

"How do you cure a fish of swimming?"

"Kill it. You might as well."

"Do you mean that curiosity is a good thing? A natural thing?"

"Certainly I do. I would as soon put out a child's eyes, or stop up its ears, or cut off its fingers, as try to discourage its curiosity. It ought rather to be encouraged and wisely directed."

Try to imagine yourself placed in a totally new and strange environment, where most of the objects were far above the level of your eyes, or hidden from you or out of your reach. Imagine, too, that in order to know how to behave, how to get the good out of your surroundings, how to get along generally, it was necessary for you to understand the purposes of things and actions about you; that you were unable to read the printed books and newspapers and signs that told the natives the why and how of things; that those natives were of age and intelligence superior to yourself, and that the only ways in which you could learn the things you needed to know were either to ask endless questions or to reach up and handle things and try experiments for yourself.

Now, imagine also that in that strange environment the natives regarded your questions as a nuisance, snatched away from you everything that looked interesting and worth finding out about, punished you for trying to make discoveries on your own account, and yet at the same time expected you to act as if you had always lived there and knew the values and relations and ownership of things and all the reasons for the ways and customs of the place! Absurd, isn't it? And yet that is exactly the way in which thousands of grown-up people act towards the little folks who have been dragged into the world without being asked whether they wanted to come, and who are trying as best they can to understand things and people in the place in which they find themselves.

You have seen a kitten in a new room, sniffing about the corners and the furniture; she wants to know what sort of a place it is, whether it is a safe place for kittens to remain in,

whether she'd better not run right away from there. Or, if she is to stay, she wants to understand all the ins-and-outs of it. It is the animal's instinctive effort to discover the attractions and uses and dangers of its environment.

There is something of the same sort in your little child's curiosity about the things amid which it finds itself. But there is in the child, we may assume, something more, something higher—an intellectual hunger, a desire to come into acquaintance with all the wonders and mysteries of the life about it. It is the beginning of education. Surely you didn't suppose that a child's education was a matter of books and school-teaching? That is the least and most superficial of it. Who are you that you should take the responsibility of checking the enquiry of your child, or anybody's child, about the world? Have you entirely forgotten your own childhood? Or did some lazy or officious person smother your inquisitiveness so that now you are too stupid to see what it is that your own child is doing? There are plenty of such people, but I didn't think it of you!

One student of child nature says somewhat ponderously that "curiosity leads to objective knowledge, but is also a stimulus to the acquisition of subjective knowledge by imitation."

"Why does that big boy do so-and-so?" asks the small boy, seeing the larger boy, whom he hugely admires because he is larger, doing some as yet inexplicable thing.

You explain, and he forthwith tries to do it himself. So he learns the reason, the process, and the results, and you don't have to explain that again. The knowledge, at first acquired objectively has become subjective.

Old as you are, old as you may ever get to be, that is the way you learn yourself every day, if you are good for anything. Child or adult, we proceed from the known to the unknown. At the outset the child's knowledge is nil; he is an absolute stranger to the most commonplace things. You must not assume that he ought to know anything. The only way for him to learn is by asking questions, handling, and experimenting. Every new thing introduced into a familiar environment is a stimulus to his passion for learning about things, to his curiosity. I know one bright-eyed boy who became so familiar with the things about his home that it became a family joke—you couldn't move or displace the smallest thing or introduce a new one, however

trivial, without his instantly noticing it and demanding the reason: "Where did you get it, Mother, and what is it for?"

If he is a really live and observing child, it is instinctive with him to try to relate each new thing, each new experience, to the knowledge he already has. Curiosity is to the mind what appetite is to the body—the intellect lives by what it feeds on. Show me a child without insatiable curiosity, and I will advise you to see what is the matter with it, for it will be a sure sign of physical torpor or mental deficiency.

Did I hear somebody scoff, and say that this is "some of that new-fangled child-training fad?" Indeed? Hear, then, what John Locke wrote nearly two hundred and fifty years ago (1690) in his "Thoughts Concerning Education:"

"Curiosity in children is but an appetite after knowledge, and therefore ought to be encouraged in them, not only as a good sign, but as a great instrument nature has provided to remove that ignorance they were born with, and which, without this busy inquisitiveness, will make them dull and useless creatures."

Of course, there is need for common-sense, for a wise management of the business. A child can be taught not to interrupt inconsiderately the conversation of others; but I hope you are not one of those who believe a child should be "seen, not heard." There never was a wickeder or more deadly falsehood.

Locke says so wisely: "Mark what 'tis his mind aims at in the question, and not what words he expresses it in. And when you have informed and satisfied him in that, you will see how his thoughts enlarge themselves, and how by fit answers he may be led on farther than perhaps you could imagine." And he suggests that children often abandon themselves to being silly and insipid because their curiosity has been "balked" and their "enquiries neglected."

Never, never, never give false or deluding answers to children. They quickly perceive the falsehood. That is one of the most effective ways to breed liars.

Are you with your own child enough to know the workings of his little mind? Or is some hired servant of dubious intelligence forming indelibly the impressions that he is to take through life? Prudence Bradish.

Bottom Facts From Booming Boyne City.

Boyne City, Jan. 8—Boyne City is losing two important men:

J. D. Dunn, who has been general manager for the Charcoal Iron Co. of America for many years, has accepted a position with the Tennessee Valley Iron Co., Colmwood, Tenn., as manager, and leaves this week for that place. He leaves a large circle of friends, both business and personal, who feel that it will be some man who will fill his place.

R. S. Bears, who has been woods superintendent for the Boyne City Chemical Co. for the past ten years and who is known in every town in this Northern country, will also go to the same company in a similar capacity.

Our local Chamber of Commerce is now engaged in a strenuous campaign

to land a new industry which promises to be a very valuable permanent acquisition to the business interests of the town in the shape of a tractor motor factory. We can see no reason that Boyne City cannot get a look in on something that will be doing business when the manipulation of timber products is a thing of the past, as it will be in a comparatively short time.

The completed connection of the B. C., G. & A. Railway to Alpena was held up, after a disheartening fight with adverse weather conditions and the expenditure of a good deal of money, and on the very threshold of completion, by an unfortunate difference of opinion between the "big" men concerned. There should be some authority that could prevent the possibility of the holding up of a much-needed and desired development of this kind.

Old Boreas has this country in a good solid grip. The Boyne City Electric Co. has never before been so short on power as now, at a time when usually there is an abundance of water. Possibly there is a strike on among the powers that control the natural sources (or an advance in wages and shorter hours) or maybe the Kaiser has an emissary who is getting in his work. Whatever the cause, it is a very inconvenient and costly combination. Between the coal miners, the railroads, the fuel administrator and the abnormal weather, we are certainly getting it going and coming. Maxy.

Mercantile Side Lights on the Celery City.

Kalamazoo, Jan. 8—John Dankert, proprietor of the Dankert Grocery Co., at 1605 Portage street, has accepted a responsible position as manager with the L. C. Mercantile Co., at Des Moines, Iwa, and will discontinue his business at the above location, where he has been the past year, having bought the business of the Kellogg Grocery Co. last February.

James Grant, manager of the Brink Baking Co., is spending the remainder of the winter at Miami, Florida, where he is in hopes of regaining his health after several months illness with pneumonia.

The outside construction work, with the exception of the smoke stack, on the new Dunkley Co. factory, on Fulford street, is completed. This concern will add considerably to the employment of skilled mechanics, as they will manufacture various devices for canners of fruits and vegetables.

C. E. Hickok, of Baldwin & Hickok, grocers on Portage street, has been named Treasurer of the Grand Rapids Wholesale Grocery Co. The company has plans for establishing a warehouse in Grand Rapids, with an increase in capitalization of from \$30,000 to \$100,000.

Herbert Betke, who recently discontinued his grocery and meat market on Parson street, has re-opened a similar business at the corner of Pitcher and Parsons streets.

Kalamazoo merchants in general claim business to have been exceptionally good during the holiday season, which proves that "In Kalamazoo We Do."

For the first time in seven years since the Hub Lunch moved to its present quarters, on East Main street, the popular eating house is closed for several days to enable the management to remodel and repair certain parts of their equipment to meet the increasing demands of their patrons. Frank A. Saville.

Is your store conveniently arranged? Are the most popular goods handiest—easy for customers to see and clerks to get at? Is there any lost motion which you can prevent—unnecessary walking, climbing or hindering? All this slows up trade and money coming in.

Another Friendly Talk To a Friendly People By a Friendly Company

The Sobering Spirit of War Is Over Us All—Our Young Men in the Service and We at Home Must Do Our Part in Work and Sacrifice—War Conditions and Their Effect on the Grand Rapids Railway and Its Business—The Old Year and the New for the City

NEW YEAR GREETINGS TO OUR FRIENDS—To all who have homes here, to all who come and go, the Grand Rapids Railway Company extends good wishes and good cheer.

On other New Year days the Grand Rapids Railway Company has addressed a friendly people in a friendly way, and with nothing in its methods or policies to conceal, has freely and frankly discussed its own affairs, its problems, its perplexities, its plans and its relations with the community. This has done much to promote that good understanding which is the true basis of a kindly feeling, and has served as an annual renewal of this company's pledge to service. This year conditions are not as they have been. The war clouds are over the land. Instead of the joyful bells this New Year is greeted with the call to colors, the rallying cries of armed men, the clank and clangor that come before the combat. When men meet today back of their geniality will be the soberness and seriousness which thinking of what the new year may bring forth inspires. When women come together it will not be for idle gossip, but to plan how they can help. With thousands of our young men in training camps or overseas, with nearly every household feeling the touch of grim war, and more and more appreciating what war means, New Year this year will be a solemn season of thought and prayer. To those advanced in years will be recalled memories, softened by more than a half century of when the North and the South were at strife, but for the generation that has arisen since then the impressions will be unlike any heretofore experienced. It is but natural that among those who think and know that there should be some sadness and some depression in spirit. But of dismay, or of faltering, or of fear, in all the land there is none. It is for a righteous cause that we are enlisted. It is for humanity's sake that we send our young men forth to battle. There will be sacrifices to make and losses to mourn, treasures will be spent and precious lives given up. But it is to make the world better and happier for those who come after us and we face the ordeal with hearts courageous and minds of high resolve. What we endure will win for us the tender tributes and blessed memories of the children of all mankind and of their children to the end of time.

OUR OWN MEN IN THE SERVICE.

With conditions as they are the Grand Rapids Railway Company is in no mood to talk of the ordinary affairs of life in the ordinary way. The company's service flag displays thirty-six stars, indicating the number of its employes who have enlisted. The street railway boys will be found in every branch of the war service, whether on land or sea, and some are already on the other side. They are picked men in character and courage; they are of the best American type and can be depended upon to uphold the honor of the country wherever they may go. Their loyalty in times past to this company, their fidelity to duty, their readiness in every emergency, their steadfastness in times of stress are the best guarantee that they will be soldiers of whom the country will be proud. They have responded to the call of patriotism; may good luck be with them. The employes who remain, equally loyal, are honestly and faithfully "doing their bit" here at home, ready for the sterner duties if they shall be called, and in the meantime doing the work that must be done. With depleted ranks they are doubling up and shifting around, doing the best they can to give service that must be rendered, and if everything is not as smooth running as formerly, it is hoped the public will remember, and be considerate. In other cities it has been necessary to employ women to do work that was previously done by men. A few women have been engaged as car cleaners and on light work in the shops and the time may come when women will work on the cars. In employing women, if the necessity demands, the policy of this company will be to give preference to the wives and daughters of our employes, and especially of those who have gone to the war.

A DUTY AND PRIVILEGE TO HELP.

During the last year many appeals have been made in behalf of the Liberty Loans and of the war philanthropies, for the Red Cross, the Y. M. C. A. and other deserving relief work. With thirty-six of its employes in the service prompt and generous response to these appeals have been looked upon as a duty, and by its employes as a privilege as doing something for their friends and associates. These responses have not been confined to money subscriptions.

In other years we have spoken at length of earnings and disbursements, of things financial and physical, of conditions that have been and might be. These are not congenial topics this year either to speak of or to read about. They cannot, however, be entirely avoided, because of the close relationship between the city's well being and the company's prosperity, but comment can and will be brief.

During the past year the company's earnings have scarcely kept even with the earnings of preceding years. In a city growing as Grand Rapids has been increasing in population, industries, business and wealth, this is not a satisfactory showing, nor is it one the business man or manufacturer in his own affairs would be pleased to contemplate. That the results are not better is due to a variety of causes, to unfavorable weather conditions, to the absence from the city of 6,000 or more young men in the war service, to the "Jitney" competition and to the ever increasing number of automobiles in use. Of these various reasons, the

only one against which this company has valid complaint is the unfair competition of the "Jitney."

This company pays its full share of the public taxes, it pays heavy assessments for the paving and maintenance of all the streets it occupies, it pays half the expense of the street corner traffic officers, it provides every possible safeguard for the protection of its patrons and for the general public, and it lives up to all its duties and responsibilities under its franchise—and even more. The "Jitney" does none of these things, operates on the routes of heaviest traffic only, gives no transfers discontinues on dull days, paying little heed to the ordinances enacted for their regulation, does nothing for the safety of the public and it takes the cream of the business. This competition is not only unjust to this company, but it is unfair to the rest of the city because with the diversion of earnings which this represents, the funds are not available for the improvements the city may need.

INCREASED COST OF EVERYTHING.

While the earnings have been low, the operating and maintenance expenses have increased enormously. The private citizen pays more for his groceries, his meat, his fuel, his clothing, for everything he uses. The Grand Rapids Railway Company pays more for everything that enters into operation, maintenance and construction. It costs more for labor, for materials of all kinds, for replacement of equipment. The increased cost in some instances runs as high as 300 per cent., and an increase of 50 per cent. is very moderate. Taxes, too, are higher. The total paid in taxes the last year was \$99,715.00.

With the shrinkage in earnings and increase in operating and maintenance, the street car fare remains at 5 cents, with all the liberal provisions for transfers that were established when conditions were different. In other cities, notably in the eastern states, street car fares have been increased to meet the greater cost of service. In some instances the increase has been to 6 cents and some instances more; in others the method has been to permit a charge for transfers. Increased revenues for the steam roads is being provided by advancing freight, and where possible, the passenger rates. The Grand Rapids Railway has not yet asked for relief from the conditions which the war has brought. The grocer, the butcher, the merchant in all lines of trade, the farmer and the worker all get more—even Uncle Sam is charging more for carrying letters, but thus far the street railway fare remains unchanged. How long this can continue without serious impairment of service is a serious problem, and one in which the entire community is vitally interested.

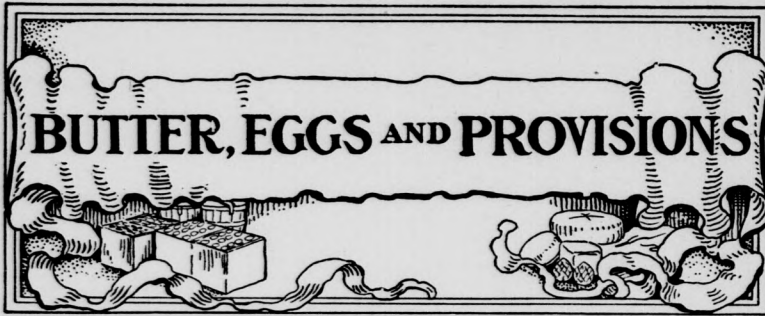
THE OLD YEAR WAS GOOD TO GRAND RAPIDS.

The year just closed has been a good year for Grand Rapids. It has brought a splendid awakening of the patriotic spirit, of the spirit of sacrifice and of service. Our young men have swarmed to the colors and will be found in the training camps, on the seas and in France ready for anything that duty demands of them. Our women—how nobly they have worked for the cause of country and humanity. Business men, manufacturers, capitalists, labor—all have given evidence of their loyalty. The children, too, have done their share. Every appeal that has been made, whether for Liberty Loan, Red Cross, Y. M. C. A. or other cause, has been met with responses that have exceeded the quota. The giving has not been confined to a few or to any one class—all have shared in it, all have taken part of the burden. And this has been good for Grand Rapids. It has developed a spirit of co-operation and civic patriotism as well as of love of country, that will endure and in the years to come will make Grand Rapids more than ever a desirable place in which to live and do business. In a material way the old year has been good to Grand Rapids. Our industries have prospered. The old enterprises have grown larger and stronger. Now industries have been established, and these new industries are not of a temporary character, depending on the war for their existence, but are here to stay and will grow larger and more prosperous when peace returns. The industrial building construction for the year aggregates nearly a half million dollars, for enlargements of present factories and for new factories. Labor has been fully employed. Business has been good in all lines. The saving deposits have increased more than a million and a half dollars and a large proportion of the twelve million dollars in Liberty Loan subscriptions are being paid for out of current earnings and savings. The increase in the savings deposits and the installment investment in Liberty Loans represents the building up of a splendid reserve of wealth which when peace returns will expand into new business enterprises, new industries, the building of new homes, activity in real estate and in numberless other useful ways. The city outlook for the future is exceedingly bright. The only cloud on the prospect is the war. And the earnest wish of the Grand Rapids Railway Company is that the new year may bring peace, triumphant peace, triumphant for humanity, for honor among nations, for all the high principles for which this country stands for, fights for and is prepared to sacrifice for.

GRAND RAPIDS RAILWAY COMPANY,

Benjamin S. Hanchett,

President and General Manager.



Michigan Poultry, Butter and Egg Association.

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

Some Farmers Wrong Headed on Potato Prices.

The abnormal price of potatoes last year—in some cases amounting to \$3 @4 per bushel—is the worst thing which ever happened to the Michigan potato grower, because it led him to believe that we were entering upon an era of high prices which would continue at least as long as the war lasted.

As a natural consequence of the high prices last season, every lot owner who had a spare foot of garden space utilized it for the production of potatoes, while the farmers increased their acreage and planting remarkably. The result is a crop of approximately 30,000,000 bushels in Michigan, of which fully nine-tenths remain in the hands of the grower. Last fall, when the price was up to \$1.50 per bushel, the farmer held back in the belief that he would be able to realize \$2 per bushel; and now that he can obtain only 75 cents per bushel—with an inactive market at that—he is clamoring for assistance from the Government, based on the mistaken idea that Uncle Sam should come to his assistance whenever he meets a partial crop failure or the price of any staple goes down to a normal basis.

As a matter of fact, it is the province of the Government in war times to hold the price of staple articles of food down to a basis the masses can afford to pay. Potatoes never ought to go above 75 cents per bushel, so that they may reach the consumer at \$1@1.25 per bushel. At 75 cents, the farmer who grows 200 bushels to the acre, receives \$150 per acre for his crop, which ought to be enough to satisfy the ambition of any reasonable grower.

Unfortunately, the farmer is not square with the dealer. The freeze in the fall frosted a large percentage of the crop. Instead of holding out the frosted stock, the farmer crowded it upon the buyer, which he was able to do because the temperature was down to the freezing point and the dealer did not discover the deception practiced upon him. As soon as the potatoes were loaded in warm cars they began to rot, so that by the time the cars reached their destination the stock was in an unmerchantable condition. Two hundred cars of frosted potatoes were refused on the

tracks at Cleveland at one time. A local dealer was forced to accept \$25 for a car of such potatoes, which, of course, was not enough to pay the freight.

The grading system recently promulgated by the Government is the best thing which every happened, because it tends to standardize the sale of potatoes. No. 1 potatoes are those which will not go through a mesh less than 1 15/16 inches, while No. 2 require a mesh 1 1/2 inches. Smaller potatoes are classed as culls and sold accordingly. Last season the grower who was getting \$3 a bushel for his crop insisted on selling his potatoes without sorting out the small potatoes, which forced the buyer to grade his stock before sending it on to market. This entailed a loss on the buyer which he should not be compelled to face.

The threat of the farming class that they will not plant potatoes another year if the Government does not establish an arbitrary price which will enable the grocer to make several hundred per cent. profit on his 1917 crop comes in bad grace from producers who have realized abnormal prices for everything they have been able to market during the past two years. Country merchants who come in close touch with such farmers should show them the error of their ways and lead them to look at the situation broadly and patriotically, instead of with the narrow vision of the hoarder, the slacker and the back-capper.

Some men in the marketing bureau of the Agricultural Department of the Government are promulgating Utopian theories setting forth the machinery by which the growers can distribute their potatoes at large profit to themselves, but their ideas are so visionary and bear so little relation to practical methods of doing things as to stamp them as impossible of accomplishment.

The Grand Rapids Herald, with an enthusiasm which deserves a better cause, has started a campaign to find a market for the potato crop still in the farmer's hands. Unfortunately, it is pursuing the custom of the daily press generally and starting in at the wrong end. It is giving place to communication and interviews with fool farmers, political farmers, cheap men who farm the farmers and farm organization officials who never uttered an honest piece of advice in their lives. The result is that, instead of clarifying the situation, the Herald is befuddling it and getting the farmers in a worse mood than they were before the unfortunate campaign was

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started. In opposing the grading of potatoes or admitting to its columns communications and interviews denouncing same, the Herald is doing the greatest possible injury, because shipment of ungraded potatoes are now being constantly refused by consignees, thus gorging the market, glutting the trade and still further depressing prices. About the worst thing a daily paper can do is to enter a field of which it has no knowledge and open its columns to irresponsibles and scamps.

The same condition applies to beans. Under normal conditions farmers were entirely satisfied if they could get \$2 per bushel for their beans. Now they want the Government to establish the price at \$10 per bushel, which would give them about \$150 an acre for their crop in a poor year and from \$200 to \$400 per acre under normal conditions. Of course, the Government cannot do this, any more than it can force the price of potatoes up to \$2 a bushel and hold it there indefinitely, when 75 cents is all a bushel of potatoes should bring under existing conditions.

The Poultry Business.

The poultry business is like all other stock raising industries. At the rate chickens are being sold, there will be a great shortage next spring, and as a result there will be a big shortage of eggs.

William Nye, manager of the Northern Product Co., at Grand Forks, said the farmers are selling too many chickens and next year people will be unable, in a great many cases, to buy eggs at any price. In speaking of the number of chickens being sold this year, Mr. Nye said that one particular woman who usually kept about 100 chickens over winter, is planning on keeping about thirty-five this year. This is only one incident that goes to show that a shortage of laying hens will be evident in the spring. A large number of farmers in this vicinity and the entire State of North Dakota are doing the same thing, and at that rate there will be a shortage of thousands of hens. Only about one-third of the usual number will be kept by the farmers through the winter.

In speaking of the profits in the poultry business, Mr. Nye told of a farmer in Minnesota from whom he had purchased a large number of chickens. This man, with his wife and five children, settled on a farm and were without clothing, other than what they wore, and money, with the exception of a few dollars. One of the first things the farmer bought was a setting hen. He gave her some eggs and she hatched them. He gave these chickens his personal attention and from that day to this he has steadily increased his flock in size and quality and now has one of the finest chicken farms in the country. This was accomplished, however, by the personal attention of the farmer.

Everybody Must Save Fat.

Everybody must eat some fat in order to live. This is the reason why the shortage of fat in Europe is so serious. The United States can easily remedy this shortage, for we as a

Nation are prodigious fat-wasters. If each one of us ate only the fat we actually needed and no more, there would be enough left from our National fat supply, the United States food administration tells us, to tide our associates in the war over this crisis.

So let's begin to-day to avoid eating more fat than we need. We can do this by decreasing our usage of fried foods and of butter in cooking. There are plenty of meat fats that may be used for the latter just as well, which otherwise might only fill our garbage cans. There are also plenty of dishes besides fried ones that we can eat.

Don't think the little you will be able to save in this way won't make any difference. It will. Do you bit in saving fat for a hungry world. It will count.

They Come to See.

In a farming community where potatoes are the chief crop, a fertilizer dealer offered a prize for the largest potato grown with the fertilizer that he sold. As soon as one was brought in, he placed it in his window, together with an announcement that this was the largest potato which had been brought in up to date. Of course he gave the grower's name, and the information that the fine large potato was grown with the aid of Maguire's fertilizer.

Then when a larger one was brought in, he put it in the place of the other. Within a week there was hardly a farmer who came to town with a load of potatoes who did not go around to the store to compare the potato on exhibition with his own product. Many of these prospective buyers went in to talk to the dealer, and a satisfactory percentage of them gave him an order for their fertilizer for the coming year.

M. L. Hayward.

Lightning Calculator.

One day, as Pat halted at the top of the river-bank, a man famous for his inquisitive mind stopped and asked:

"How long have you hauled water for the village, my good man?"

"Tin years, sor."

"Ah, how many loads do you take in a day?"

"From tin to fifteen, sor."

"Ah, yes! Now I have a problem for you. How much water at this rate have you hauled in all?"

The driver of the watering-cart jerked his thumb backward toward the river and replied:

"All the water yez don't see there now, sor."

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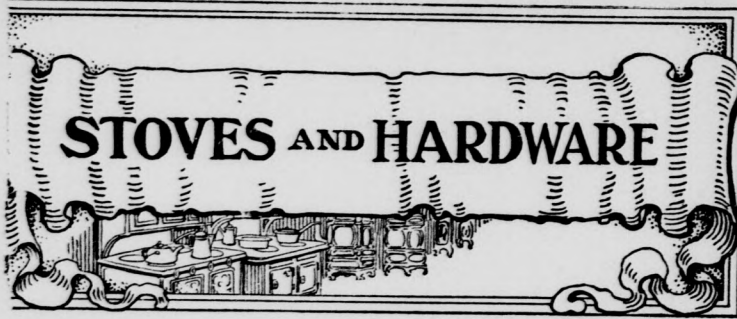
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 Secretary—Arthur J. Scott, Marine City.
 Treasurer—William Moore, Detroit.

When Things Are Slack, Dig in and Boost.

Written for the Tradesman.

It is the easiest thing in the world to let January put a crimp in your business. People have bought heavily in the pre-Christmas campaign, and the tendency of customers is to put on the economy brakes, and inaugurate a New Year policy of drastic retrenchment.

"You can't do any business now, so why strain yourself," is the attitude of many a merchant.

This attitude is enhanced by the fact that in most cases the merchant is almost as tired of selling as the customer is of buying. In other words, the Christmas campaign has pulled heavily on the hardware dealer's nervous energy, and all he wants is a good, long rest. So he is apt to say, "I'll let things go for a few weeks, until business livens up a bit."

The average merchant could better afford to let up in December than in January. December is a buying month. People have to buy. They are hustling one another to get to the counters to spend their money. Even the man who takes things easy in December is bound to get a good share of the trade. But in January the amount of trade is limited; and the man who wants to make money has to hustle for his share of business.

The aim of the wide awake hardware dealer in January and February is to make these months at least pay their way; and to keep customers coming to his store. Even if they don't buy, it's worth something to have them come in! With the individual customer, buying at a certain store is a sort of habit. If he doesn't go into a store for two or three months, he's apt to go somewhere else next time he has to buy. This is more noticeable in the hardware business than in the grocery line. People have to buy edibles every week of the year; but their hardware wants are not so regular, and unless the hardware dealer does something to stimulate them, they'll get out of the habit of visiting him.

Here's one little stunt a hardware dealer used to draw mid-winter trade. He noticed that the windows in his house were not equipped with pulls. He bought a lot of pulls and catches and put them on the windows. Then the thought occurred:

"Ninety per cent. of the houses in

this town lack something of just that sort. Maybe there's no catches on the windows, or a broken lock, or a cracked pane of glass stuffed with a rag, or—heaven knows what."

The merchant figured further that at no other time of the year were people so much indoors. In the long winter evenings, men had lots of spare time. So he addressed a circular letter to a list of householders, the gist of which was: "There's something in your house that needs fixing—maybe a broken window catch, or a defective lock, or a missing door knob. Maybe your screen doors need to be repaired for next summer. Maybe there's a defective tap that our men can fix for you.

"Take stock of your house, find out what's needed, and use a few minutes to put everything in first class shape. The cost will be trifling, the satisfaction will be immense."

The individual sales resulting were in most cases small; yet the letter brought a lot of people into the store, and helped to keep the merchant in touch with his customers between seasons.

Now, if you can think up a stunt of this sort that can be pulled off in the winter months, it will be worth while.

Another appeal that can be made in January particularly is to the very general spirit of economy which follows the Christmas debauch. People have made New Year resolutions to cut down expenses. To these people, the price appeal will at this particular season prove the most effective argument.

This does not mean that the merchant should clear out his goods at sacrifice prices in order to make sales. But a few well selected, popular leaders will attract people to the store; and good salesmanship will enable the merchant to make January pay its way.

To get people into the store should be the merchant's great aim in the winter months. Indeed, it is harder to get people into the store, as a rule, than it is to sell after they come. The merchant who can't sell goods to people who are interested enough to look at them has probably mistaken his calling.

The price appeal should be made particularly to the women. Hence, the hardware dealer is well advised to make a feature of household goods. There are many lines which can be featured—kitchen utensils, washing utensils, tinware, enameled ware, aluminum ware. Specialize on these lines, and make a price feature of some one article. It is better to make

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 Jackson-Lansing Brick Co., Rives Junction

Foster, Stevens & Co. Wholesale Hardware

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

Grand Rapids, Mich.

a decided cut upon one article than to make a general reduction on everything in stock. The very sharp price cut on the feature article attracts attention, and drives home to a great many people the price message the hardware dealer is anxious to convey.

One 25c. article at 14c. is a better advertising stunt than a dozen or a hundred 25c. articles at 24c. With the latter the price difference is not sufficient to attract attention. So, if you want to advertise in this way, pick a few loss leaders, and use these to attract people into your store. Quote specific prices on actual articles. "Ten per cent. discount" or "Prices cut all around" are indefinite slogans, far less effectual than the description of the specific article accompanied by the specific price quotation.

These lines should be featured in the windows; and window display can be backed up with newspaper or circular advertising.

The winter months are apt to be slow in the hardware business, if you leave the business to take care of itself. But you can to some extent offset the normal slackness by injecting some of your own energy and enthusiasm into your selling methods. If there is a time of the year more than any other when the merchant should advertise, it is that time when business is the slackest; for it is then that the stimulus of good, strong advertising is most needed.

The immediate results may be comparatively small; but the merchant must also consider the ultimate returns. You keep people coming to your store. You prepare the way for the big drive in the spring. You get far better immediate results than if you let things go; and your ultimate results in the way of a bigger spring business are so much velvet. Indeed, the results of mid-winter aggressiveness will be beneficial for years and years to come. Victor Lauriston.

Repentance Must Come Before Forgiveness.

New York, Jan. 5—Because you printed a letter in your issue of Jan. 2 headed "A Defeated and Chastened Germany," may I ask you to publish the following:

On the very eve of the birth of the Babe of Bethlehem the German Emperor claimed God as his ally, and dragged Him down to a level with the blood-guiltiness of the impenitent German people.

The first word recorded of John the Baptist is "Repent." Although I wear no frock, I am not so ignorant of the canons of good conduct, nor yet of ecclesiastical procedure, as not to know that repentance must come before forgiveness.

We have not yet heard one sorrowful word spoken in tones of regret for the horrors of this war by any German in authority. On the contrary, the unanimous voice of the German peoples is of self-justification for countless and continued atrocities and of pride in the unconquered might of the army.

If the Germans themselves are unable to see their own chastening, what will it avail their adversaries to tell them they are conquered when it is still so evident that they are not?

Although the Prussians have not succeeded in their long-conceived plans of complete world domination,

they are today the victors, for they are now the brain directing the spinal cord of Europe. By conquest, by peaceful penetration and by domination, Prussia commands all the territory forming the backbone of Europe south to the extremes of the Turkish Empire. If the terms of peace were now to include the restoration of Belgium, of the occupied parts of France and a renunciation of Alsace-Lorraine, the German empire would still retain such points of victory that she could command the military power of some three hundred millions of people for the next onslaught upon the human race.

Germany has lost her colonies, it is true—a small loss to what she has gained. With the exception of a temporary occupation of a portion of East Prussia by the Russians, German land has not been touched by an invading army, but the Germans have ravaged Belgium, Northern France, Servia, Rumania, a part of Italy, and by intrigue and machinations ruined the whole of Russia. On the seas, her treacherous submarines are destroying commercial vessels and non-combatant lives.

In the face of this monstrous record of iniquity, the Allies are asked to tender the hand of forgiveness.

I will finish by referring to that part of the character of Christ which is generally overlooked by our pious pacifists. He, of all the visitors to this earth, was the most uncompromising. There is no concession from one end of the tale of His life to the other. "I must be about my Father's business," was the Child's answer to His father and mother. "Ye have made it a den of thieves," was hurled at the money-changers as he whipped them from the temple, and it is also said that He "overturned the seats of them that sold doves."

John McLure Hamilton.

It Whets Their Appetites.

In a town where the only public advertising medium is a weekly newspaper, timely publicity can often be secured only by some direct and immediate means. One grocer has increased his sales to his regular trade, and turned over his stock more rapidly, by a simple, cheap, and effective method of getting information to his customers. The method is especially advantageous in selling perishable goods.

He has had printed up four slips which he encloses with deliveries of goods. He and his clerks fill them in when they have spare moments and usually manage to keep ahead of the demand. They read as follows:

Just Arrived.
A special shipment of
Very Superior

At \$.....
How manydo you wish?
Our Specialty This Week:

.....
at
.....cents a package
Confidential:

We expect on.....of next week the season's first shipment of

As these will go rapidly we should like to set aside in advance for our regular customers as many as they can use. Telephone us your orders to-day.

Some New Goods on Our Shelves:
.....
.....

Check the items you want, and send this list with your order tomorrow.
D. R. Piper.

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.

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 names—
eight points of vital credit information on each name—
no blanks.

THE UP-TO-DATE SERVICE

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

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

Write us today for exclusive sale proposition covering your market for

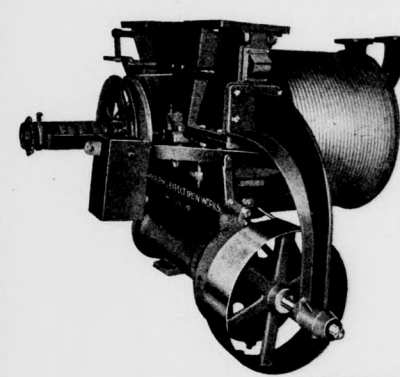


Purity Patent Flour

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

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

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



Leitelt Elevators

For Store, Factory
Warehouse or Garage

Built for Service

Send for proposal on your requirements

Adolph Leitelt Iron Works
213 Erie Street
Grand Rapids, Michigan

Pere Marquette Railway Co.

FACTORY SITES

AND Locations for Industrial Enterprises in Michigan

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

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

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



Partial Paralysis Still Affects Dry Goods Lines.

In cotton goods markets, although there is little doing, prices are very firm. Advances in 4-4 bleached cottons have been announced and more are expected to follow in consequence of the stiff conditions prevailing in raw cotton. It is reported in several Southern houses that some of the mills dependent upon water power and electric power supplied from central plants are being shut down on account of the scarcity of water. Snow and frosts in the hill districts have restrained the normal supply, but the difficulty is expected to be of a temporary character.

Deliveries on past orders have been much disorganized since the last of the year. Even many of the so-called priority shipments have been set aside in order to hasten the cleaning up of the congestion in the large terminal ports. Merchandise is piled up awaiting shipment and merchants will have to bide their time with the mills in making deliveries according to schedule.

Buyers in the markets have been using every possible endeavor to increase shipments of winter goods. Some of these calls are urgent, as merchants' stores near camps have been denuded of many goods. Pressure is being exerted by buyers of narrow napped cottons to induce agents to book orders for fall. The larger agencies do not care to make a move until they can form a better idea of what can be done.

The situation on these cloths, and indeed, on most napped fabrics, is that mill stocks are negligible, even seconds and mill run outs having been sold to Red Cross and other war agencies as fast as they could be provided. Contrary to the usual practice, none of the large mills have accumulated any goods against fall orders, so that new business entailing deliveries up to September, which is as far as most mills will go, will have to be cut down. The matter of price is not a factor, as buyers seem ready to pay any price if they can receive assurance of having cloths in hand for their trade. Owing to the drain of demands from the Government and other agencies, it will be impossible to serve the civilian trade with anything more than 60 per cent. and perhaps not that much in the case of many of the larger mills.

There are several lines of cottons on which prices are relatively low in respect to other goods. Staple tickings at 70 cents a pound do not measure up with print cloths at 66 cents or sheetings at 61 cents. Many of the fine combed yarn cloths of plain construction are in a similar position. Advances in these quarters are to be expected if the general markets hold.

Buyers of wool goods of all kinds are in the New York market ready to place orders on any goods agents will agree to deliver for fall. Wool sweaters, hosiery, underwear and other merchandise are wanted as current stocks have run low and there is a very general questioning as to whether deliveries on many old orders can be completed owing to the commandeering of machinery and supplies for other than civilian purposes. On many lines of goods formal openings will not be made as in past years, but such goods as mills can agree to make will be apportioned to the regular trade. Few houses will seek new customers, if they propose to remain in business, and most of them are saying that they will be content to serve their old clients.

Makers of Clothing Unhurt By the War.

Clothing, like all other business, is affected one way or another by war. It might be expected that radically advancing costs of materials would cause a decided reduction in the consumption of the finer grades of clothing, but this is not the case.

The selective draft called many young men from all industries into the army and navy, and many business men feared that this would seriously impair trade. But those who remained are getting larger wages and have an increased purchasing power, and the clothing industry gets a benefit from that.

It is interesting to note that a few years ago retail merchants handling high-grade clothing showed the average prices paid by wearers to be \$23 to \$25 per suit. This was considered a very good showing. Recently this average suit price has been between \$30 and \$40, showing that consumers are using even better goods than formerly.

One serious condition has been hard to meet—the scarcity of good materials. The Government demands on the weavers had to come first, and this required the production of large quantities of goods, which had its effect on civilian users of fabrics.

The advance sales of high-grade clothing for the spring of 1918 have been very gratifying. Collections are good and business troubles are at a low level. Consumption of good merchandise seems likely to grow.

Harry Hart.

New Spring Neckwear.

Manufacturers of neckwear for women are making use in their spring models of a number of materials more or less new for this purpose. Among these are a great many foulards, fancy

piques, and basket weaves. Many very smart looking Ascots have been developed with foulard in combination with satin, and some bright color effects are shown as well as plain black and white and other more subdued shades. Wide sailor collars are quite prominent in the new lines, in spite of the popularity which the roll collar has enjoyed in the recent past. For the flat shapes Georgette is still used extensively, and many manufacturers believe that it will be among the best fabrics for the spring trade.

Capitalizing Customers' Names.

For one of his special clearance sales a shoe merchant advertised an unusual plan. To each person who purchased a pair of shoes during the sale he gave a price reduction of 1 cent for each letter in the buyer's name. Although a few fictitious names probably found their way in, most of his trade gave their correct names and gladly took advantage of the offer. It helped, too, in building up his mailing list.

WIRTH SALES BOOK CO. CHICAGO

Let us figure on your next order
Use Sales Books Made in Chicago
Sales Books, Order Books, Duplicates,
Triplicate Carbon Sheet or Carbonized
If you don't get our price we both lose Try us

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

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

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

President Suspenders for comfort

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

Special Sales
John L. Lynch Sales Co.
No. 28 So Ionia Ave.
Grand Rapids, Michigan

VALLEY CITY BOBS



Bodies now in use can be changed to these bobs and you have a first-class sleigh

	Size 1 1/2	Size 1 1/4	Size 1 1/8
Price per set in the white, no shoes or draw irons.....	\$ 9.50	\$10.00	\$13.00
Price per set, finished and painted, (no body) without shafts or poles.....	17.00	18.00	21.00

We are closing out this line at these special prices and they are subject to stock on hand

SHERWOOD HALL CO., LTD.

30-32 Ionia Ave., N. W.

Grand Rapids, Michigan

Laces and Embroideries For Spring Trade

Our line is as handsome and complete as usual and includes some exceptional values in St. Gall, Venise Edges in open stock and assortments. We have prepared for a big season on Embroideries and can therefore supply your wants with merchandise at prices that are attractive.

Quality Merchandise—Right Prices—Prompt Service

PAUL STEKETEE & SONS

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

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.

Stocks of Gasoline Are on the Increase.

After a meeting of the Petroleum War Service Committee last week, the following statement was authorized by A. C. Bedford, chairman:

"It is important that the American people understand fully the factors governing the supply of petroleum products in this country. The chairman of the petroleum committee of the Council of National Defense some months ago pointed out the importance of conservation of gasoline. The situation at present may be summarized as follows:

"There is no shortage of gasoline for use in this country. As a matter of fact, as a result of the light domestic demand incident to the winter weather, the stocks of gasoline are increasing, and will further increase before the heavy summer demand is encountered.

"While there is an increasing demand abroad for gasoline for use by our own army and navy, as well as by our Allies, the limiting factor there is shipping tonnage. All the gasoline is now being forwarded for which ships are available. Experience and enquiry make it clear that the petroleum industry in America can and will supply all the increased demand for oil products for the war, provided sufficient tank steamers can be obtained. It is estimated that in 1917 not over 25 per cent. of the gasoline produced in this country was exported. That fact should be reassuring to anyone who doubts this country's ability to supply the war requirements of our own and the Allied governments for this important product.

"The need of immediate importance is that there be no relaxation in the production of fuel oil. This material, 'Liquid fuel,' as it is often called, is used by the oil-burning vessels of the navies, by practically every industrial plant engaged in the manufacture of munitions, shipyards, gas plants, and even by some of the railroads. The consumption of fuel oil is much greater than the consumption of any other of the various products obtained from crude petroleum.

"Crude oil, as it comes from the ground, is a mixture of light and heavy hydrocarbons, which in the still vaporize at different degrees of heat. The light hydrocarbons (those which distill at comparatively low temperatures) are known as gasoline. The heavier hydrocarbons (which remain after the distillation of the lighter fractions) can all be utilized for fuel purposes. Most of the crude oils produced in the United States are not satisfactory for fuel purposes until after the lighter fractions have been removed. There are two reasons for this: (1) Crude oil has no flash, that is, one cannot specify the definite point at which it will always ignite; it is dangerous to handle or burn in its natural state, owing to the lighter hydrocarbons evaporating as gas at ordinary temperatures. This is why Lloyds and other authorities insist that fuel oil must have a flash test of 150 deg. F., which means that temperatures below 150 deg. F. no gas will be given off and the fluid will not ignite. (2) Fuel oil of 150 deg. F. flash test has a greater value than crude oil in its natural state, owing to the presence in the crude of the lighter hydrocarbons.

"From the foregoing it must be evident that the war requirements demand that the refining of crude must be based upon the principle of obtaining the necessary quantity of fuel oil. Fuel oil is, therefore, the starting point. The fuel oil requirements must be first supplied and it naturally follows, that under ordinary circumstances, in running increased quantities of crude to meet the growing demand for fuel oil, increased quantities of gasoline will be produced. By means of the 'cracking process' or the breaking up of the heavier hydrocarbons into lighter hydrocarbons, fuel oil can be further refined to yield additional gasoline.

"It is indeed most fortunate for the petroleum industry in this country that there is a ready market for both products, for if the demand for one was out of proportion to the demand for the other, such a condition would materially reduce the total quantity of crude which would be refined. It is likewise important that as long as it is impossible to ship more gasoline than is now being forwarded to Europe, the broadest possible market can be afforded for gasoline which is available for use in this country. Unfortunately gasoline cannot be stored in large quantities for lack of storage facilities which cannot now be built. It is, however, important, as the chairman of the petroleum committee some time ago emphasized, that there be no wasteful use of gasoline. In war time it is unnecessary to point out the advantages that accrue to any nation from husbanding all of her resources. Conservation of food, fuel and all other like products are essential to the successful prosecution of the war.

"Gasoline is the only derivative of petroleum which is not to-day utilized so as to reduce waste to the minimum. The oil lamp—the light of the rural and farming communities, is a necessity—not a luxury. The manufacturer who burns fuel oil and uses lubricating oil to run his machinery naturally strives to economize and use the minimum quantity required to produce the desired results. But with gasoline the situation is different. Gasoline is a product which, while essential to the waging of the war, has been used not merely as a necessity but in part at least as a medium of convenience or pleasure. This refers particularly to the consumption of gasoline in pleasure cars. If there should be a material decline in the production of crude, or if the increased demand for fuel because of the war, should make it necessary to divert to fuel oil that part of the crude which to-day is being 'cracked' into gasoline, then and only then would it be necessary to curtail the deliveries of gasoline."

Way to Sell Odds and Ends.

One department store has its salesgirls make up the odd lace edges and insertions in stock into pretty novelties. These articles are displayed on the novelty counter with a ticket which bears the name of the girl who made it attached to each. Women customers enjoy these dainty dress accessories, and they usually take keen interest in them when they find that a salesgirl has made them. The method has proved successful in disposing of heavy lace stocks.

PINE TREE BRAND Timothy Seed



AN EXTRA
RECLEANED AND
PURE SEED
AT
MODERATE COST

DEALERS
WRITE FOR
SAMPLE, TEST
AND PRICE

The Albert Dickinson Co.
SEED MERCHANTS

Established 1854

CHICAGO

MINNEAPOLIS

SERVICE

QUALITY

The Past as a Criterion of the Future

Notwithstanding the many trials, doubts and fears which beset the business world during the year 1917, it is with no small degree of pleasure and satisfaction that we announce to our many friends and trade associates a substantial increase in volume over all previous records.

The policy laid down and carried out in all Departments—which are to be continued—whereby stocks of all staple lines of goods shall be maintained complete when possible, together with the newest, the most desirable and the most exclusive merchandise produced and priced on a reasonable basis, has borne fruit abundantly and resulted in a volume of business considered by some impossible.

Our output and purchasing power are well known to the largest producers and are the means of attracting offers of merchandise in quantities not possible to dispose of elsewhere and on the most advantageous basis.

A gratifying feature of the year's total is to be found in the steady growth of our Specialty lines. In the hands of a well trained corps, thoroughly conversant with the trade requirements, this feature is gradually assuming a more and more important place in our organization. We hope to maintain and materially expand the position we now hold in this promising field.

It shall be our constant aim and endeavor in the future, as in the past, to cultivate and extend the good will of those to whom we sell, and of those from whom we buy, by the application in greater measure, if possible, of the spirit and policy herein outlined.

Grand Rapids Dry Goods Co

Exclusively Wholesale

QUALITY

Grand Rapids, Mich.

SERVICE



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

Can Uncle Sam Keep a Level Head. Written for the Tradesman.

Some years ago the writer recalls having heard a very patriotic, instructive and entertaining lecture entitled, "Is Uncle Sam Sufficient Unto Himself?" But those were piping times of peace, and there was probably not a statesman in this country who believed that he would ever live to see a war such as the present World-war. The war-time appraisal of Uncle Sam's self-sufficiency cannot be made in the same broad, free and flowery outlines as a patriotic address designed and built for peace times.

Now that the American people have gotten their minds oriented in a measure to the nature and implications of the world-conflict between autocracy and democracy—between brute force and voluntary co-operation—it seems strange to thoughtful men that this country should have incurred the peril of losing its life by seeking to save it. All of which, in turn, may be reduced to the trite generalization that hind sight is a whole lot better than foresight.

On every hand one hears to-day such patriotic expressions as these: "We must win this war!" "Everybody should do his bit if we are to win this war!" And the expression of such sentiments is fine, and they should be uttered with all the fire and force and intensity one is capable of putting into language; but there's another exhortation quite as patriotic, and one which gives a somewhat more practical and pointed slant to everyone's duty and responsibility; namely, We must keep a level head if we hope to win this war.

The mercurial temperament may have certain values in the domain of art, but in modern warfare it's a distinct handicap. This is a war of science, artillery, mechanical transport, economic attrition, and bulldog tenacity. Not by brilliant and unexpected movements of armies on the field of battle will the issue of this titanic struggle be settled, but rather by bulldog tenacity and levelheadedness. Quick adjustment and maximum efficiency, as well as hard, well-directed

blows—the sort that will ultimately get the enemy's goat—depend upon our keeping a level head.

From the very beginning it has been a part of Germany's policy in this war to resort to lies, threats, intrigue and spectacular camouflage in order to bluff and stampede the Allies. Every psychological trick, expedient and device that seemed to promise success in creating mass fear and bringing on general panic among her enemies has been resorted to by the Teutonic mind. And they are still at it—in Germany, in America and all over the civilized world. If Germany could get all of her enemies scared at the same time—and get them scared to the point of panic—she'd probably win the war. And that's one of the things she is working for with all the resourcefulness and persistence of the Teutonic temperament.

The American people should know that this is one of Germany's tricks. The sooner they realize it, and the more sedulously they guard against it, the better will they be able to maintain a calm, undistraught and purposeful temper as the war goes on. Quiet confidence, unceasing watchfulness, unwearied effort and determination, and most of all unwavering faith in the justice of our cause and the invincibility of arms—this is the kind of patriotism we need in this tersting time. No man who is a true American citizen will give utterance to any doubt or misgiving, or let a single atom of pessimism get out of his system in this crucial hour. Anybody who's not an optimist insofar as the ultimate issues of this war are concerned ought to be in a detention camp. If he's a pessimist, he's going about spreading germs more deadly than those of typhoid; and, in so doing, he's lending aid and comfort to the enemy.

If anybody should be stupid enough to enquire, "What does it matter what I think or how I feel? I'm three thousand miles back of the front, and what's my mental attitude got to do with fighting over there?"—if anybody should be silly enough to ask such questions, the answer is this: The strong, courageous, determined spirit of a Nation puts pep into their fighting forces at the front. Let the boys over there feel that this whole Nation is aroused—stirred out of its erstwhile lethargy and smug self-satisfaction; let them feel that a hundred million loyal American citizens back home are right on their tiptoes—and it will make a tremendous difference. If they realize that we are with them heart and soul,

they'll go over the top with a song and there'll be a plus something of deadliness in the bayonet-thrust with which they salute the Hun in his trench.

By means of our selective draft we are mobilizing and in our cantonments we are training the men that are going into our army and navy, but that isn't enough. Back of the expeditionary army in France there must be an army composed of loyal Americans—all the men and women and children who remain at home. We, too, must be mobilized. Through pulpit and platform, newspapers both religious and secular, through billboards and car cards, through personal contact—and in every other way in which ideas and sentiments are communicated from to another—we must somehow accomplish the difficult but highly important task of mobilizing the American people.

It's a difficult thing to do, for we have discovered that strenuous effort is needed to separate the average man from his daily self and induce him to do his part. It's ever so much easier just to go on about one's personal affairs and let the war take care of itself. We have been enjoying so many years of peace, prosperity and unstinted self-indulgence, we find it hard to realize that we are at war, and that, for the sake of the victory we covet, we must lay aside our ease, share our substance with others, and cut out the luxuries. But we've got to come to it. If we don't do it of our own accord, Uncle Sam will presently devise means of helping us to such a decision.

For three and a half years Germany has been able to withstand the pressure of the greater part of the world in warfare against her simply because her people are united as the people of no other nation. The German government is the strongest and most efficient government on earth in some ways because of the intense force of the devotion received from its citizens as individuals. How long would Germany or any other nation last against the United States if every man, woman and child within these shores would give the last measure of support to the cause of our flag?

The more speedily the American people awake to the fact that they are engaged in a life-and-death struggle with a powerful highly-organized and utterly unscrupulous foe, against whom, for the sake of victory, they must unite; the sooner we can cause all selfish individuals and selfish corporations of profiteering inclinations to understand that they are obstructing the Government in its war preparations, sacrificing unnecessarily the lives of our brave men at the front, and delaying the ultimate triumph of our righteous cause—the better it will be for America and the world.

Frank Fenwick.

The Ten Commandments of Business.

1. Honor the Chief. There must be a head to everything.
2. Have confidence in yourself, and make yourself fit.
3. Harmonize your work. Let sunshine radiate and penetrate.

4. Handle the hardest job first each day. Easy ones are pleasures.
5. Do not be afraid of criticism—criticise yourself often.
6. Be glad and rejoice in the other fellow's success—study his methods.
7. Do not be misled by dislikes. Acid ruins the finest fabric.
8. Be enthusiastic—it is contagious.
9. Do not have the notion success means simply money-making.
10. Be fair, and do at least one decent act every day in the year.

If you haven't enough interest in your business to show some enthusiasm about it, how can you expect your employes to be much interested?

CODY HOTEL

GRAND RAPIDS

RATES \$1 without bath
 \$1.50 up with bath

CAFETERIA IN CONNECTION



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



Five Stories Completed April, 1917

HOTEL BROWNING

GRAND RAPIDS NEWEST

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

Annual Reunion of Worden Forces.

The annual round-up of the officers and traveling and office forces of the Worden Grocer Company was held at the Pantlind Hotel last Saturday afternoon and was, as usual, thoroughly enjoyed by all present. The menu was excellent, the service was good, the music was superb and the good cheer was so much in evidence that ripples of laughter constantly pealed forth from all parts of the room. At the conclusion of the report, President Rouse spoke sympathetically of the absence of Hub. Baker, who was confined to his home by illness, and also of two of the office force who have gone into training for the war. George W. Haskell, the Owosso representative of the house, was introduced and made a few humorous remarks, which completely captured the audience. Mr. Haskell has evidently mistaken his calling—he should be a trade paper correspondent and post prandial speechmaker. Dr. Wishart was then introduced and held all present spell-bound by the masterly manner in which he described conditions in France at this time. If he had kept up his talk for hours longer, no one would have thought of leaving the room, so graphic were his word pictures of the joys and sorrows of a Y. M. C. A. missionary on the fighting line. The roster of those present is as follows:

Grand Rapids House.

- Guy W. Rouse.
- E. D. Winchester.
- T. J. Barker.
- R. J. Prendergast.
- Chas. W. Garfield.
- VanCleve Ganson.
- Will Gay.
- N. Fred Avery.
- L. T. Hansen.
- L. M. Bliss.
- H. C. Bennet.
- T. B. Carlile.
- J. W. Quinn.
- Joseph Quist.
- Harry Wheeler.
- A. P. Anderson.
- F. E. Beardslee.
- E. C. Below.
- G. A. Bruton.
- E. A. Crandall.
- Wm. DeKiuper.
- P. F. Dykema.
- Arie Donker.
- J. B. Ghysels.
- E. J. Hart.
- Geo. W. Haskell.
- O. C. Hayden.
- J. J. Hartger.
- Will Jones.
- E. E. Kraai.
- P. C. Kieft.
- A. Loughrey.
- G. A. Lindemulder.
- A. E. Motley.
- W. E. Sawyer.
- H. C. Saunders.
- Peter Van Ess.
- A. VerMerris.
- Richard Warner.
- G. A. Winchester.
- D. F. Helmer.
- W. W. Hubbard, Jr.

Kalamazoo House.

- W. S. Cook.
- G. R. Clark.

- Chas. McCarthy.
- D. G. Fuchs.
- A. M. Hall.
- F. J. Warner.
- J. P. Honton.
- H. Bauer.
- W. J. Borden.
- J. Trowbridge.
- A. F. Schwaln.
- J. P. Bosker.
- F. A. Saville.

Guests.

- Lee M. Hutchins.
- Harold Sears.
- E. A. Stowe.
- Rev. A. W. Wishart.

Male Quartet.

- Geo. A. Murphy.
- J. Francis Campbell.
- W. Hazel Reilly.
- Jacob Smits.

Pianist.

- Harold Tower.

Bottom Facts From Booming Boyne City.

Boyne City, Jan. 8—Herron & Sons have sold their bazaar stock and are continuing a strictly hardware store. This establishment is one of the pioneers of Boyne City.

Prospects for securing a new industry for Boyne City are better all the time. Stock subscriptions are coming in constantly and the interest in the project is stronger every day. It is a new thing for the people of this town to attempt to finance such a project.

The Michigan Tanning & Extract Co. passed around the regular semi-annual dividend to its employes this week. This dividend makes the employes feel that they are a part of the organization and you can't pry one loose from his job with a crowbar.

If it were any news, we would enlarge on the bad snow storm, but Grand Rapids is in so much worse plight that we of the Northern tier of counties that we have nothing to say. It did snow and blow for a couple of days, but has done no serious damage. To the writer, 20 degrees below zero is much preferable to six inches of slush and sleet. One can keep dry at any rate.

The man who has a little wood lot has a gold mine this winter. At the price we are paying for fuel, a man with a crosscut saw and an axe can make more money than a bank president—and without the worry. That is, if he can do all the work himself. If help is hired, it is a different story. Maxy.

Sidelights From the Celery City.

Kalamazoo, Jan. 9—Tony Bestervelt, chief dispenser of groceries at the Table Supply House on Water street, wears a broad smile that will not soon wear off. Tony says the "male" arrived too late at his home on James street to be in time for a Christmas present, but Postmaster Stork, in charge of this branch of the postal service, was quite busy at the time, hence the delay. Tony says that it is perfectly agreeable, as the little fellow has four little sisters to make life interesting for him as soon as he gets acquainted.

Guy M. Lillie has sold his stock of groceries at 618 Portage street to T. S. Gould, who will continue the business at the same address.

E. V. Sleight, is making a few improvements in the building owned by his father, at 1605 Portage street, preparatory to engaging in the grocery and meat business.

The office and salesforce of the Worden Grocer Company made a trip to Grand Rapids on Saturday, where they joined their brothers of the Grand Rapids house in their annual round-up which was held at the Hotel Pantlind. An after dinner talk given

by the Rev. Dr. Wishart, who has only recently returned from France, where he has seen active service in the Y. M. C. A. camps, was one of the enjoyable features of the programme. Frank A. Saville.

It is regrettable, from the standpoint of having a vital question settled on its merits, that the action of the Government against Colgate & Co.—a prosecution based on "price maintenance" considerations—should come at a time when everyone in the food trade is so thoroughly engrossed with other problems that the importance of the action is overlooked. According to the presentation of the case, as carefully prepared by Messrs. Dunn and Trowbridge, counsel for Colgate, the Government has gone much further in this action than in any previous attack on price maintenance and it acted only after Colgate had decided to stand and fight for what it deems its common law rights as a merchant, rather than avoid litigation by accepting the Government's decree. Wherefore it is manifestly a battle to a finish on its merits. In this case, as it is presented by Messrs. Dunn and Trowbridge, there was no agreement between the manufacturer and distributor as to resale price, nor any effort to compel the distributor to withhold goods from any sub-distributor who might offend. The manufacturer had, however, stated what he regarded as the right price, born of experience and his knowledge of competitive conditions facing his goods, and had refused to sell goods to those who were antagonizing his wishes; whether in price or otherwise. This is a different setting of facts from that of any of the previous test cases. The Government seems to challenge Colgate's right to choose his customers, something not heretofore questioned in any previous litigation. Colgate is not in any way a monopolist; there are hundreds of makers of sim-

ilar products, whose goods could have been handled by any distributor, had he chosen to resort to them. Instead he insisted on Colgate's. It would appear as though this whole case tests the right of a brand owner to protect his own name from misuse by other people and in that respect the case is likely to prove a landmark.

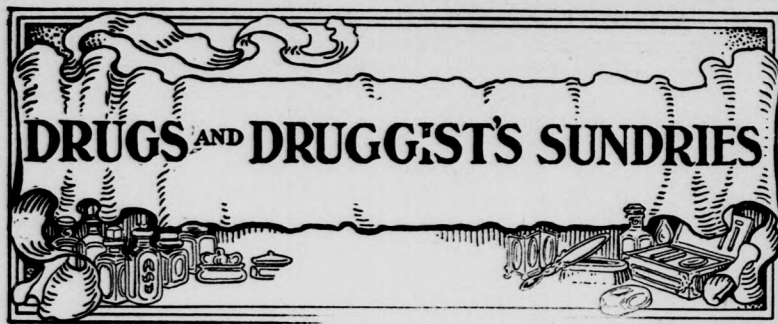
The self-appointed advisors who are cautioning the farmers to reduce their acreage of potatoes next season are, as usual, uttering bad advice, because potatoes will, in all probability, be a much-sought-for staple next fall and winter. A feast is always followed by a famine and high and low prices necessarily alternate with each other. There is an economic axiom which seldom fails, and the freaks and cranks and grafters who fawn on the farmer and deluge him with bad advice are not expected to have business acumen enough to possess any horse sense.

Butter is selling in Berlin at \$2.25 per pound, sugar at 56 cents per pound, ham and bacon at \$2.11 per pound and Ivory soap at five bars for \$1.12. This information was received by the United States Food Administration through a reliable source, from a responsible person, who personally had charge of his own apartment in Berlin as to food prices current in that city previous to his return to this country about October first. These prices are from four to five times as high as those now obtaining in the United States.

McCray Sanitary Refrigerators
 will increase your sales and your profits by keeping your perishable goods fresh and salable at all times. Write today for Catalog and "Easy Payment Plan."
 No. 70 for Grocers—No. 92 for Residences—No. 62 for Meat Markets—No. 51 for Hotels and Institutions.
McCray Refrigerator Company
 744 Lake Street Kendallville, Indiana
 Agencies in all Principal Cities

Citizens' Mutual Automobile Insurance Co.
Makes a Good Showing for the Year 1917
 15,786 policies issued; 474 claims adjusted and paid; 16 claims the smallest number paid in any one month; 70 claims paid in December, which cost the Company \$9,130. The Company closed its first year with \$4,083.34 cash on hand; the second year with \$7,740.87; the third year, January 1st, 1918, with \$27,175.45. The Company in comparison with stock rates has saved its members over \$1,000,000.00.

Profits
 are made by buying the right goods, selling them by efficient sales methods at right prices to the largest number of people.
 These things you can accomplish by centering your purchases with the House of Quality and confining your purchases, so far as possible, to staple goods which are in constant demand.
Michigan Hardware Co.
Exclusively Wholesale
Grand Rapids :: Michigan



Michigan Board of Pharmacy.

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

Michigan State Pharmaceutical Association.

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

Michigan Pharmaceutical Travelers' Association.

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

The Advantages of Buying Through the Wholesaler.

The most valuable man in the drug world is the wholesaler; but in the same breath it must be added, and the least appreciated.

We will try, in a few paragraphs, to give reason for the above statement.

Perhaps we should mention first that he is the most accommodating man we meet in our business transaction. He never fails us when we need favors, and meeting him face to face, our business deals take on a personal character which is always helpful and pleasant in the business world. The manufacturer, we only know by his salesman, or the draft at the bank if the bill is ten minutes overdue.

To the druggist who has little or no financial backing the wholesaler is invaluable. He will fill orders that the manufacturer would not or could not do, and wait, more or less patiently, for the money. The druggist could not obtain a loan from the bank under such circumstances, but the wholesaler will sell him goods just the same.

Take the case of "patents," most of which are slow sellers. From the wholesaler we can purchase one-sixth or even one-twelfth dozen, and thus avoid tying our money up in goods which will remain upon our shelves for an indefinite period of time. If a customer asks for a box of Blank's Compound, which is guaranteed to grow hair on the door-knob, it is not necessary to tell him we do not have it, but, while he is reading some of our advertisements and kept properly amused thereby, we ring up ever-ready Mr. Wholesaler, and in a few minutes we are able to deliver the goods and play that old tune on the cash register, which sounds so good to the boss. In a day or two the customer comes back to buy some of our famous blood medicine or liver regulator, because our advertising literature worked, and he found he had all the symptoms therein described.

We have never heard of the retailer being stung by the wholesaler, but we have heard of numerous instances in which the manufacturer's salesman put one over on the retailer. A few weeks ago a salesman came along, made his little bow, and shook his big handshake as a preliminary to his well-learned speech, which informed us that there was a vast amount of paper used, and a vaster amount wasted, and also that it was becoming very scarce, so that prices were going skyhigh. He very urgently insisted that the proper thing for the buyer to do was to get several gross of their writing tablets upon the top shelf for emergencies, and as an investment. The wholesaler had been selling us those tablets for 36 and 72 cents, but the speech told, and five gross were ordered at 40 and 75 cents per dozen; in about three weeks they arrived from New York, and when the freight and drayage were added the cost-marks were 48 and 92 cents. The wholesaler would have put them in the back door for the old price, but the retailer had the pleasure of buying from the man direct; also the unalloyed joy of carrying a two years' supply upon his shelves. Right next to these writing tablets (upon the top shelf) are some antiseptic tablets, and thereby hangs a tale. The retailer had been paying the wholesaler about one and 25/100 (\$1.25) dollars per dozen for these tablets; but Mr. Smooth, a salesman, came along with his speech. He told how mercury was advancing in price, and how much more they were going to advance. They were also to become very scarce, and he showed very logically and conclusively how level-headed the druggist would be if he would lay in a stock which would prepare him for the awful times coming on the drug world. Well, he sold a gross (with two dozen gratis). After freight and drayage were added, they cost two and 5/100 dollars per dozen. Now the dealer could buy all he could sell for one and 50/100 (\$1.50) dollars per dozen, but it is better business to pay the manufacturer more, for the satisfaction of buying direct and showing how independent of the wholesaler one can be.

We might multiply similar examples, but space and time forbids, but to the point, the man who did the buying is one of the many who delight in knocking the wholesaler on every hand. He tells how the wholesaler robs him on everything he buys, but when he wants a favor he goes direct to the wholesaler, for the manufacturer does not deal in accommodations. This man (don't tell

him how we pity him) will buy drugs and sundries from someone two hundred miles away, pay freight and drayage, thus adding to the cost, when he could have called the local wholesaler by telephone, and had the goods in the house in ten minutes.

Purchasing from the wholesaler gives one a "come back." If the goods are not as ordered, the wholesaler will come and get them. If one buys direct it is probable that letters will be written until the writer is blue in the face, but the stock remains upon his shelf.

If we buy a lot from a wholesaler and it proves too large for our purpose, he unhesitatingly takes it back. Show me a manufacturer who will do this.

Most of the old ones are strong for the wholesaler, but the young ones are sending their money to the manufacturer for goods they could not give away on a Christmas tree.

Of course, it sounds big to speak about buying "direct from the manufacturer." Some retailers go around saying: "I have quit fooling with the wholesaler, I buy direct." If these fellows mean what they say, and really practice what they preach, they will last about twelve months, and then you will see a sign upon their door: "To be sold to the highest bidder." His old creditors, the wholesalers get thirty-one cents on the dollar, and the poor shrimp who bought direct quits with an uneivable reputation, making the obtaining of a position extremely difficult. After a week or two, he goes to the whole-

saler, expecting the man he had been knocking to find a position for him. Nine times out of ten, the wholesaler will look around and find work for the poor fellow.

Take, for example, the average store in a medium sized town or a small city, with a stock of, say, four thousand dollars. It would be possible to take out one thousand dollars worth of these big deals, and from the wholesaler buy in one-sixth or one-fourth dozen lots, thus keeping the stock down to three-thousand dollars. This would mean more turn-overs, less insurance, smaller taxes and the interest on the one thousand dollars to the good. Say the interest is eighty dollars. By buying from the wholesaler, this money could be turned over about five times, making 50 per cent. each time, and lo! the eighty dollars has become two hundred and eighty dollars.

All manufacturers are not crooks by any means, nor are all wholesalers all that could be desired, but the wholesaler is the retail druggist's best friend and resource, and we should give him the credit that is due and by buying from him show our faith by our works.

E. R. Bechtol.



It's Pure, That's Sure

Piper Ice Cream Co.
 Kalamazoo, Mich.

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

Prices All High in the Drug Line.
The close of 1917 to the wholesale drug trade marked the finish of the most exciting year ever experienced. Foreign embargoes, at times supplemented by nation-wide shipping restrictions, necessitated the carrying of stocks enormous in amount and value. The year was most prosperous and 90 per cent. of the stock on hand enhanced rapidly and continuously in value, with a demand unappeased.

Alcohol and spirits for beverage purposes are being speedily eliminated from the druggists' stocks, and they welcome the change. New Government control practically makes the item of grain alcohol prohibitive by price and regulations in its sale. Alcohol denatured, rendered dangerous to drink, has found use in many new chemical and mechanical processes, while wood alcohol advanced greatly and the supply was curtailed.

Acetate of amyl, formerly imported, is now made of better quality in this country. Nitro cellulose solutions and a new solvent for N. C., together with refined fusel oil, all for war purposes, are now made in this city in enormous quantities by chemists excelling in their product.

All acids, acetic, sulphuric, muriatic, benzoic, carbolic, etc., advanced 200 to 400 per cent., carrying a large string of derivatives with them. Formaldehyde and by-products could not keep up with the demand as a war disinfectant, so the price took wing. All metallic salts under Government restrictions went aloft. Some are now coming in from Japan, but their quality necessitates

careful analysis. Orders from abroad and through brokers for export keep pouring in and the American manufacturers are working overtime.

Benzoic acid is little obtainable, but greatly in quest. Calcium and magnesium chloride are in enormous demand, with Chicago maintaining a headquarters for carload orders.

Chemical manufacturers refrain from 1918 contracts, not knowing future demands from Washington. Mercury, used for fulminating caps, naturally carried its many useful salts along the highway. Gums from the Orient, for lack of transportation facilities, boomed. Oils, essential imported varieties, for the same reason went higher. Castor oil, the one and only lubricant that can be used on aeroplanes, is still soaring, although the Government purchased at varied prices all the stocks to be had.

Gum opium, morphine, codeine with the salts originating therefrom, were taken by the Government in enormous quantities and other distributions are limited until the Government's wants are first satisfied. Prices trebled.

Resorcine sells for more per ounce now than formerly by the pound. Potash and its basic salts—bromide, iodide, permanganate, etc.—are all very high and no relief in sight. Saccharine quadrupled in price and some proprietary manufacturers that used quantity amounts have gone out of business. Others advanced their specialties 20 to 50 per cent.

While the future betokens some surprises the world's demand will overtax us for a long time to come.

C. P. Van Schaack.

WHOLESALE DRUG PRICE CURRENT

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

Acids	Boric (Powd.) .. 18@ 25	Boric (Xtal) .. 18@ 25	Carbolic .. 75@ 78	Citric .. 94@1 00	Muriatic .. 3 1/4@ 5	Nitric .. 9@ 15	Oxalic .. 65@ 70	Sulphuric .. 3 1/4@ 5	Tartaric .. 1 05@1 10																																																																							
Ammonia	Water, 26 deg. ... 17@ 25	Water, 18 deg. ... 12@ 20	Water, 14 deg. ... 10 1/2@ 15	Carbonate .. 14 @ 15	Chloride .. 25 @ 35																																																																											
Balsams	Copaiba .. 1 40@1 65	Fir (Canada) .. 1 25@1 50	Fir (Oregon) .. 40@ 50	Peru .. 5 50@5 75	Tolu .. 1 40@1 60																																																																											
Barks	Cassia (ordinary) 25@ 30	Cassia (Saigon) 90@1 00	Elm (powd. 35c) 30@ 35	Sassafras (pow. 35c) @ 30	Soap Cut (powd.) 35c .. 23@ 25																																																																											
Berries	Cubeb .. 1 40@1 50	Fish .. 20@ 25	Juniper .. 9@ 15	Prickley Ash .. @ 30																																																																												
Extracts	Licorice .. 60@ 65	Licorice powdered 85@ 90																																																																														
Flowers	Arnica .. 2 50@2 75	Chamomile (Ger.) 75@1 00	Chamomile Rom. 2 00@2 20																																																																													
Gums	Acacia, 1st .. 75@ 80	Acacia, 2nd .. 65@ 75	Acacia, Sorts .. 40@ 50	Acacia, powdered 60@ 70	Aloes (Barb. Pow) 30@ 40	Aloes (Cape Pow) 20@ 25	Aloes (Soc. Pow. 60) @ 35	Asafoetida, .. @ 2 25	Asafoetida, Powd. Pure .. @ 2 50	Camphor .. 92@ 95	Guaiaac .. 45@ 50	Guaiaac, powdered @ 50	Kino .. 70@ 75	Kino, powdered .. 75@ 80	Myrrh .. @ 55	Myrrh, powdered @ 60	Opium .. 40 00@40 20	Opium, powd. 42 00@42 20	Opium, gran. 42 00@42 20	Shellac .. 70@ 80	Shellac, Bleached 85@ 90	Tragacanth .. 2 50@3 00	Tragacanth powder 2 50	Turpentine .. 10@ 15																																																								
Insecticides	Arsenic .. 23@ 30	Blue Vitriol, bbl. @ 12	Blue Vitriol, less 12 1/2@ 20	Bordeaux Mix Dry 20@ 25	Hellebore, White powdered .. 38@ 45	Insect Powder .. 40@ 60	Lead, Arsenate Po 34@ 44	Lime and Sulphur Solution, gal. .. 15@ 25	Paris Green .. 55@ 60																																																																							
Ice Cream	Piper Ice Cream Co., Kalamazoo	Bulk Vanilla .. 80	Bulk Special Flavored 90	Brick, Plain .. 25	Brick, Fancy .. 30																																																																											
Leaves	Buchu .. 1 75@1 85	Buchu, powd'r'd 1 85@2 00	Sage, bulk .. 67@ 70	Sage, 1/2 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																																																																							
Oils	Almonds, Bitter, true .. 15 00@16 00	Almonds, Bitter, artificial .. 7 00@7 20	Almonds, Sweet, true .. 1 35@1 60	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	Cajuput .. 1 35@1 60	Cassia .. 3 00@3 25	Castor .. 3 20@3 30	Cedar Leaf .. 1 75@2 00	Citronella .. 1 00@1 25	Cloves .. 5 50@5 75	Cocaoanut .. 40@ 50	Cod Liver .. 5 35@5 50	Cotton Seed .. 1 95@2 05	Croton .. 2 00@2 20																																																														
Seeds	Anise .. 35@ 40	Anise, powdered 40@ 45	Bird, ls .. @ 10	Canary .. 12@ 16	Caraway .. 85@ 90	Cardamon .. 1 80@2 00	Celery (Powd. 50) 38@ 45	Coriander .. 36@ 45	Dill .. 30@ 35	Fennel .. 30@1 00	Flax .. 8@ 12	Foenugreeek pow. 19@ 25	Hemp .. 8 1/2@ 12	Lobelia .. 40@ 50	Mustard, yellow .. 19@ 25	Mustard, black .. 19@ 25	Mustard, powd. .. 22@ 30	Poppy .. @ 1 00	Quince .. @ 1 25	Rape .. 15@ 20	Sabadilla .. @ 35	Sabadilla, powd. 35@ 45	Sunflower .. 8 1/2@ 12	Worm American .. @ 25	Worm Levant .. 1 00@1 10																																																							
Tinctures	Aconite .. @ 1 65	Aloes .. @ 1 35	Arnica .. @ 3 15	Asafoetida .. @ 4 40	Belladonna .. @ 2 85	Benzoin .. @ 2 50	Benzoin Compo'd .. @ 3 30	Buchu .. @ 2 40	Cantharides .. @ 3 90	Capsicum .. @ 2 15	Cardamon .. @ 2 10	Cardamon, Comp. .. @ 1 60	Catechu .. @ 1 60	Cinchona .. @ 2 35	Colchicum .. @ 2 40	Cubebs .. @ 2 35	Digitalis .. @ 1 90	Gentian .. @ 1 50	Ginger .. @ 2 50	Guaiaac .. @ 1 90	Guaiaac, Ammon. .. @ 1 80	Iodine .. @ 1 80	Iodine, Colorless .. @ 1 75	Iron, clo. .. @ 1 60	Kino .. @ 1 65	Myrrh .. @ 2 50	Nux Vomica .. @ 1 75	Opium .. @ 9 50	Opium, Camph. .. @ 1 80	Opium, Deodor'd .. @ 9 50	Rhubarb .. @ 1 65																																																	
Paints	Lead, red dry .. 11 1/4@11 1/4	Lead, white dry 11 @11 1/2	Lead, white oil 11 @11 1/2	Ochre, yellow bbl. @ 1 1/2	Ochre, yellow less 2 @ 5	Putty .. 3@ 5	Red Venet'n bbl. 1 1/4@ 5	Red Venet'n less 2 @ 5	Vermillion, Amer. 25@ 30	Whiting, bbl. .. @ 3	Whiting .. 3 1/4@ 6	L. H. P. Prepd. 2 15@2 25																																																																				
Miscellaneous	Acetanand .. 1 00@1 10	Alum .. 12@ 15	Alum, powdered and ground .. 14@ 17	Bismuth, Subnitrate .. 3 60@3 70	Borax xtal or powdered 10@ 15	Cantharides po 2 00@6 00	Calomel .. 2 56@2 60	Capsicum .. 35@ 40	Carminc .. 6 50@7 00	Cassia Buds .. @ 40	Cloves .. 77@ 85	Chalk Prepared .. 12@ 15	Chalk Precipitated 10@ 15	Chloroform .. 90@ 91	Chloral hydrate 1 32@1 12	Cocaine .. 11 75@12 30	Cocoa Butter .. 50@ 60	Corks, list, less 55%	Copperas, bls. .. @ 2	Copperas, less .. 2 1/2@ 7	Copperas, powd. .. 4@ 10	Corrosive Sublm. 2 30@2 40	Cream Tartar .. 68@ 75	Cuttlebone .. 65@ 70	Dextrine .. 10@ 15	Lover's Powder 5 75@6 00	Emery, All Nos. 10@ 15	Emery, Powdered 8@ 10	Epsom Salts, bls. @ 4 1/2	Epsom Salts, less 5@ 8	Ergot .. 1 25@1 50	Ergot, powdered 2 75@3 00	Flake White .. 15@ 20	Formaldehyde, lb. 24@ 30	Gelatine .. 1 75@1 90	Glassware, full cs. 58%	Glassware, less 50%	Glauber Salts, bbl. @ 2 1/4	Glauber Salts, less 3@ 6	Glue, Brown .. 25@ 35	Glue, Brown Grd. 25@ 35	Glue, White .. 30@ 35	Glue, White Grd. 30@ 35	Glycerine .. 78@ 95	Hops .. 45@ 60	Iodine .. 5 60@5 90	Iodoform .. 6 59@6 74	Lead, Acetate .. 21@ 25	Lycodium .. 2 75@3 00	Mace .. 85@ 90	Mace, powdered .. 95@1 00	Menthol .. 4 25@4 50	Morphine .. 16 60@17 00	Nux Vomica .. 22 1/2@ 30	Nux Vomica, pow. @ 30	Pepper, black pow. 35@ 40	Pepper, white .. @ 45	Pitch, Burgundy .. @ 15	Quassia .. 12@ 15	Quinine .. 90@1 00	Rochelle Salts .. 48@ 65	Saccharine, oz. .. @ 3 80	Salt Peter .. 36@ 45	Seidlitz Mixture .. 41@ 45	Soap, green .. 20@ 30	Soap mott castile 22 1/2@ 25	Soap, white castile case .. @ 19 00	Soap, white castile less, per bar .. @ 2 00	Soda Ash .. 5 1/2@ 10	Soda Bicarbonate 3@ 6	Soda, Sal .. 2@ 5	Spirits Camphor .. @ 2 15	Sulphur, roll .. 4 1/2@ 10	Sulphur, Subl. 4 9-10@ 10	Tamarinds .. 15@ 20	Tartar Emetic .. @ 90	Turpentine, Ven. 50@4 75	Vanilla Ex. pure 1 50@2 00	Witch Hazel .. 1 35@1 75	Zinc Sulphate .. 10@ 15

Public Telephones

Wherever busy men and women may be—in large places or small—public telephones place the convenience of telephone service (both local and long-distance) within easy reach.

The Blue Bell Telephone Sign points the way to public telephones. When you want to save time and effort, just look for the Blue Bell Sign and TELEPHONE.

Public telephones are found at railroad stations, hotels, restaurants; in cigar stores, drug stores and other places where they are easily accessible to the people.



Michigan State Telephone Company

SERVICE OF SACRIFICE.

Position of Wholesale Grocer in the War.

Everywhere one sees the sign "Food Will Win the War; Don't Waste It." Uncle Sam is stamping on your envelopes this very important statement. The solemn warning to the people of America comes from Washington, and should be given serious thought by every man, woman and child.

Grave and great responsibility rests not only on those who are producing, conserving and distributing food products, but also on the consumer. Are you doing, individually, your part?

Uncle Sam asks you these questions:

Are you a food slacker?

Are you neutral in this great fight to save food?

Are you a food pacifist, which in another term for pro-German?

What are you, individually, doing to save food and to win this war?

Are you by saving food backing up, standing behind and helping our soldiers and sailors who are giving their lives in defense of our flag?

What kind of a person are you? If you cannot take up the rifle you can join the colors by enrolling as a food soldier and in that way serve and save.

The supreme fight between democracy and autocracy is now on, and it means to mankind freedom or slavery. Shall Government receive its right to govern from the people or shall we submit to the foolish theory that the Kaiser receives direct from God the power to govern the world? We are all put to the supreme test, and no true American will be found wanting. Our Government has pledged all its resources in men, money and material to win this world war, and with so much at stake, the man or woman who does not save food is a traitor and would lend aid to the enemy.

The frills of the food business must go. Anything that unnecessarily adds to the cost of food products is out of order. The wholesale grocers of this country are now operating under food licenses, and are aiding in every way possible, Mr. Hoover, our National Food Administrator. This means that food will be distributed by honest, legitimate merchants on a very close margin of profit, and that the speculator and gambler in food products, the main cause of high prices, are to be prosecuted, and if necessary put in jail. The person who would dare speculate in food now would be court-martialed by his business associates.

The wholesale grocers of America do not expect to make money during this war; they are to a man loyal to the flag and can be counted on not only to do their bit but their best. The United States, the greatest and richest Nation in the world, is equal to the task of feeding and financing our friends and will receive the credit of winning this war and thus making the world a safe place for a gentleman to live in.

The battle cry of the world war is "save foods." Each man, woman and child can do his or her part in winning by being a food soldier. The soldier conserves and economizes wherever possible, especially on sugar, flour, wheat and animal fats. The soldiers who are

fighting our battles against the ruthless iron heel of German militarism must have these particular foods, and it is up to the food soldiers of this country to see that they get them even if they must go hungry. The boys who go "over the top" must be well fed and if you love your country and want to see Old Glory wave defiance to the Kaiser-king, you will do your part in getting foods to them.

Any unnecessary service or work that adds to the cost of the necessities of life should be eliminated. The cash-and-carry plan of selling food products is strongly urged by Mr. Hoover. The women of America are patriotic, and can be counted on to do their part and they will gladly call for groceries, if by so doing, they are aiding Uncle Sam to win the war. The little things count in conserving more than one thinks, so do not expect your neighbor to do it; let us all do our part in every way possible so that the Government can the better take care of all Allied soldiers and thereby the sooner bring this fight for the liberty of the world to an early and successful end.

The wholesale grocers of America are loyal to the flag and love their country. They desire to help in every way possible to wipe from the face of the world German militarism, so that the Stars and Stripes—that emblem of Liberty and Freedom, and the envy of the Kaiser-king, the Emperor and the Sultan—may forever float over this Land of the Free and Home of the Brave, and assure to the world the freedom of mankind.

Oscar B. McGlasson.

Medium Price Phonographs Sold.

While there has been a slight falling off in the sales of high-priced phonographs during the holiday season as compared with the same period last year, there is said to have been, a very marked increase in the volume of business done in the lines retailing for around \$100 and under. Such increase seems to have been mostly in the New England states, in some of the Southern states, and through the Middle West. The percentage of installment business is also said to be higher than it was a year ago. In the higher-priced lines many period styles were taken, and the tendency is more and more toward the table cabinets. Mahogany and Circassian walnut seem to be the most popular woods.

The New Year's Wish.

"I wish you —" How this happy word
On New Year's Day did joy impart
When from those friendly lips I heard
The spoken wish that thrilled my heart.

"I wish you —" Then glad eyes do lend
Their confirmation sweet sincere,
As loving friendships interblend
Fond greetings for a glad New Year.

"I wish you —" And with firmer grip
Their hand and mine each other hold
Like they were sponsors for the lip
Confessing now in wishes told.

"I wish you —" Spoken through a smile
Upon a face that's joy to see
For there was love—which did beguile—
Around the wish that you wished me.

And through the livelong coming year,
Where'er I am, what'er I do,
Each day, each hour will have its cheer
If I remember—"I wish you —"
Charles A. Heath.

Every man hugs the delusion that sooner or later he will invent something that will make him rich.



Putnam's Menthol Cough Drops

Packed 40 five cent packages
in carton

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

Grand Rapids Calendar Co. PUBLISHERS

WEATHER CHARTS, MARKET BASKET and BANK CALENDARS

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

Order Now Territory Open for Salesmen

GRAND RAPIDS CALENDAR CO.
572-584 SO. DIVISION AVE. - GRAND RAPIDS, MICHIGAN

DUTCH MASTERS CIGARS



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

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

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for three cents a word the first insertion and two cents a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

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. 500

For Sale—Drug stock and fixtures at half price if taken soon. Inventories \$2,000. Address R. Eckerman, 132 Pine street, Muskegon, Michigan. 501

To Exchange—60-acre farm in Saginaw county, "The Garden of Michigan." All level rich black soil all improved. Eight cows, horses, poultry, tools, etc., 12 buildings, 2 flowing wells, stone roads. Inside the oil territory. Cash or would exchange for general merchandise or grocery stock. This notice appears only once. C. E. Allgeo, Birch Run, Michigan. 503

For Sale—Three Bowser long distance pumps and three 550 gallon tanks complete. \$175 each. Ed. A. Mitchell, Emporia, Kansas. 504

Wanted—Strictly dry hardwood, pine, poplar, hemlock or spruce sawdust, car-load lots, will pay cash with order. J. C. Maloney, Swissvale, Pennsylvania. 505

Wanted—Used cash registers, crank style preferred. Key board capacity 1c to \$99. Write to E. C. Bramble, care Francis O. Lindquist, Grand Rapids, Michigan. 506

For Immediate Sale—Clean stock of clothing and gent's furnishings in good live town. Business has increased annually for past ten years. Reason for selling is that manager is called for U. S. service. Write Box 262, Saranac, Michigan. 507

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

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

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. 490.

Grocery Stock For Sale

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

Merchants Please Take Notice! We have clients of grocery stocks, general stocks, dry goods stocks, hardware stocks, drug stocks. We have on our list also a few good farms to exchange for such stocks. Also city property. If you wish to sell or exchange your business write us. G. R. Business Exchange, 540 Houseman Bldg., Grand Rapids, Mich. 859

For Sale—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. 447

Safes Opened—W. L. Slocum, safe expert and locksmith. 128 Ann St., N. E., Grand Rapids, Michigan. 104

Cash Buyers of clothing, shoes, dry goods and furnishings. Parts or entire stocks. H. Price, 194 Forrest Ave. East, Detroit. 678

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 Forrest Ave., St. Joseph, Mich. 481

For Sale—Four very desirable sheep ranches, located in Mecosta county, ranging from 1400 to 3500 acres each. Good soil, and all fenced in. Some have elegant improvements. Might consider first class stock of merchandise as part payment. Harry Thomasma, Grand Rapids Savings Bank Bldg., Grand Rapids, Michigan. 508

For Sale—Canning factory in Branch county, equipped for canning corn, tomatoes, apples, etc. Capacity ten thousand cans of corn per day. Good location, plenty of help. No better section for sweet corn in Michigan. Will sell very cheap if taken soon. John Travis, Union City, Michigan. 509

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

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

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

Cash Registers—We offer exceptional bargains in rebuilt National or American Cash Registers. Will exchange your old machine. Supplies for all makes always on hand. Repair department in connection. Write for information. The J. C. Vogt Sales Co., 215 So. Washington Ave., Saginaw, Michigan. 335

POSITION WANTED.

Position Wanted—Young married man. Employed as general manager gent's clothing and furnishings. Also decorator. Good reasons for changing. Can take position at once. Address No. 510, Michigan Tradesman. 510

HELP WANTED.

Salesman Wanted—Experienced specialty man. Must have good references and be willing to furnish \$300 bond. Salary and commission. Will call on established trade, general stores and grocery stores. Address the Moore Company, Temperance, Michigan. 502

SEE NEXT PAGE.

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

Always at Your Service

THE CITIZENS TELEPHONE COMPANY'S
LONG DISTANCE LINES



Connection with over 250,000
Telephones in the State
of Michigan alone

117,000 Telephones in Detroit

Citizens Service Satisfies

Great 30 Day Offer

MR. MERCHANT, For 30 days from date we will pay for all advertising connected with our sales.

THINK IT OVER, And act quick as we can handle only a few within this space of time.

SUCCESS is a certainty. That is why we can afford to make this big generous offer.

If you need money—if you want to do a greater business—write, wire or phone today.

JOHN L. LYNCH SALES CO.

28 Ionia Ave., S. W.

Grand Rapids, Michigan

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



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

See Quotations in Grocery Price Current.

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.

REGULATING WAGES.

Little if anything is being said or done to control the price of labor in the United States. The Government appears to be fixing the price of all sorts of commodities, while the price of labor is allowed to soar.

A poor groceryman who charges 15 cents a pound for sugar is deprived by Mr. Hoover of his license while the union slackers who mine coal or are employed upon the railroads, besides carpenters, masons, bricklayers, and shipbuilders, go on strike for exorbitant pay and are not only allowed to get off scot-free, but their leaders are invited by the President of the United States to a conference at the White House as though they were ambassadors of foreign powers!

Everyone in the United States who considers the subject at all desires that the workmen be well paid for their services, but the average man is entirely unable to understand why the so-called union man is allowed to become a profiteer while other business in the country is placed under surveillance and direction.

The plea that there is no power in the country adequate to control this state of affairs is evidently wide of the mark. Hundreds of thousands of men are taken from their homes, compelled to enter the army and are sent abroad, many of them against their will, simply in response to the demand for our Government. The country has accepted this state of affairs with a good deal of complacency because it seems to be a necessity, but while these hundreds of thousands are enduring great trials, the employes upon whose prompt and earnest effort the success of these hundreds of thousands depends spend much time dickering over wages, going on strikes, and delaying the efforts of the Government.

Only recently we were told in the public press that five hundred thousand working days had been lost through strikes and walkouts in the shipbuilding business.

The country is facing a coal famine to-day largely because of repeated demands on the part of labor union trouble makers and traitors and men in German pay for higher wages. As the price of coal has been fixed by the Federal Government many mine owners are unable to pay the price demanded by labor and sell their product without a loss.

It seems to many people an absurdity for the Government to allow this state of affairs to exist. If the Federal Government is to control the prices of all commodities produced it should also fix the price of labor, so that the country need not be face to face with disaster.

WORLD LEADERSHIP.

This is a customary time to make an inventory, and look ahead for new customers. During the past few years conditions have been so chaotic that they have seemed like a troubled dream, and we will all be glad when the waking time comes.

But as dreams leave their impress, so let us learn from this nightmare.

If in the clear dawn we see that Destiny is about to award a contract for world leadership to some nation, let us realize that if we are to bid, we

must be ready to live up to the specifications. It will mean better business methods, better farming, cleaner politics, better protection to property and honest labor, curtailment of trades union thuggery, thievery and slackery, Americanization of foreigners living among us, truer patriotism, higher National ideals and a broad international policy of interdependence.

Even in the stress of present conditions it is a privilege to be alive to witness this greatest period of the world's history, when men and nations alike are being regenerated.

The country can hardly over estimate the importance of its financial condition at the present time in view of the extraordinary things that are ahead of it in 1918. The financing done by the United States Government thus far is extraordinary and there are yet similar tasks in hand. There is no reason to doubt that they will be performed as well as those of the past year. At the basis of it all is the wealth of the United States, but even with that we could not make use of billions on the present scale unless our resources were so organized as to be handled with the best effect. Special emphasis should be placed on the position of the banks, whose annual statements are showing great prosperity. The earnings of these institutions were great in 1917, following trying times and in many cases unsatisfactory returns in 1916, when for long periods rates for money were extremely low. Without the power and prosperity and excellent administration of our banking system we should soon be showing financial weakness. Back of all these smaller units is the Federal reserve system, which has placed our pecuniary means in such relations as to be most effective. It is highly significant that the market prices of bank stocks have declined so little during the months when railroad and industrial stocks and bonds of high quality were falling from their former high estate. The decline last year would be measured by 5 or 10 per cent. at the outside. Here is a suggestion to the investor who wants something safe and yet remunerative. The principles which govern the banker should be more generally applied to other corporations. The result would be a condition of steadiness and gradual profit-making in contrast with the wide variation in fortunes and prices that has characterized our corporate history. It is this banking system which gives the country so good ground for confidence with respect to the loan the Government is soon to offer. It is no small task to raise the additional billions but more and more closely knitted together are our financial institutions and more closely organized the men that will work for the loan on the street. If the rate is 4½ per cent., that will be no discredit to this country when we compare ourselves with the European nations.

Banish the open sugar bowl from the dining table until habits of excessive use have been overcome. People who intend to use less sugar are apt to forget, especially if very tired.

Right prices may bring in the customers back again.

SHOULD ACT PROMPTLY.

In common with many other American patriots, no matter what political views they may happen to entertain in times of peace, the editor of the Tradesman is alarmed over the manner in which the President is permitting war preparations to be delayed through the ignorance, stupidity and shortsightedness of his immediate subordinates.

There is no question as to the high minded patriotism of our President or as to his ability to write some of the most eloquent state papers ever penned by an American President. No clearer analysis of the war, its origin, its effect and its ultimate outcome, has ever been given expression than the remarkable documents presented by Mr. Wilson.

Unfortunately, the ability to think clearly and write remarkably does not carry with it the managerial capacity so greatly needed in Washington at the present time. President Wilson is greatly hampered by the inferior men who occupy some of his cabinet positions. Especially is this true of the War Department, whose Secretary owes his position to the fact that he was a successful ward politician and is now a sycophant of the President. Recent revelations of bureaucratic ineptitude, sluggishness, red tape and general inefficiency place Mr. Baker in such an unfavorable light before the Nation that if he had a particle of horse sense he would immediately resign and relegate himself to private life, so that the prosecution of the war could be speeded up by the appointment of Elihu Root, Theodore Roosevelt or any other competent administrator. It is our duty as Americans to uphold the hands of the President during the progress of the war, but it is equally the duty of the President to select his lieutenants because of their competence and experience, instead of their ability to control a precinct caucus in a Democratic ward.

TRUE TEST OF REPENTANCE.

Bulwer Lytton once remarked: "There is a future in store for any man who has the courage to repent and the energy to atone."

Many of the German-Americans who are now so profuse in their professions of repentance, because they find they must PRETEND to love the country of their adoption or suffer the consequences, have not acumen enough to discover that they must make due atonement for their past conduct as well as publicly prate of their repentance.

The German-American who ceased trading with a merchant because the latter was outspoken in his contempt and hatred of the Kaiser must atone by turning his trade back into the old channel.

The German-American who discontinued his subscription to the journal which appeals to his trade, class or profession because it was outspoken in its Americanism must immediately see that his name is replaced on the subscription list.

Unless the German-American does these things—and does them quickly

and cheerfully—it may be safely assumed that the repentance is surface repentance only and that the man who stands up in public places to denounce the Kaiser and salute the Stars and Stripes is just as black-hearted as he ever was. He is still a traitor to the country of his adoption and has added hypocrisy and deceit to his other crimes.

CANNED GOODS SITUATION.

Nothing of remarkable interest has developed in the canned goods situation during the week. There have been a few indications here and there of a little more enquiry on the part of jobbers but it has not resulted in business to any important extent. On the contrary the general disposition of buyers has been to hold off until their needs compel them to go into the market, for it does not seem to be so much a question of price but of obtaining the goods when they want them. If there were anything in the way of spot supplies available they would be taken up, but there is nothing much offering either in the way of vegetables or fruit. There are some offerings of salmon, however, which at times are said to be under a parity with the Coast markets. These are, as a rule, in the nature of holdings that have been intended for export but which have been held back because of lack of tonnage and which are now forced upon the market here. There are heavy supplies here awaiting export, estimated to be as high as 700,000 cases, but as this is paid for and is the property of foreign buyers and governments it is only a question of time when it will be transported and so does not figure in calculations. In other words, it is merely a storage proposition.

Dress Goods Rise.

The advance in staple worsted dress goods from the beginning of 1917 to the last prices heard during the closing weeks of the year amounts to 35 to 45 per cent. This brings goods to the highest point known on the modern market, yet the selling of this merchandise proves quite as easy and in many cases easier than when quotations were lower. As one mill agent put it, it is simply a case of letting buyers in, and many times the available production could be sold if mills saw fit or were able to offer it. A representative narrow serge opened 1917 at 55c. When on the market a few weeks back 70c was heard. The line has since been withdrawn.

The A. L. Holcomb Co. has been incorporated with an authorized capital stock of \$10,000 all of which has been subscribed and paid in in property.

A good many price wars have been started just by a customer claiming dishonestly that another store was selling at a cut price.

If you would be happy, don't purchase to-day and read the bargain advertisements to-morrow.

BUSINESS CHANCES.

Experienced clothing, furnishings, shoe man. Best reference. Now employed. Harris 430, Emmett, Battle Creek, Mich.