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JAN 23 1918

GRAND RAPIDS
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MICHIGAN TRADESMAN

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Thirty-Fifth Year

GRAND RAPIDS, WEDNESDAY, JANUARY 23, 1918

Number 1792

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WHAT DID YOU?

When the war has been won,
When our duty is done,
When our sailors come sailing the foam;
When our men of the air
And the guns over there
All the Nation is welcoming home;
They will come to your door,
The young winners of war,
They will look you up, over, and through,
And in word, or in thought,
They will ask, like as not:
"Well, we did quite a lot—
What did you?"

When the years have gone by,
And the pages are dry
That the story of struggle record;
With democracy sure,
When we're living secure
In the strength of our soul and our sword—
In that glorious time
To your knee there will climb
Then a boy, or a girl, or the two,
And will say, "Some were brave
On the land and the wave,
Some their ev'rything gave—
What did you?"

Or it may be at night
You will sit by the light
Of a fire in a home that is free.
You will sit all alone
'Neath a roof of your own
In some year of the future to be,
And a voice down inside
Will say, "Some of them died,
Or they suffered their duty to do,
And the ones who could not
Give their all gave a lot,
Gave their money— say, what,
What did you?"

Douglas Malloch in American Lumberman.



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

Ceresota Flour

Always Uniformly Good

Made from Spring Wheat at
Minneapolis, Minn.

Judson Grocer Company
The Pure Foods House

Distributors
GRAND RAPIDS, MICHIGAN

DUTCH MASTERS SECONDS



Will stimulate your trade

Handled by all jobbers

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

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

GRAND RAPIDS
PUBLIC LIBRARY

MICHIGAN TRADESMAN

Thirty Fifth Year

GRAND RAPIDS, WEDNESDAY, JANUARY 23, 1918

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SPECIAL FEATURES.

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Prescott Refuses To Issue Food Cards.

Lansing, Jan. 22—That the food card system is coming and coming soon is the unofficial opinion of State officials. George A. Prescott, State Food Administrator, declares, however, that such an order must come from the Federal Administrator and apply to the whole country in order to be effective. Cards issued only in one state would not prohibit citizens of that state from buying without cards in neighboring states.

Michigan cities continued to-day to beseech the State Food Administration to empower them to issue food cards. Owosso and several smaller cities asked Mr. Prescott to take this step, but the Michigan administrator has refused.

No one connected with the State Food Administration will predict how soon the Federal Administrator may be expected to issue an order providing the carry system throughout the country, but the continued demand of Michigan cities now suffering from the sugar famine indicates that such a step will be hastened.

County food agents have taken charge of a sugar survey, asking all persons who have more than a 30 or 60 day supply to give up the remainder for re-distribution. In Ingham county alone several tons of sugar were turned over to the county administrator and divided among families who were in need.

One Lansing man who had just received a 300 pound consignment by express refused to turn over any of his supply to the administrator. He was permitted to retain twenty pounds, the other 280 pounds being confiscated. In the same way, the Lenawee county farmer who had several thousand bushels of grain hoarded has found himself facing a hoarding charge, while his grain has been confiscated.

In the absence of a Federal order providing food cards, Mr. Prescott has again asked people of the State to do everything in their power to conserve sugar. The shortage is

acute throughout the State, and little hope is seen here for a larger supply for some time at least.

Refuse to Pay the Partin Notes.

The Partin Manufacturing Co., of Memphis, Tenn., which has been repeatedly exposed as fraudulent by the Tradesman, filed a petition in bankruptcy Jan. 7. The liabilities are \$78,103.93 and the alleged assets are \$377,193.23. As the latter consists mainly of notes, obtained by inducements not in keeping with modern ideas of honorable business methods, it is extremely doubtful whether the creditors will receive any considerable portion of their claims.

The notes filched from retail merchants by the wily solicitors of this concern were placed in the hands of the Commercial Securities Co., of Chicago, which in some cases undertook to effect payment by suit. After the failure of the Partin Manufacturing Co., the editor of the Tradesman wrote the Chicago house as follows:

We note that the Partin Manufacturing Co., has gone into bankruptcy, which is what we have been expecting all along, because every concern which does business in the way the Partin Co. did business must necessarily go under sooner or later.

Considering the fraudulent statements which were made by the agents of the Partin Co. to secure the notes which were turned over to you for collection, I write to enquire if it would be your policy from now on to undertake to enforce payment to these notes by suit. I cannot think that a reputable house like yours would do this in view of the situation, and the false pretenses connected with practically every transaction. I ask this information on my own account, and not at the suggestion or request of anyone interested. I happen to know that a good many well-meaning but weak-backed merchants have been victimized by the seductive solicitors of your defunct client.

In reply to this enquiry, the Commercial Securities Co. stated that it had no knowledge that the notes it purchased from the Memphis concern were fraudulent and that it would continue to enforce payment by suit, if necessary.

Notwithstanding these threats, the Tradesman advises every merchant who has been induced to utter notes for services never rendered, stand pat and refuse to pay them except after the cases have been passed upon by the court of last resort.

The difference between the patriot and the slacker can usually be detected at a glance. The patriot devotes every moment during his working hours to the work in hand. The slacker finds time to visit and gossip and idle and discuss the weather and a hundred other topics alien to the business.

It is easy to get anything you want—if it happens to be something nobody else wants.

Late Banking News.

Hillsdale—The First State Savings Bank has increased its capital stock from \$50,000 to \$65,000.

Litchfield—The Litchfield State Savings Bank gave a banquet last Thursday evening, to the business men of this place. At 7 o'clock they were received by the President, Charles G. Sherk and immediately sat down to a three course dinner. Covers were laid for fifty. After dinner a number of toasts and speeches were given, mostly along patriotic lines. The company joined in a number of patriotic songs.

Saginaw—All Saginaw banks announce that they have increased their interest rates from 3 to 4 per cent. on savings deposits and certificates of deposit. The American State Bank, formerly the German-American, which during the seven years of its existence, has paid 4 per cent. on the certificates, will advance the rate on savings deposits from 3 to 4 per cent. Other banks which have boosted their rates effective January 1, are the People's Savings Bank and the Commercial National Bank. With the Second National and Bank of Saginaw, all banks of the city are now paying the higher interest rate on savings deposits and certificates while the Saginaw Valley Trust Co. also pays the rate on the latter.

Grand Haven—Bernath P. Sherwood, for some years cashier of the Grand Haven State Bank, was last week made President of that institution.

Beware of the Merchants Gold Stamp Co.

Notwithstanding his promise to Prosecuting Attorney Hoffius that he would discontinue the business of selling stamps uttered by the defaulting Merchants Gold Stamp Co., L. Katz is still undertaking to exploit the sale of the stamp, having recently solicited the merchants of Allegan and Rockford, personally, and also sent letters to other towns in the State, soliciting orders for the stamps.

Again the Tradesman warns its readers against having any dealings with Katz or the Merchants Gold Stamp Co. Katz recently admitted to the Prosecuting Attorney that he was utterly unable to redeem the books now out—and there are thousands of them—and his proposition to get a portion of all sales to redeem future books is regarded with suspicion by all who know him.

A Los Angeles paper boasts that "with twelve factories operating the past season, and three in process of construction, next year California will assume its rightful place as the greatest beet-sugar section in the United States." It is well known that the beet-sugar belt stretches across the country, following isothermal lines, in a broad but very irregular path. California has room for

a comparatively large acreage. Colorado has been in the lead in beet-sugar production, having shipped about 260,000 tons of raw sugar last year, as against about 245,000 tons shipped by California. It is stated that 18 per cent. of the California beet is sugar, and only 16 per cent. of the Colorado beet, a difference that gives the California grower a marked advantage. The present high price should stimulate cultivation. A California grower who harvested the average crop of ten tons of beets to the acre received this year a gross return of about \$70 per acre. Much more beet sugar could easily be produced in America, the chief difficulty being in organizing a sufficiently large scale to justify establishment of a factory.

Both England and France, after three and a half years of war, find themselves driven to adopt a system of food regulation. In both the voluntary method has broken down. Perhaps, had the scarcity not been so great, the more democratic way of appealing to the patriotism of the people might have carried England and France through the war. But when the supply of certain essential commodities is less than the National requirements, it becomes a matter of self-preservation to force people to go without or consume substitutes. In the United States, this has not yet proved necessary. Our supplies will be sufficient if Americans can be persuaded to cut down consumption in certain directions, only a very little. The sugar, for instance, available to our people, after we have rationed our Allies, will be but from 10 to 15 per cent. under the quantity we eat in normal times. No one doubts that we could voluntarily diminish our enormous per capita consumption of sugar to this extent.

In keeping with the profiteering policy of the farmer, that worthy member of society has resolved to grow no sugar beets next season unless he is assured that he will be paid \$10 per ton therefor. It is understood the factory managers are willing to pay \$9 per ton, but the farmer is obdurate and insists on the limit price he has established. Like the labor unionist, he believes in getting while the getting is good. No regard for the welfare of the country or the success of our great struggle against barbarism appears to disturb the profiteering proclivities of both of these classes. They are for self—first, last and all the time—with no thought for the Government which enables them to plunder and penalize their patriotic fellow citizens.

Your customers can teach you some things about the successful management of your business if you give them a chance.

GERMAN GOODS NOT IN FAVOR

However they may individually feel on the subject of boycotting Germany economically unless that country secures a representative government, the business men appealed to in the referendum of the Chamber of Commerce of the United States know how futile a public declaration of such a purpose will be. The idea underlying the movement is that its existence is apt to cause enough pressure to be brought by the Teutonic business interests to bring about a change in the constitution of the German empire. But, long ago, all the pressure possible seems to have been brought to bear in this direction by such men as Herr Ballin, the steamship magnate and close friend of the Kaiser, and others fully as representative, who insisted it would be impossible to restore foreign trade unless the good-will of the countries now opposing Germany were obtained. Before that, in June, 1916, the Allies at the Paris Conference declared their purpose to put a tariff wall around the Central Powers after the war that would virtually exclude them from all foreign trade except among themselves. But, despite these things, no effect was produced on Germany, where it was felt that trade after the war could be trusted to follow the usual course, and that the average person in neutral, and even in formerly hostile, countries would buy where it was cheapest and most convenient for him. Then, too, so far as keeping raw materials from the Central Powers is concerned, the experience in wartime has been sufficient to convince every one that this will be impossible in time of peace. The producers everywhere would also resent the proposition to reduce the value of their products by shutting off one or more of their principal markets.

What the Germans really fear is not the shutting off of raw materials or any official or concerted action against their trade or industries. They are aware that their brutality and defiance of all law have aroused the intense hatred of millions in many lands who will never knowingly again buy anything they make. It will be a slow and almost impossible process for them to make headway against such a sentiment, which cannot be stilled or set aside by any manner of treaty that may hereafter be made or by any change in the form of government which Germany may make. What makes it harder is the complete destruction of the intricate trade organization which the Germans built up with so much labor and attention to detail for half a century, and the mastery by other countries of so many industries in which Germany had virtually a monopoly. These things are recognized by the Teutons, who are going about to overcome them by their usual underground methods. Knowing that the legend "Made in Germany," appearing on goods, will prevent their sale, they are arranging to establish branch factories for finishing in other countries. Already a branch of the Krupp has been arranged for in Switzerland, and other factories will duly appear in other neutral countries, and even in those which are now hostile, including the United States. The profits will go to Germany and help keep up their bal-

ance of trade. Their methods in this direction in Italy, France and Great Britain before the war have been revealed, and there is no evidence that the German serpent has lost any of his cunning since.

COTTON AND ITS FABRICS.

Additional proof was given during the week of the sensitiveness of the cotton market due to the artificially high prices. The fluctuations were even more violent than usual, and might have gone to greater lengths were it not for the recently adopted rule limiting them. The order for closing down supplies of coal and other fuel was the climax. It should be observed, however, that even at the worst break the price was higher than any one believed it would reach only a few months ago. This was the case despite the decreased consumption of cotton in domestic mills during December and the lessened exports of the material. Last month these exports were nearly 300,000 bales less than in December, 1916, and for the five months of the present cotton year they are about

runs that it is a duty to consume oysters because such consumption will stimulate culture of those vast fields at the bottom of the sea which are now lying fallow in winkles and sea-horses; oyster culture is unique in that it does not lessen the production of anything else; more hogs mean less corn, but more oysters mean more gourmands. Besides, it is a pleasure to eat oysters. Next, the fact that they are comparatively expensive, in view of the small quantity of nourishment they contain, should worry no one. The only question to be asked is: Does consumption of oysters, truffles, terrapin, caviare in any degree release other foods for consumption? The rich man has a duty in the premises. He must become a Lucullus now, in order that the poor man may have enough of ordinary foods.

One of the most valuable activities of our Red Cross in France is the work being done on behalf of the civilian populations rendered destitute by the war. Nothing like it for size and complexity has ever heretofore been under-

HERBIE HOOVER.

Little Herbie Hoover's come to our house to stay,
To make us scrape the dishes clean, an' keep the crumbs away,
An' learn us to make war bread, an' save up all the grease,
For the less we eat of butter, the sooner we'll have peace.
An' all us other children, when our scanty meal is done,
We gather up around the fire an' has the mostest fun
A-listenin' to the proteins that Herbie tells about,
An' the Calories that git you

Ef
you
don't
watch
out!

An' little Herbie Hoover says, when the fire burns low,
An' the vitamins are creepin' from the shadows, sof' and slow,
You better eat the things the Food Folks says they's plenty of,
An' cheat the garbage pail, an' give all butcher's meat the shove,
An' gobble up the corn pone an' veg'tables an' fish,
An' save your drippin' an' yer sweets an' lick clean ever' dish,
An' don't get fresh a-talkin' of what you won't do without,
Or the Calories'll git you

Ef
you
don't
watch
out!

Sophie Kerr, in Life.

800,000 bales less than in the corresponding period a year ago. The goods markets continue to reflect the condition of the raw material. In the print-cloths and sheetings, no less than in the more finished fabrics, price advances have been marked and a general disposition continues not to make commitments too far in the future. Openings of cotton dress fabrics have been well received, the high asking prices not proving a deterrent to orders. Part of the willingness to buy is doubtless due to the admirable character of the fabrics shown, and part also to the unwillingness to delay while transportation conditions are so unsettled as to make deliveries uncertain. Sales are pretty generally made f. o. b. mill. This leaves the buyer to worry over the matter of delivery.

The United States Bureau of Fisheries, in the role of the Walrus and the Carpenter, issues a bulletin inviting Americans to eat more oysters. It is so novel to be invited to eat more of anything at all these days that this document arrests attention. The argument

taken by the Society. The retiring European commissioner of the organization states that 30,000 refugees from Northern France alone have been taken care of, and are still being taken care of, by the Red Cross. But this is only one phase of the work. Far more interesting will be the detailed report to be submitted on the restoration which the Society has undertaken of Northern France. A whole countryside waits to be rebuilt, hundreds of square miles that have been made a desert must be made to blossom once more. Everything, from houses to agricultural implements, will have to be put back on the land again before its former inhabitants can be effectually repatriated. This task, in part at least, the Red Cross has taken over. Cities have been planned and built before now on vacant sites. But probably never has a whole countryside been reconstructed; above all, never under such difficult conditions. Literally, if it succeeds, the Red Cross will have arised to America a lasting monument.

A GREAT CIVIC ASSET.

Since Rev. A. W. Wishart returned from France, where he devoted three months to Y. M. C. A. work, he has made from one to three talks each day on subjects pertaining to the war. In every speech he has made he has paid a glowing tribute to the hope, faith and courage of the American soldier and the opportunity he now has to assist in the redemption of the world from the Prussian military system. In the course of his talks he has called attention to some defects in our own system, such as the proverbial boastfulness of the American soldier, the prevalence of too much profanity in the ranks and the utter inefficiency of our War Department in sending our soldiers to Europe without the proper supplies and equipment. Because he has told the exact truth and stated it so plainly that there can be no mistaking his meaning, he has been dubbed "Gloomy Guss" by a few narrow minded people and one local newspaper has seen fit to attack him editorially. If Dr. Wishart was a small minded man or paid any attention to low brows, high brows or pro-Germans, he might be swerved from the path of duty by captious critics, but he is too keen, too broad and too charitable to waste a moment's time on carping comment. His shining armor penetrates the glamor of romance and reveals the exact truth to his auditors and readers. The truth is what we want now, because an exact knowledge of facts as they are is the only thing which will enable us to act intelligently and effectively.

Ever since Dr. Wishart came to the city he has been the target of abuse and vituperation in the church organ edited so many years by Father Schmidt, whose name indicates his origin and, possibly, furnishes a clue to his pro-German utterances in the early days of the war. Notwithstanding these bitter personal attacks, Dr. Wishart invited Father John B. deVille, a Belgian priest of the Roman Catholic church, to occupy his pulpit Sunday morning and take up a collection for the benefit of the starving children of Belgium, which, happily, amounted to \$566. Dr. Wishart's introduction of the reverend father was broad in scope and generous in appreciation. In it he stated that this is a time to forget all political divisions and denominational lines and devote every energy to the service of humanity. This sentiment received the hearty approval of the large audience, Father deVille, in a most emphatic manner, expressing his acquiescence in the statement.

Dr. Wishart is one of the greatest civic assets Grand Rapids possesses and those who undertake to disparage the breadth and strength of his undertakings and accomplishments fail to get very far except in exhibiting their own short-sightedness and unfairness.

Now that we are learning food conservation table scraps for fowls will be a minus quantity. Yet there will be meal-time scraps aplenty unless we inaugurate a campaign to avoid them.

Pickings Picked Up in the Windy City.

Chicago, Jan. 2.—Chicago has just about dug itself out of the deep snow drifts and is gradually getting back to normal conditions. It will take two or three weeks longer before the streets are in perfect condition.

Chicago real estate sales are still very backward. There has been very few deals pulled off in the last two or three weeks of any note. The flat building sales and vacant property is at a standstill.

The Garfield fuel order is leaving its effects on the business in Chicago. Over 500,000 workers are having a forced vacation. Some of the large business concerns are paying their employes for time lost. In some factories, where the help works by piece work, they are trying to figure out a way so as to satisfy both sides.

The great annual Automobile Show will open at the Coliseum Jan. 26, and remain open until Feb. 2, excepting only Monday, Jan. 28, when it will be closed by order of the fuel administration. No doubt this show will be as great as ever, especially in the commercial truck line. This part of the show is getting a great deal of attention just at this time.

At the Stock Yards pavilion last week was held the Poultry show. This affair attracted large crowds.

Anyone owning a sleigh or bob-sleigh in this neck of the woods could have sure had a great time. There has been plenty of snow and good sleighing. The first time in years Chicago people have had this pleasure.

Bert L. Bartlett, who had been representing the Electrical Cutting Manufacturing Co., of Canton, Ohio, has accepted a position with the E. B. Millar Co., of Chicago, covering part of the State of Michigan selling coffee. We wish our friend Bert the greatest success.

One of the most interesting suburbs in Chicago is the Fraternal Homes for orphan children of the Loyal Order of Moose, at Mooseheart, Ill. It is different from most any other suburban town. It is kept up by the Loyal Order of Moose, who have built a great industrial home. This is located thirty-five miles west of Chicago, on the A., E. & C. R. R. and is named Mooseheart. It is one of the greatest homes and schools ever built for children. At Mooseheart one sees the little babies of the nursery, children of the different halls and young men and women ready to go out and do their work in the world of realities. There are 459 children at Mooseheart. There are 1,000 acres of land composed of beautiful meadows and forests. Here the boys and girls learn the practical side of life. They learn to sew, knit, farm and carry on other lines of trade. Moose Lake, connected with Mooseheart, is one of the most attractive spots in this section of the State. Mooseheart live stock is the talk of many states. The blue ribbon is theirs in almost every contest they enter where pure bred stock competes for high honors. From 12,000 to 15,000 persons visit the grounds at Mooseheart every year. It is expected during this year that double this number will visit this great child institute. Anyone visiting Chicago will be well repaid to make Mooseheart a visit. It is easily reached on the Aurora-Elgin Chicago R. R., or about a two and a half hour drive from the center of Chicago.

Owing to the heavy snows throughout this section of late there has been very few Camp Grant soldiers in the city. From what the writer can hear the soldiers are digging themselves snow trenches.

One thing noticeable Monday, Jan. 21, in Chicago, was that the Government did something that the city administration has been unable to do, and that is, the absolute control over the question of the sale of liquor in the city. It was impossible to get a drink of liquor, according to reports.

This also applied to anyone wishing a shave in the city of Chicago Monday. Every barber shop is closed tight. The only razors doing business in Chicago, are the safety razors.

Work has been started upon a huge tabernacle on the lake front between Chicago and Grand avenues to be used by "Billy" Sunday in his Chicago campaign to open March 10 and to continue for ten weeks. The building, which will be the largest of its kind ever erected, it is said, will be large enough to accommodate an audience of 15,000. It will occupy an area equivalent to an entire city block and is expected to be completed and ready for dedicatory services in six weeks from next Sunday, on March 3. James Sheddon & Co. have the construction contract. Plans for the tabernacle were designed by Mr. Sunday's own architect. In the main building will be located rest rooms, a hospital, postoffice and other conveniences and adjoining the tabernacle will be erected a cafeteria. The size of the project is indicated by the fact that it is planned to obtain 1,500 volunteer ushers, 800 secretaries and 6,000 choir singers for the Sunday meetings.

The appointment of James Simpson, Vice-President of Marshall Field & Co., as director of the Chicago District Federal Reserve Bank for three years and as deputy chairman of the board of directors is a notable local event. It is reported that Mr. Simpson has been offered the post of chief of the procurement division of the re-organized quartermaster department under Gen. Goethals.

The Pulverized Manure Co., now located at the Stock Yards, has purchased from Wm. B. Grannis forty-two acres of land in Eighty-third street, extending from Harlem avenue to the Indiana Harbor Belt Railroad and the Baltimore & Ohio Chicago terminal. Consideration withheld.

Work is under way upon a gun shop, 300 x 165, at Ambridge, Gary. It is said that another gun shop will be erected at East Chicago. The National Tube Company contemplates the construction of a new mill at Gary with an annual capacity of 500,000 tons. It is reported the Federal Government has purchased the rails of the abandoned Laporte division of the Gary & Interurban railroad. Arthur Baer, formerly assistant superintendent of the blast furnaces at the south works of the Illinois Steel Company, and later of Duluth, will be superintendent of the new furnace of the Mark Manufacturing Company at Indiana Harbor.

David B. Jones, capitalist, has given to his daughter, Miss Gwethalyn Jones of Lake Forest, two properties in the exclusive North Side residential section with a total value of about \$300,000. They comprise the Jones family home at 1435 Astor street, 155 feet south of Burton place, west front, 75 x 130, and the Three Arts Club, northwest corner Dearborn and Goethe streets, 112 x 149, each property being valued at between \$125,000 and \$150,000. The home, which is three stories and contains twenty rooms, is one of the show places of the North Side, having been acquired by Mr. Jones several years ago and extensively remodeled since then. It was formerly the R. C. Meisenberg residence. The Three Arts Club is a three-story brick structure erected two or three years ago, the funds for its construction having been obtained chiefly through the efforts of Miss Jones, who interested her friends in the institution, which is a school and home for young women of artistic inclinations. Charles W. Reattoir.

A garden for every family that the farms may grow more grain for the Allied armies.

If one doesn't believe that honesty is the best policy one should try it.

Plan to Save Postage.

Now that postage on first-class mail matter has been advanced to 3 cents, many business men are to some extent overcoming this added expense by eliminating the mailing of receipts. A check is always a valid receipt, and to help along this economical movement, those who pay bills by check could adopt the following plan:

Instead of mailing both the check and the invoice, have a rubber stamp made reading "Paid.....by check No." Fill in the date and the check number and file the invoice just as though it were a receipt. If a controversy comes up later, the notation on the bill is as binding as the receipt.

The date of the invoice could also be entered on the face of the check, thereby placing the evidence of payment on one piece of paper.

Several things which came to the fore during the past week served as reminders to the conductors of business that conditions require alterations in ways and methods. They mark the gradual but inevitable change from the normal routine made necessary by the existence of a state of war. It is more than half a century since such a radical departure from accustomed ways has been imperative to the people of the whole country, and so the experience is a novel one to the great bulk of them. The war with Spain was so trifling that it made but a ripple on the surface of things. The one in progress has stirred up the depths and has profoundly affected the callings, the habits and the

lives of all people in all directions. In the three great essentials of food, clothing, and fuel the influence of the war has been and is most marked, and it promises to be even more so before the end comes. It is a recognition of the fact that extraordinary measures are needed in such an emergency which secures willing compliance with edicts and regulations that would otherwise provoke the strongest of protests and resistance.

The Food Administration is probably more troubled because it has not corn enough in the large Eastern centers to make active prosecution of its wheat-saving campaign possible than because it fears material loss of the stored crop through swelling and heating. Dry corn may be kept for years. Most farmers are independent of the elevators for corn storage, for rough cribs can be hastily thrown up for thousands of bushels. It is asserted that this year the early frost left much of the corn soft, and so liable to fermentation with warmer weather; but it is to be noted that F. A. Walcott, Mr. Hoover's representative, in investigating the food situation, expressed no particular worry when interviewed on the matter. There remain nearly two and a half months to move what part of the corn crop the farmers may fear to lose with warm weather, and it can be easily dried as fast as received at the mills. As yet we have heard no protest from those agricultural organizations which may be relied on to make a very effective outcry when the interests of the farmer are seriously threatened.

In Addition to the Germans The United States Has Three Enemies at Home Wastefulness Blind Economy Gloom

ENEMY NO. 1. WASTEFULNESS.

The elimination of waste will save literally billions of dollars for the American people, and at the same time not disrupt in any degree the industrial progress of the nation.

ENEMY NO. 2. BLIND ECONOMY.

In the conduct of the civil and industrial side of the war, blind economy will be just as harmful as waste. By destroying industry, blind economy will lose as much as it gains.

ENEMY NO. 3. GLOOM.

"For God's sake, cheer up the people of France," said Pershing, when they asked him what America could do best to help win the war. The splendid moral of England and France has done more to beat Germany than any other one thing. Lack of it will give the Hun victory.

Adequate information is the most direct route to the avoidance of waste and the practice of intelligent economy.

The Michigan Tradesman cannot build ships or move freight or go over the top with an Enfield. But it can keep cheerful the men who go, and the men and women who stay. It can chronicle that side of the war which refuses to be dark; its unquenchable humor, its unconscious heroism, its outstanding figures, and mirror—cheerfully—the swift current of war-time life at home.



Movements of Merchants.

Bronson—Fire destroyed the McEndarfer bakery, Jan. 18. The loss is covered by insurance.

Vassar—Thomas M. Stephen is closing out his stock of dry goods and carpets and will retire from business.

Lakeview—The Lakeview Hotel has been closed, owing to the prevailing high price of everything used in a hotel.

Clare—Charles W. Gould, undertaker, has merged his business into a stock company with an authorized capital stock of \$5,000.

Jackson—Frederick L. Hopkins, grocer at 126 North Mechanic street, died at his home Jan. 19, following an illness of but a few weeks.

Kalamazoo—Frank Vermeulen has taken the position of manager of the Home Furnishing Co., succeeding the late Lester Salomon.

Pontiac—D. A. Green has sold his grocery stock and store fixtures to Edward I. Canvasser, recently of Detroit, who has taken possession.

Muskegon—Thieves entered the meat market of Joe Pelon, 93 Third street, Jan. 16 and carried away the contents of the money drawer and some stock.

Saginaw—The Nash Motor Sales Co. has been incorporated with an authorized capital stock of \$15,000, all of which has been subscribed, \$7,500 being paid in in cash.

Cadillac—Oliver Wallin, manager of the Chicago Cash Grocery has announced the opening of a branch store at the corner of Mitchell and Chapin streets, Feb. 1, by his company.

Muskegon—Castenholz Bros. & Co. have dissolved partnership and discontinued the business. The packing plant part of the business was recently sold to the Castenholz-Albers Co.

Berlin—Ralph Burrell, dealer in shoes and hardware, has sold a half interest in his stock to Frank Goodenow and the business will be continued under the style of Burrell & Goodenow.

Jackson—The Nash Sales Co., dealing in automobiles, has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed, \$3,000 being paid in in cash.

Saginaw—Charles E. White and William H. Mead have formed a copartnership and engaged in business under the style of the Oxo-Gas Heating & Lighting Co., at 106 North Jefferson avenue.

Bay City—The Union Truck Sales Co., dealing in motor vehicles and accessories, has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Detroit—The Ide Millinery Co., wholesale and retail department store, has been incorporated with an author-

ized capital stock of \$15,000, of which amount \$11,000 has been subscribed and paid in in cash.

Saginaw—Frank & Co., dealing in automobiles, has been incorporated with an authorized capital stock of \$30,000, of which amount \$19,700 has been subscribed, \$209.04 paid in in cash and \$19,490.96 in property.

Detroit—The Duane-Fielding Co., selling and distributing non-intoxicating beverages, has been incorporated with an authorized capital stock of \$20,000, of which amount \$10,000 has been subscribed and \$3,500 paid in in cash.

Jackson—Allen & Dwelle are erecting a modern two-story store building with a 40 foot frontage, on South Milwaukee street, one block south of their present location, and will occupy it with their stock of meats and groceries about April 1.

Otsego—Fire destroyed the Otsego Laundry and the millinery stock of Mrs. Kittie Tubbs Jan. 16. The losses are partially covered by insurance. Mr. Derhammer, proprietor of the laundry, is undecided regarding the rebuilding of the plant.

Munising—E. S. Walters, Jr., proprietor of Walters Cash Grocery, has purchased the store fixtures, grocery and meat stock of Arthur E. Miller, taking possession Jan. 28 and continuing both stores under the style of the Walters Cash Grocery & Market.

Kalamazoo—D. Graff & Sons, wholesale and retail dealers in waste materials, have merged their business into a stock company under the style of D. Graff & Sons, with an authorized capital stock of \$100,000, all of which has been subscribed, \$2,074 being paid in in cash and \$97,926 in property.

Ann Arbor—At the annual meeting of the State and German American Savings Bank it was decided that the name should henceforth be simply the State Savings Bank. This is in keeping with the action of banks with Teutonic names everywhere in the civilized world. The name "German" must be banished forever from the vocabulary of decent people.

East Jordan—Harry Curkendall, who conducts a billiard parlor, cigar, tobacco and confectionery store, lost his entire stock and store fixtures by fire Jan. 16. The loss is partially covered by insurance. The furniture, house furnishing goods and musical instrument stock of French & Redmon was also badly damaged. The loss is covered by insurance.

Saginaw—Duncan A. Bentley, for ten years manager of the produce department of the Cornwell Co., has engaged in the wholesale produce, grain, butter, egg and cheese business at 406

Lapeer avenue under the style of the D. A. Bentley Co. Mr. Bentley has purchased the produce stock of Patrick O'Toole, of Clare, and will continue the business as a branch store with Mr. O'Toole as manager.

Paw Paw—W. C. Goodman, of Toledo, is now associated with Riede & Baxter and will spend more time in Paw Paw in the Sellick store. Reide & Baxter have bought the Durkee stock at Decatur, and will open the store there next Wednesday. Another stock of goods will be sent to Paw Paw at the Sellick store which will continue with C. E. Mather in charge. Mr. Mather has been engaged in the mercantile business in Paw Paw now for over thirty-five years, the last five years of which have been in the store of which he now assumes the management.

Manufacturing Matters.

Detroit—The American Machine Corporation has increased its capital stock from \$10,000 to \$200,000.

Jackson—The Sparks-Withington Co. is building an addition to its plant. The new building will be 44 x 344 feet.

Thompsonville—M. Debold will remove his grist mill machinery here from Copemish, early in the spring, erecting a building of much greater capacity.

Lansing—The Lansing Shirt Co. has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in property.

Detroit—The National Chemical Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed, \$3,000 being paid in in cash and \$7,000 in property.

Jackson—The Jackson Munition Corporation, manufacturing and selling war munitions, has been incorporated with an authorized capital stock of \$500,000, of which amount \$260,500 has been subscribed and paid in in cash.

Detroit—The annual meeting of the city and country salesmen of the local branch of the National Biscuit Co. was held last Saturday at the company's factory, Woodbridge street, East. The thirteen country salesmen of the branch cover a territory extending 150 miles north and 100 miles west. Thirty-eight salesmen cover the city territory. E. R. McPherson, manager, presided and reviewed the sales results of last year. The company's sales showed great increases. The annual dinner was held at Hotel Statler. Talks were made by Mr. McPherson; Leslie Duncan, manager of the Helena, Mont., branch; G. T. McKibben, office manager; W. F. Trakat, city sales manager, and R. L. Smith, country sales manager of the Detroit branch.

"The spirit of the Lord God is upon me; the Lord has anointed me; he hath sent me to bind up the broken, to proclaim liberty to the captive, to give beauty for ashes, joy for mourning, praise for the spirit of heaviness. They shall build the old wastes; they shall repair the waste cities; they shall rise up the former desolations. Strangers shall feed your flocks; sons of aliens shall be your plowmen, I, the Lord, love judgment; I hate robbery; I will direct their work. All that see them shall acknowledge that they the Lord hath blessed."

Prices of Staple Goods Crush German Women.

Women's woolen stockings at \$3.60 a pair and shoe laces costing twenty times as much as before the war are just two quotations on a German price list which has come into the possession of officials in this country and is made public by the war board.

The list includes quotations on articles of general use among housewives, and American women will realize on glancing it over what even such a small thing as the purchase of a spool of sewing machine cotton means to-day in the dominion of the Kaiser.

The information was obtained despite the censors, as Germany's censors, able as they are to shut off from the world at large news of much that takes place internally in their country, cannot stop the market reports from filtering through.

Here are the quotations of a few prices in Germany in which housewives will be particularly interested. Contrast American prices, advanced though they are because of the war with these:

"Cloth, pure worsted and gabardine. Was 72 cents a yard, now \$9.60.

"Half-wool stuff. Was 38 cents a yard, now \$5.76.

"Velvets. Were \$1.44, now \$12.

"Sateen. Was 20 cents, now \$2.88.

"Wash voile. Was 13 cents, now \$2.88.

"Sewing silk. Was 1½ cents per reel, now 15 cents.

"Machine cotton. Was 4 cents per large reel, now 22 cents.

"Cotton socks for infants. Were 72 cents a dozen, now \$11.52.

"Ladies' woolen stockings. Were 66 cents, now \$3.61.

"Shoe laces. Prices twenty times higher than before war."

"There are reasons for this in addition to the mere cost of raw materials," says a statement from the food administration.

Germany has cut terrible holes in her textile industries by taking men from them for munition work. She seemingly has allowed prices on such things as dry goods to climb without restriction, probably on the theory that this will act as the greatest check on the use of these commodities.

Such prices in this country would make American women think we had gone back to Civil war times, when calico went from 12½ cents to 50 cents a yard; Lonsdale shirting, from 19 to 85 cents a yard; broadcloth from \$2.45 to \$5.50, and matches from 62 cents to \$2.37 a gross.

Beef, cheese, bacon and corn did reach higher notches in dollars and cents in 1917 than at any time in the Civil war. But they started higher. Not one of these commodities has had a rise proportionate to the increase of those days.

It is not chance that has kept our commodities from soaring to the same extent as the German goods above listed, but the restraining power resulting not alone from legislation, but from organization for war service by the various industries. Further restraint is to be exercised to keep down prices, as indicated by the President's recent message to Congress.



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—\$4.50 per 100 lbs.

Beets—\$1.25 per bu.

Butter—The consumptive demand has been very good. The price ranges about $\frac{1}{2}$ c per pound higher than a week ago on all grades. The make is reported to be very light and the stocks in storage are being reduced very rapidly. If we do have any further change in price during the coming week it is likely to be a slight advance. Local dealers hold extra fancy creamery at $48\frac{1}{2}$ c for fresh and $44\frac{1}{2}$ c for June cold storage; centralized brings $1@2$ c less. Local dealers pay 40c for No. 1 dairy in jars and 30c for packing stock.

Cabbage—\$4 per 100 lbs.

Carrots—75c per bu.

Cauliflower—\$2.75 per bunch for California.

Cranberries—\$18 per bbl. for late Howes; \$9.25 per $\frac{1}{2}$ bbl.

Eggs—The consumptive demand is absorbing the receipts on arrival, prices ranging about 2c per dozen higher than last week. The production of eggs is reported to be extremely light and stocks of storage eggs are being reduced very fast. The future price depends considerably on weather conditions, as we do not look for any increase in the receipts until the weather gets more moderate. Local dealers pay $50@55$ c for strictly fresh, loss off, including cases. Cold storage operators are putting out their stock on the following basis: Extras, candled, 47c; firsts, 45c; seconds, 41c.

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; 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, $16\frac{1}{2}$ c.

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

Oranges—California Navals, \$5.25@6.25; Floridas, \$5.50@5.75.

Oysters—Standards, \$1.85 per gal.; selects, \$2.25 per gal. Shell oysters, \$9 per bbl. for either Blue Joints 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—This market is practically bare of stock, with no prospect of improvement for several months to come. A few carloads of beet are en route from various points in Michigan and cane sugars are expected to put in an appearance in about three weeks. The consumption of sugar in this country is about 85 pounds per capita—35 pounds in the homes and 50 pounds by manufacturers. Mr. Hoover says we must reduce our consumption to 36 pounds per year, but he is giving the confectioners 80 per cent. of the usual amount and bakers 50 per cent. of normal. It will readily be seen that if this policy continues the reduction in consumption which can be effected in the homes will not amount to very much in the aggregate and that the quota furnished manufacturers under present conditions must be reduced in order to conserve our needs to meet the sugar famine condition we face.

Tea—Conditions are about the same as those that have prevailed for weeks past and which are largely the result of delayed arrivals overland and the obstacles in the way of shipping goods on orders from the interior presented by the railroad freight congestion. There is a very strong tone to the market, though no quotable price changes in an upward direction are yet to be recorded. Late Shanghai advices by way of London by mail state that as the allocation of enemy ships leaves Great Britain only two small coasting vessels, the North China "Daily News" strongly urges that tea merchants who were promised that they would be allowed ships for their teas when the enemy shipping was available should now be permitted to make their own arrangements, as they easily can through the Japanese, to ship a certain quantity. The journal points out that prohibi-

tion involves not only financial but political damage. The Chinese merchants are unfavorably impressed by the stoppage of this historic branch of China's exports, and may easily be persuaded by the Shanghai Germans that China is losing rather than gaining by her declaration of war.

Coffee—The market is off again. As stated, the recent advance was merely the result of speculation and was bound to be only temporary, as the supply of coffee is undoubtedly excessive and will become more excessive when the new crop begins to arrive in a few months. Rio and Santos grades are probably $\frac{1}{4}$ c lower for the week. The market does not seem in very good condition. Milds, by reason of scarcity, are in a position of their own and continue firm. Mocha and Java are very scarce and show an advancing tendency. None of either grade is coming forward and the trade are working on the small spot stock. Mocha probably advanced $\frac{1}{2}$ c during the week.

Canned Fruit—Only odd lots are being traded in and the market is largely on a nominal basis chiefly because of the absence of supplies.

Canned Fish—Salmon continues nominally at unchanged prices. There are some shadings here and there, but in the absence of business of any consequence the market remains firm at the maximum permitted by the Government.

Canned Vegetables—Very little interest has been shown in this department during the week. Tomatoes have been held at top prices by canners, but there has been no trading because it has been realized that shipments were all but impossible under existing conditions.

Dried Fruits—The local trade is now beginning to talk of an actual scarcity of prunes before the new crop is available next October or November. There seems to be little chance for dispute as to large sizes, although there may be enough of the small sizes to go around. Of course, the commandeering of the popular sizes by the Government will throw the demand on the small prunes, and it is on this theory that the trade is figuring that the supply will not hold out. If this should prove to be true it will be a remarkable experience for the growers. Faced with the largest crop on record, had it not been for their organization in the first place they would have sold out at low prices, and the old story would have been repeated of the packers reaping the profits. Even as it was, the question arose as to how the growers would succeed in marketing their crop, especially at the high prices agreed upon. The war, however, has placed an entirely different face on the situation, and, for once at least, prune orchardists will make big money. Raisins are weaker on the spot, with Sultanas now offered at $8\frac{1}{2}$ c. This is due to the slow demand and the fact that many local houses overbought. Reports have been received that the steamer Constantino-poli, which is bringing some shipments of currants, had been sunk, but no definite information of any kind

has been received. An American steamer loading direct for the States is expected to bring a supply. Otherwise the market is bare.

Sugar Syrups—Production continues on a very limited scale, but the outlook is held to be favorable for fairly large supplies within the next week or two.

Corn Syrup—Demand continues far ahead of production and the market remains very firm.

Tapioca—The spot market is virtually bare and about everything afloat is under engagement as a result of recent export purchases.

Molasses—Stocks continue to come forward very slowly and receivers have no surplus out of the many orders for spot delivery reaching them from all quarters. Late advices from New Orleans indicate that the entire 1917 crop has been cleared. There has been no change in prices here.

Cheese—The reported consumptive demand has been better the past week. The market is firm on the present basis of quotations and owing to the high price of milk, if there is any change in price it is likely to be higher in the near future.

Rice—There are no developments of a character calling for special mention. There is no doubt that a further large business could have been done for export had supplies been available, but everything in the way of Siam, which are given preference by exporters, appears to have been already absorbed, both here, rolling and on the Pacific Coast, by recent purchases chiefly for shipment to the West Indies, for which export licenses seem to be readily obtainable.

Provisions—Everything in the smoked meat line is firm, at prices ranging about the same as last week, with a moderate consumptive demand. Pure lard is firm, at unchanged prices, with a moderate consumptive demand. Compound is reported to be in good consumptive demand and prices are very firm on the present basis of quotations, and if there is any change during the coming week it is likely to be a slight advance. Barreled pork, dried beef and canned meats are firm and very scarce, prices ranging about the same as a week ago.

Salt Fish—The mackerel situation is unchanged. There is no famine by any means, but nevertheless, everything is very high.

"We Must Sail, Not Drift."

I find the great thing in this world is not so much where we stand, as in what direction we are moving. To reach the port of heaven, we must sail sometimes with the wind and sometimes against it—but we must sail, and not drift, nor lie at anchor.

O. W. Holmes.

A strange thing about advertising is that you may lose more by not doing it than you could possibly lose if you did do it.

The Friedrich Music House has closed its branch store at Zeeland and removed the stock to its Grand Rapids store.

The New Era Spring and Specialty Co. has increased its capital stock from \$50,000 to \$100,000.

COMPARISON SHOPPERS.

Purchases Made By Employees in Other Stores.

Of all the very many things that go to make up the problem of conducting the modern retail dry goods store there is one that executives are almost as loath to talk about with an "outsider" as they are to show figures having to do with sales and profits. This is the work of the store's secret service department, otherwise known as the shoppers' comparison service.

To many people it is no secret that there is this kind of a service, that its value to the merchant has been proved time and time again, and that the employees who work in it—the great bulk of whom are women—are known to just as few persons around the store as is possible to the conduct of the business. Often this knowledge is confined to a single executive, usually the merchandise man, but sometimes the head of the business. The latter is true as a rule, however, only in the case of the smaller stores or the specialty shops. The reason for all this secrecy is not hard to guess, for, as in the case of the secret observers in wartime, the more they are known the less valuable they become to the organization served. Perfection in the shape of a shoppers' comparison department is attained in one respect when it is possible even to keep the shoppers unknown to each other.

Were the activities of these shoppers confined entirely to work outside of the store that employs them there might not be quite all of the present need of secrecy. But, although the most important part of their work lies in seeing what the other stores are offering in the way of merchandise and service, they are frequently called upon to make reports on the work of their own organizations. For instance, without giving any indication of the fact that she has just come from an examination of the same department in a rival store, a well-dressed woman will enter the cloak and suit department of the store that employs her and ask to be shown some coats of various prices. She will note the time she entered the department and, if there is any delay in being served, she will make a mental note of the probable reasons. If the delay is prolonged, she will note the length of it.

On being served she will make mental notes, later to be written out in considerable detail, of the approach of the salesperson, the way the merchandise is shown, the selling talk that accompanies the showing, the attitude of the salesperson in case of requests for the showing of several garments before the sale is completed, and a dozen and one other details.

In case the shopper has a "charge account," the attitude of employees who are brought into the transaction is noted, and also the length of time it takes to complete the sale if there is more than the usual unavoidable delay. Reasons, probable or actual, also are made note of. Sometimes the whole process is timed whether there is a delay or not. In the case of a "cash-and carry" purchase there is further timing and noting of attitude

on the part of the salespersons. The timing, which is done carefully, in order not to "gum the works," includes the period required in which to deliver the purchase wrapped up, to get change, etc. When goods are to be delivered "special," a report is made on the time of sale and the time of delivery, and in the case of a regular delivery the same thing is noted.

With all this and other necessary data in hand, relating both to the employing store and the rival one, the comparison shopper will make out her reports. In case the rival store makes a little better showing a quiet effort is made by the proper executive to bolster up the service where it apparently is weak. If there is a marked discrepancy in favor of the rival store, more vigorous efforts to search out and correct the weakness are put under way. When discovered, the person responsible is apt to "hear something."

In view of these and any other duties they may be called on to perform inside the employing store, it is obvious that the value of comparison shoppers would be seriously lessened were they to become known to any of the store's personnel. Special pains could be taken by salespersons and others in dealing with them and the merchandise they "buy," with the result that the merchandise man or the merchant himself would get highly optimistic but misleading reports, to the detriment of all concerned. Pretty much the same thing would be true in case one store's shoppers became known to employees of another, for it would enable the latter quite thoroughly to "camouflage" the proceedings with rather annoying results.

While the work performed by comparison shoppers in keeping the service of a store "up to scratch" is very valuable, it is quite generally conceded in retail business circles that the best results these workers get have to do with reporting on the merchandise offerings of other stores. It is asserted, for instance, that while a customer might not patronize store A because it delivered an article twenty-five minutes quicker than store B, she would be pretty apt to go to the former if it were selling that article 25 cents cheaper than store B.

It is the reporting on merchandise comparisons that is the hardest part of the comparison shoppers' work. Not only must they be sufficiently well-posted on various kinds of merchandise to recognize why their store, say, charges \$5 for a certain article when across the street apparently the same thing is being sold for \$4. If they are not so qualified their reports are unfair to the buyers and, in the long run, injurious to the business. As to ready-to-wear, which departments have in so many stores become the main producers in late years, the comparison shoppers must know practically as much as the buyer about the merchandise. Not only must they know style and fabrics, but they must be able to make rapid but careful mental notes on workmanship, general salability, etc.

One of the hardest parts of the work of comparison shoppers arises

from the fact that they have to do it, more or less figuratively, on the run. Examinations of garments, for instance, must be quick and thorough, for to mull over one, carefully examining each important detail, may arouse suspicion in the mind of some observing employe. When this happens it is up to the shopper to move on to some other department or, better, to some other store. Less bulky or intricate merchandise is easier to examine, yet even on these things too much time cannot well be risked.

One of the real problems of comparison shoppers is to be fair to the buyers and to do their full duty to the store at the same time. Often this calls for drawing the line in a certain comparison mighty fine and always, according to buyers, in favor of the store. It is because of this that these shoppers are regarded by buyers with mingled feelings. Some of the latter regard them in the light that the public has come to look on spies in wartime; that is, not as persons doing valuable work for their employers, but as elusive, sneaky beings. Other buyers, more tolerant and, possibly, better merchandisers, are said to regard them as necessary evils yet something to be wary of withal.

New Things in Millinery.

According to the current bulletin of the Retail Millinery Association of America, one of the large wholesale houses here is featuring highly-lustred fine black straw similar to lisiere, but sewed differently, which is known as "Es Caryo." This straw is shown in blocked shapes, and to give it a soft effect is combined with Georgette, faille silk, taffeta and satin. It is offered in a number of shapes, trimmed with wings, large quills, flowers and large, wide ribbon bows.

The bulletin also says that some of the smartly-dressed women on Fifth Avenue are wearing ostrich turbans that are made of ringlets of ostrich. These are not pasted ostrich hats, it says, but have the feathers "tacked" on, giving a soft, fluffy effect. The colors seen include sand, brown and taupe. Light blue also is a popular color here at the moment, including such shades as turquoise, old China, delft, Copenhagen and pastel. In some cases the entire hat is made in one shade, while others have facings or trimmings in these different shades of blue.

A Safety-Valve.

A good laugh is a safety-valve. When we become so intense that we cannot argue without getting mad, we ought to go aside and laugh at ourselves, and then come back and try it again. The comic is a part of human life. We have no right to censor it out of our daily existence simply because the nations happen to be at war. The very reason that the world is dark is an argument that somebody should laugh. The world would be unendurable if there were no one in it any longer capable of laughing. If we wish to live through this war we must use everything that is within us—and one of those things is our sense of humor.

Inefficiency of Our Department Heads.

It is a pity that your editorials on the gross blunders of the Wilson administration, due to the appointment and retention in office of so many incompetents in official positions, can not be read by every citizen in this blessed land of ours. We are asked to stand by and uphold our President. There is no doubt nearly all of us in this country do it, but I confess, to use a figure of speech, the arms commence to grow tired to uphold him when results show that men he appoints to office are incompetent, and the President strenuously continues to uphold these men.

The gross incompetency brought out in the investigation of the Senatorial committee into the administration of the War Department, and the remedy sought by our Fuel Administrator, to cover up past blunders, is staggering.

The result means a prolonged war, an increase in the number of lives to be sacrificed in the war, an adding to the suffering of our boys at the front, an augmenting of our war debt, and that of every nation associated with us in this war, and an increase in our income taxes.

There comes a time when patience ceases to be a virtue and silence is unpatriotic. In the name of commonsense, why is there not a cleaning out of the incompetents who are in control of different departments?

Europe praises us and our doings. It cannot afford to do otherwise. In its heart, it must be disappointed at the inefficiency displayed by some of our department heads. C. M. R.

Lively Notes From a Lively City.

Owosso, Jan. 21—H. V. Pierce, of Morrice, has sold his stock of general merchandise to W. Davis. He has closed his store and will move his family to Lansing in the near future.

Speaking of coal, the boys were discussing the coal shortage while waiting for a snow bound car this morning. Everybody seemed to be short in futures except Fred Hanifin, who claims to have a supply for the season. The writer ventured to enquire how it happened. "Well," says Fred, "I bought a couple of tons of coal last fall and had it put in a long narrow bin in the basement. As we have only a common short handle shovel, we have used what we can reach. Presume if we owned a long handled shovel we would have been out of coal, same as the rest."

"Say," Fred says, "How do you pronounce Bolshevik?"

We read with considerable interest, the advertising stunt by W. L. Hayward of a dealer who advertised McGuire's fertilizer by offering a prize for large potatoes. We don't want to seem inquisitive, but as Mr. Hayward neglected to mention, we did wonder about how many bushels of large potatoes this dealer had laid away for winter after the farmers had gotten through handling them in free gratis.

W. F. Markham, of Markham & Ballard, at Pompeii, who sold his large stock of general merchandise which was removed to Mt. Pleasant, is putting in a small new stock of grocers' sundries, cigars and tobacco, which will be conducted, together with the duties of village postmaster, under the name of W. F. Markham.

Honest Groceryman.

Many a man who runs for an office doesn't seem to get anywhere.

Preachment on Patriotism in Business.

He does business only one way. He discounts bills from date of receipt in good order.

He has the cash to pay for all he buys.

He buys no pig in the poke. He pays all his bills by personal check.

If his way conflicts, they do not deal.

He can deal with many business houses "His Way."

They are glad to get his business. Here, then, is a dealer who will not do his bit to help matters along, but opposes all rules of business by wanting it His Way or none other.

He does not recognize the manufacturer's trust in him that he will pay by shipping him on his order. He demands that the manufacturer show him the goods in his own store before he acknowledges liability. He is not consistent.

A buyer who does not send cash with order expects the manufacturer to ship the goods and trust him to pay. The goods are shipped on published contracted terms, which are recognized by the dealer when he orders. The manufacturer so ships and trusts him. He secures clearance bill from railroad and from that point the consignee is responsible for them. The transportation company, because of unusual war congestion, is unable or does not deliver until after the contracted term period. Now this dealer holds he will not trust the manufacturer, now that he has shipped the goods, as manufacturer did trust him that he would pay. He is inconsistent, and takes an unethical position.

If business was to be done that way it would be all one-sided.

It will also be noted that he prides himself on paying with personal check. Here further is he inconsistent, since he looks to the manufacturer to trust in him to the extent that his personal check is good. In line with his principle, manufacturer could consistently demand to have his check certified or show of cash behind the check made, as his check is not cash until his bank stamps it. It is also noted that he will only do business that way, and finds plenty of firms who will consent to it. Yes, unfortunately there are many who are also equally unethical and do business on hook and crook principles. This is one reason why it is held that 90 per cent. of business fails.

When all is said and done, if it is proven that this kind of a dealer is good, shipment would be warranted were it not for his stand to discount from date of receipt of goods. This is contrary to terms and contrary to business. If insisted upon, we should say it was good business to refuse such an account absolutely.

The Seven Sins in Storekeeping.

- Lack of method.
- Lack of diligence.
- Lack of courtesy.
- Lack of diplomacy.
- Lack of perseverance.
- Lack of optimism.
- Lack of co-operation.

Most men enjoy but a small circle of friends—advertising will extend your circle around the world.

How the Salesman Can Help Car Loading.

Broader loading rules, permitting shipments of mixed merchandise in the same car, will often enable the salesman to increase car loading, according to Frank Mullivan, a St. Louis traffic manager, who says:

"Take canned goods. Canned goods in every form move in mixed carloads, and the dealers and distributors of those commodities have the privilege of making up mixed cars of the various items. The man who is a manufacturer or a dealer in goods which do not mix under the present ruling is compelled to ship in straight carloads or at the l. c. l. rate, and naturally he must have a lower rate and a lower minimum than were he allowed to ship the various items which he manufactures in mixed cars. As an illustration: To some territory we have an item taking a minimum of 30,000 pounds, another item taking a minimum of 30,000 pounds, and still another item taking a minimum of 24,000 pounds; all three of these items are rated identically the same, and it is rather a difficult matter for the shipper to go to his trade demanding that he increase the order on the 30,000 pounds to 50,000 or 60,000 or 70,000, and likewise the next two, of course, increasing them proportionately. You can see where it places him. The receiver simply says, no; all we want is a minimum carload; we do not want to tie our money up in twice the amount of material necessary. If the tariffs had provided a broader mixing privilege, and all three of these items could be mixed, two cars could easily have done

the work required of three cars, and a total weight of only 84,000 pounds moved in the two cars as easily as though three had been used. We would suggest that the mixture of these three items increases revenue, conserves equipment, and the minimum could no doubt be advanced in this case to 40,000 pounds, which would guarantee the use of two cars and 80,000 pounds moved, as a minimum, but it is more than probable that the full 84,000 pounds or more would have moved in the two cars. This illustration shows that two cars have done the work of three; the carriers secured a greater revenue at a less expense, because it was not necessary for them to handle three cars."

Why She Didn't Come Back.

* The employment manager of a certain store passed another store not long ago and saw one of his former help coming from the employes' entrance. She had left the first store to get married and had left a good record behind her. The employment man was surprised to see her working for another store and told her so; also that she could go back to her old position whenever she liked. "I know it," the girl replied, "but if I went back to —'s now, all the girls I know there would tear me to pieces with their tongues. They would say all kinds of mean things about me and 'knock' my husband in the bargain. I am only filling in here for the holidays, and I came here because I didn't know anybody and nobody knew me."



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

Barney says—

"Buy 'NEDROW' Coffee at small expense—

It ought to sell at forty cents."

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO

THE PROMPT SHIPPERS

MICHIGAN TRADESMAN

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

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

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Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

January 23, 1918.

MADE A MESS OF IT.

To remedy his own long accumulating blunders, the Fuel Administrator made one still more gigantic. We do not mean that some form of restricting the consumption of fuel has not become necessary, but if the thing was to be done, it should have been done decently and in order. What we actually had is hysteria piled on hugger-mugger. We had action at once inexcusably precipitate and confused. There was no wide consultation with the interests involved—or threatened with deep and perhaps needless injury. Millions of protests were heard after the fact; before it, a mere trickle of advice was sought or had. So inconsiderate was the step taken that, at first, the thunderbolt was dated for Thursday. Even when put off until Friday, the terms and scope of the order were still uncertain. The result was that the business of the country East of the Mississippi was thrown into a chaotic condition, no one knowing exactly what he was to do or why. It may not be for the Nation to reason why, but it is sure that some one blundered. The proof stands mountain-high before the eyes of amazed citizens.

Into the official optimism at Washington, the outcry from the country penetrated and conveyed a double lesson. One part of it was that special competence must be sought for special tasks. Because the President knows and likes and admires a given man, it does not necessarily follow that he is the man for a particular job. General ability and good will and industry cannot take the place of peculiar knowledge of the work to be done. That Mr. Garfield has made a mess of coal distribution one does not need to go beyond his own official utterances to show. All last October and November he was assuring the country that there would be coal enough for all. His infallible "priority" orders would make certain of that. He was headed straight for a breakdown and a smash, but did not know it. You can hardly say anything of an administrator worse than that. He may allege that the system under which he had to work was at fault, but this is the very point of the second lesson which the Government is being roughly taught. This is that State Socialism is no panacea and will not work automatically any better than any other theory or plan of government. To

grasp all power and centralize all functions at Washington will be of no avail unless Washington is built to endure the strain. Immense fussiness, in place of reasoned activity; solutions without end on paper while the real problems are scarcely touched with the tips of the fingers; the appointment of countless agents and committees; consultations with no action resulting; the everlasting heaping up of words and advice and good wishes—this is not efficient government. It is the feeblest kind of doctrinairism. If this is the State Socialism which is to bring millennial happiness after the war, hard-headed Americans will look twice at it before they desire another dose. They will not be so anxious to run with all their troubles to the Little Father at Washington when they see that his head easily gets into a whirl and often he is as one that beateth the air. Congestion of freight is bad; but congestion of intelligence is worse.

It hardly needed a blow on the head to make the country believe that the Government at Washington was not the best of possible governments. But the startling order of the Federal Fuel Administrator was like a surgical operation to force that conviction into all brains. It uncovered a long series of governmental blunders. The order dates from last week, but the mischief dates from months back. Men of experience in the coal trade gave repeated warnings to the Administration as long ago as last June and July, that there was danger of such a crisis as has been precipitated upon the country. But they were smilingly disregarded. The talk now is of the blizzard having deranged all plans. But the real blizzard struck the Administration last summer and buried it under drifts of ignorance, complacency and short-sightedness. Unusual cold weather is now offered as the excuse. But the official mind of Washington was frozen up first of all. Think of the bare facts! Ten million tons more anthracite were mined in 1917 than the year before. The 1917 production of bituminous coal was forty-two million tons above that of 1916. Of this vast amount, this adequate supply, we had an all-wise Fuel Administrator to regulate the distribution, but now he makes open and abject confession of that failure.

A tremendous loss hangs over the Nation, but the Nation is rich enough and great-hearted enough to submit to it if it be necessary as a war-measure. The United States always has floundered out of its difficulties, and we believe that it will out of this one. But it will not and should not lightly forgive responsible officials who have ignorantly and blindly run our heads into a noose which foresight and resolution and energy could have enabled us to avoid.

A Grand Rapids German named Mohr proposes to have his name changed to Moore in order that his Teutonic origin may be obliterated. Every German with a Teutonic cognomen better get busy at once if he expects decent people generally to patronize him or speak to him or treat him as a human being.

In the school of business experience, those who advertise seldom go through the failure class.

NOT APT TO HELP BUSINESS.

It was the way in which it was done, rather than the action itself, which aroused the wrath of so many business men at the order of Fuel Commissioner Garfield toward the close of the last week. That so drastic a step should be taken without notice to, or consultation with, the interest affected was regarded as a direct blow at industries already too much hampered by war restrictions. But, after the stilling of the natural resentment aroused at the suddenness of the order, business men began to turn to with a determination to make the best of it and have as little embarrassment as the circumstances would allow. In this they were aided much by the modifications made by exemptions, under which munition plants and cloth and clothing factories making army goods were permitted to go on with what is fairly Government work, which now takes up a large percentage of their capacity. Especially hard hit were those engaged in the women's wear industry, because this is the height of their busy season and Easter comes more early than usual this year. But concerns in this line of work have a way of making up for lost time, that was learned in the past, when strikes of long duration were wont to occur. Among mill men, although the consequences of the order were deplored, there was a disposition to look for counterbalancing benefit. Chief among these was the hope that the railway freight congestion, which has been making deliveries so uncertain, would be relieved. But there remains, none the less, some apprehension as to the effect of the order in its influence on the minds of the purchasing public. Sudden shocks of the kind are not apt to help business.

CANNED GOODS SITUATION.

The trade is pinning a great deal of hope to the action of the Government on the theory that railroad conditions could not have been worse and almost any change therefore must be for the better. There have been practically no arrivals for several days and shipments cannot now be made without special permits. Consequently it has been a case of struggling along as best one could in the hope that something would happen that would help matters. Whether Dr. Garfield's order will have that effect remains to be seen, but there is a good deal more optimism in the food trades than appears elsewhere, possibly for the reason that food is for the most part exempted from the operation of the regulations, but largely because conditions have of late become intolerable. Business has been limited almost exclusively to such odd lots as have been available on the spot and these have been few. An attempt to straighten out snarls has been the principal occupation, while, of course, there has been more or less interruption due to stocktaking.

GROSS BLUNDERING.

All industries are roped together. They are mountain climbers. They can climb no faster than the slowest one of them. One would think that mountain climbers are roped together so that if one falls the others may hold him; but Mr. Garfield seems to think that they are tied together so that if one fall, he

may drag the others with him. Instead of speeding up railways to keep pace with other industries, his plan is to stop other industries so that the railways may catch up. But if present conditions continue, what assurance is there that the present is a permanent cure? Does the Administration figure that industry is going seven-sixths as fast as the railroads, and must cut down one day a week every week for all time?

Two Americans returned from Russia the other day by way of Germany. Permission to cross hostile territory is explained by the fact that these two men had been engaged in relief work among Teuton prisoners in Russia, a service which Berlin at its bitterest was moved to recognize. With so much suffering in the world comparatively slight general attention has latterly gone forth to the prisoners of all the belligerents. It has become the habit rather to think of them as a sort of labor reserve for the enemy and a possible source of recruitment for the front in case of a separate peace. Thus in Germany's possible effort against the Western front, if peace comes with the Bolsheviki, there have been counted in the two million Teuton prisoners in Russia. But it is a question how many of these two million men survive at all and how many in anything like a tolerable condition. We get a hint from one source. The number of British prisoners in Turkish hands was officially given the other day at 340 officers and 1,959 men. Now, at Kut alone the Turks took 8,000 British prisoners, so that the wastage in less than two years has been 75 per cent. Even Russia offers better conditions than Turkey for the enemy captive, but those conditions are bad enough. One can only wonder what is now the state of the hundreds of thousands of Austrians who fell to Russia during the first year's campaigning in Galacia.

Lloyd George makes a most effective point when he reminds the world that neither he nor Woodrow Wilson has had a reply to their outlining of peace terms from any responsible German source. There have been censored articles in the German press based apparently upon more or less incomplete reprinting of the two speeches, but there has been no measured reply from any authoritative source. It has been announced that the Chancellor would answer, but nothing has yet filtered through the lines. This in itself is proof of the great confusion in Germany and the absence of a determination as to which policy shall control. We hear much of the triumph of the military party, but as yet there is no clear indication as to what is happening or has happened. This state of affairs cannot, however, continue very long; by the end of this week there must be some official reply from Germany; it would hardly seem as if the masses of the people and the press would be content to have the government delay further. At any rate, it is Germany's move, the whole burden of the peace argument now rests upon her, and likewise the terrible responsibility for the continuance of the war.

"A man is soon forgotten after he is dead." Not so with those who knew how to advertise.

THE ANN ARBOR CONVENTION

Special Features Which Invite a Large Attendance.

Petoskey, Jan. 21—In preparing our programme for the annual convention to be held at Ann Arbor on Feb. 19, 20 and 21, our officers had in view the direct object of making it the most educational, instructive and helpful possible to the average merchant in helping to meet the various and complex problems of the coming year. The questions to be discussed are those which will affect our business most and the people who discuss them are successful and leaders in their particular lines.

Ann Arbor should be an ideal place for our meeting. They have an excellent local association consisting of live, courteous and up-to-date merchants who will do everything possible for our entertainment. They have one of the best and most successful credit rating departments and general delivery system in the United States, both of which will be visited and thoroughly inspected. The hotels and restaurants will maintain normal rates and to those who prefer good accommodations will be reserved with private boarding houses. It will also give us a chance to visit Michigan's great university, as well as a rare opportunity to learn something along the line of our own business. Let every member come, bring their fellow merchants, be on time the first day and attend every session. To such only can the greatest good come from their attendance.

I shall endeavor to mention some of our speakers and our reason for placing them on our programme—a copy of which will be found on another page of the Tradesman.

Every member should be carefully registered and attend the opening exercises. The reports of our State officers will reveal many things that are necessary for us to know and they desire your presence. Any suggestion or recommendations should be sent beforehand to the chairman of the various committees. Especially do I urge you to mail your perplexing questions to the chairman of our question box committee, C. J. Christenson, of Saginaw.

The local secretary of every association should be on hand when his name is called with a short, concise report of his association. It would be better to bring them written.

The visit to the two manufacturing plants will prove interesting and instructive.

At 7 p. m. Tuesday Mr. Mathews will discuss "Duties and Opportunities of Clerks." He will point out that a real live clerk has an opportunity if he will take advantage of it. He will show us that we should assume responsibilities toward and give advantage to clerks. He is the first clerk who ever appeared on our State programme. He has a wonderful self-made record and his address should be heard by every merchant who is interested in his clerk's welfare and by every clerk who aims to accomplish something in life.

After his address a smoker will be held and a general good time enjoyed by all. The usual banquet, this year, will be dispensed with, owing to food conditions.

Wednesday a. m. will be devoted to a visit to the central delivery station, the abattoir and the university. Don't miss these. All are excellent. If you are a butcher a visit to this up-to-date State abattoir will show you where your profits have been going and your only remedy.

In the afternoon will come a live discussion from our question box, on which you should come prepared to take an active part. This will be followed by a full explanation of the delivery system by its successful manager, Charles Kyer. Extending credit will be handled by our State Secretary, J. M. Bothwell, who has visited every

credit system in the State and who will give us the best to be had. Geo. Geisendorfer, one of the owners of the abattoir and a successful and model retail market, will tell us how to solve our meat problems. William R. Roach Michigan's greatest canner and a National figure in the canning industry, will give us a history of this great industry and his talk will more than repay any live merchant for his trip to Ann Arbor. Frank S. Gainard, of Jackson, who has been a successful retailer, traveling man and who is now a wholesaler, will handle the great problem of the successful distribution of foodstuff. Fred L. Woodworth, our State Dairy and Food Commissioner, will again be with us and tell us of the work of his department.

Every merchant should hear George A. Prescott, our State food control agent. Mr. Prescott has been discussed, pro and con, by every dealer of our State. That he is producing results is shown by the present prices of many staples. Let us hear his side of the question and the necessity for control. A full understanding of this great question and our hearty co-operation will help win the war.

No delegate should miss the concert at the great Hill auditorium. The concert and the great auditorium will repay you.

Thursday, the last day, will be a day of business mostly and you are expected to be there and do your part. No report should be missed. The only deviation from business will be the address of J. A. Cunningham, our National officer of Dubuque, Iowa. He is an excellent speaker and will give us some live facts. Don't miss this. The election of officers and choosing a place for our next convention will close our programme.

A world war in which the retailer plays an important part, a bad condition in the retail business, with prices, costs of operating, freight service and every statistic and guide in the past shattered, together with an excellent programme, should make this the greatest convention in our history. Every retailer who desires to do his full duty by his country and his business should be present. Do your part. Drop your work and help to make the convention a success.

J. A. Lake, Pres.

Stirring Appeal From Secretary Bothwell.

Cadillac, Jan. 21—Seven thousand, one hundred and five of you are enjoying the advantages that are brought about by the President of the National Association spending his time in Washington co-operating with the Food Administration and advising with them as to the measures that might be injurious to your interests. He is safeguarding your business, so far as possible. He is neglecting his own grocery business in Davenport, Iowa, in order that your business may not suffer more than is necessary.

Who is paying his expenses? Are you? I wish I could holler straight into your ear, are you? Four hundred and forty of you are helping. What are the rest of you doing? Are you deserving of the name reported to have been given you by our Deputy State Dairy and Food Commissioner Browne of war profiteer.

Our country is at war. It is your duty to help pay the expense of our worthy President while he is helping our Government and safeguarding your interests.

Last year the amount paid into the treasury from Michigan amounted to only 1½ cents for each one of you, but the total amount was paid by the few who are co-operating.

Stand up before a mirror, look yourself square in the eye and ask yourself if you are worthy of being called a progressive merchant if you are not helping in the way you should.

Who paid for the garnishment law as it now stands? Did you?

TWENTIETH ANNUAL CONVENTION

Retail Grocers and General Merchants Association of Michigan

**TUESDAY, WEDNESDAY, THURSDAY
19, 20 and 21 of February, 1918, Ann Arbor, Michigan**

The officers of the above named Association take pleasure in presenting this year a program that is to a degree of a very much different type than anything heretofore offered, the entertainment portion will be one that will show in the most becoming manner the ability of the Convention City as entertainers while the addresses will be such as treat directly on subjects pertaining to your business.

The Merchants Credits Association of Ann Arbor are going to the limit in their endeavor to make your visit to the city of Knowledge and Homes one of pleasure as well as profit and they assure us that ample accommodation is obtainable for both yourself and ladies.

Immediately on arrival in the city report at the Convention Headquarters 109 East Washington street where you will register and receive badges; and where you should have your mail and telegrams addressed, where you will also find local and long distance telephone service, stenographer and rest rooms.

TUESDAY, FEBRUARY 19.

- 9:00 A. M. Reception, Registration and presentation of badges.
- 1:15 P. M. Meeting called to order by Chairman.....Charles Kyer
Song, "America"Audience
Invocation.
Address of Welcome.....Mayer E. M. Wurster
ResponsePresident J. A. Lake
- 2:00 P. M. Roll call of State Officers.
Report of State PresidentJ. A. Lake
Report of State SecretaryJ. M. Bothwell
Report of State TreasurerC. W. Grobe
Appointment of Committees.
Chairmen of Committees—Credentials, M. J. Maloney, Detroit; Resolutions, Leonard Seager, Cadillac; Ways and Means, F. D. Avery, Tecumseh; Order of Business, L. D. Hobbs, Battle Creek; Auditing, V. J. Tatham, Saginaw; Legislative, John Affeldt, Jr., Lansing; By-Laws, Wm McMorris, Bay City; Insurance, J. A. Lake, Petoskey; Press, C. A. Day, Detroit; Special, A. C. Neilson, West Branch.
- 3:00 P. M. Reports of Local Secretaries.
- 3:30 P. M. Reading of By-Laws.
- 4:00 P. M. Visit Hoover Steel Ball and King Trailer Plants.
- 7:00 P. M. Duties and Opportunities of Clerks....E. J. Mathews, Petoskey.
- 8:00 P. M. Smoker for Delegates.

WEDNESDAY, FEBRUARY 20.

- 8:00 A. M. Visit Central Station, Merchants Delivery of Ann Arbor.
Visit University of Michigan.
Visit Abattoir.
- 1:00 P. M. Convention called to Order.
Question BoxC. J. Christensen.
- 2:00 P. M. Reading of By-Laws.
- 2:15 P. M. Merchants Delivery System of Ann ArborChas. Kyer.
- 2:45 P. M. Extending Credit Mathematically, Blackboard Demonstration,
J. M. Bothwell.
- 3:00 P. M. Solving the Meat ProblemGeorge Geisendorfer.
- 3:30 P. M. The Canning IndustryW. R. Roach, Hart, Mich.
- 4:00 P. M. Economical Distribution of Food Stuffs, F. S. Gainard, Jackson.
- 4:00 P. M. Economical Distribution of Food Stuffs, Frank S. Gainard, Jackson.
- 4:30 P. M. Our Dairy and Food Department, Hon. Fred L. Woodworth, Lansing.
- 7:00 P. M. Food Control, State Food Administrator, E. R. Prescott, Lansing
- 8:00 P. M. ConcertHill Auditorium

THURSDAY, FEBRUARY 21.

- 9:00 A. M. Convention called to Order.
Roll Call Convention Chairmen.
Report of Ways and Means Committee.
Report of Auditing Committee.
Reading of By-Laws.
Report of Committee on Resolutions.
Report of Insurance Committee.
New Business.
Unfinished Business.
Question BoxC. J. Christensen.
- 1:00 P. M. Convention called to Order.
Question Box Continued.
Our National Association....J. A. Cunningham, Dubuque, Iowa.
Election of Officers.
Selection of next place for Convention.

Rapid and numerous changes in business conditions make it very desirable that you come prepared to state your views on how to so arrange your business that your profits may be sufficient to cover all your expense. Proper methods of inventorying, crediting, delivering, collecting and keeping account of overhead expense will be given special attention and you are earnestly requested to come prepared to add your bit to the discussion on the various subjects.

Any suggestion you may have to make will be brought up at the Convention for discussion, we need more efficiency and it is only acquired by knowledge gained from the experience of others and we get the information only by asking.

J. M. BOTHWELL, Secretary, Cadillac.

Who prevented combination sales with other goods? Did you?

Who secured for you the truthful advertising law? Did you?

Who is watching for bills that would injure you? Are you?

Who is meeting the committees to prevent their passage? Are you?

Do you know that such bills are introduced? The men who have done the work—the paying—neglecting their own business in your interests, will hold their twentieth annual convention Tuesday, Wednesday and Thursday, February 19, 20 and 21, at Ann Arbor. Lay aside that grouch, indifference or neglect, read over the programme for the occasion in the columns of the Michigan Tradesman and decide that you will put your shoulder to the wheel and in future will do your part to help the fellows who are doing things and take your share of the load and will, further contribute your share towards paying Mr. Schaeffer's expenses while in Washington in yours and our country's interests.

You owe it to yourself your business and your country. Will you do it?

J. M. Bothwell, Sec'y.

Cadillac Grocers Hold an Interesting Meeting.

Cadillac, Jan. 21—The Cadillac Merchants Association held a meeting last Monday evening on the occasion of the visit to that city of State President Lake, of Petoskey, and Secretary Trost, of the Ann Arbor Association.

The evening was one of pleasure as well as profit to those present. The first number on the programme was an explanation of the income tax law, as applied to retail merchants by Mr. Wolff, of the Internal Revenue Department. The explanation was given in such a way as to be of real interest as well as benefit, notwithstanding the fact that it meant taking away some of the profits from those who came within the law.

J. A. Lake talked on the extra value and real need of merchants co-operating more closely than ever before, as the rapid changes in conditions made necessary the hazard to the merchant who does not post himself on every phase of his business and brought out very strongly the important part the grocer must do in order that the handling of food stuffs may be carried on with the minimum of expense and maximum of conservation.

Secretary Bothwell explained mathematically a safe rule to follow in extending credit in order that the grocer may know that he is reducing his chances of getting his money at the same time giving his customer an opportunity to supply himself with other needful things in his home.

The State Programme Committee, Mr. Lake, Mr. Trost and Mr. Bothwell, arranged the programme for the coming convention at Ann Arbor in February and a glance at the subjects will be all that is needed to convince one that this is the most wisely arranged of any programme presented in the past, as all the subjects pertain directly to some part of the business of the retail merchant.

One Delivery Each Day.

Washington, Jan. 21—Retail merchants in all towns of 2,500 or more will be asked in the next few weeks to adopt the entire retail delivery programme of the Commercial Economy Board of the Council of National Defence, according to plans set under way at a conference in Washington January 15. The conference was held by the Commercial Economy Board and the State Councils Section of the National Council, and was attended by representatives of the councils of defense in states east of the Mississippi. A similar meeting is to be held later for representatives of the West-ern states.

The recommendations, which include a maximum of one delivery a

day, the elimination of special deliveries, the restriction of the return goods and c. o. d. privileges and in small and medium sized cities and towns the establishment of co-operative delivery systems, are already partly or wholly effective in cities with a total population of more than twenty-four millions.

The object of the work is to enable retail stores, when their men are drafted, to get on without seeking to replace them from the farms, shipyards, railroads and other vital industries.

"All signs point to an enormously increased demand for men in the war and war work during the spring and summer," said A. W. Shaw, chairman of the Board. "The Secretary of Labor has just stated that in the next six months we must furnish approximately one million workers for agriculture, 400,000 for ship building, 100,000 to man the ships, 250,000 for transportation and 250,000 for the manufacture of munitions. This will inevitably take many more men from the stores. The more intensive phase of the delivery campaign is intended to help the stores give up these men in an orderly way."

Is This the Right Solution?

Many a dealer has in his stock goods purchased months ago at prices many per cent, less than he is obliged to pay at the present time.

Alongside these are other goods just like them purchased at the present-day prices.

What price shall he ask the public for his stocks?

His first thought is, sell the goods purchased at low prices at a reasonable advance over cost until they are gone, then advance prices to correspond with the new costs.

A little figuring will show the fallacy of this policy.

Every overhead charge has advanced with the cost of goods. Heat, light, rent, taxes on business, salaries of employes, everything that enters into the cost of doing business has advanced just as the cost of goods have advanced, so that if a man is to add to his original cost a percentage equal to his original profit, he will find that his net profit on the sale is much less than it was previously, when he deducts the enormously increased cost of doing business.

When you consider that an article that cost you \$1 a year ago will cost you \$1.50 to replace just as soon as the other is sold, and that instead of charging \$2 for it you will have to charge \$3 or more, what argument can be brought in favor of selling to-day at last year's prices?

Just because you are the boss of the establishment is no reason for acting in a bossy way. Don't issue your orders in a cantankerous way—if you know what that is.

Send for a Sample Dozen of

Bezo

the new clean, pleasant waterproofing for boots and all kinds of leather goods

Unlike the mussy, smelly tallow and pitch compositions of our granddads. Needs no melting—put on with the fingers. Doesn't soil clothes or carpets. Good for razor strops, saddlery, etc. Retail at 25c. Sample dozen to the trade \$1.75 prepaid. Counter cards free.

GATES MANUFACTURING COMPANY
1831 East 13th Street Cleveland, Ohio

Business Condition Not Normal

This is not new news, but are you adjusting yourself to the new conditions?

We advise all customers who have bought their rubbers from us this past season, to not wait for our representative, but mail us your order at once for fall delivery.

Jobbers of Goodyear Glove Rubbers

Hirth-Krause Co.
Grand Rapids, Mich.

In Stock To-Day



Men's Hood
4 Buckle
Gaiter

Full Double Sole
Interlined

@

\$2 83

Get them while you can

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

A Period of Uncertainty in Selling.

Written for the Tradesman.

That the country-wide saving propaganda has had a widespread effect upon the retail shoe business, is a fact that cannot be gainsaid or denied. Economical preachments of one sort and another—some wise, and some otherwise—through newspapers and magazines, have borne fruit in a general disposition to retrench wherever retrenchment is possible. Retail shoe dealers and other merchants carrying footwear stocks bear testimony to the fact that this economical temper has appreciably cut down the volume of sales.

Shoe-buying on the part of the general public may be described as being, under existing conditions, from necessity rather than choice. In other words it has been light and sporadic. In spite of a winter, which, for snowfall, low temperatures, nipping winds, slush and other incidentally disagreeable features, breaks all records for at least half a century, shoes have moved with amazing tardiness, broadly speaking. Repairers have been working overtime, and storm shoes and rubbers have been in demand to supplement the inadequate footwear equipment; while regular stocks of seasonable winter shoes at the regular asking price, lack much of being cleaned up. Under conditions of a normal nature—save for a winter abnormal in its severity—retail shoe dealers should have exhausted their winter stocks by this time and been sizing up and replenishing broken lines of swift sellers; but so far as the writer has been able to discover, nobody has been required to do that this winter.

It is rather an anomalous situation when retail shoe dealers feel it necessary to cut the price on staple winter lines the first week in January of a season unusual in its severity, but that is what happened during the present season. And, as the writer saw with his own eyes in instance after instance, the cut was real. To the question "Why?" the answer, in substance, was: "We've got to do something to stimulate business; it seems better to cut the price than to carry them over, etc." In spite of actual advances in the cost of shoes, and in spite of the strong probability of there being still further advances, it would seem to be a highly unfavorable situation that would virtually force the dealer to cut his prices. Good merchandising would suggest that present selling prices should be based upon replacement values; but practical merchants who are embarrassed by an accumulation of stocks that refuse to move, may be excused for resorting to drastic measures.

Many of them have been doing it. More of them, doubtless, will be doing it during the month of February.

Somehow the public must be shaken out of its lethargy. Buying has been far below normal. Many people of actual shoe requirements have evidently made up their minds to worry through the winter without buying. Price-concessions of a very real and substantial kind appear to be about the only thing that can overcome this consumer attitude.

As a sample of how this is being done, I quote here a striking shoe announcement of a Cincinnati department store

catering to an especially high grade trade: "Our clearance sale of Smart Winter Footwear gives you a chance to economize on a generous scale. Tomorrow's offerings are most advantageous, as the presentation consists of staple lines to be discontinued and incomplete lots of high-grade novelties, all marked down to an extent they may never be duplicated. You must see these Women's Boots at \$3.35 a pair. There are three hundred and seventy-five pairs in the assortment, comprising the smartest winter models in dull and patent leathers, as well as the glazed kid, button or lace styles and practically all sizes. Better Grade Boots Market Down to \$3.85 and \$4.85 a pair. These are incomplete size ranges of high-grade models, which ensure finding your size in one style or another. The choice is wide, but the values are so good the assortment will not last long."

In men's shoes this same store began somewhat earlier occasional announcements of attractive bargains.

The writer saw to-day in the windows of a Cincinnati shoe store, a very high grade, neatly modelled Cordovan shoe, marked down to \$7.75. In another shop, a Cordovan shoe of equally high grade, marked at \$7.45. Such shoes should retail at from \$9.00 to \$12.00 a pair. The lines were doubtless broken—and, in addition to that, probably to be discontinued—and they certainly presented tempting offers to one able to find his size.

Yes, indeed, conditions in the retailing world are uncertain. It behooves the dealer—especially if he is a small dealer—to proceed cautiously. The limitation of styles—if the suggestion is acted upon by shoe manufacturers—will do as much as any other single factor to relieve the situation.

Of course the public must have shoes, war or no war; and the shoes now in the possession of consumers cannot last indefinitely. Perhaps the early spring demand will reveal an upward tendency. But the bulk of the business will probably be done in medium priced, substantially-built, commonsense shoes. Outside of a relatively small per cent. of very young men, who exhibit a penchant for smart footwear models, the bulk of the masculine trade is built up on staples; and, from present indications, the writer thinks we are due to witness something of a reaction from extremes in women's lines. Wartime talk will have an effect in subduing bizarre tendencies in the erection of women's footwear styles. There'll be refinement along legitimate and substantial lines.

But even so, there's no escaping the fact that there seems to be rough sledding ahead for the retail shoe dealer. My advice is: Play it safe. Order conservatively. Patronize in-stock concerns—especially for between-season fliers and specials—and keep your credit good.

Cid McKay.

Don't let the public guess; tell them.

Bell Phone 596 Citz. Phone 61366
Joseph P. Lynch Sales Co.
Special Sale Experts
 Expert Advertising—Expert Merchandising
 44 So. Ionia Ave. Grand Rapids, Mich.

SERVICE SHOES

that will stand up under all conditions and tests are good ones on which to build your business.

The H. B. Hard Pan (Service) Shoes

have stood the test of time. Season after season they have been subjected to the severest test that any shoe could be put to by thousands of out door men in every walk of life.

They have stood up and today they are regarded as the standard in service shoe values. Dealers who have handled the H. P. Hard Pan shoe for years say it is more widely and favorably known than any other line they have ever had.

From the very first the aim of our factory has been to produce the best service shoe the market offered. By using at all times the very best of materials we have been able to maintain the high standard of quality in our line.

Your spring trade will demand a large number of service shoes. Prepare for that business now by laying in a supply of the H. B. Hard Pan Service Shoe.

You cannot go wrong on this line.

HEROLD-BERTSCH SHOE CO.

Manufacturers of Serviceable Footwear GRAND RAPIDS, MICH.

There's Nothing
 Like Leather
 When Well
 Put Together



No. 8490—Men's Gun Metal Blucher, extra rubber welt, special fibre sole, sizes 5 to 12. Storm and wet proof. A foot satisfier and a profit maker, \$3.75.

Rindge, Kalmbach, Logie Company
 Grand Rapids, Mich.



Why Liberty Bonds Are Sold Below Par.

Many enquiries have been made as to why the 3½ per cent. and 4 per cent. Liberty Loan bonds should decline in market value. At present there exists a greater number of people holding United States Government bonds than ever before in the history of the country. Including postal savings, 2½ per cent. bonds, one year 3½ per cent. treasury notes and the two issues of Liberty bonds, there are, approximately, \$6,883,000,000 U. S. Government bonds now outstanding. As each new loan is injected into the public's credit system it is accompanied by a widespread rearrangement of all financial affairs. The effect is noted immediately among individuals, but is sure to ultimately have its influence upon all forms of business endeavor. Following the distribution of every new issue, except those issues just prior to the close of the war, we may count on a resale of a sufficient amount to temporarily depress the quoted value. Various political sentiments and economic developments from day to day will continually increase the sale or purchase of the bonds in the open market. The daily supply and demand, as expressed in fluctuating quotation, will alone control the market's direction. Pending such time as a thorough absorption and digestion of these securities has been accomplished, it is but reasonable to expect a decline from the original price of issue. With municipal bonds quoted at lower figures than have prevailed for twenty-five years and with corporation bonds similarly depreciated, it is not surprising the public at large should elect to sell the security which would show the least sacrifice whenever one's individual requirements necessitate a reduction in his investment holdings, and U. S. Government bonds are more readily marketable than any other security. The principal sellers of Liberty bonds have been those institutions which underwrote or subscribed for more bonds than their respective communities finally absorbed.

In spite of the imminence of another Liberty Loan and the weakness of market prices for these bonds, there has been but little liquidation. One reason given for the optimism shown in the securities market, aside from Government control of railroads and earnings guaranteed to these corporations, was the request that arguments in the anti-trust suits now pending in the United States Supreme Court be deferred, this request being made by the Attorney General, who clearly intimated the wish that these cases be deferred until after the war. The cases involved are the United Shoe Machinery Co., International Harvester Co., United States

Steel Corporation, Eastman Kodak Co., American Can Co., Quaker Oats Co. and the Corn Products Refining Co. These companies and their securities play an important part in the financial world and securities markets, and the postponement of the trial of these cases will have a great influence for some time to come. Other evidences are not wanting to show that the Government and Wall Street are drawing closer together and that the part "big business" is playing in the war will have a beneficial effect on inter-relations of the corporations and the Government after the war.

Another factor of encouragement is the commendable conservatism of the Federal Reserve Board in inflating the currency to meet the strain upon the money market. The amount of Federal Reserve notes now outstanding is the smallest shown in any week since that ending July 27, 1917. The decrease in notes outstanding from \$74,000,000 a week to \$5,000,000 means, if it means anything, that the Federal Reserve Board does not intend to extend the money circulation one whit more than necessities require. To security holders this conservatism is most important. It means that gold will not go to a premium unless the war lasts so long and costs so much as to force a very great overexpansion of our currency.

John Moody, whose analysis of business conditions has been remarkably accurate, confidently states that so far as our monetary system is concerned, we are not going to witness any repetition of the Civil War experience, because our Federal Reserve notes, secured partly by gold, are vastly superior to the fiat money used in the Civil War and that they should work better. Whatever the fortunes of war may be, sticking as near as possible to the gold standard, avoiding as much as possible the evil of paper money inflation and returning after the war to an absolute gold basis will result in the least possible disturbance or inconvenience.

The strength of the industrials in the security markets is frequently striking and much confidence is expressed in the future of those based on metal products. This confidence is based upon the expectation of large demands for steel and copper, war or no war. If the war continues, so will the demand for munitions, which is taxing output to the limit. If peace comes, then Europe will be a heavy buyer for reconstruction purposes for years to come and the home demand will be divided between the railroads and long deferred building enterprises. Among those best informed there are confident expectations regarding the export trade. We are now far away the biggest purchaser of steel products in the world; and Great Britain

BUY SAFE BONDS

6%

Tax Exempt in Michigan

Write for our offerings

HOWE SNOW CORRIGAN & BERTLES

INVESTMENT BANKERS

GRAND RAPIDS SAVINGS BANK BLDG. GRAND RAPIDS, MICHIGAN.

Assets \$2,500,000.00



Insurance in Force \$57,000,000.00

MERCHANTS LIFE INSURANCE COMPANY

Offices—Grand Rapids, Mich.

Has an unexcelled reputation for its

Service to Policyholders

\$3,644,311.70

Paid in Claims Since Organization

CLAUDE HAMILTON
Vice-Pres.
JOHN A. MCKELLAR
Vice-Pres.

WM. A. WATTS
President

RELL S. WILSON
Sec'y
CLAY H. HOLLISTER
Treas.

OPERATING IN TWENTY-FIVE STATES

Business Conservation

As RECEIVER or TRUSTEE this Company is now running two railroads, a steamship line, furniture factory, shoe manufacturing concern, several lumbering operations, transfer business, and stores of various kinds.

Our services are available for] those embarrassed in business, or those in need of expert management.

All consultations strictly confidential.

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

THE MICHIGAN TRUST CO. OF GRAND RAPIDS

may come in a good second, but will be too much occupied in caring for her own markets to sell new ones very vigorously. Germany will make intense efforts to recover lost ground, but for obvious reasons will be handicapped for a long period because of the refusal of the civilized nations of the world to have any dealings with her. Another factor which attracted attention to the industrial is our strong financial position—the result of accumulation of profits after several abnormal years. These accumulations have not been distributed as dividends, but are held as reserves against emergencies, when not actually engaged in enlargements and new enterprises. So come peace or war, the industrial outlook is considered particularly favorable.

To nothing but a series of blunders can the deplorable coal situation in Michigan be attributed. While Grand Rapids and other places are reduced to a fuel famine resulting in a stream of human beings like a bread line begging for coal to keep their families warm. Green Bay, Wis., offers to sell Grand Rapids coal. Authoritative information is received that at Duluth and Superior the docks are loaded to overflowing with coal, while the copper country is overflowing with fuel. Denver and other Western cities have more than they know what to do with. Private advices from Texas are to the effect there is an overabundance of fuel. At Camp Logan it is reported there is more than enough coal stored to last this winter and next fall. Lower Michigan has been made the goat of the Middle Western States and has been discriminated against, while at New York regular liners, U. S. transports and vessels loaded with much-needed supplies for our troops abroad and the allies are held in port because there is no fuel in the bunkers. All this leads to one conclusion—the utter incompetency of the National fuel administration. Dr. Garfield, undoubtedly a learned and conscientious gentleman, is a college professor who in the natural course of events would have little or no business executive training. His handling of the situation, to the man in the street, shows anything but ability to perform a task of this magnitude. What seems now to be an imperative necessity is the substitution by the President for the present National Fuel Administrator of a man of exceptional ability, long experience, thorough knowledge of transportation and one accustomed to the handling of large business operations. This necessity should be brought sharply to the attention of the President. Business interests should unite in this task. In doing so they will be conferring a benefit upon the administration and the Nation.

Paul Leake.

Somebody Must Pay.

Stranger—Farm products cost more than they used to.

The Farmer—Yes. When a farmer is supposed to know the botanical name of what he's raisin' and the entomological name of the insect that eats it, an' the pharmaceutical name of the chemical that will kill it, somebody's got to pay."

Advertise to-day, and sell to-morrow.

More Milk and Butter, But Less Pork.

Written for the Tradesman.

Every new farm silo means more milk and butter, but less pork. Farmers who formerly marketed a wagon-load or two of fat hogs each year, now having silos to hold their entire corn crop, fatten only enough hogs for their own pork. Whether it be an early frost that stops the maturing of the corn crop or whether a cold, wet season results in half-developed ears, all the food value of the corn crop can be saved by putting into silos. Late planting or no corn has been the alternative of recent years in Michigan.

In states like Michigan where mixed farming prevails the acreage of corn can not be increased beyond a certain ratio to other crops because of necessary crop rotation and because needful cultivation of a larger corn crop can not be given. The most critical period of the corn crop, as regards cultivation, comes in haying and harvest, and many fields are neglected and the grain yield abbreviated in order to save other crops.

The present high price of corn is prohibitive of pork producing entirely from purchased grain, as has been the custom with many farmers. Our agricultural college experiment stations have learned just how many pounds of corn or other grains or rations it requires to produce a pound of pork. Guided thereby, the farmer thinks he is donating all his time hauling and feeding purchase grain; therefore he markets his half grown hogs instead.

Whether the increased use of corn for human food will curtail poultry production remains to be seen. Corn and wheat have always been the most satisfactory grains for hens and the most readily secured. Cut off, also, oats, barley and buckwheat and poultry raisers will have bran, middlings, some wheat screenings, mangel beets, cooked cull beans and small potatoes and skim milk. It may be found necessary to winter only enough hens to replenish the flock each spring and market all others in the fall, depending upon forage and green food through the summer.

E. E. Whitney.

The Value of Progressive Methods.

More money and more business are lost by sticking to old and unprogressive methods than are involved in the total fire loss of the country. The retailer who sits tight and allows the new ideas to pass unnoticed will some day find himself in the unenviable position of not being able to grasp the new things in the mercantile field as they come along for the simple reason he will become hide-bound and not have an open mind. What would have been the result if merchants would have turned a deaf ear to the cash register, telephone, adding machine and scores of other labor-saving devices now on the market. They would still be making change out of a shotbag and keeping accounts in a cumbersome ledger. The way to progress is to use progressive methods.

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



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

THE BANK WHERE YOU FEEL AT HOME

GRAND RAPIDS SAVINGS BANK

WE WILL APPRECIATE YOUR ACCOUNT
TRY US!

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

Valid Insurance at One-third Less Than Stock Company Rates

Merchants insure your stocks, store buildings and residences in the


Grand Rapids Merchants Mutual Fire Insurance Co. of Michigan

For the last ten years we have been saving our policy holders 33 1/3 % on their insurance. We can and will do as much for you.

Home Office, Grand Rapids

THE
OLD NATIONAL BANK
GRAND RAPIDS, MICH.
177 MONROE AVE.
Complete Banking Service
Travelers' Cheques Letters of Credit Foreign Drafts
Safety Deposit Vaults Savings Department Commercial Department
Our 3 1/2 Per Cent SAVINGS CERTIFICATES ARE A DESIRABLE INVESTMENT

Fourth National Bank
United States Depository



Savings Deposits
Commercial Deposits
3
Per Cent Interest Paid on Savings Deposits Compounded Semi-Annually
3 1/2
Per Cent Interest Paid on Certificates of Deposit Left One Year
Capital Stock and Surplus **\$580,000**

WM H. ANDERSON, President
J. CLINTON BISHOP, Cashier
LAVANT Z. CAUKIN, Vice President
ALVA T. EDISON, Ass't Cashier

Put More Enthusiasm Into Your Advertising.

During the past few years, I have been asked to criticise the advertising of many retail stores throughout the United States. Some of it had many and serious shortcomings; but the best of it usually showed much of the common weakness, chiefly caused by a lack of real writing ability.

Usually the technical facts about the merchandise are intelligently stated, and, while much of the typography was frightfully bad, some of it has been exceptionally good; but almost all of the advertisements, from the East as well as the West, were written in a perfunctory and conventional manner. Only in the rarest instances did I find advertising that contained the most vital element of strength and forcefulness in securing sales results—enthusiasm.

People who might be looking for information about the particular goods listed in the advertising, might find what they wanted to know, but if no such anxiety existed before the advertising was seen, there would be slight hope of having desire aroused by such cold statements of dry facts.

One of the chief function of advertising is to make the reader eager to see and possess the goods advertised.

Certainly there can be little hope of making your advertising bring customers to your store to buy goods, unless you develop in your readers some enthusiasm to see the goods advertised.

One fundamental psychological fact must be recognized and fully understood, before efficiently resultful advertising can be created: It is impossible to inspire an enthusiasm in the reader which did not previously exist in the mind of the writer of the advertising.

"Water cannot rise higher than its source,"—Neither can enthusiasm in the printed word rise higher than the enthusiasm in the mind of the writer.

The salesman who is listless and diffident about the goods he shows, cannot hope to arouse the enthusiasm of his customer, notwithstanding the fact that he has the full co-operation of the goods themselves, and what they may say for themselves, when he lays them on the counter before the eyes of the customer. This valuable adjunct to his message, the advertiser does not possess. He must show his goods and their merits by word pictures alone, in most cases, and how utterly hopeless it is to attempt to create desire in the mind of the customer by merely tabulating technical facts about the mechanical form and composition of the goods.

An active mentality, aided by a temperament capable of really enthusing over the real merits of the merchandise, is absolutely necessary to the production of advertising "copy" that will fully pay for the space that it occupies.

Any merchandise that does not deserve the enthusiasm of the advertising writer should never be advertised. It is sheer waste of money to fill costly, or cheap space in a news-

paper, or on a barrel, with such sterile and stupid advertising.

But why should not the professional writer of advertising be capable of feeling genuine enthusiasm about any good merchandise? Why should he or she, have the temerity to pretend to fill an advertising position, for the production of copy, if this vital quality is lacking?

How can a merchant have the effrontery to print in the newspaper the story of goods that cannot arouse the interest of his own people—particularly of one whose business it is to analyze and dig out the good points and qualities possessed by the goods.

What a frightful mistake it must be to invest the firm's money in goods that is so mean and uninteresting that nothing good can be said for it.

But what goods could it be, that thus fails to arouse the enthusiasm of the advertising writer when it is necessary to tell people that you have it for sale? Perhaps nothing in the whole store would seem quite so commonplace and hopeless toward inspiring enthusiasm on the part of the writer of advertising as Kitchen Toweling, and yet it must be advertised at times.

Must we resort to a big cut in price, to make our advertising writer enthuse about it, to the point of writing an interest-compelling story about it? That would be unfortunate, for Kitchen Toweling does not carry a profit that will permit of price-cutting without the whole cut being a loss. And it isn't necessary at all, if the advertising writer has sufficient wholesome imagination to know what a house-keeper thinks about her towels and her kitchen. But most advertising writers are able only to write a piece of cold, crude copy like this:

"Linen Toweling, twilled, or plaid; 12-in. wide, 15c yd."

Can't you just see the crowds surging in to buy it?

Perhaps that homely piece of crash does lack inspiration; but why should the writer of the copy be so lacking also? Why, in such a case cannot he or she be honestly enthusiastic about what the dish towels will do in the kitchen? That is what the real writer of advertising is going to think about. For instance:

Spick-Span-New Dish Towels
Will Brighten the Kitchen—
15c a yard.

Kent State Bank

Main Office Ottawa Ave.
Facing Monroe

Grand Rapids, Mich.

Capital - - - - \$500,000
Surplus and Profits - \$700,000

Resources

10 Million Dollars

3 1/2 Per Cent

Paid on Certificates of Deposit

The Home for Savings

Do Not Delay

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

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

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

GRAND RAPIDS TRUST COMPANY

MANAGED BY MEN YOU KNOW

OTTAWA AT FOUNTAIN.

BOTH PHONES 4391

**GRAND RAPIDS NATIONAL CITY BANK
CITY TRUST & SAVINGS BANK
ASSOCIATED**



CAMPAU SQUARE

The convenient banks for out of town people. Located at the very center of the city. Handy to the street cars—the Interurbans—the hotels—the shopping district.

On account of our location—our large transit facilities—our safe deposit vaults and our complete service covering the entire field of banking, our institutions must be the ultimate choice of out of town bankers and individuals.

Combined Capital and Surplus.....\$ 1,724,300.00
Combined Total Deposits 10,168,700.00
Combined Total Resources 13,157,100.00

**GRAND RAPIDS NATIONAL CITY BANK
CITY TRUST & SAVINGS BANK
ASSOCIATED**

Old Kitchen Towels breed carelessness and slovenliness in those who use them. They look untidy and only give half-service. You never know when they are clean, and perhaps they never are really sanitary.

Be proud of your kitchen—not ashamed of it—when a neighbor drops in.

These Towels will put new brilliance on your China and Glass.

Crisp Glass Toweling, or sturdy Twilled Crash, at 15c a yard.

Will look fine on the kitchen rack.

If a story like that can be written about such homely and commonplace goods as dish towels, why should it not be very easy to write interesting and enthusiastic copy about the multitudes of infinitely more inspiring things with which your store is filled?

In advertising Wearing Apparel, the work is hopeless unless the writer is filled with feeling that women will be delighted to get out of their old garments and put on these fine new things that are to be advertised. The mere technical "damns them by faint praise." So in advertising linens, the advertising writer must be filled with the feeling of pleasure and satisfaction that will be possessed by the housekeeper when she adds her selections to her line treasures.

Every head-line, as well as every paragraph, should express the conviction that the writer is telling about something that commanded his enthusiasm and, therefore, should win equal enthusiasm on the part of the reader when she sees it.

It is the daily duty of the writer of advertising to stimulate desires for the goods he advertises, and this requires intense mental determination to effectually sell the goods advertised, by means of the words that he writes.

Measure your own copy by this test. Is this the kind of writing that fills your advertising columns?

The reader always lacks imagination, and the mere tabulating of cold, dry facts will not get under her skin. People size up a store's merchandise according to the measure of interest in the goods which is expressed by the writer of the advertising. If the writer of the advertising is not enthusiastic about his goods, why should the reader be interested in them?

This is why so many announcements of really interesting offerings of merchandise go almost entirely to waste, in bringing people to the store. When the story of a fine offering is told in frozen words it naturally chills the reader's interest and makes no sales.

It may seem unreasonable to expect the the writer of advertising to come forward with a fresh supply of youthful enthusiasm every morning, and to always write enthusiastically about "the same old merchandise" that he has been exploiting for years but such is the absolute demand, and the positive requirement of everyman or woman who assumes the tremendous responsibility of writing the daily story that must bring the continuous stream of eager shoppers upon which the very life of the store depends. W. H. Hotchkin.

The Trade Journal.

The trade journal is the trade paper which reaches the retail merchant, or, that ought to reach him, and every merchant ought to see that it does reach him. The retail merchant who is really getting anywhere studies his trade journals because they contain up-to-date information about merchandise and about the tendency of markets that cannot be found in such readable, informative shape elsewhere.

It furnishes the merchant plans for selling goods, usually plans that have been tried out. It assists him in writing his advertising, it furnishes suggestions for timely window displays, it keeps him posted about new things and new equipment.

Every retail merchant, no matter where he is located, ought to subscribe to and study carefully, one or more trade journals devoted to the lines in which he is most interested.

The manufacturer or wholesaler who advertises in the trade journal does the merchant and the consumer both a favor as well as himself, because the retail merchants are the distributors of the goods which the manufacturer or wholesaler has to sell, and if the merchant does not have the goods, the consumer cannot get them.—Better Business.

The food situation seems fairly well in hand. So far no really severe crisis has been precipitated. The sugar shortage is being handled about as well as could be expected under the circumstances. So far there has been plenty of flour available to the consumer and the price has been kept within reasonable bounds, although we have been told considerably less wheat has been produced than would meet all the needs of the country and the Allies. The deficit is being made up by voluntary wheatless days in homes and is to be further covered by compulsory regulation of eating establishments. Meat and other commodities are being controlled in a similar manner and have dropped in price. What the future may hold in store for us in the matter of food supplies cannot at present be foreseen. But, in any event, the Nation knows that Mr. Hoover is taking timely measures for the protection of all the parties interested in the problem, from the producer, whose output, he has tried to stimulate by fixing equitable prices, to the consumer, whose pay-envelope he is protecting by control of the wholesaler, middleman and retailer. Mr. Hoover has been wise in assuming control of the food situation gradually, in extending his supervision from day to day, so as to cause a minimum of disturbance.

Dandelion Vegetable Butter Color

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

Manufactured by Wells & Richardson Co. Burlington, Vt.

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



Pine Tree Brand Timothy Seed

Seed value must be gauged by the quality and yield of the crop it is capable of producing. Harvest after harvest has proven Pine Tree Brand Timothy Seed capable of producing heavy yields and clean crops.

Purity—Vitality—Price

are always in favor of

Pine Tree Brand Timothy Seed

There is security in buying quality backed by over fifty years' experience in seed selection. There is also security in buying seed that complies with the requirements of all Seed Laws.

Call your dealer's attention to this advertisement. If he cannot supply you with Pine Tree Brand Timothy, Clover Seed, Alfalfa,

write

The Albert Dickinson Company

SEED MERCHANTS

Established 1855

CHICAGO

MINNEAPOLIS



Your Clothes Should Express Personality.

A woman who conducted a department for girls once said that half of the letters which she received began with a description of the writer, and embodied somewhere in the letter were these words: "How can I be pretty?"

This woman thought these letters were very foolish, and yet she did not laugh at them. She said that it was such a natural thing for a girl to wish to be pretty that she did not think it was worth while to try to prevent the question. It is just as natural for a girl to wish to be pretty as it is for a rose to blossom in the sunshine. But the strange thing is that while this is so, there are very few girls who really make the most of themselves.

One sees many girls on the street rouged or gayly attired, in an evident effort toward acquiring beauty, but this is not really making the best of one's good points.

There are a great many interior decorators for our homes who spend much time and money planning rooms and making them lovely to live in. But it is not less important for us to have lovely people to live with.

The trouble is that most of us forget that people have to be harmonious, just as much as furnishings and hangings and the colors and fabrics that go to make beautifully decorated homes.

No decorator ever would think of such a thing as going into a room and attempting to make it lovely to live in without giving much time and thought to the effort. Above all, the decorator would wish to have the things in the room to express harmony.

Most girls select a dress or a coat or a hat because it is the fashion or because some one else has one like it which has been admired. They do not stop to study their own complexion, their eyes or hair or any of their personal characteristics, but, instead, put on whatever they consider the mode.

That is one reason we see so many very freakish looking girls on the streets—girls who are over-dressed and who suggest anything but the real charm of girlhood—youth.

Life has a way of aging people whether we wish it so or not, and there are not very many years given to any of us to be young in. So it is very much better to make the most of our youth while we have it and to be fresh and sweet and dainty and girlish, instead of trying to see how old we can look and how much we can overload ourselves with finery more suited to matronly women.

The smartest women are to-day dressing in the simplest fashion. This is not only on account of the war, but it is

also because the women of this country are coming to realize that clothes must express personality, and that they do not wish to be classed as women who are loud in their tastes and given to magnificence in dress on the street.

The girl who keeps herself young as long as she can, who is dainty about her person and wears simple things, will find that her charm will be much greater than the girl who starts in at an early age to copy some actress or other woman of mature years, who would give all of her aids to beauty for just one-half of a young girl's charm.

Languages the Store Should Speak.

The store has an approach just as has the individual clerk. If the appearance of the store is good then a favorable impression is created, and if the store's appearance is not good an unfavorable impression is most likely.

The outward appearance of the store has much to do with the impression created on the mind of a probable customer—the front should be painted, the awning kept bright and clean, the entrance clean, inviting and welcoming.

The windows must be kept clean and bright and attractively reinforced with good trims. The windows are the face of the store and it is just as necessary to change the windows as it is to shave the face. The chain and syndicate stores know the value of windows and how important they are in creating a good impression. The independent merchant must learn these facts. He must make better use of his windows.

Then inside the store—we should strive to make the store talk. Merchandise should be so attractively displayed that it fairly speaks to those who enter. The advertising should be so true that those who enter to look about drawn by the advertising, will be instantly impressed with the advertised offerings.

And the clerk, too, should be so well equipped with knowledge of the merchandise and modern selling methods that he can quickly complete the circle of favorable impressions that action may be induced and sales produced.

The store inside and outside should speak so loud and strong that it is heard to the limits of the trade territory. It should say I am here to serve you, I can fill your needs, I sell satisfaction, my policy is honest dealing and service, I believe in cleanliness—for cleanliness is next to Godliness, make me your shopping headquarters for I am headquarters for right quality, right quantity and right service. E. B. Moon.

It is easy to sell more goods by giving credit, but it doesn't pay to sell a customer more than he can pay for.

Mr. Flour Merchant:

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



GRAND RAPIDS GRAIN & MILLING COMPANY.

GRAND RAPIDS, MICH.

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

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.



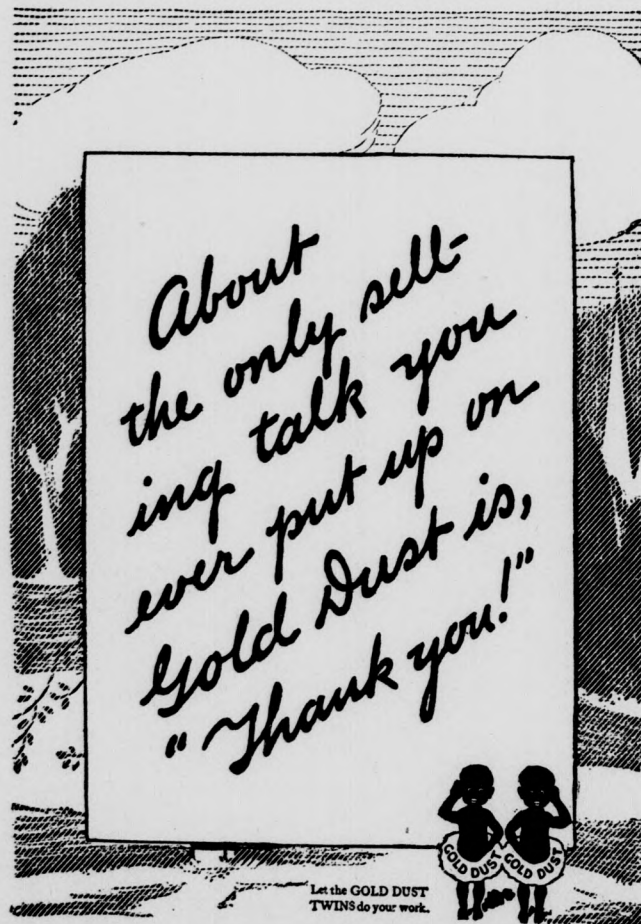
Sold in Sanitary Tin Packages—
2, 5, 10, 15 and 25 lb. pails—
by all wholesale grocers

See Quotations in Grocery Price Current.

Fleischmann's Yeast

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

The Fleischmann Company



Let the GOLD DUST TWINS do your work.

A-1

Collecting Overdue Debts by Mail.

Collection of money due is, without question, a problem of interest to all. There probably is not a merchant doing business on credit who has not been "stung" for large losses through the failure of his customers to pay what they owe. Often the debts are comparatively small, but numerous, and it would not be profitable to the dealer to enter suit against each of his customers owing him money, and so, the most practical course left is the sending out of a series of letters asking for payment.

The ordinary letters simply asking for money or containing threats which the customer and the merchant himself realize is impractical or impossible to carry out, are quite useless. The three letters printed below, however, will be found quite effective in the collection of debts. Of course, all debts cannot be collected by this method, but the letters here shown have been in use for many years and have produced results in many cases where collections had been deemed impossible.

Letter No. 1.

Dear Sir.—You may or may not know that your account with us now amounts to We have not pressed this matter, as we are always desirous of accommodating our customers to the utmost limit of our convenience. At the present time, however, we need this money, and will highly appreciate at least a substantial payment on account.

Very respectfully yours,

This letter contains nothing specially notable, but it is surprising how many debtors it has inspired to pay their claims. Naturally, they are not usually the tough ones. To those who ignore the first letter, the following may then be sent:

Letter No. 2.

Dear Sir.—We feel somewhat disappointed that our very moderate request of recent date for a payment on account of our claim has met with no response. Does it seem exactly fair, Mr.—— after we have accommodated you by the sale of our goods—— for which we have long since paid—— and have waited as long as this for our money, that you should totally ignore our request to be paid at least something on account?

We respectfully repeat our request for a remittance by.....and we sincerely trust that you will not compel us to be insistent in any other way.

The second letter has stung the money out of a remarkably large percentage of delinquent debtors who seem to be impressed somewhat by the argument as to fairness which it presented. The usual dunning letter is a flat demand for the money. Sometimes a little reasonable argument helps wonderfully.

The third letter is intentionally sharp.

Letter No. 3.

Dear Sir.—Our two letters of recent dates regarding our claim still remain unanswered, and it therefore becomes necessary to inform you that we propose to use a more vigorous method to recover this money. We believe that you are not without shame, and if this claim remains unpaid by we shall use a writ against you and shall obtain judgment through it at the earliest possible moment. When the judgment has been obtained, we shall advertise it in the local newspaper for sale to the highest bidder, as we are advised by our counsel that

we have a perfect right to do. It may be that some one may wish to acquire this judgment for some reason, and in this way we may recover a portion of our claim. At any rate, the experience will probably be worth its cost as a means of saving others from our own fate.

Respectfully yours,

This letter has been shown to have the strongest effectiveness. It threatens nothing that cannot be legally done, for it is well established that a judgment properly obtainable can be assigned like any other right, from which it naturally follows that it can be advertised for sale. In advertising courts of all states are strict in protecting a judgment, however, care should be taken to say nothing whatever that will hold the debtor up to obloquy or ridicule as the debtors from anything of that kind.

Everyone of the above letters can legally be sent by mail or sent by hand. One of the most successful collection agencies obtains its results largely by the plan of obtaining judgments and advertising them for sale, or threatening to do so.

Under the federal laws no postal cards can be sent through the mails bearing a dun or an obvious request for payment for a claim. Neither can demand be made for payment in any other public fashion.

The Scare Over Salt.

As in some other commodities, there is now an unwarranted, hysterical anxiety about salt.

From the most reliable information obtainable there is absolutely no occasion for the consumer being disturbed about a possible shortage in salt, and there is no better way of emphasizing this fact than for the wholesaler to order his normal supplies, and, in turn, supply the retail customer in like manner. Hoarding of food-stuffs is prohibited.

The wholesale grocer, through his salesmen and by correspondence, should educate his retail customers, and they in turn the consuming public, that there is no occasion for concern as far as salt and many other commodities are concerned, and that if each and all will only order their normal supplies, rather than hoard, there will be plenty for all concerned.

Pass this on to your customers.

MOTHER.

Written for the Tradesman.

There came from God's own heart
There could have been no other
A human counterpart,
On earth we named it mother.

There came from God above
It surely was no other
A universal love
And still we called it mother.

There came from God's own life
One bearing yet another
And she—beloved wife
Was everywhere just mother.

It was for God alone
A babe to give another;
A sovereignty her own
Has she—the queen—the mother.

If little children dear
Make heaven as no other
Then God draws near—so near
Wherever there's a mother.
Charles A. Heath.

Handy Reference.

"Hubby, do you love me?"
"Why, certainly my dear. Just refer to the letter I wrote you during our courtship days."

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 a continuous chain of boiling point fractions, starting at about 95 degrees and continuing to above 400 degrees. It contains 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.



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

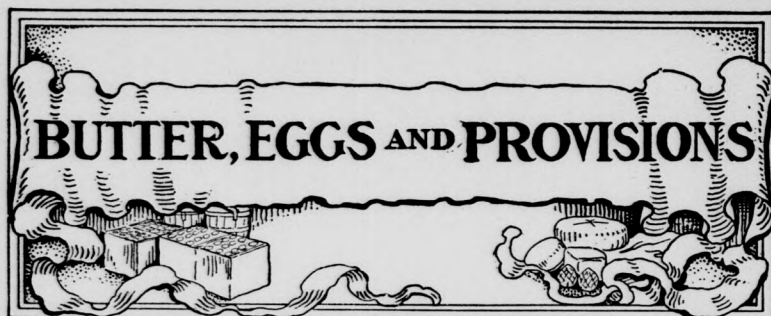
Cotton bags of granulated sugar packed in 100 lb. sacks and in barrels

Made from Sugar Cane

The Franklin Sugar Refining Company

PHILADELPHIA





BUTTER, EGGS AND PROVISIONS

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.

Fish Promotion in California.

Fishermen, wholesale fish dealers, and retail merchants have done splendid teamwork in systematizing California's fish supply. When the necessity for saving meat as a war measure was seen last year the California State Fish and Game Commission conducted an investigation which showed that hundreds of tons of good fish were being sold to glue factories and fertilizer works at nominal prices, and frequently dumped altogether. At the same time the public was often called upon to pay high prices for fish. Dealers admitted an enormous waste of certain little-wanted varieties of fish which might be retailed at 5 to 10 cents a pound, such fish going to the glue works because there was no demand for them. Halibut, salmon, smelt, striped bass, and tenderloin of sole were market leaders at high prices, some of these fish coming from northern waters at least fifteen days after catching, while excellent local fish on the market a day after catching were neglected. The trade was also hampered by concentration of fish demand on Friday when prices had to include overhead charges sufficient to cover a week's expenses. Under Col. Harris Weinstock, State Market Director, fish dealers in Northern California formed an exchange and contributed a fund for advertising fish amounting to 5 per cent. on their gross sales. Educational advertising was published in the newspapers, explaining little known, economical, local varieties of fish, with names of dealers who could supply them. At a cost of about 2 per cent. on wholesale sales in one month the average price of fish to the consumer was lowered 10 per cent. and consumption broadened. One of the largest wholesale concerns, however, refused to contribute to the advertising fund, whereupon the State Legislature passed an act giving the State Market Director control of the fish industry, with power to license dealers, spending license fees for advertising, and this plan is now being followed. Since advertising began it has never been necessary to throw away fish, even after unusually large catches, as representatives of the fish trade confer each night with the market director, establish prices based on supply and market conditions, and publish those prices in the newspapers. Single-column advertising is published in the San Francisco newspapers once or twice a

week. This plan has so far been confined to San Francisco and Northern California, but it will probably be extended to the whole State as practicable working methods are developed.

The Weekly Potato Day.

The time has come for a concerted drive on the Irish potato. Last fall the grocery trade joined hands with the Food Administration to this end, but there were complications in the crop—drought and field frosts which caused a yield of small potatoes and hurried damaged potatoes to market, putting prices below the profit point to growers in some sections, and in other places, coupled with railway congestion, putting prices too high for free consumption. Now, most of the troubles of last year's crop seem to be over. There are plenty of potatoes in most markets, with satisfactory supplies steadily coming in. We need a long strong pull all together on potatoes—grower, grocer, and consumer all doing teamwork to get good potatoes to market and put them on the people's tables at reasonable prices.

A new device for selling has been worked out. The retail grocer is advised to look over his weekly schedule of deliveries, choose the day when trade is slack, make a special price on potatoes for delivery that day, and fix Potato Day in his community as a weekly event. This is an improvement over potato week and potato month, both of which concentrated too much attention upon this food at one time and led to market disturbances. One potato day each week makes no abnormal demands upon the farmer or the railroads, and so will not disturb prices or cause shortages or gluts. One potato day a week will enable the retail grocer to fill up a hollow place in his sales and delivery service, and keep his money and his employes busy. One potato day a week will enable the consumer to use this valuable food article as a balance in diet, and reduce living costs, and conserve wheat and meat for our fighters and the allied nations. With organized sales effort behind potatoes, handled at decent profits through the entire grocery trade of the country, there will be no need for consumers storing the tubers themselves—in some ways this amounts to a form of boarding and disturbs the market. Potato day each week should be a fixed event, from now until the 1917 crop is eaten up next June.

Guaranteed Harmless.

"What does this chap do for a living?" asked the secret service man.
"Writes musical comedies."
"Pass him along. He never had anything to do with a plot in his life."

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

SEEDS
Reed & Cheney Co.
GRAND RAPIDS, MICH.

Turkeys

Geese, Ducks and Chickens

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

Wilson & Co.

20-22 Ottawa Ave., N. W.

Grand Rapids

Michigan

Onions, Apples and Potatoes

Car Lots or Less

We Are Headquarters

Correspondence Solicited



Vinkemulder Company

GRAND RAPIDS

:-:

MICHIGAN

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

Wholesale

BEANS, POTATOES, SEEDS

Telephones 1217, or write when have stock to offer

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

Miller Michigan Potato Co.

WHOLESALE PRODUCE SHIPPERS

Potatoes, Apples, Onions

Correspondence Solicited

Wm. Alden Smith Bldg.

Grand Rapids, Mich.

LOVELAND & HINYAN CO.

CAR LOT SHIPPERS

Potatoes, Apples and Beans

Write or telephone when you have anything to offer

Association of Commerce Bldg.

Grand Rapids, Michigan

WE COVER MICHIGAN

M. PIOWATY & SONS

Distributors of Reliable Fruits and Vegetables

MAIN OFFICE, GRAND RAPIDS

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

What Sugar Shortage Taught the Grocer.

After two months' pressure, due to sugar shortage, when the retail grocer's establishment often resembled a bank during a run, the grocery trade now begins to see genuine benefit in this recent commodity disturbance. For years it has been the custom of the trade to use sugar as a leader to sell other food-stuffs. Only in rare cases did the grocer look upon sugar as an article that should pay a profit for handling. It was the "unwritten law" of the trade to sell sugar at cost. Such a thing as adding the cost of doing business to the purchase cost was unheard of, and the grocer businesslike enough to suggest that sugar should carry its burden of overhead would have been laughed at.

But the sugar crisis demonstrated that this is one of the most important items in the grocery business, and there is a question if it will again be used as a bait to sell other foodstuffs. As the Interstate Grocer views it the retail grocers of the country are paying for their past misdeeds in selling goods on an unbalanced system, handling sugar, flour, butter, eggs, lard, and one or two other items on a gross profit margin which did not return them enough to cover overhead, much less a net profit. One-third of the grocer's sales were made on this basis, and the remaining two-thirds of his stock had to be sold at speculative profits.

In making war adjustments the grocers of the country face a hard task. But they are putting their business upon a sound basis for the future, and the sentiment of the trade and its journals is that peace will find the grocer a wiser and better merchant instead of a drudge and mere "storekeeper," with each article in his stock bearing its proper cost of doing business.

Not Unloyal—But Unthinking!

One large farmer, on the Eastern Shore of Maryland, said this week, that his is not good wheat land and that the market for the other crops—corn, oats, tomatoes, peas, beans, etc.—did not promise very good profits next season; labor was scarce and he had made a few thousand dollars this year, so he did not believe he would operate his farm next season! And again, some big canners have been heard to say that the Government ought to set a price on canned foods for next year that would be an inducement to produce a maximum output! But these men do not mean to be disloyal; they are merely unthinking. If the conditions were so drastic as to compel the Government to come to them and ask them to produce food as a branch of the Army, the Government to pay the mere cost, they would do it willingly, work like slaves behind the Commissary Department, and want no remuneration, any more than any other soldier works now for profit. They do not realize that the Government is begging them to do just this very thing, however, a profit over cost, but not an excessive profit. And these men say they do not want an excessive profit. They have been appealed to, and are being appealed to, as free agents, instead of the German method of commandeering and putting them to

work for the Government. Let us have no more such utterances, but, on the contrary, a general and generous impulse to do everything within the bounds of human effort to hold up our end of supplying the food upon which the armies, the people, and the success of the war depend.—The Canning Trade.

Weevil Loss in Grocery Stores.

Grain weevils are costly pests, not only in mills and elevators, but frequently damage food in groceries and other mercantile premises, and are likely to give even more trouble there than in mills, because merchants do not understand how to protect food against weevils or are unable to use the fumigating methods possible in mills—only a store away from living quarters can be safely fumigated. A grain trade journal advises grocers to keep flour, meal, rice, peas, beans, and package cereals in a cool, dry place, as without heat and moisture the weevil will not propagate. Proximity to a heated stove will often cause weevils to appear in winter. Scrupulous cleanliness and kalsomining are preventives. In one case a grocery store was rid of weevils by the use of floor oil. Care should be taken to inspect incoming goods, as a few weevils in a single package of goods may infect the whole store in a short space of time during warm weather.

Butter in Boxes.

Owing to the shortage of stave material and transportation problems many creameries are having difficulty in securing butter tubs. The Food Administration recommends that boxes be used in place of the familiar tub where box materials are readily obtainable. Butter can be packed in boxes at about one-third of a cent per pound less than in tubs. Boxes ship as well as or better than tubs, and trade prejudice is the only reason they are not more generally used. No doubt there will be quite a quantity of butter required by Great Britain through the coming season and the British much prefer the boxes to tubs. The Food Administration is very desirous that all creameries and butter factories co-operate to the fullest extent possible in the use of boxes in order to relieve the butter-tub shortage.

Egg Dealers Fined Under Illinois Law.

Following the first convictions of Chicago retail merchants for failure to indicate storage goods by label or placard, Superintendent John B. Newman of the Division of Foods and Dairies, has launched a new drive to enforce the provisions of the Illinois cold storage law. Fifty-three new cases for prosecution have been turned over to Charles F. McKinley, Assistant Attorney General. These are in addition to thirty cases now pending. Inspectors have been assigned to collect evidence against storage concerns as well as the retailers.

The first five cases in Chicago were taken before Judge Gemmill in the Municipal Court. Three of the defendants were fined, one case was continued and one was set for jury trial. Eggs were the product concerned in each instance.

The Richest Flavoring



Mapleine is so rich that a few drops will flavor more food than a teaspoonful of other flavorings. Acquaint a housewife with this and she becomes a patron of Mapleine. * Crescent Mfg. Co., Seattle, Wash. Order of jobber or Louis Hiler Co., 1205 Peoples Life Bldg., Chicago. (M-95)

Crescent
Mapleine
The Delicious Golden Flavor

Rea & Witzig

PRODUCE
COMMISSION
MERCHANTS

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

Established 1873

Shipments of live and dressed Poultry wanted at all times, and shippers will find this a good market. Fresh Eggs in good demand at market prices.

Fancy creamery butter and good dairy selling at full quotations. Common selling well.

Send for our weekly price current or wire for special quotations.

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

Watson-Higgins Mfg. Co.
GRAND RAPIDS, MICH.

Merchant
Millers

Owned by Merchants

Products sold by
Merchants

Brand Recommended
by Merchants



New Perfection Flour

Packed In SAXOLIN Paper-lined
Cotton, Sanitary Sacks

Fieglers

Chocolates

Package Goods of
Paramount Quality
and
Artistic Design

G. B. READER

Jobber of

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

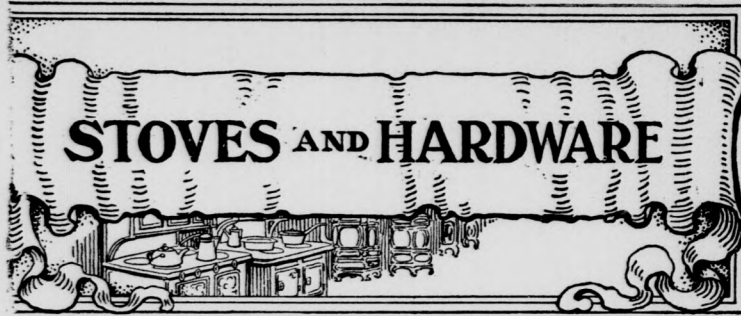
1052 N. Ottawa Ave.

Grand Rapids, Michigan

Pleasant Recollections
of a Meal
**SCHULZE'S
CREAM-NUT
BREAD**
"Rich as Cream—
Sweet as a Nut."
AT ALL GROCERS

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

Conservative Investors Patronize Tradesman Advertisers



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

How to Follow Up the Annual Inventory.

Written for the Tradesman.

Stock-taking is not merely a matter of getting facts and figures. A large share of the annual inventory is lost to the hardware dealer if he does not apply the lessons he has learned by following up the inventory with new and more aggressive methods.

To take stock thoroughly is an important consideration; to properly follow up the stock-taking is just as important.

In making his inventory, the hardware dealer finds out just exactly what he has in his store. He uncovers old goods, resurrects odds and ends from shelves and corners, and rounds up a lot of stray items of which he has lost track during the year.

An after-inventory sale is one of the first items in the logical "follow up" programme. It is not necessary to clear out all the left-over goods at one big reduction sale. Many merchants do this, but others adopt the policy of gradually working these odds and ends to the front and clearing them out by degrees. It is important, however, that a selling plan of some kind should be devised to ensure the clearing out ultimately of these odds and ends of stock.

One hardware firm on my list in dealing with this problem makes a practice of vigorously pushing sales of odd lines of goods brought to light during the stock-taking process. One window of the store is given over to these lines, and is filled with a collection of all kinds of goods. Price tags are used prominently, and the prices attached are such as to greatly stimulate the moving out of these lines.

"Put the goods where they will be seen, and price everything in clear figures" is the policy of this firm. Some lines, such as snow shovels, axe handles, etc. are displayed outside the store. Still others are prominently shown inside the store. The firm aims to show the customer what they have and to make the price appeal very strong indeed.

A merchant in a country town adopts a somewhat different policy. He likes to feature a "9 Sale." This sale covers nine days, and during that period everything offered at special prices has a price quotation ending in 9. For instance, an article regularly sold at 75 cents is marked down to 69 cents; a dollar article sells at 99 cents, or now and then at 89 cents. On each day of the sale interest is stimulated by featuring an article at a 9 cent price. Thus,

for one day coal-oil was sold in limited quantities between 9 a. m. and 9:59 a. m. at 9 cents a gallon. This feature drew crowds. Next day some other line would be featured for a short time, at the 9 cent price. Sometimes nine only of an article will be put up at this price. Again, an article will be sold at 9 cents during the first nine minutes after 9 a. m. There is a regular stampee, usually, in those nine minutes. Considerable ingenuity is shown in the variation of the "9" proposition.

The object of a stunt like this, however, is not primarily to sell the 9 cent article, but to get people into the store who will buy other articles at prices which yield the dealer a fair margin of profit. Many dealers cherish the idea that in a special sale, every price should be cut. This is not necessary. A few articles featured at a drastic price reduction will sufficiently impress the public with the dealer's price message to draw trade; for the rest, the reductions need not cut so low as to wipe out a fair margin of profit.

In pricing goods, much, of course, depends on the article and the dealer's intentions in regard to it. A line which has proven "dead stock" after a thorough try-out may advantageously be cleared out at a decided price reduction. On the other hand, it is wise to maintain prices on articles which are to be handled regularly. The dealer must look ahead in these matters, and not sacrifice the future for the sake of an immediate increase in sales which will bring no corresponding increase in profits.

Instead of advertising a big special sale, it may be desirable to offer a daily or hourly "feature." Pick some article from among the odds and ends, and offer that at a special price for one hour. Have one article from 9 to 10 a. m., another from 10 to 11—and so on. These hour sales, as they are called, are used to good advantage by dry-goods merchants; and the idea can be readily adapted to the hardware business. Such a sale helps to attract customers at all hours of the day, and to a certain degree distributes the day's business more evenly. Care should be used in timing your items. Feature the most popular article at the hour when the normal trade is the smallest. A less popular feature will be found sufficiently attractive to draw customers into the store at the hour of the day when most people are on the street.

There are other items not to be overlooked in following up the inventory. If you don't leave your stock better arranged than you found it—if you can't see room for improvement in your store arrangements—then your inventory has in some slight measure at least been a

failure. There is always room for improvement or experiment in store arrangement, and the careful inventory helps to point the way to such improvement.

Customers like to see changes. Seeing the same goods in the same place all the time grows monotonous. Shift the showcases around a little. Move the stoves to the other side of the store. Change things a little, here, there or elsewhere. The change will do good.

The hardware dealer should be stimulated by stock-taking to look more closely after outstanding accounts. If you can't get an immediate settlement of an account, take a note—anything to get the necessary idea of a definite settlement within a specific time lodged in the slow-pay customer's mind.

As an aftermath of stocktaking, the dealer should be able to plan his buying campaign for the year with a degree of accuracy. The inventory is an excellent guide in buying. It points out what lines have sold well, what lines have sold regularly, and what lines have

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

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

Foster, Stevens & Co.

Wholesale Hardware

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

WE NEVER EXPECTED

To see the time in this country when we would be forced to suspend business by the iron hand of the Government, but when the edict came we accepted it in good faith in the belief that the obligatory closing would contribute to the general relief to that portion of our country which is short of coal and, indirectly, assist in the successful prosecution of the war. We believe every one of our customers shares in this belief and is willing and ready to make any sacrifice to help bring the war to a successful termination.

For the next ten weeks we will not open Mondays, unless further advised, and our business hours for the other five days of the week will be from 8 a. m. to 5 p. m.

Michigan Hardware Co.
 Exclusively Wholesale
Grand Rapids :: Michigan

WM. D. BATT

HIDES, WOOL, FURS AND TALLOW

28-30 Louis St. Grand Rapids, Mich.

MCCRAY

SANITARY REFRIGERATORS Conserve Food. Increase Your Profits. Write at once for Catalog. No. 71 for Grocers—No. 93 for Residences—No. 62 for Meat Markets—No. 51 for Hotels and Restaurants. McCray Refrigerator Co. 844 Lake St., Kendallville, Ind.



ANNOUNCEMENT

Our 1918 sample line of
WINTER GOODS
 is now ready

Mackinaw Coats, Blanket-Lined and Sheep-Lined Coats, Sweater Coats, Hockey Caps, Flannel Shirts, Socks, Gloves and Mittens.

Square Blankets, Stable Blankets, Robes and Auto Shawls.

Our salesmen are now on the road and our representative in your territory will advise you as to the date he will call.

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

proven stickers; and these indications are a reliable guide to the hardware dealer in mapping out his programme for the ensuing year.

Good buying is an essential part of good merchandising. The shrewd hardware dealer does not buy on impulse, or in direct ratio to the insistence of the traveling salesman. He buys in order to sell; and to know what to buy, he must know what he has been able to sell, how much he has sold, and what chance there is of continuing to sell to the same extent. The inventory is a very helpful guide in determining what lines to re-stock, and to what amount. When you have decided what to spend in each department, jot down the amounts, as nearly as you can determine them. You don't have to adhere absolutely to these figures; they can be altered as new circumstances arise; but they will help you to keep a firm hand on the help. That is very important in the hardware business.

Victor Lauriston.

Ten Commandments of a Canadian Merchant.

1. Don't lie. It wastes my time and yours. I am sure to catch you in the end and that is the wrong end.
2. Watch your work, not the clock. A long day's work makes a long day short; and a short day's work makes my face long.
3. Give me more than I expect and I will give you more than you expect. I can afford to increase your pay if you increase my profits.
4. You owe so much to yourself you cannot afford to owe anybody else. Keep out of debt, or keep out of my shop.
5. Dishonesty is never an accident. Good men, like good women, never see temptation when they meet it.
6. Mind your own business and in time you'll have a business of your own to mind.
7. Don't do anything here which hurts your self-respect. An employe who is willing to steal for me is willing to steal from me.
8. It is none of my business what you do at night. But if dissipation affects what you do the next day and you do half as much as I demand, you'll last half as long as you hoped.
9. Don't tell me what I'd like to hear, but what I ought to hear. I don't want a valet to my vanity, but one for my dollars.
10. Don't kick if I kick. If you're worth while correcting you're worth while keeping. I don't waste time cutting specks out of rotten apples.

A young man dropped into a state of coma, and it was several days before he fully recovered. Later he spoke of his experience with a party of friends. "Ah, yes," the young man said, in response to the question, "I knew all the time what was going on, and I also knew that I wasn't dead, because my feet were cold and I was hungry." "I see," thoughtfully said one of his friends, "but how did that make you think you were still alive?" "Well," answered the young man, "I knew that if I were in heaven I wouldn't be hungry, and that if I were anywhere else my feet wouldn't be cold."

Hardware Trade Plan to Aid War.

In order that the industry may best do the work required of it for a successful prosecution of the war, the War Service Committee of the American Hardware Manufacturers' Association has prepared a chart showing in detail a plan for organizing the trade which is thought will best meet the demands made on it. One of the primary steps has been to divide the industry into these nine sections: A, wire and heavy hardware; B, builders' hardware and castings; C, sheet metal work; D, tools for woodworking; E, tools for metal working and cutlery; F, agricultural tools; G, auto-motive and sporting goods; H, general supplies, and I, miscellaneous.

Each of these sections will have a Section Committee, as well as Division Committees and delegates that will be under the jurisdiction of the former. The sections will be responsible to the War Service Committee and the latter to the President. An executive manager will be located at Washington, according to the plan, and he also will be responsible to the War Service Committee.

The Division Committees, which are made up of closely allied branches of each section of the trade, as outlined above, will each elect a delegate to the Section Committee. The Section Committees will distribute orders which members of one division cannot fill or which require equipment not possessed by any one division. They must also decide between conflicting interests of divisions and take up with the executive manager all questions that affect the whole section.

The executive manager will consolidate requirements of the Government and find sources of supply through the division delegate and Section Committee. He will also obtain priority for or prevent discrimination against, as non-essential, supplies for producers and shipments of products. He will advise the War Service Committee of developments of or changes in Government policy affecting the hardware industry, including prospective increases in general requirements, labor control or supply, general increase in production required and taxation. He will further assist and advise the War Service Committee in presenting to various Government agencies proposals affecting the hardware industry and also advise and assist delegates or Division Committees regarding matter affecting divisions or sections. He will have on file catalogues, price lists, and reports showing maximum current production of members. Sources of information with which he must keep in touch also are given in the explanation of the chart.

The War Service Committee will determine the policy of organization, direct the activities of the executive manager, direct the activities and spur on Section Committees, decide between conflicting interests of sections, and take up questions affecting more than one section.

Many a business general deludes himself in the belief that he has exhausted his resources before he has even tried his most sure ally, advertising.

HARNESS OUR OWN MAKE
Hand or Machine Made
Out of No. 1 Oak leather. We guarantee them absolutely satisfactory. If your dealer does not handle them, write direct to us.
SHERWOOD HALL CO., LTD.
Ionia Ave. and Louis St. Grand Rapids, Michigan

Sand Lime Brick

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

Brick is Everlasting

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

**Signs of the Times
Are
Electric Signs**

Progressive merchants and manufacturers now realize the value of Electric Advertising.
We furnish you with sketches, prices and operating cost for the asking.

THE POWER CO.

Bell M 797 Citizens 4261

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

Automobile Robes

Automobile robes 54 in. x 60 in. single plush, double plush, rubber interlined, ranging in price from \$3.25 to \$11.00.

54 in. x 72 in. auto robes for rear seat, double plush, rubber interlined, muff robes, mohair and fur effects, \$7.50 to \$40.00.

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

Sherwood Hall Co., Ltd.
30-32 Ionia Ave., N. W.
GRAND RAPIDS, MICH.

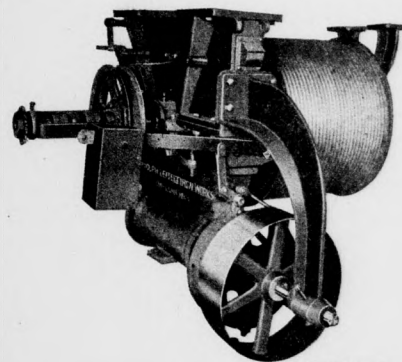
Pere Marquette Railway Co.

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

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

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

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



**Leitelt
Elevators**

For Store, Factory
Warehouse or Garage

Built for Service

Send for proposal on your
requirements

Adolph Leitelt Iron Works
213 Erie Street Grand Rapids, Michigan



Activity in Broad Silks.

With the spring buying of silks fairly under way, and considerably more active than for some time past, there are growing indications that the season's business is not to be confined to staple weaves and colors. Novelty silks and fancy weaves are said to have been among the best sellers of the week just past, with many bright combinations of colors predominating. The bulk of this buying, according to several authorities in the trade, has been from cutters, who are using more of this class of goods in their garments this year than ever before.

In orders from the retail trade, taffetas, which are more or less staple, have been the most frequently mentioned. They have been taken in colors which are far from conventional. Many fancy and brilliant shades have been bought in fairly large quantities. Messalines have also been taken for this trade, usually in such shades as blue, brown, green and a wide variety of tans.

There has been some slight advancing of prices on several of the more popular weaves during the past few days by some houses. Plain taffetas are quoted around \$1.15 now, and some fancy taffetas have been advanced to \$1.75. Buyers, however, do not seem to mind the prices so long as the merchandise is what they want. There seems to be a feeling among retailers that higher prices may be expected very soon, and they are evidently going after the lines they need before these advances go into effect.

Reports from roadmen have been particularly favorable. In many instances they are sending in larger orders than they have ever done before at this time of the year. One house reports that it has already sold as much merchandise for spring delivery as it did during the whole season last year.

Standardized Clothes Not Contemplated.

"We have not the slightest intention of attempting to put the people of the United States into uniform." This was the manner in which a member of the Commercial Economy Board discredited the statements made in a recent number of a New York newspaper to the effect that it was rumored at Washington that a radical scheme for standardized clothing and fabrics was in contemplation. "We have not the slightest idea," he added, "how such a story could have originated. We have taken no action recently that would, by any stretch of the imagination warrant such wild gossip."

The Board does seek an avoidance of an extreme number of varieties, which tends to waste in manufacture and dis-

tribution. It has never given any attention to the question of limiting the colors of men's and women's wearing apparel to black, gray or indigo blue, as suggested by these rumors, and has not in contemplation any further recommendations than those contemplated in the questionnaires that have gone to the clothing and garment trade for ratification.

The elimination of non-essentials in the styles of men's and youths' ready-made clothing indicates what can be accomplished by the Commercial Economy Board in this direction when it sets about such revision in earnest. Among the features that have been, in great measure, eliminated there may be mentioned the following: yokes and pleats for all kinds of coats and pockets; patch pockets; flaps from pockets; vents from sack coats; piped seams; collars from vests; box outlets from sack coats and overcoats; outside cash pockets from coats; all double-breasted coats, vests and overcoats, except ulsters; tunnel loops on trousers; cloth belts on trousers; peg top trousers, etc.

Free Scrub Brushes Aid Linoleum Sales.

Last spring, Shoor Brothers, Hartford, Conn., advertised conspicuously that a floor scrubbing brush would be presented free to every woman visiting their furniture store in connection with a special linoleum demonstration. In preparation for this event proper patterns of linoleum were selected for various rooms in the house and arranged in the linoleum department for convenient inspection. The price and the room for which it was intended was marked on each pattern. The free scrubbing brushes which had been advertised were distributed from a table at the far end of the display. Every woman who called at the store for the scrubbing brush was excellent "timber" for a linoleum sale. Every woman who had a floor which needed frequent scrubbing should be interested in linoleum and the women were.

The attention of every customer who came seeking a free scrubbing brush was directed to the linoleum display. The advantages of the linoleum over a bare floor were explained—the saving of time and energy, avoiding the unsightliness of rough, red hands, how sanitary linoleum is, how easily cleaned, etc.

The result was a record for linoleum sales and orders that some weeks later could be traced directly to the "Scrub Brush Campaign."

To sooth a distressed woman weep with her. To sooth a distressed business man, kick him into advertising.

Fancy Underwear Selling.

The local market for fancy underwear for women is said to be fairly active. Spring buying, it seems, has taken on a new impetus during the last week or so, and reports from men out on the road since the first of the year indicate good business generally. In the spring buying, glove silk undergarments seem to be very much in demand. Simplicity in design and trimmings, however, is the keynote in this business. Although crepe de chine and washable satin as usual are among the leading fabrics, there is reported also a good demand for nainsook, silk mull, messaline, and batiste. Lace, embroidery, and ribbons are appropriately used for trimmings on envelope chemises and camisoles, although perhaps in less profusion than in former years.

Revival in Waist Trade.

The apathy in the waist industry of this city seem to have been entirely dispelled. The dullness of the late fall and early winter has been replaced, according to reports, by active buying on the part of retailers in many sections. It is said that the unusually early arrival of buyers in town this year in search of spring merchandise was due in great part to the railroad situation. Many retailers, it seems, felt apprehensive lest they be left without goods, due to slow transportation, if they waited until the usual time to buy. Their stocks are apparently very low, little having been bought during the fall, and consequently the orders now being placed are for liberal quantities.

Women's Neckwear For Spring.

The features which are attracting most attention in the spring trade in neckwear for women are said to be organdies and piques made up in separate high collars and Ascots. Collars of the Buster Brown type in pique are also very much in demand. Other stand up bands with oddly cut turn-overs sticking out are also taken. Some of these are attractively laced with ties of crepe de chine, which is also extensively employed in other models. In the silk shapes, satin is used a great deal, although crepe de chine, alone and combined with Georgette, is also well sought.

Lots of city farmers make a specialty of sowing wild oats.

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

The Goods! Net Prices!

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

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

Where can I get the goods?

Items listed in this catalogue have the goods behind them.

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

Butler Brothers

Exclusive Wholesalers of
General Merchandise

New York Chicago
St. Louis Minneapolis
Dallas

CANVAS GLOVES

Our line of Canvas Gloves include all numbers from 6 to 12 ounces.

We would suggest under present market conditions that you place your order now, for future requirements. Can supply these goods for immediate delivery.

Quality Merchandise—Right Prices—Prompt Service

PAUL STEKETEE & SONS

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

Co-operative Delivery of Goods in Ann Arbor.

Ann Arbor, Jan. 21.—By a co-operative system of delivery, the merchants of Ann Arbor, give a service of five deliveries a day within the city limits, a service conceded to be far more satisfactory than formerly and employing only seventeen wagons where seventy would be operated by the old individual method, so that with the improved service there is also a greatly reduced expense.

This system was inaugurated in Ann Arbor in 1907. A company was incorporated, capital stock \$10,000, shares \$10 each. Twenty-two merchants took twenty-five shares each, providing a working capital of \$5,500.

A suitable lot was at once purchased, 80 x 132, at a cost of \$3,600 and a central station erected, costing \$7,800. So the new company started out with a considerable indebtedness, all of which has been wiped out, however, in less than seven years, and an adjoining lot bought and paid for at \$2,500.

Deliveries are made for any merchant. Members, however, buy their coupons at a lower rate than non-members. Grocers who are members pay 3 2-8 cents for one delivery, while the charge to grocers who are not members is 4 1-8 cents. A grocery delivery is an order of less than 100 pounds to one address in one, two or three baskets.

Stockholding butchers pay 2 3/8 cents per delivery, while nonstockholding butchers pay 3 3/8 cents.

All coupons, or rather tags, are sold for cash and in lots up to 100, 200, 500, 1,000 and 2,000. The merchant uses one tag for each order (delivery to one address), filling in not only the name and address of the customer, but also the number of the route. The entire city is divided into sixteen routes and each merchant has a route book, printed and alphabetically arranged as to streets, so that the route number of any address is instantly in the index, although, of course, the merchants and their clerks are very familiar with the routes and are seldom obliged to refer to their book. Each merchant also stamps his coupon with his firm stamp, so the tag (coupon) tells the whole story on its face, its price, the firm, the customer and address and the route number.

In the morning the drivers report at the central station at 5:15 and start out with their wagons. Each driver has certain stores to which he delivers the "empties" (each merchant provides his own baskets or boxes, marked with his name) and from these same merchants he collects the orders to be delivered, returning to the central station with them. The wagons are then backed up to a long bench, or shelf, running down the center of the station and the baskets and boxes are unloaded and shoved along according to the route numbers on the tag, thus distributing the orders to the proper wagons in a very few moments. As the driver delivers, he takes the tag off the order and these tags are turned in at the office, tied and stacked in each merchant's name and held for a time for reference in case of complaints, or checking up.

In coming back to the central station after delivering, each wagon stops at certain stores most convenient to his line of travel, leaves whatever "empties" he may have belonging to those particular stores, collects the orders that are ready and brings them to the central station. Each merchant gets back all of his "empties" at noon and in the morning.

For C. O. D. orders, envelopes are furnished instead of coupons and for these, merchants pay 1/8 cent more than for the straight delivery tag.

On a recent Saturday the company made 3,348 deliveries, including 315 C. O. D. orders. It should be stated

that the drivers work from 6:15 a. m. to 5:30 p. m. and on Saturdays to 7:00 p. m.

Provision is also made for the delivery consignments to the merchants from out of town shippers. Such items bring in a matter of \$50.00 a month to the company and are easily handled, the same as returning "empties" to the merchant.

Another source of revenue is the service for package delivery for citizens who "phone in for a wagon to take a bundle to the washwoman, or any service of special nature.

As before stated, there are sixteen routes, but the company has twenty wagons and twenty-two horses. Seventeen drivers are employed, the extra driver handling special calls, which also include a service from the railroads to the merchant. A day barn man and a night barn man, with book-keeper and manager or superintendent, completes the force.

An idea of the expense may be gained from the following figures for one year:

Pay Roll	\$13,547.65
Feed Bill	2,437.02
Light and Fuel	170.68
Repairs	613.85
Horse Account (lost 2 horses)	325.00
Wagon Account	210.00
Horseshoeing	604.05
Harness	84.25
Claims (damaged, broken, etc.)	117.24
Miscellaneous	930.38

Standardized Apparel in England.

British clothing for men's wear is undergoing a process of standardization, according to a report made by Consul Franklin D. Hale, Huddersfield, to the United States Bureau of Foreign and Domestic Commerce. He reports that Charles Sykes, Director of Government Wool Textile Production, recently made an official statement to the Board of Control regarding the Government scheme for standard suitings for civilian wear. He said there would be at first one type of cloth made available at a fixed price, but that it would be possible to have a reasonably large variety of patterns in that one grade. It was thought that such cloths could be procured at \$1.46 per yard, so that the price of a man's suit of standard cloth would be about \$12.17; and that provision could be made for a standard shoddy for boys' clothing, so that the cost per suit would be for young boys \$5.47 and up to \$7.30, and \$9.73 for youths. He hoped also to arrange for standard flannel by requesting manufacturers to conform to a standard specification, the intention being to have the flannel stamped every few yards with the retail price.

It is thought in the tailoring trade that an important result of the scheme will be the utilization of a better quality of material than can now be obtained in ready-mades. At the present time ready-made suits can be bought for less than the \$12.17 mentioned above, but the cloth is of poor quality and the suits are made by the lowest class of labor.

Some Hope Left.

"Henry, the flour is all out."
 "So is my money."
 "The potatoes are all gone."
 "So is my credit."
 "Well, we can't starve!"
 "Can't we? That's good! I was afraid we might."

Friendly Competition.

In a town with only three competing clothing stores, a retailer can tell to which of the rival establishments a shopper who has not succeeded in finding what he wanted is going. Under such circumstances one merchant calls up that store and gives the proprietor the details of what the customer wants. After he had done this a few times his competitors began to return the courtesy, and a much more healthy feeling now prevails among them than previously.

Unique Advertising Scheme.

A Western firm has a unique method of soliciting return orders. When their book-keeper goes through the ledger making out statements, whenever he comes to an account that is closed, and which has been settled

promptly enough to make the customer a satisfactory person to do business with, he writes the name and address on a statement, just as though a monthly account were to be sent to him. Instead of filling in the figures, however, the following is stamped across the blank: "You don't owe us a dollar. We wish you did." This is then mailed to the customer, accompanied by some timely advertising matter, and the idea is unique enough to make the recipient "sit up and take notice."



Put "pep" in your prices by Using cMc **PRICE CARDS** 40 cts. per 100 and up **Write for Samples** CARNELL MFG. CO. Dept. k, 338 B'way, New York

SERVICE

QUALITY

Attention, Notion Buyers

A few reasons why it will pay to anticipate your notion wants early.

The longer you wait the more you will pay. Every mail brings us notices of advancing prices. We feel that we are not exaggerating one bit when we say you will pay from 10 to 20 per cent. more for notions which are made of cotton and metal. An example of this is, we have just received notice that the list on white knitting cotton has advanced to \$1.20 per box. Yet we are still taking orders at \$1 per box. This is made possible by the advice we are trying to give you. We anticipated our wants long ago, because we knew it was coming.

There are hundreds of items in our notion department just as important as knitting cotton which we can save you money on if you are wise enough to get busy now, while the prices are down and the assortments are complete.

GET BUSY!

Grand Rapids Dry Goods Co

Exclusively Wholesale

QUALITY

Grand Rapids, Mich.

SERVICE

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.



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.

Shutting Down on Business.

Buffalo, Jan. 21—It doesn't require a deep knowledge of finance to understand that business will have to finance the war. If there is no business how can we finance the war? We cannot finance it out of our savings; that idea is fallacious.

I was invited to a business men's luncheon the other day in New York City. It was ostensibly given under the auspices of the United States Food Administration, but like most affairs of that kind, I imagine the Food Administrator had nothing to do with it, and did not know anything about it. An amusing and somewhat astounding feature of the luncheon was an address by a man who was introduced as "the greatest financial writer in this country." His title to that distinction came from the fact that he had written sketches of John D. Rockefeller and other celebrities of more or less renown. His speech was a regular business-buster—a diatribe of disaster calculated to make a man put up the shutters, take in his sign, and tack on the door the notice, "Out of Business Until After the War." He urged every one to stop buying things, both luxuries and necessities. If you need a pair of shoes, don't buy them; hunt up an old pair and wear them. Never mind the shoemaker. He doesn't need to live. Why bother about him? Let him make munitions. If you need a new suit of clothes don't buy it; wear an old one. Don't worry your head about your clothier or tailor. Let him make uniforms for the soldiers. And so on down the line from shoes to furniture and kitchen utensils.

As a matter of fact, the arguments of this "greatest financial writer in the country" are fundamentally fallacious almost criminal. The only way that business can finance this war is for people to go right on producing, selling, and purchasing things as in normal times. If every one of a hundred million persons refrains from buying shoes, that means one hundred million less shoes made by shoemakers. One hundred million less suits of clothes means that much less work and wages for weavers and tailors.

You can't give money unless you can earn money. Instead of putting the soft pedal on business, instead of quitting advertising and refraining from displaying goods in the show windows, every legitimate business enterprise should be speeded up to the greatest capacity. We can't all of us go into the manufacture of munitions. The shell business is important, but we also need shoes, and clothes, and candy, and rugs, and car-

pets, and chairs, and watches, and cutlery, and china, and books. The more of these goods we make and sell, the more money we will have with which to buy Liberty bonds and thrift stamps, and the more we will have to give to the Red Cross.

Let us cut out the things that destroy and degrade. They cost money, health, and strength. We have been crowding a lot of rubbish through our alimentary canals, and calling it "food"—but we got no nutriment from it—only disease. We surely don't need any "booze." Using barley and other food grains to manufacture "slop" for foolish human beings is wasteful and unpatriotic. Some of us can smoke fewer cigars—although it is well to remember that the man who makes cigars is a wage-earner and he sometimes buys Liberty bonds.

Don't put up the shutters or pull down the sign. Business must go right on or we will lose the war—and then Germany will take up business where we left off.

Truman A. DeWesse.

Cannot Make Sugar Situation Plainer.

The situation on sugar outlined is as follows:

The present per capita consumption of sugar in the United States is eighty-five pounds.

The present per capita consumption of sugar of our Allies is twelve to twenty pounds.

The Food Administration is fully determined that sixty pounds shall be the maximum consumption per capita in the United States.

In order to accomplish this it is just as necessary for our population to be as patriotic to the Food Administration as they are to our flag.

It is unpatriotic not to comply with these rulings and it makes "scavengers" of the people who consume more than their share.

These rules and requests apply to everybody excepting possibly sick people old people and growing children.

It is requested that people who sell sugar shall try to educate the public to know what is wanted.

It is our sacred duty to do this. It is also the retail grocers' sacred duty to do this.

This is no time for the retailer or the wholesaler to try to gain trade by being able to give a little more sugar or any other article of food than his neighbor is able to give.

The test of citizenship and patriotism is rather that the man who is strong enough to educate his trade to what is expected of them shall get them to do their full duty.

Unless the public responds to the Food Administration's request we shall all be using sugar cards before next summer.

As this is a democratic Government our administration does not

want to use such drastic measures, but it is up to the public of this country to say whether they want to be under autocratic rule or make such rule unnecessary.

Please bear in mind that we are not going to be able to get our normal supply of sugar until the war is over.

Also bear in mind that each and every citizen is entitled to his share, which is exactly three-fourths of what it formerly was.

We do not know how we could make the sugar situation any plainer to you than this, and we expect each and every one of you to be loyal to your Government. S. B. Steele.



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

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

CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION



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

UPPER PENINSULA.

Recent News of the Cloverland of Michigan.

Sault Ste. Marie, Jan. 21—The removal of Mr. B. E. Barnes, the well-known Government officer in charge of the Employment Bureau here, has caused much regret among his many friends, although they are pleased to note that he has been promoted to a position of more responsibility in Detroit.

F. B. Raymond, of the Raymond Furniture Co., left Monday for Chicago, where he visited the annual furniture exhibit before attending the one at Grand Rapids. Mrs. Raymond and family will join him at Grand Rapids and then go to Florida, where they expect to spend the winter.

"People usually find it easier to pay a duty to society than to pay one to humanity."

D. K. Moses, proprietor of the Leader, one of the Soo's leading dry goods houses, was a Soo visitor last week. Mr. Moses, who now lives in New York, is a frequent business visitor at the Soo and says it always seems like getting back home when he arrives in the good old Soo.

According to an announcement made by P. P. Duket, of Chicago, who has been in the city sometime studying the situation, it looks as if the Soo will soon have a new modern hotel and theater. If the plans are carried out as contemplated, a new structure will be erected on the corner of Maple and Court streets to the height of four stories. The present Murray Hill Hotel will be remodeled and increased one story. Chicago capitalists are interested in this project. There is no reason why another up-to-date hotel and theater would not be a paying investment at the Soo.

"The best way to forget your own troubles is to think a little of those of others."

The heavy snow storms last week have put most of the trains in Cloverland on the blink. There have been many disappointments and mail delays in consequence.

At a business meeting of the merchants of St. Ignace last week, it was decided that they are to cut out the Sunday opening feed, thus giving the St. Ignaceites an opportunity to attend church, instead of talking shop until noon Sunday.

"You can't keep busy by running around in circles."

It looks very much like Sunday afternoon around the Soo on Monday. The stores are closed as scheduled, giving the city a very closed appearance. As long as everybody is doing it, there are very few kicks being made. The merchants can do just as much business with an equal share.

Word was received here last week of the death of C. P. Harley, at Spokane, Wash. Mr. Harley was considered one of the best grocers in Northern Michigan, being at one time manager of the grocery department of the Prenzler Bros. He subsequently organized the Central Grocery Co., which he conducted for a few years. Later he was manager of the A. H. Edy store, after which he moved to Spokane, Wash., where he has been for the past four years. Mr. Harley leaves a widow and two sons, also many friends to mourn his loss.

J. L. Lipsett, the well-known implement dealer and agent for the Ford auto here, left last week with Mrs. Lipsett to spend the winter in the South. The party expects to motor from Jacksonville to Miami and Palm Beach, thence to Bradentown to spend the winter.

The Moher meat market, on South Ashmun street, which has been run in connection with the Moher Meat & Provision Co.'s branch markets, has been closed.

The ferry between the two Soos has discontinued operation for the winter and livery busses are now run-

ning instead. The busses run as far as the open water then the passengers are ferried across to the Canadian side. Apparently there has been very little difference in the patronage, as the ice is perfectly safe at this season of the year and has not caused much inconvenience.

The Government inspector paid the Soo a visit last week, looking over several of the restaurants, lunch rooms, barber shops and like places patronized by the soldiers of Fort Brady with a few of their sanitary conditions.

J. C. Sash, the well-known merchant of Rudyard, was a Soo caller last week.

Sault Ste. Marie, Ont., is beginning to feel the scarcity of houses for the growing population. The shortage will mean a serious problem soon unless immediate steps are taken to erect more buildings. A great influx of labor is expected during the coming months, as many improvements and additions are contemplated by the Algoma Steel Corporation and other industries. If a building campaign is not inaugurated it is feared that the present housing accommodations will be far from adequate. A manufacturing boom is in sight in the Canadian Soo. The committee appointed to investigate the shipbuilding question and the matter of bringing Government factories to the Soo, report progress and appear hopeful that good results will come. The plan of organizing building and loan associations is gaining favor. It would be within the power of this association to advance money to assist in building houses. The working classes will suffer most in event of overcrowding and financial help would be welcomed by them.

The Cloverland Magazine pays a fitting tribute to Hon. Louis H. Fead, of Newberry, Judge of the Eleventh District, of which Chippewa county is a part. Judge Fead has made a remarkable legal and judicial record since his election to the bench and endeared himself to the entire community because of his impartiality. He is always ready to give one of his off-hand talks at the various gatherings and functions of note held in the city. His kind deeds and pleasing manner are a great asset in this community.

Fred Shaw, Secretary and manager for the Gamble-Robinson-Shaw Co., left last week for Minnesota to attend the annual meeting of the company.

B. F. Werve, of Algonquin, claims the record of being the first to see a robin this year. When the announcement was made there seemed to be some doubt in the minds of the residents as to whether he had anything stronger than Lake Superior water to drink. Mr. Werve is game and claims to be able to prove his story by C. S. Hodsell, who also professes to be able to tell a robin when he sees one. If such is the case the robin must have been somewhere on the quiet, as he has not shown up at any other place on record since.

Charles Field, the well-known tobacco merchant, has taken over the amusement known as the Soo bowling alley. Mr. Field proposes to install new furnishings and equipment and re-open as soon as possible next week. Eugene Nevins, who needs no introduction to the Sooiters, will take charge of the Field bowling alley. It is expected that this game can be developed in the Soo to the same extent that it has been in other places of the Upper Peninsula. Many teams are being organized for this healthful exercise.

"You can die only once, much to the regret of the undertaker."

For the benefit of the kickers of the High Cost of Living might state that in California they are paying only \$1.10 per pound for bacon. From a report from our well-known editor of the St. Ignace paper, Clyde Hecox—and he is right, you may be sure—

butter is selling in Berlin at \$2.25 per pound, sugar at 96c per pound, hams and bacon at \$2.11 and soap at 5 bars for \$1.12. So we are what might be classed as "Cheap Johns" after all.

Emery Gravell has resigned his position with the Edwin Bell Co. and has taken a position as clerk in Mr. Moon's grocery store.

John Goetz, well-known lumberman and merchant of Detour, passed through the Soo last week en route for Detroit and Ann Arbor, leaving Mrs. Goetz at Ann Arbor where she is undergoing treatment. He reports Mrs. Goetz's condition as progressing favorably.

H. P. Hossack, the well-known merchant of Cedarville, was a Soo visitor last week. Mr. Hossack takes an active part in all matters pertaining to the material advancement of the community. Since the outbreak of the war he has been active in advancing the Red Cross work at the Snows, canvassing for and subscribing to the Liberty Loan and other patriotic endeavors. He is doing considerable lumbering and has various camps in addition to the mercantile business. A few more of this type of hustlers in Chippewa county and we would note much more improvement and advancement.

"It takes more than an eye-opener to make a toper see the error of his ways."

William G. Tapert.

Gabby Gleanings From Grand Rapids

Grand Rapids, Jan. 23—J. Harvey Mann has temporarily turned book agent, having already sold nearly 100 copies of the History of Ambulance Company No. 339, now located at Camp Custer. Harvey says if he ever loses his job at the hardware store, he knows now how he can make a living.

John M. Shields, who sold groceries many years in Northern Michigan, with headquarters in Petoskey, passed through the city Tuesday on his way to Marsh, Mo., where he will spend the remainder of the winter.

The \$1,400 contributed by the Rotary Club and the \$588 contributed by the Baptist church, as the result of Father de Ville's talks before both organizations, were turned over to Ned Carpenter to be cabled to Queen of Belgium. She will use the money for the purchase of milk and cows in Holland for the use and benefit of the starving babies and children of Belgium. Father de Ville was greatly pleased over the reception he received in Grand Rapids and stated that he would use his influence with Cardinal Mercier to visit Grand Rapids on the tour he proposes to make of America after the war is over. Many refrained from contributing to this cause in the belief that the German soldiers would confiscate the cows and milk, but before leaving the city Father de Ville stated very plainly that the Queen of Belgium has devised a method of nourishing the Belgium babies which even the blood thirsty Germans dare not violate. This is the first time during the war that the brutal Teutons have been forced to be decent.

Many traveling men did not venture out at all last week on account of weather conditions. This is the first time for fifty years—or thereabouts—that Cornelius Crawford (Hazeltine & Perkins Drug Co.) was forced to remain in. Weather which keeps Cornelius Crawford in is certainly "some weather."

On account of the Garfield order, the job printing and engraving departments of the Tradesman Company were closed Friday and Saturday of last week and Monday and Tuesday of this week. The publication office was also obliged to close Friday and Saturday on account of the inability of the landlord to secure coal to heat the building.

Charles B. Pearson, well known in

Lansing as a factory manager, has resigned his position with the Dail Steel Products Co., to take a position as factory manager of the Steel Furniture Co., Grand Rapids. Mr. Pearson went to Lansing about six years ago and previous to going with the Dail company, was factory manager for the Gier Pressed Steel Co. Mr. Pearson has already moved his family to this city.

Sales of the John B. Stetson Co., for the season ending 1917, were \$11,232,403, compared with \$7,652,582 for 1916. This remarkable showing is a great tribute to the skill and scope of the sales manager, Lake H. Smith, who was for many years connected with the subscription and advertising departments of the Michigan Tradesman.

Frank Klang, widely known to the traveling public of the Upper Peninsula as clerk of the Dunham House at St. Ignace, was near death for many hours while wandering about during a driving snow storm. He was lost on the ice between Mackinac Island and St. Ignace, having crossed from the mainland with a companion who wished to remain with friends on the island. Klang started home alone, sank to his armpits in an air-hole and, nearly frozen to death, came across a fisherman's shack. Here he rested for some time, but feeling the chilling cold reaching his very vitals and hearing the ice cracking under him as though being broken up by the heavy swells, started out again, preferring to take a chance in the open rather than meet death when the ice broke up. He finally reached land some miles from Jones' Mill. He says the most treacherous piece of ice was just off the famous Chimney Rock Cray on Mackinac Island.

"A Blow Below the Belt."

Every dollar that you send out of Richmond for goods that may be had in Richmond is a blow at the growth of your home city—a blow "below the belt."

These thoughtless out-of-town purchases in the aggregate are keeping Richmond people—maybe your friends and neighbors—out of employment. The greater the volume of business done by Richmond concerns, in all line—the greater will be the volume of money kept in Richmond, the greater the number of people employed in Richmond.

The business houses of other cities contribute nothing to the maintenance of Richmond institutions. They sell nothing that cannot be bought in Richmond.

Your shoe man can get you the shoes you want (if he does not already have them) just as quickly, or more so, than you can order them. Your home merchant can get you a particular dress that you want just as satisfactorily, and more so, than the out-of-town man can. It matters not what the article may be—your home merchant can give you better service.

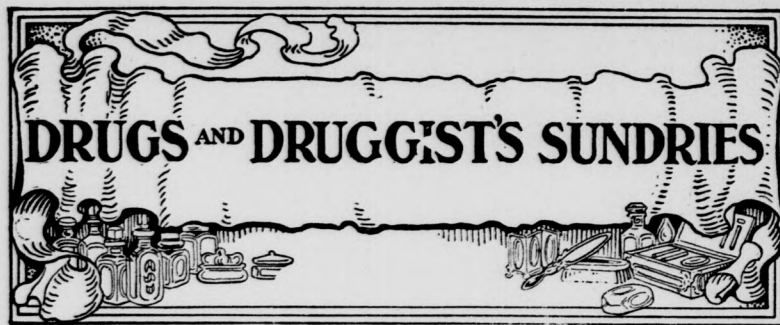
The purchase from the home merchant MUST be satisfactory—while you have little chance of getting satisfactory adjustment of a complaint from the out-of-town house.

If you get your income from Richmond real estate—if your living comes from a Richmond salary—if you are in any way dependent on Richmond BE LOYAL—

Don't Hit Richmond "Below the Belt" Spend Richmond money in Richmond and be known among your fellowmen as a true citizen of YOUR home town.

The Tradesman commends the above circular issued by the merchants of Richmond, Va., as one of the best arguments of the kind ever put out by the business men of any town or city.

Even watered stocks have been known to take a drop too much.



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.

California State Board of Pharmacy Questions.

Chemistry.

1. Define chemistry.
2. What are the different kinds of matter?
3. Define each and illustrate.
4. What are molecules? Atoms?
5. Define element.
6. Mention five elements.
7. Define compound and give examples.
8. Classify elements.
9. What is a mechanical mixture?
10. What can you say as to chemical action? Give three ways in which it may occur.
11. Explain nomenclature. Define acid. Base. Salt.
12. What is the binary compound?
13. What is a symbol?
14. Give ten substances with their symbols.
15. Give the atomic weight of the above substances.
16. Define formula.
17. State Gay-Lussac law. The law of equivalent proportions.
18. Explain the law of constant proportions.
19. Give four methods for determining atomic weights.
20. Explain Avogadro's hypothesis.
21. Briefly tell one way of attaining atomic weights.
22. Define valency.
23. What is a double salt?
24. What is meant by a sesquioxide?
25. Explain radicle.

Pharmacy.

1. Define pharmacy. Pharmacopoeia.
2. What is a dispensatory?
3. Give the two classes of pharmacy.
4. When was the first U. S. P.?
5. Who revised it and by whom owned?
6. What makes it official?
7. Explain purity rubric.
8. What is the relation of the Pure Food and Drugs Acts to the U. S. P.?
9. What is the International Protocol?

10. What is the need of doses in the U. S. P.?
11. What is the N. F.?
12. Who authorizes and revises it?
13. Define metrology.
14. What is weight?
15. Define specific gravity.
16. Give the unit of length, capacity and weight.
17. Give the weight of grains in a cubic inch of distilled water.
18. Give the avoirdupois and apothecaries' measures.
19. Give the weight in grains of a pound of apothecaries'.
20. Give the liquid measure.
21. What is the weight in grains of an ounce of water?
22. How many grains in a gram? Kilometer? In an ounce?
23. How convert meters to pints? Meters to inches and pounds into kilograms?
24. What is a balance?
25. Distinguish between minim and drop.

Materia Medica and Botany.

1. What is Materia Medica? Define botany.
2. What is meant by pharmacodynamics?
3. What is a cell? What is tissue?
4. What is oleum tigllii?
5. Medulla sassafras. Give English name, origin, habitat, constituents and uses.
6. Give three official roots. Give latent title of each. State their medicinal properties.
7. Give the English and common name of oleum gaultheriae. Name its chief constituent and give its medicinal properties.
8. Digitalis. Give common name, habitat, constituents, use and dose.
9. Define the terms emetic, febrifuge.
10. Give sources and state uses of inigo, lymphous and annatto.
11. What are tubers, corms and twigs?
12. What is meant by inspissated juice? Latex?
13. Define ecboic. Astringent. Nervine. Chalybeate. Hepatic.
14. Eucalyptus. Give name, origin, habitat, constituents, properties and doses.

Danger in Using Shot for Cleaning Bottles.

Although shot is exceedingly efficient in cleaning the inside of bottles, it should not be employed for those which are to contain beverages or medicine. Very often visible traces of lead remain and if the bottle be washed out with dilute hydrochloric acid, the washings will show an appreciable quantity of the poisonous substance.—Western Druggist.

Soap as Legal Tender.

"From the personal appearance of the natives I came in contact with when I went to that part of Mexico a few years ago," said a New York traveling man, "it did not seem to me as if the manufacture of soap could be an industry of much importance in that country, but I found out, when I came to Quataro, that soap was an important item in the domestic economy of that region, at any rate. But its use was not for lavatory or laundry purposes.

"It was the 'coin of the realm,' so to speak; the legitimate medium of exchange, as I discovered much to my surprise when the change I received for my coin in making some purchases was three cakes of soap. The fact then appearing that soap was money, I recognized why it was that so few traces of its being put to the ordinary use could be discovered.

"Subsequent experiences showed me that there was a good deal of soap manufactured in Mexico; but how much was used for its ordinary purpose and how much as a substitute for a more convenient circulating medium, I never knew. At Zapotlan, in Western Mexico, there were several large soap factories and the business had grown to much importance. After witnessing the method of making the soap, however, I was quite content to use my Mexican soap as money rather than as an adjunct of the toilet.

"Not far from Zapotlan is a small lake, the waters of which are densely alkaine. Washing up on the shores they leave a thick deposit of alkali. That necessary ingredient in the manufacture of soap was transported from the lake to the factories packed on the backs of mules, or in many instances, on the backs of peons."

To Get Rid of Tattoo Marks.

Several methods of getting rid of tattoo marks have been discovered, but the most practical one appears to be that of Dr. Everard, who seems to have discovered a very effective process that may be used on delicate skins or in parts where the skin is very fine, as on the face, without the production of a thick, lasting scar. This method is described by the author as follows:

Apply to the part a small blister-plaster, covering the whole region affected; leave this in place until a blister appears. When the epidermis has been well raised, it is removed, exposing the true skin, and the tattoo marks are then effaced by thermocautery, after anesthetizing the region with a solution of cocaine. The cautery is applied, not on the lines of the design alone, but on all parts of the surface, so as to leave none of the old tissue. The red-hot wire is passed over the skin until it becomes brown or calcined, like the wood in pyro-engraving. There is then applied a pomade of 10 per cent. salicylic acid covered with a bandage of muslin or cloth to prevent drying. On the third or fourth day a scab will become detached, and the tattoo marks will have disappeared. It would seem that the application of a blister

before the cautery is somewhat superfluous; nevertheless, the author expressly recommends it, for the production of a black, adherent scab is thus obviated. By proceeding as indicated above, all traces of artificial pigmentation with indigo or carmine may be caused to disappear; an evident scar remains, but it appears to be simply that due to a blister, or a large vaccination mark, or, if the wound is somewhat extensive, to a burn. It is not colored, and the original design totally disappears.

The Rainy Day Counter.

The ideal drawing card for the retail druggist would be to plan an idea which would bring buyers on rainy days in numbers equal to those of sunshiny days. While this may be impossible yet a step toward improving conditions is a special bargain counter for rainy days.

The success of such a counter must be built up, therefore, all announcements and advertising must make clear that this counter is to be a permanent institution of your store. The trade should by repetition be educated to the truth that if they are willing to come to your store on any rainy day they will find goods at the rainy day counter so priced that they will feel rewarded for any inconvenience their journey has caused them.

Use a special counter, locate it at the end of the store. This counter should be stored away on other than rainy days. Keep in mind the items of your stock you will want to place on the counter, so you can quickly assemble them and price them on these days. The counter offers a good method of keeping stock well weeded of old goods. A suggested outline of an advertising plan would be—a letter or card announcing the setting aside of a rainy day to be made a feature of your store; then use your newspaper space in referring to this counter from time to time especially right after rainy days.

Canny Andy.

Andrew Carnegie was once asked which he considered to be the most important factor in industry—labor, capital or brains? The canny Scot replied with a merry twinkle in his eye:

"Which is the most important leg of a three-legged stool?"



It's Pure, That's Sure

Piper Ice Cream Co.
Kalamazoo, Mich.

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

The Administration of Deliquescent Drugs in Capsules.

Dr. N. G. Davis states in the Journal of the A. M. A., that deliquescent salts or oily liquids may be prescribed conveniently in capsules if they are first incorporated with a wax mass. This is composed of one part of beeswax, and three parts of castor oil melted together. About one and one-half grains of this is sufficient to mass a dose of ten or twelve grains of potassium or sodium iodine may be administered in this manner without occasioning any discomfort to the patient; but the author rarely prescribes more than two and one-half grains for a dose. Usually one or two grains are prescribed with five grains of the wax mass. The latter undoubtedly dilutes the iodine and liberates it without causing gastric disturbance. Guaiacol, sandalwood oil, and similar drugs can be easily incorporated with one-half to equal parts of beeswax by gentle heating together. Where these are often prescribed such a mass may be kept in stock ready prepared for inclusion, in the prescribed dose, in a capsule.

Skin Bleaches.

The active constituent in some skin whiteners is corrosive sublimate, but its use is not countenanced because of its poisonous nature and when used at all must be so greatly diluted that its effect is of little benefit. The following formula is given only because the preparation is in occasional demand:

NOW is the Time to Buy Seasonable Goods

- ARSENATE OF LEAD
- PARIS GREEN
- TUBER TONIC
- ARSENIC COMPOUNDS
- BLUE VITRIOL
- SULPHUR

- COLORED PAINTS
- WHITE LEAD
- LINSEED OIL

TURPENTINE, Etc.

During the season of 1917, there was a time when the manufacturers and wholesalers could not fill their orders for Insecticides, on account of an unusual demand which was prompted by state and government officials.

The federal government has recently called for a report from all of the manufacturers and wholesalers of Insecticides, and the government states clearly that they must know upon what parties they can rely for the proper distribution of Insecticides at the right time during the coming season.

A word to the wise is sufficient and we would advise that the retailers buy Insecticides early because we may be called upon later to distribute the same according to the command and direction of the federal government.

This message is to our customers and we trust will be thoroughly considered.

Hazeltine & Perkins Drug Co.
Grand Rapids, Michigan

- Mercury bichlorid 1 gr.
- Emulsion bitter almond 12 ozs.
- Tincture benzoin 1 dr.

The mercury salt is dissolved in the emulsion and the mixture gradually added to the tincture. This preparation does not keep long; should be kept in small opaque vials and be dispensed only with a "shake well" label. The emulsion may be prepared from one ounce of bitter almonds.

Other "bleaches" contain from one-half to one grain corrosive sublimate to the fluid ounce.

The above is known as Hebra's Oriental Cosmetic Water. Another similar preparation known is Gowland's Cosmetic Lotion.

Not "Just As Good."

In a large drug store it is the custom of the salesman to say to the customer who has asked for something which the store does not carry in stock: "I doubt that we have it, but if you'll come this way, please, we'll see."

Showing the customer what the store does carry, and calling attention to the fact that it also is made by a responsible manufacturer, are the next steps in this store's procedure.

If the customer does not then express satisfaction with the product offered, it is the practice to offer to send out for the specified line. At this point the customer is often willing to take the article shown to avoid waiting for the druggist to obtain the product he has had in mind.

Charles Chase.

WHOLESALE DRUG PRICE CURRENT

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

Acids		Ammonia		Balsams		Barks		Berries		Extracts		Flowers		Gums		Insecticides		Ice Cream		Leaves		Oils					
Boric (Powd.)	18@ 25	Water, 26 deg.	17@ 25	Copaiba	1 40@1 65	Cassia (ordinary)	25@ 30	Cubeb	1 40@1 50	Licorice	60@ 65	Arnica	2 50@2 75	Acacia, 1st	75@ 80	Arsenic	23@ 30	Piper Ice Cream Co.		Buchu	1 75@1 85	Almonds, Bitter,		Almonds, Bitter,			
Boric (Xtal)	18@ 25	Water, 18 deg.	12@ 20	Fir (Canada)	1 25@1 50	Cassia (Saigon)	90@1 00	Fish	20@ 25	Licorice powdered	85@ 90	Chamomile (Ger.)	75@1 00	Acacia, 2nd	65@ 75	Blue Vitriol, bbl.	@11 1/2	Blue Vitriol, less	12 1/2@ 20	Kalamazoo		Buchu, powd'r'd	1 85@2 00	Almonds, Sweet,		Almonds, Sweet,	
Carbolic	75@ 78	Water, 14 deg.	10 1/2@ 15	Fir (Oregon)	40@ 50	Elm (powd. 35c)	30@ 35	Juniper	9@ 15			Chamomile Rom.	2 00@2 20	Acacia, powdered	60@ 70	Bordeaux Mix Dry	20@ 25	Orris, powdered	35@ 40	Bulk Special Flavored	90	Sage, bulk	67@ 70	Almonds, artificial	7 00@7 20	Almonds, artificial	7 00@7 20
Citric	94@1 00	Carbonate	14 @ 16	Peru	5 50@5 75	Sassafras (pow. 35c)	@ 30	Prickley Ash	@ 30					Aloes (Barb. Pow)	30@ 40	Hellebore, White	38@ 45	Poke, powdered	20@ 25	Bulk Plain	25	Sage, 1/4 loose	72@ 78	Almonds, true	1 35@1 60	Almonds, true	1 35@1 60
Muriatic	3 1/2@ 5	Chloride	25 @ 35	Soap Cut (powd.)	23@ 25	35c	23@ 25							Aloes (Cape Pow)	20@ 25	Insect Powder	40@ 60	Rhubarb	75@1 25	Brick, Fancy	30	Sage, powdered	55@ 60	Almonds, Sweet, imitation	65@ 75	Almonds, Sweet, imitation	65@ 75
Nitric	10 1/4@ 15													Aloes (Soc. Pow. 60)	@ 35	Lead, Arsenate Po	34@ 44	Rhubarb, powd.	75@1 25			Senna, Alex	90@1 00	Senna, Alex	90@1 00		
Oxalic	65@ 70													Asafoetida,	@ 2 25	Lime and Sulphur		Rosinweed, powd.	25@ 30			Senna, Tinn.	40@ 45	Senna, Tinn.	40@ 45		
Sulphuric	3 1/2@ 5													Asafoetida, Powd.		Solution, gal.	15@ 25	Sarsaparilla, Hond.	75@ 80			Senna, Tinn. pow.	50@ 55	Senna, Tinn. pow.	50@ 55		
Tartaric	1 05@1 10													Pure	@ 2 50	Paris Green	55@ 60	Sarsaparilla, Mexican.				Uva Ursi	18@ 20	Uva Ursi	18@ 20		
														Camphor	1 00@1 05			Squills	35@ 40								
														Guaiaac	45@ 50			Squills, powdered	45@ 65								
														Guaiaac, powdered	@ 60			Tumeric, powd.	13@ 20								
														Kino	70@ 75			Valerian, powd.	@ 1 00								
														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												

Paints

- Lead, red dry .. 11 1/4@11 3/4
- 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@ 6
- Red Venet'n bbl. 1 1/2@ 5
- Red Venet'n less 2@ 5
- Vermillion, Amer. 25@ 30
- Whiting, bbl. @ 3
- Whiting .. 3 1/4@ 6
- L. H. P. Prep'd. 2 15@2 25

Miscellaneous

- Acetanatic .. 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
- Cantharades po 2 00@6 00
- Calomel .. 2 56@2 60
- Capsicum .. 35@ 40
- Carmine .. 6 50@7 00
- Cassia Buds .. @ 40
- Cloves .. 77@ 80
- Chalk Prepared .. 12@ 15
- Chalk Precipitated 10@ 15
- Chloroform .. 90@ 97
- Chloral Hydrate 1 92@2 12
- Cocaine .. 11 75@12 30
- Cocoa Butter .. 50@ 60

Corks, list, less 55%

- Copperas, bbls. @ 2 1/4
- Copperas, less .. 2 1/4@ 7
- Copperas, powd. .. 4@ 10
- Corrosive Sublim. 2 30@2 40
- Cream Tartar .. 68@ 75
- Cuttlebone .. 65@ 70
- Dextrine .. 10@ 15
- Dover's Powder 5 75@6 00
- Emery, All Nos. 10@ 15
- Emery, Powdered 8@ 10
- Epsom Salts, bbls. @ 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. 25@ 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 .. 60@ 75
- Iodine .. 5 60@5 90
- Iodoform .. 6 59@6 74
- Lead, Acetate .. 21@ 25
- Lycopodium .. 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. @ 20
- Pepper, black pow. 35@ 40
- Pepper, white .. @ 45
- Pitch, Burgundy .. @ 15
- Quassia .. 12@ 15
- Quinine .. 90@1 00
- Rochelle Salts .. 48@ 55
- 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@ 5
- Soda, Sal .. 2@ 5
- Spirits Camphor .. @1 25
- Sulphur, roll .. 4 1/2@ 10
- Sulphur, Subl. .. 5@ 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

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 .. 90@1 00
- Flax .. 8 1/2@ 12
- Flax, ground .. 8 1/2@ 12
- Foenugreek 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 35
- Benzoin .. @ 2 30
- Benzoin Compo'd .. @ 3 30
- Buchu .. @ 2 40
- Cantharades .. @ 3 90

GROCERY PRICE CURRENT

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

ADVANCED

- Cocoanut
- Parchment Paper
- Salt Mackerel
- Spiced Herring

DECLINED

- Wrapping Paper

AMMONIA

- Arctic Brand
- 12 oz. ovals, 2 doz. box 2 40

AXLE GREASE

- Frazer's
- 11lb. wood boxes, 4 doz. 3 00
- 11lb. tin boxes, 3 doz. 2 35
- 3 1/2 lb. tin boxes, 2 doz. 4 25
- 10lb. pails, per doz. 6 00
- 15lb. pails, per doz. 7 20
- 25lb. pails, per doz. 12 00

BAKED BEANS

- No. 1, per doz. 1 35
- No. 2, per doz. 2 25
- No. 3, per doz. 2 75

BATH BRICK

- English 95

BLUING

- Jennings'
- Condensed Pearl Bluing
- Small, 3 doz. box 1 95
- Large, 2 doz. box 2 40

BREAKFAST FOODS

- Bear Food, Pettijohns 2 85
- Cracked Wheat, 24-2 4 60
- Cream of Wheat 7 50
- Quaker Puffed Rice 4 30
- Quaker Puffed Wheat 4 30
- Quaker Brkfst Biscuit 1 90
- Quaker Corn Flakes 2 75
- Washington Crisps 2 30
- Wheatena 5 10
- Grape Nuts 2 85
- Sugar Corn Flakes 2 80
- Holland Rusk 3 80
- Krinkle Corn Flakes 2 80
- Mapl-Flake, Whole
- Wheat 4 05
- Minn. Wheat Food 6 50
- Ralston Wheat Food
- Large, 18s 2 90
- Ralston Wht Food 18s 1 95
- Ross's Whole Wheat
- Biscuit 4 50
- Saxon Wheat Food 4 25
- Shred Wheat Biscuit 2 25
- Triscuit, 18 2 25
- Pillsbury's Best Cerl 2 50
- Post Toasties, T-2 3 30
- Post Toasties, T-3 3 30
- Post Tavern Porridge 2 80

BROOMS

- Fancy Parlor, 25 lb. 9 00
- Parlor, 5 String, 25 lb. 8 25
- Standard Parlor, 23 lb. 8 00
- Common, 23 lb. 7 50
- Special, 23 lb. 7 25
- Warehouse, 23 lb. 10 00

BRUSHES

- Scrub
- Solid Back, 8 in. 1 00
- Solid Back, 11 in. 1 25
- Pointed Ends 1 00
- Stove
- No. 3 1 00
- No. 2 1 50
- No. 1 2 00
- Shoe
- No. 1 1 00
- No. 2 1 30
- No. 3 1 70
- No. 4 1 90

BUTTER COLOR

- Dandelion, 25c size 2 00

CANDLES

- Paraffine, 6s 12 1/2
- Paraffine, 12s 13 1/2
- Wicking 46

CANNED GOODS

- Apples
- 3 lb. Standards 5 25
- No. 10 5 25
- Blackberries
- 2 lb. 2 25
- Standard No. 10 9 50
- Beans
- Baked 1 25@2 25
- Red Kidney 1 25@1 35
- String 1 50@2 00
- Wax 1 50@2 00
- Blueberries
- Standard 1 75
- No. 10 8 00

CLAMS

- Little Neck, 1 lb. 1 60
- Clam Bouillon
- Burnham's 1/2 pt. 2 25
- Burnham's pts. 3 75
- Burnham's qts. 7 50

CORN

- Fair 1 85
- Good 1 85
- Fancy 1 85

FRENCH PEAS

- Monbadon (Natural) per doz. 1 50

GOOSEBERRIES

- No. 2, Fair 1 50
- No. 2, Fancy 1 50

HOMINY

- Standard 1 25

LOBSTER

- 1/4 lb. 1 90
- 1/2 lb. 3 10
- Picnic Flat 3 75

MACKEREL

- Mustard, 1 lb. 1 80
- Mustard, 2 lb. 2 80
- Soused, 1 1/2 lb. 1 60
- Soused, 2 lb. 2 75
- Tomato, 1 lb. 1 50
- Tomato, 2 lb. 2 80

MUSHROOMS

- Buttons, 1/2s @30
- Buttons, 1s @50
- Hotels, 1s @44

OYSTERS

- Cove, 1 lb. @1 20
- Cove, 2 lb. @1 80

PLUMS

- Plums 1 50@2 00

PEAS IN SYRUP

- No. 3 can, per dz. 2 50@3 00

PEACHES

- Pie 1 25@1 50
- No. 10 size can pie @3 75

PINEAPPLE

- Grated 1 75@2 10
- Sliced 1 45@2 60

PUMPKIN

- Fair 1 80
- Good 1 40
- Fancy 1 50
- No. 10 3 90

RASPBERRIES

- No. 2, Black Syrup 3 00
- No. 10, Black 10 50
- No. 2, Red Preserved 3 00
- No. 10, Red, Water 10 50

SALMON

- Warrens, 1 lb. Tall 3 35
- Warrens, 1 lb. Flat 3 45
- Red Alaska 2 85
- Med. Red Alaska 2 60
- Pink Alaska 2 20

SARDINES

- Domestic, 1/4s 6 50
- Domestic, 1/2s 6 50
- Domestic, 3/4s 6 25
- Norwegian, 1/4s 15@18
- Portuguese, 1/2s 30@35

SAUER KRAUT

- No. 3, cans 2 75
- No. 10, cans 2 75

SHRIMPS

- Dunbar, 1s doz. 1 25
- Dunbar, 1 1/2s doz. 2 40

SUCCOTASH

- Fair 1 90
- Good 1 90
- Fancy 1 90

STRAWBERRIES

- Standard 2 00
- Fancy 2 75

TOMATOES

- No. 1 1/2 1 40
- No. 2 1 75
- No. 10 8 60

TUNA

- 1/4s, 4 doz. in case 4 50
- 1/2s, 4 doz. in case 7 50
- 1s, 4 doz. in case 10 00

CATSUP

- Van Camp's, 1/2 pints 1 90
- Van Camp's, pints 2 75

CHEESE

- Acme @29
- Carson City @28
- Brick @32
- Leiden @32
- Limburger @32
- Limburger @32
- Pineapple @32
- Edam @32
- Sap Sago @32
- Swiss, Domestic @32

CHEWING GUM

- Adams Black Jack 65
- Adams Sappota 70
- Beeman's Pepsin 65
- Beechnut 65
- Doublemint 67
- Flag Spruce 65
- Hershey Gum 65
- Juicy Fruit 67
- Sterling Gum Pep. 65
- Spearmint, Wrigleys 67
- Spearmint, 6 box jars 3 85
- Yucatan 65
- Zeno 65
- O. K. Gum 70
- Wrigleys (5 box asstd.) 65

CHOCOLATE

- Walter Baker & Co.
- German's Sweet 24
- Premium 35
- Caracas 28
- Walter M. Lowney Co.
- Premium, 1/4s 35
- Premium, 1/2s 35

CLOTHES LINE

- No. 40 Twisted Cotton 1 65
- No. 50 Twisted Cotton 2 00
- No. 60 Twisted Cotton 2 50
- No. 80 Twisted Cotton 2 65
- No. 50 Braided Cotton 2 25
- No. 60 Braided Cotton 2 40
- No. 80 Braided Cotton 2 90
- No. 50 Sash Cord 3 00
- No. 60 Sash Cord 3 50
- No. 60 Jute 1 25
- No. 72 Jute 1 40
- No. 60 Sisal 1 30

GALVANIZED WIRE

- No. 20, each 100ft. long 1 90
- No. 19, each 100ft. long 2 10
- No. 20, each 100ft. long 1 00
- No. 19, each 100ft. long 2 10

COCOA

- Baker's 39
- Cleveland 41
- Colonial, 1/4s 35
- Colonial, 1/2s 33
- Epps 42
- Hershey's, 1/4s 32
- Hershey's, 1/2s 30
- Huyler 36
- Lowney, 1/4s 38
- Lowney, 1/2s 37
- Lowney, 3/4s 37
- Lowney, 5 lb. cans 37
- Van Houten, 1/4s 12
- Van Houten, 1/2s 18
- Van Houten, 1s 36
- Van Houten, 1s 36
- Webb 36
- Webb-Eta 36
- Wilbur, 1/4s 33
- Wilbur, 1/2s 33

COCOANUT

- Dunham's per lb.
- 1/4s, 5 lb. case 32
- 1/4s, 5 lb. case 31
- 1/4s, 15 lb. case 31
- 1/2s, 15 lb. case 30
- 1s, 15 lb. case 29
- 5 and 10c pails 4 25
- Bulk, pails 23
- Bulk, barrels 22
- Baker's Brazil Shredded 70 5c pkgs., per case 3 00
- 36 10c pkgs., per case 3 00
- 16 10c and 33 5c pkgs., per case 3 00
- Bakers Canned, doz. 1 10

COFFEES ROASTED

- Rio
- Common 19
- Fair 19 1/2
- Choice 20
- Fancy 21
- Peaberry 23

SANTOS

- Common 20
- Fair 20 1/2
- Choice 21
- Fancy 23
- Peaberry 23

MARACAIBO

- Fair 24
- Choice 25

MEXICAN

- Choice 25
- Fancy 26

GUATEMALA

- Fair 25
- Fancy 28

- Java 26@30
- Private Growth 26@30
- Mandling 31@35
- Aukola 30@32

- Mocha
- Short Bean 25@27
- Long Bean 24@25
- H. L. O. G. 26@28

- Bogota
- Fair 24
- Fancy 26
- Exchange Market, Steady
- Spot Market, Strong

- Package
- New York Basis
- Arbuckle 21 50
- McLaughlin's XXXX
- McLaughlin's XXXX

- package coffee is sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.
- Extracts
- Holland, 1/2 gro. bxs. 95
- Felix, 1/2 gross 1 15
- Hummel's foil, 1/2 gro. 85
- Hummel's tin, 1/2 gro. 1 43

- CONDENSED MILK
- Carnation, Tall 6 20
- Carnation, Baby 6 10
- Dundee, Tall 5 50
- Dundee, Baby 5 40
- Hebe, Tall 5 10
- Hebe, Baby 5 00

- CONFECTIONERY
- Stick Candy
- Horehound 16
- Standard 16
- Jumbo 17
- Big Stick 17
- Boston Sugar Stick 20
- Mixed Candy

- Pails
- Broken 18
- Cut Leaf 18
- French Cream 20
- Grocers 13
- Kindergarten 19
- Leader 17
- Monarch 15
- Novelty 18
- Paris Creams 19
- Premio Creams 22
- Royal 16
- Special 16
- X L O 14

- Cases
- Auto Kisses (baskets) 19
- Bonnie Butter Bites 23
- Butter Cream Corn 21
- Caramel Bon Bons 21
- Caramel Croquettes 20
- Cocoanut Waffles 20
- Coffy Toffy 22
- National Mints 7 lb tin 24
- Fudge, Walnut 22
- Fudge, Choc. Peanut 21
- Fudge, White Center 21
- Fudge, Cherry 22
- Fudge, Cocoa 22
- Honeysuckle Candy 22
- Iced Maroons 22
- Iced Orange Jellies 19
- Italian Bon Bons 20
- AA Licorice Drops
- 5 lb. box 1 75
- Lozenges, Pep. 20
- Lozenges, Pink 20
- Manchus 20
- Molasses Kisses, 10 lb. box 20
- Nut Butter Puffs 20
- Star Patties, Asst. 22

- Chocolates
- Assorted Choc. 22
- Amazon Caramels 23
- Champion 23
- Choc. Chips, Eureka 26
- Chimax 26
- Eclipse, Assorted 21
- Ideal Chocolates 27
- Klondike Chocolates 27
- Nabobs 27
- Nibble Sticks, box 1 75
- Nut Wafers 27
- Ocoro Choc Caramels 25
- Peanut Clusters 30
- Quintette 22
- Regina 18
- Star Chocolates 20
- Superior Choc. (light) 22

- Pop Corn Goods
- Without prizes.
- Cracker Jack with coupon 3 50
- Cracker-Jack Prize 3 75
- Checkers Prize 3 75

- Cough Drops
- Putnam Menthol 1 35
- Smith Bros. 1 35

- COOKING COMPOUNDS
- Crisco
- 36 1 lb. cans 9 50
- 24 1 1/2 lb. cans 9 50
- 6 6 lb. cans 9 50
- 4 9 lb. cans 9 50

- Mazola
- 5 1/2 oz. bottles, 2 doz. 2 60
- Pints, tin, 2 doz. 6 15
- Quarts, tin, 1 doz. 6 75
- 1/2 gal. tins, 1 doz. 10 75
- Gal. tins, 1/2 doz. 10 25
- 5 Gal. tins, 1-6 doz. 18 50

- NUTS—Whole
- Almonds, Tarragona 1b. 21
- Almonds, California soft shell Drake 18
- Brazils 18

- Filberts 20
- Cal. No. 1 S. S. 24
- Walnuts, Naples 22
- Walnuts, Grenoble 22
- Table nuts, fancy 16 1/2
- Pecans, Large 17
- Pecans, Ex. Large 20

- Shelled
- No. 1 Spanish Shelled
- Peanuts 16 @16 1/2
- Ex. Lg. Va. Shelled
- Peanuts 16 1/2 @17
- Pecan Halves @90
- Walnut Halves 65
- Filbert Meats @42
- Almonds @60
- Jordan Almonds

- Peanuts
- Fancy H P Suns
- Raw 14@15
- Roasted 15@16
- H P Jumbo
- Raw 15@16
- Roasted 16@17

- CREAM TARTAR
- Barrels or Drums 63
- Boxes 15

- DRIED FRUITS
- Apples
- Evap'd, Choice, blk @16
- Evap'd Fancy blk @

- Apricots
- California @21
- Corsican @27

- Currants
- Imported, 1 lb. pkg. 26
- Imported, bulk 10 1/2 @25 1/2

- Peaches
- Muir's—Choice, 25 lb. 12
- Muir's—Fancy, 25 lb. 13
- Fancy, Peeled, 25 lb. 16

- Peel
- Lemon, American 22
- Orange, American 23

- Raisins
- Cluster, 20 cartons 22
- Loose Muscatels, 4 Cr. 9
- Loose Muscatels, 3 Cr. 8 1/2
- L. M. Seeded 1lb. 10 1/4 @11

- California Prunes
- 90-100 25 lb. boxes @10 1/2
- 80-90 25 lb. boxes @11
- 70-80 25 lb. boxes @12
- 60-70 25 lb. boxes @13 1/2
- 50-60 25 lb. boxes @14
- 40-50 25 lb. boxes @15

- Wheat
- Red 2 08
- White 2 05

- Oats
- Michigan carlots 85
- Less than carlots 88

- Corn
- Carlots 2 05
- Less than carlots 2 10

- Hay
- Carlots 26 00
- Less than carlots 28 00

- Feed
- Street Car Feed 73 00
- No. 1 Corn & Oat Fd 73 00
- Cracked Corn 76 00
- Coarse Corn Meal 76 00

- FRUIT JARS
- Mason, pts., per gro. 7 10
- Mason, qts., per gro. 7 50
- Mason, 1/2 gal. per gro. 9 85
- Mason, can tops, gro. 2 80

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

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

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

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

HORSE RADISH
Per doz. 90

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

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

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

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

MINCE MEAT
Per case 3 75

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

Half barrels 2c extra
Red Hen, No. 2 2 30
Red Hen, No. 2 1/2 2 90
Red Hen, No. 5 2 80
Red Hen, No. 10 2 60
Uncle Ben, No. 2 2 30
Uncle Ben, No. 2 1/2 2 90
Uncle Ben, No. 5 2 80
Uncle Ben, No. 10 2 60
Ginger Cake, No. 2 2 65
Ginger Cake, No. 2 1/2 3 20
Ginger Cake, No. 5 3 10
O. & L. Open Kettle,
No. 2 1/2 4 25

MUSTARD
1/2 lb. 6 lb. box 16

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

PEANUT BUTTER
Bel-Car-Mo Brand
4 oz. 4 doz. in case 3 60
7 oz. 2 doz. in case 2 90
8 oz. 2 doz. in case 3 30
18 oz. 1 doz. in case 3 00
12 2 lb. pails 5 00
5 lb. pails, 6 in crate 5 50
10 lb. pails 19
15 lb. pails 18 1/2
25 lb. pails 18
50 lb. tins 17 1/2

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

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

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

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

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

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

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

POTASH
Babbitt's, 2 doz. 1 90

PROVISIONS
Barreled Pork
Clear Back 52 00@53 00
Short Cut Clr 50 00@51 00
Bean 47 00@48 00
Brisket, Clear 55 00@56 00
Pig 35 00
Clear Family 35 00

Dry Salt Meats
S P Bellies 32 00@33 00

Lard
Pure in tierces 29 1/2@30
Compound Lard 24 @24 1/2
80 lb. tubs 1/2 advance 1 1/2
60 lb. tubs 1/2 advance 1 1/4
50 lb. tubs 1/2 advance 1 1/4
20 lb. pails 1/2 advance 3/4
10 lb. pails 1/2 advance 7/8
5 lb. pails 1/2 advance 1
3 lb. pails 1/2 advance 1

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

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

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

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

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

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

Uncolored Oleomargarine
Solid Dairy 23@26
Country Rolls 23 @23

Canned Meats
Corned Beef, 2 lb. 6 50
Corned Beef, 1 lb. 3 75
Roast Beef, 2 lb. 6 50
Roast Beef, 1 lb. 3 75

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

RICE
Fancy 8 1/2@8 3/4
Blue Rose 8 1/2@8 3/4
Broken

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

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

SALERATUS
Packed 60 lbs. in box.
Arm and Hammer 3 10
Wyandotte, 100 3/4s 3 00

SAL SODA
Granulated, bbls. 1 80
Granulated, 100 lbs. cs. 1 90
Granulated, 36 pkgs. 1 80

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

Warsaw
56 lb. sacks 26
28 lb. dairy in drill bags 20
56 lb. sacks 43

Solar Rock
Common
Granulated, Fine 1 80
Medium, Fine 1 90

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

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

Herring
Full Fat Herring, 350
to 400 count 13 50
Laborator Split 200 lb.
Norway, 4 K, 200 lbs.
Spiced, 8 lb. pails 95
Scaled, in boxes 95
Boned, 10 lb. boxes 75

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

Mackerel
Mess, 100 lbs. 22 00
Mess, 50 lbs. 11 65
Mess, 10 lbs. 2 60
Mess, 8 lbs. 2 05
No. 1, 100 lbs. 21 00
No. 1, 50 lbs. 11 10
No. 1, 10 lbs. 2 50

Lake Herring
100 lbs. 40
40 lbs. 20
10 lbs. 10
8 lbs. 54

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

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

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

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

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

Pure Ground in Bulk
Allspice, Jamaica @16
Cloves, Zanzibar @68
Cassia, Canton @32
Ginger, African @24
Mace, Penang @1 00
Nutmegs @36
Pepper, Black @30
Pepper, White @40
Pepper, Cayenne @30
Paprika, Hungarian @45

STARCH
Corn
Kingsford, 40 lbs. 9 1/4
Muzzy, 48 lb. pkgs. 9 1/2
Kingsford
Silver Gloss, 40 lb. 9 1/4
Gloss
Argo, 48 5c pkgs. 2 40
Silver Gloss, 16 3lbs. 9 1/2
Silver Gloss, 12 6lbs. 9 1/2

Muzzy
48 lb. packages 9 1/4
16 3lb. packages 9 1/4
12 6lb. packages 9 1/4
50 lb. boxes 6 1/4

SVRUPS
Corn
Barrels 72
Half barrels 75
Blue Karo, No. 1 1/2,
2 doz. 2 65
Blue Karo, No. 2, 2 dz. 3 30
Blue Karo, No. 2 1/2, 2
doz. 4 10
Blue Karo, No. 5, 1 dz. 3 95
Blue Karo, No. 10, 1/2
doz. 3 70
Red Karo, No. 1 1/2, 2
doz. 2 80
Red Karo, No. 2, 2 dz. 3 55
Red Karo, No. 2 1/2 2dz. 4 40
Red Karo, No. 5, 1 dz. 4 25
Red Karo, No. 10 1/2
doz. 4 00

Pure Cane
Fair 40
Good 40
Choice 40

TABLE SAUCES
Halford, large @ 75
Halford, small 2 26

TEA
Uncolored Japan
Medium 20@25
Choice 28@33
Fancy 36@45
Basket-fired Med'm 28@30
Basket-fired Choice 35@37
Basket-fired Fancy 38@45
No. 1 Nibbs 38@42
Siftings, bulk @14
Siftings, 1 lb. pkgs. @17

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

Young Hyson
Choice 28@30
Fancy 45@56

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

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

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

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

Johnson Cigar Co.'s Brand
Dutch Masters Club 75 00
Dutch Masters, Ban 75 00
Dutch Masters, Inv. 75 00
Dutch Masters, Pan. 75 00
Dutch Master Grande 72 00
El Portana
Dutch Masters, 5c
S. C. W.
See Jay

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

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

TWINE
Cotton, 3 ply 52
Cotton, 4 ply 52
Jute, 2 ply 25
Hemp, 6 ply 34
Flax, medium 35
Wool, 100 lb. bales 18

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

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

WICKING
No. 0, per gross 40
No. 1, per gross 50
No. 2, per gross 65
No. 3, per gross 95

WOODENWARE
Baskets
Bushels, wide band 1 20
Market, drop handle 1 45
Market, single handle 60
Split, large 4 00
Split, medium 3 50
Split, small 3 00

Willow, Clothes, large
Willow, Clothes, small
Willow, Clothes, m'e'm

Butter Plates
Ovals
1/4 lb., 250 in crate 45
1/2 lb., 250 in crate 45
1 lb., 250 in crate 50
2 lb., 250 in crate 55
3 lb., 250 in crate 70
5 lb., 250 in crate 90

Wire End
1 lb., 250 in crate 45
2 lb., 250 in crate 50
3 lb., 250 in crate 60
5 lb., 20 in crate 70

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

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

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

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

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

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

Toothpicks
Birch, 100 packages 2 00
Ideal 85

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

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

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

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

WRAPPING PAPER
Fibre, Manila, white 5
Fibre, Manila, colored
No. 1 Manila 6 1/2
Butchers' Manila 6 1/2
Kraft 8 1/2
Wax Butter, short cut 20
Parchmt' Butter, rolls 22

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

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

SOAP
Lautz Bros. & Co.
Acme, 100 cakes 5 00
Big Master, 100 blocks 5 45
Climax 4 60
Lautz Naphtha 5 50
Queen White 4 50
Oak Leaf 5 00
Queen Anne 5 00

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

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

Tradesman Company
Black Hawk, one box 3 75
Black Hawk, five bxs 3 70
Black Hawk, ten bxs 3 65

Box contains 72 cakes. It
is a most remarkable dirt
and grease remover, with-
out injury to the skin.

Scouring Powders
Sapallo, gross lots 9 50
Sapallo, half gro. lots 4 85
Sapallo, single boxes 2 40
Sapallo, hand 2 40
Queen Anne, 30 cans 1 80
Queen Anne, 60 cans 3 60
Snow Maid, 30 cans 1 80
Snow Maid, 60 cans 3 60

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

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

SPECIAL
Price Current

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

BAKING POWDER
K C
10c, 4 doz. in case 95
15c, 4 doz. in case 1 40
25c, 4 doz. in case 2 35
50c, 2 doz. plain top 4 50
80c, 1 doz. plain top 7 00
10 lb. 1/2 dz., plain top 14 00
K C Baking Powder is
guaranteed to comply with
ALL Pure Food Laws, both
State and National.

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



AXLE GREASE

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

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

THE ONLY
5c CLEANSER


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

SALT

Morton's Salt
FREE RUNNING
SALT
IT POURS
MORTON SALT COMPANY
Per case, 24 2 lbs. 1 80
Five case lots 1 70

Ten Commandments for Employes

1. Be on time.
2. Dust your counters the first thing in the morning. This will save the merchandise from becoming soiled.
3. Keep your stock in good shape; stock work should be done in the morning before getting busy with customers.
4. After you are through with a customer, put the stock back in good shape; this will prevent it from becoming mussed and will save time in making the next sale in the same department.
5. Do not leave your department except on business. If your time is not taken up with a customer or in doing stock work, then "loaf" in your own department. Otherwise you will be wasting the time of some employe who is minding his own business.
6. Call at the office on business only. Employes in the office have no time to waste visiting with you.
7. Employes are requested to do their shopping in the morning. Their time should be devoted to the trade later in the day.
8. Avoid "knocking" employes or employer. Many times it has been found that some store salesman caused a breach in an organization which disrupted the selling force to a serious extent. The organization as a whole comes first and the salesman, no matter how efficient, must make way for the progress which can only be enjoyed after the elimination of all dissatisfaction. Let loyalty and goodfellowship prevail.
9. Always bear in mind that your success depends on your own efforts. If you are not worthy of advancement, there is something wrong with your sale sheet and the interest you take in your work. Too much visiting with friends during business hours makes a big difference in your sales totals.
10. The fellow who only sits still and does what he is told will never be told to do big things. Think beyond your job. Nothing is more fatal to success than taking your work as a matter of course. The surest way to qualify for the job just ahead is to work a little harder than anyone else on the job you are holding down. Don't be afraid to start at the bottom. Bare hands grip success better than kid gloves.

The Golden Rule in the Community.

For several decades we have seen a gradual development of individualism and it still prevails as a force in the community. It has gathered momentum until it is no longer a factor of uplift and development. Individualism has run mad. With it we have developed selfishness, lust for power, wealth and indifference to the true obligations of man to man and of man to community.

The pendulum must swing back—and it will.

Our duties as we see them to-day or as we will soon see them, must mark a decline in our yesterday's view. Through the spirit of individualism communities have suffered and are now suffering. Our to-day's conception must be a just obligation to neighbor and community—without which no community can prosper.

Too many communities are made up of individuals in which each indi-

vidual feels sufficient unto himself, individuals who recognize no allegiance to anybody or to anything and who contribute to nothing save the state. When a town is made up of citizens who possess this predominant spirit of individualism the town is dead, and when the community round about the town is dominated by the same spirit of individualism, then both town and community are dead. We must learn that the welfare of each is dependent on the welfare of all; we must get a broader, better view—a view born of sympathy and brotherly love that will develop and instill into each of us a natural community unity and fraternity.

Such a spirit is an essential to the onward march of civilization. It was first proclaimed in the Sermon on the Mount. Christ enunciated it in its highest form, the Golden Rule. He taught that all men are brothers, that human love in the first of all social duties. He proclaimed more than a creed—he announced a moral principle, and under its force the long reign of selfishness must end.

Let us apply the high moral principle of the Golden Rule in our community life and let us do it with a true conception of the obligation each bears to his neighbors, around him, in the town, in the community.

The public school holds the key to the situation for better communities. To make good citizens we must make good boys and girls. We are continually trying out new plans in the schools and outside of the schools for Community Development and none of these plans are wholly successful, all are partial failures, and it is because the people do not realize the force of the truth that the welfare of each is dependent on the welfare of all.

The schools are being operated as a great big mechanical machine with religion barred out. Only when the public schools conservatively, but sanely and fearlessly recognize religion as a force in our lives, will the schools perform that function for which they were organized and which is a part of their high mission.

E. B. Moon.

Don't.

Don't answer a letter just because somebody else wants you to. If you did, many a purposeless correspondence might go on indefinitely.

Don't give reasons or explanations unless they are called for.

Don't hesitate to say "no" if that is the proper answer, and, having said it, don't attempt to suggest an alternative aimed to circumvent your own "no."

Don't discuss people; discuss things.

Don't write anything quarrelsome.

Don't get excited, or, if you do don't record the fact on paper.

Don't use long words when it can be helped (and it generally can).

Don't say "shall," "must," or "should" if you mean "will;" "verbal" when you mean "oral;" "amount" when you mean "quantity;" in reference when you mean "with reference;" "in accord" when you mean "in accordance;" or "hardly" when you mean "scarcely."

Why Not Place Your Business on a Cash Basis?

Any merchant who is on the lookout for something that will take the place of the long-time charge accounts he is forced to maintain with the customers, should investigate the merits of the **ECONOMIC COUPON BOOK**.

With a pass book in the hands of the customer and with a mental reservation on the part of the merchant to give the customer \$5 credit, he is soon in debt to the merchant to the extent of \$25 or \$30, but with a coupon book it is different. The customer gives the merchant a note for \$5 and he can not get more than \$5 worth of goods from the store without making a new deal. In the meantime, his note is bearing interest, which, of course, is not the case with a book account.

The coupon book prevents disputes, saves book-keeping, gives the merchant an interest income on his accounts and limits credits to the point established by the merchant. In other words, the merchant is

Master Instead of Servant

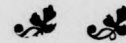
You can make no mistake in adopting the coupon book system, because it will place a business on a cash basis and enable the merchant to discount his bills and hold his head up like a man among men.

These books are made in six denominations—\$1, \$2, \$3, \$5, \$10, \$20.

All our coupon books are sold on the same list, any denomination or assorted, as follows:

50 Books	\$ 1.50
100 Books	2.50
500 Books	11.50
1,000 Books	20.00

We prepay transportation charges where remittance accompanies order.



Tradesman Company
Grand Rapids, Mich.

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.

Gone To War—At Harbor Springs, Michigan, the Emmet House for rent, furnished. Good summer business. Fine location. Write H. E. Cartwright, Harbor Springs, Michigan. 517

For Sale—Established Laundry, good business. 12,000 population. No other laundry. Box 612, Mulberry, Kansas. 519

For Sale—National cash register, F. P. Gasoline lighting plant, ten eight foot display tables, six Egry counter registers, five eight foot cloak racks, one large revolving lace rack, one Lampson cable cash carrier system, one large triplicate floor mirror. Fletcher-Alderman Co., Jackson, Mich. 520

For Sale—Good clean up-to-date hardware stock. Good fixtures and building, with cheap rent, located in the center of the town. Stock and fixtures will invoice \$3,500. A fine opportunity for one desiring a well-established and paying business. Reason for selling, retiring. Address Paul Newman, Hobart, Ind. 521

Stores at Auction—We make a business closing out stores or any business at auction or private sales. Years experience conducting sales in many states. Let us serve you. A. O. Deering & Co., Auctioneers, 318 Hume Mansur Bldg., Indianapolis, Ind. 522

Wanted—Fresh Eggs, Butter, Cheese, and Comb Honey. Address M. E. Newman, Pontiac, Mich. 523

For Sale—Brick furniture plant with full equipment of machinery, engines and boilers practically new. 2 large dry-kilns 6 x 110 and 5 x 75. No better shipping facilities in Michigan. These plants are exceptionally suited for the manufacture of Aeroplanes, and can be put into operation in few hours. Address No. 524, care Michigan Tradesman. 524

For Sale—Good paying laundry business; drafted is our reason for selling. Silk City Steam Laundry, Belding, Mich. 525

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

For Sale—Stock of dry goods and furnishings in new growing district in Detroit. Stock and fixtures invoice \$3,000. Reason for selling, owner has other interests to look after. Address No. 514, care Michigan Tradesman. 514

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

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

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

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

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

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

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

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.

GARAGE FIRES

At Adrian and Saginaw

7 Automobiles Damaged by Fire in the Garage at Adrian.

5 Cars in the Big Garage Fire in Saginaw Were Covered by Insurance Policies in the Citizens Mutual Auto Ins. Co., Howell, Mich.

The farmer or business man who puts his car in a garage is taking chances unless he is covered by fire insurance. In 1917 this Company paid 75 fire losses, costing \$12,601.70; 142 for theft costing \$22,822.99, and 257 liability claims costing \$23,514.22.

That is the reason the prudent business man keeps his car insured, covering fire, theft and liability, costing only \$1.00 for policy and 25c per H. P. in the

CITIZENS MUTUAL AUTO INS. CO.

Howell, Michigan

TELEPHONE



OUR COPPER METALLIC
LONG DISTANCE LINES
AWAIT YOUR CALL

Connection with 117,000 Telephones
in Detroit

250,000 Telephones in Michigan

CITIZENS TELEPHONE CO.

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

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.

One-Delivery System in Effect in Saginaw.

Saginaw, Jan. 22—The one-delivery system for grocers and butchers went into general effect in Saginaw Monday and the new plan is working smoothly. The patriotic phase of the matter precludes dissatisfaction and the reduction of deliveries is merely eliminating a much abused privilege and an unnecessary convenience which had come into unreasonable practice.

John W. Symons, Jr., Federal Food Administrator for Saginaw county, calls upon the public and dealers to co-operate for immediate adjustment to the new conditions. He points out that the single delivery is in the interests of the general public as it means the reduction of the expense of doing business and a subsequent decrease in retail prices. He says:

"The question has been asked: 'Why does the United States Food Administration expect retail grocers and butchers to limit their deliveries to one a day to any one family or on any one route?'"

"One of the primary objects of the Food Administration is to put foodstuffs into the hands of the consumers at the lowest possible price. The administration expects to accomplish this in two ways, by eliminating speculation and by doing away with all unnecessary and wasteful practices in the process of marketing.

"It is a well known fact that a big percentage of the over-head expense in connection with the retail business in foodstuffs has been and is due to the great expense unnecessarily incurred by the delivery service.

"The rapid advance in the prices of food has become a burden on the consumer in the past few years and investigation has disclosed the fact that elaborate service rendered by many merchants is responsible for a much greater proportion of the difference between the price paid to the producer and that paid by the consumer than had generally been supposed.

"Accordingly anything that will tend to lighten the burden of expense is highly desirable and especially when at the same time it releases men, materials and capital from non-essential occupations to those where they are sorely needed. The housewife has been quick to see the benefit of the new system and she accepts the temporary inconvenience of adjusting herself to the new plan, knowing that there is a permanent benefit to be obtained by reason of this saving in her merchant's cost of doing business.

"Practically all the retail grocers and butchers in the United States welcome this opportunity to lessen the strain on the consumer's pocket book. The average consumer had no idea of the cost of the service received and figured that the merchant was making an excessive profit. Accordingly the one-delivery a day plan allows the dealer to distribute his wares with a minimum of expense and premises him to get away from a position that had put him in a bad light. There have been instances in other cities where the merchant has not seemed to care whether merchandise reaches the consumer at a lower cost, his chief concern being the disturbance of his established methods of doing business. There have been other instances where the merchant was not in sympathy with the war and didn't want to do anything to help. These latter instances, however, have been so few as to be hardly worth mentioning.

"The Federal Food Administrator of Michigan says: 'It is deemed imperative that these recommendations be adopted wherever possible in order that foodstuffs may reach the consumer at the lowest possible price.'

"The retail grocers and butchers of the city of Saginaw have pledged themselves to one delivery a day and will be expected to live up strictly to this pledge. The new arrangement is rea-

sonable and means a saving of both seller and buyer, is a patriotic step and the merchant who attempts to take advantage of the situation by refusing to comply not only advertises the fact that he regards his selfish interest above the general welfare but makes it difficult for his competitor who does not."

Gross Blundering at Washington.

Let me thank you for your editorial entitled Should Act Promptly. It is not a whit too severe. The hypothesis of utter incompetency in high quarters is the only alternative to that of wanton and culpable indifference to human interests.

It may not be quite fair to put all the blame for the coal situation on Dr. Garfield. I believe there is reason to doubt whether he is personally much more incompetent than a good many other administrators and commissioners, big and little.

The root of the evil is not the shortcomings of this or that bureaucrat, but in the lack of any broadly conceived, self-consistent, and clearly stated policy at Washington. The Administration, especially as represented by the Attorney-General and the Postmaster-General, has steadily resented and tried to suppress any such public discussion as might have saved it from blundering. In Mr. Gregory's elegant phrase, it has told the people: "Obey the law and keep your mouths shut," and then it has kept the people guessing as to the meaning of the laws, regulations, and orders they are expected to obey. Assuming, as we charitably and patriotically must, that the long-continued mystification of the public through mutually contradictory orders and instructions, hastily drawn, tardily published, and changed or rescinded with lightning rapidity is not a deliberate mystification, it seems explicable only by supposing that Washington does not know its own mind, that at every step it seeks to keep two or more divergent paths open before it, and decides by whim or chance, from day to day, what bizarre method it will try next.

Genuine democracy has its faults, no doubt—the faults of its qualities. Frank autocracy has its own peculiar strong point—that of efficiency in working evil. But a virtual autocracy masquerading in democratic guise has the faults of both and the virtues of neither.

I do not know whether the sort of regime we are now living under is rightly called "State socialism," because that phrase has always seemed to me a contradiction in terms. But I do know that it is not socialism—by which I mean that it has fundamentally nothing in common with either the aims or the methods of that great, growing, and definitely organized movement to which the name "socialism" ought nowadays to be exclusively applied.

Algernon Lee.

Sentiment Instead of Grammar.

"The horse and the cow is in the field," read a teacher. "Mary, what is wrong with that sentence?"

Mary was evidently more versed in the rules of politeness than in the rules of grammar for she answered promptly:

"The lady should be mentioned first."

Conflicts Being Reconciled by Food Administrators.

Wolverine, Jan. 21—We would very much like to have your opinion on Mr. Prudden's ruling of a nine hour day for stores and the next ten Mondays as holidays. In your opinion how does it effect stores handling food stuffs and perishable articles, such as a retail grocery store? Some of the newspaper articles in the last few days under different signatures are rather misleading in regard to this matter. For instance, Mr. Prudden in the Grand Rapids Herald of Jan. 19 says that Monday, Jan. 28, is the first Monday to be considered as a holiday. Mr. Garfield, in the Detroit Free Press of Jan. 21, says that Monday, Jan. 21, is the first holiday. Again we take it from some of Mr. Hoover's articles that certain stores handling food stuffs are exempt. I also understand that plants and stores depending on wood for fuel are exempt.

I thank you in advance for your published opinion on this matter, Storey's Cash Store.

The situation is becoming more clearly defined daily through the revision of the rules originally promulgated. Grocers, meat dealers and all other food purveyors are now especially exempted from the Monday closing schedule.

The conflict as to when the Monday closing schedule started was finally adjusted by the decision that it started with Monday of this week.

The local branch of the Fuel Administration holds that the embargo on fuel includes wood as well as coal.

Butter, Eggs, Poultry, Beans and Potatoes.

Buffalo, Jan. 23—Creamery butter extras, 51@52c; first, 50@51c; common, 48@49c; 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 hennery, 62@63c; storage candled 50c; at mark, 45@46c.

Poultry (live)—Fowls, 27@30c; chicks, 27@30c; old cox, 20@22c; ducks, 25@30c.

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

Beans—Medium, \$13.00@13.50 per hundred lbs.; Peas, \$13.00@13.50 per hundred lbs.; Red Kidney, \$15.00@15.50 per hundred lbs.; White Kidney, \$15.00@15.50 per hundred lbs.; Marrow, \$15.00 per hundred lbs.

Potatoes—\$2.25@2.40 per 100 lbs. Rea & Witzig.

The Meanest Man.

The meanest man in town is the man who, in this time of conservation, will dig up the grocer that allots each family two pounds of sugar at one purchase, then sends his friends, and in fact anyone he can get, to buy for his future needs, while the other fellow who has a heart big enough to play 50-50 with his fellowmen goes without. This is patriotism—still we have this character right in our midst.—Jackson Patriot.

The Tradesman Is Glad to Help.

Washington, Jan. 21—Now and then a copy of your publication finds its way to this office, and we are always impressed with the many good ideas printed by you along food conservation lines. The Retail Stores Section of the Food Administration is an adjunct of the Public Information Division, and its function is to carry on

the educational campaign of the Food Administration, in co-operation with the retail merchants of the country, through their advertising facilities—display windows, newspaper space, demonstration booths, etc.

We should like to see your publication regularly, if you will be so generous as to put us on your mailing list. Will you do this as part of your co-operative work with the Food Administration? If so, address the paper to Retail Stores Section, Public Information Division, United States Food Administration, Washington, D. C. (Mrs.) Gertrude Mosshart.

The Way It Works.

Advertising will never make a reader do what he doesn't want to.

It does better than that.

Advertising will make him want to.

And that's a mighty noticeable difference.

When you've driven a man to do something he doesn't want to, you've done that and nothing more.

But when you've induced a man to do something because you've convinced him that he wants to, you've done something big and lasting.

Because—

The man who does what he wants to and is satisfied with the results, is mighty likely to do it again.

That's what brings in the repeat orders.

Mr. Skinner's idea of a furniture club on East Fulton street is not feasible, because of the distance it would be from the center of the city and the furniture exposition buildings. The location offered by the old Y. M. C. A. is much better, but the entire plan is ill advised, because a strictly furniture club could not possibly be made self-sustaining. No social club in Grand Rapids has ever made a dollar and it is extremely doubtful if a local club can ever be made to pay, owing to the peculiar conditions which surround the conduct of a social club. To inject another organization into the field already so acceptably filled by the Peninsular Club is to invite bankruptcy for both.

The wife of a Methodist minister in West Virginia has been married three times. Her maiden name was Partridge, her first husband was named Robins, her second husband Sparrow and the present Quail. There are two young Robins, one Sparrow and three Quails in the family. One grandfather was a Swan and another a Jay, but he's dead now and a bird of Paradise. They live on Hawk avenue, Eagleville, Canary island, and the fellow who wrote this a Lyre and a member of the family.

BUSINESS CHANCES.

For Sale—A practically new total account system, good for 220 accounts. Cash or bankable paper. P. E. Woldendorp, 735 Portage St., Kalamazoo, Mich. 526

For Sale—Established Shop—Manufacturers of stock and storage tanks, elevator work, roofing, spouting, cornice and all kinds of work in sheet metals, electric signs; also dealers in furnaces and metal ceilings. Address F. M. Smith, Fremont, Nebraska. 527

Every American should help increase the food supply by raising pigs. Our unique co-operative plan makes this possible anywhere you live. No experience necessary or interference with your present duties. We do all the work. Good profit assured. \$100 capital necessary. Particulars free. Edwards Stock Farms, Box 174, Edwards, Mississippi. 528