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MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 83

Thirty-Fifth Year

GRAND RAPIDS, WEDNESDAY, JANUARY 30, 1918

Number 1793

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FINANCIAL STATEMENT

December 31, 1917

Merchants Life Insurance Co.

DES MOINES, IOWA

Eastern Offices—Grand Rapids, Michigan

ADMITTED ASSETS:

Mortgage Loans on Real Estate	\$2,191,913.92
Policy Loans and Premium Notes	72,759.46
Bonds—United States	50,600.00
Bonds—Municipal, Etc.	60,215.00
Cash in Banks	190,872.03
Interest Due and Accrued	69,778.96
Net Uncollected and Deferred Premiums	86,087.29
Total Admitted Assets	\$2,722,226.66

LIABILITIES:

Legal Reserve	\$2,166,600.71
Claims Reported or in Process of Adjustment	37,500.00
Premiums Paid in Advance	17,832.23
Set Aside for Taxes	13,433.80
All Other Liabilities	7,801.31
Capital Stock	\$400,000.00
Surplus	79,058.61
Surplus to Policyholders	479,058.61
Total	\$2,722,226.66

DIRECTORS:

- RANSOM E. OLDS**—
Pres. Reo Motor Car Co.
Pres. Capital National Bank, Lansing, Mich.
- E. G. FILER**—
Pres. Manistee Co. Bank, Manistee, Mich.
- LEWIS H. WITHEY**—
Pres. Michigan Trust Co., Grand Rapids, Mich.
- CLAY H. HOLLISTER**—
Pres. Old National Bank, Grand Rapids, Mich.
- CLAUDE HAMILTON**—
Vice Pres. Michigan Trust Co., Grand Rapids, Mich.
- R. W. IRWIN**—
Vice Pres. Grand Rapids National City Bank.
Secretary Royal Furniture Co., Grand Rapids, Mich.
- WILLIAM H. GAY**—
Pres. Peoples Savings Bank.
Pres. Berkey & Gay Furniture Co., Grand Rapids, Mich.
- CHAS. H. BENDER**—
Vice Pres. Grand Rapids National City Bank.
Pres. City Trust & Savings Bank, Grand Rapids, Mich.
- HENRY IDEMA**—
Pres. Kent State Bank, Grand Rapids, Mich.
- STUART E. KNAPPEN**—
Attorney—Kleinhaus, Knappen & Uhl, Grand Rapids, Mich.
- WILLIAM A. WATTS**—
Pres. Merchants Life Insurance Co., Grand Rapids, Mich.
- JOHN A. M'KELLAR**—
Vice Pres. Merchants Life Insurance Co., Grand Rapids, Mich.
- RELL S. WILSON**—
Secretary Merchants Life Insurance Co., Grand Rapids, Mich.
- C. C. CLARK**—
Attorney—Seerley & Clark, Burlington, Iowa.
- J. L. EDWARDS**—
Pres. Merchants National Bank, Burlington, Iowa.

OFFICERS:

- WM. A. WATTS..... President
- CLAUDE HAMILTON..... Vice President
- JOHN A. M'KELLAR..... Vice President
- RELL S. WILSON..... Secretary
- CLAY H. HOLLISTER..... Treasurer
- FRANK H. DAVIS..... Actuary
- STUART E. KNAPPEN..... Counsel
- THOS. A. MURPHY..... Manager Loan Dept.
- FRED A. SHEPARD..... Assistant Secretary
- H. J. SWAIN..... Auditor

SECURITIES ON DEPOSIT WITH THE STATE OF IOWA \$2,190,413.92
PAID POLICY HOLDERS SINCE ORGANIZATION (1894) \$3,666,161.58

Insurance In Force, \$56,512,644.00

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



Putnam's Menthol Cough Drops

Packed 40 five cent packages
in carton

Putnam Factory
National Candy Co., Inc.
MAKERS

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

PINE TREE BRAND Timothy Seed



AN EXTRA
RECLEANED AND
PURE SEED
AT
MODERATE COST

DEALERS
WRITE FOR
SAMPLE, TEST
AND PRICE

The Albert Dickinson Co
SEED MERCHANTS

Established 1855

CHICAGO

MINNEAPOLIS

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

MICHIGAN TRADESMAN

Thirty Fifth Year

GRAND RAPIDS, WEDNESDAY, JANUARY 30, 1918

Number 1793

SPECIAL FEATURES.

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GIVE US THE SUGAR CARD.

Grocers want every family to have a sugar card, so that their efforts for food conservation may count 100 per cent.

They want to prevent the selfish, extravagant, wasteful and unpatriotic person from getting more than an equitable share of the limited quantity of sugar available.

They want to avoid the scramble for sugar whenever a supply is received.

They want to save paper sacks, twine and labor by selling each person the largest amount of sugar he is entitled to when enough sugar is on hand.

They want to know that the person or family whom they regularly supply with sugar is not also getting sugar from other stores at the same time.

They want it fixed so that those who buy or use far less than their allotment now can have a surplus for the canning season.

They do not want to drive away a prospective customer by refusing to sell him sugar. To say: "We can only furnish our regular customers," is the same as saying, "You are not our customer and we are not seeking your trade."

They do not want to have to keep a record of every sale of one, two or more pounds of sugar and be obliged to refer to it frequently to see if certain ones come oftener than once a week for their allowance.

If a trustworthy customer says, "I have heretofore bought my sugar the first of the week, but if you will sell me some to-night (Saturday), I will not ask for any next week." They want to accommodate him or her without violating food regulations.

They know that the present method is a check only on honest, economical, patriotic people—the very ones who do not need to be restrained, watched, cautioned or urged to save the help. The self-denial of these people results in more sugar for those who scramble for it, instead of all they save going where it is most needed. This is discouraging to patriots.

If it were possible to transfer at once into the category of wholly essential industry the capital tied up in the production of luxuries, the case

for "business as usual" would not have a leg to stand on. Automobile makers have directed their attention to army trucks and tractors and gun parts. A great camera concern is making apparatus for photographing the German trenches from American aeroplanes. It is not so easy to see where jewelers, piano-makers, phonograph manufacturers, theatrical producers, makers of pottery, furniture, books, silk cravats, and a thousand articles that go to grace civilian life, fit into the scheme of things military. To their plea that 10 cents out of every dollar they receive goes to the Government in taxes, it has been replied that the whole dollar might have gone into the Treasury in exchange for war bonds. Their defence would have been better grounded if they had based it on the fact that they are a large part—how large it might startle most of us to know—of the country's industrial and financial mechanism, which must suffer as a whole if any part is too roughly handled.

When we speak of the abolition of secret diplomacy as one of the essential conditions of future world peace, it is not on the mere mechanism of the old diplomacy we must fix our minds. There will never be a time when the ideal of open diplomacy will be realized in the sense of every move by every minister and diplomatic agent being made in the unequivocal light of day. Let it be recalled that at Brest-Litovsk there have been charges and counter-charges of underhand dealing. The chief of the Bolshevik delegation has been accused by the other side of giving to the Petrograd press a speech which purported to have been delivered at Brest-Litovsk, but which was never spoken there. The basic idea of open diplomacy is that the wire-pullings of the diplomats must not bind the peoples. It has taken the tragedy of war to sap the tradition that a nation is committed by the secret operations of its diplomatic agents, no matter how summarily the diplomat's tricks, would have been rejected by the people if they had been known. Open diplomacy will be established when national policy is emancipated from the tyranny of the fait accompli. And, on the other hand, when the power of attorney has been wrested by public opinion from the hands of the diplomats, the latter will have no temptation to go on filling in blank checks against the welfare and the honor of the peoples.

When the University of the World confers its degrees, the recipient generally gets his diploma in the form of a check book.

A passion for misleading advertising is often carried by a man to his tombstone.

CANNED GOODS SITUATION.

Indications appear to be that jobbers are taking a little more interest in the canned goods market with a view to replenishing supplies. It is well known that many lines certainly need replenishing, and it is equally a fact that jobbers cannot go on indefinitely without further purchases. Transportation has been the big problem and will continue to be, but there is a little more optimism displayed in the hope that the measures that are being taken to relieve the freight congestion will be successful and, furthermore, that the right of way for food products will be a fact as well as a theory. Consequently there has been some buying by jobbers here, and the goods have been started with a little prayer that they would eventually arrive. In the meantime goods are getting in every once in a while, but, as one jobber said, "When we do get an arrival notice nowadays the shipment is so old that we have long since ceased expecting it and are obliged to hunt u pour records to see whether it really does belong to us after all."

Mr. Hoover's statement of the food situation, backed up by that of Lord Khondda, gives the people of this country to understand that they will have to make certain sacrifices in order to meet the necessities of the Allies. Even before our Food Administrator obtains increased powers of regulation a great agitation should be inaugurated for greater economy on all hands and greater willingness voluntarily to obey the few rules of economy laid down from Washington. Not all public eating places observe meatless and wheatless days and not all households. The garbage can still proves that other nations would be able to live on what we daily throw away. A sense for the value of every crust of bread should be cultivated in young and old, in every home and every public eating establishment. It is much easier to sweep a half loaf of wheat bread into the garbage can than it is to grow the wheat that makes that half loaf of bread. As yet we have not, ourselves, suffered for want of bread, and it is to be hoped we shall not during the course of this war. But in Europe there are thousands of men and women and children who view a crust with eager eyes and to whom it is an article of real value. It should be brought home to every American that it is criminal to disobey Mr. Hoover's food regulations and equally so to waste food.

In a time of plans for a closer union of nations, a reunion of the parts of churches split by our Civil War would not seem over-difficult. Slavery is dead, reasons the disinterested layman, what is to hinder a healing of the breach?

Unfortunately, while slavery is dead the negro question is still very much alive. As Bishop Hamilton points out in the Christian Advocate, there is even a parallel with conditions before the war, in an attempt by "some brethren" in the Methodist Episcopal Church, North, to strike a blow at the ecclesiastical equality that the Northern negro has enjoyed, for the sake of reconciling "certain brethren in the South, who would nullify the Declaration of Independence and the Constitution of the United States." This maneuver, worthy of Stephen A. Douglas, is defended as being good for the negroes themselves, who may thus develop their own culture. In reality, "it is in the interest of a comfortable indulgence of traditional prejudice." Other churches, as the Presbyterian, find that they have grown apart in the two sections since 1860 in theology, so that, with the best will in the world, the way to unity does not appear.

The lottery element in the sale of government bonds was for a long time characteristic of French financiering, but never has been regarded with favor in England, and in this country the Government could not adopt such a device inasmuch as lotteries conducted by individuals or companies are unlawful. It has been tried privately in London in the sale of British issues by two department stores, certain bonds designated by numbers calling for premiums from \$2,500 down to \$5. The experiment was a success, \$25,000,000 of bonds being sold over a period of several weeks. The question of adoption of this plan by the British government has been discussed by a parliamentary committee, which reports against it "until further efforts have been made to make the present issue more attractive." It is naively stated in the dispatch that the committeemen individually are in favor of the scheme but officially against it, which means that they do not favor a public approval of gambling. One naturally raises the question whether the discussion of the plans means that the Government is having serious difficulty in marketing its obligations in the ordinary way.

A person never acquires that indefinable something known as charm, until he can learn to forget himself. And he seldom accomplishes the big things of life until he has learned to live in his work and eliminate himself from the equation.

The mortuary test of business is to see whether a man is alive to new ideas. If not, the undertaker is in waiting.

Use your window displays to advertise and sell goods rather than to advertise your cleverness as a developer of window stunts.

IMPROVING FARM LIFE.

Ways of Making It Much More Attractive.

Written for the Tradesman.

That life on the farm is healthful, profitable and independent everybody concedes, but the loneliness of it seems to make it unattractive, if not intolerable, for certain temperaments.

The air of the countryside is pure and invigorating, work in the open gives one a zest for his meals, one's sleep is deep and refreshing after a day's work in the field, and, averaging one day after another, the gainfulness of work in the country is far and away ahead of work of a similar grade in the city.

But there's a pull to the city which appeals to people. There are the brilliantly illuminated shop windows with their attractive things to wear, the varied places of amusement full of light and gaiety at night, the never-ending scenarios of the street by day and night, the confessedly superior educational and social opportunities, and the one big chance in a thousand which the nameless individual ever has of emerging from the dead level of mediocrity and gaining name and fame.

Forty-seven years ago more than 90 per cent. of our people resided in the rural districts. To-day more than fifty per cent. of them are crowded into cities. And there you have in a nutshell the principal reason for the upward trend of the cost of living during the last ten years. Production hasn't kept pace with a rapidly increasing population. There has been, to be sure, some price manipulation on the part of large concerns handling foodstuffs—a situation made possible by cold storage plants and shipping; but fundamental economic laws cannot be lightly brushed aside either by a few individuals of profiteering tendencies or by governmental legislation.

In a country with a population of more than one hundred millions of people, more than one-half of whom dwell in cities; in a country whose population is increasing by leaps and bounds; in a country with vast uncultivated areas—it is the most natural thing in the world for the cost of living to go higher and higher. And there is but one effective way of stopping this inevitable price-inflation: And this is to win the people back to the land. I say "win," because they can't be forced or driven back. They must go back of their own accord. And this they will not do until they come to see the attractiveness of farm life. Hence the need of making farm life more attractive.

This discussion is given timeliness by conditions that may surely be looked for in consequence of our entry into the war. Back from the war will come a host of partly ruined Americans—partly ruined physically. Handicapped by the loss of an eye, an arm or a leg, these heroic men will not be able to compete in the fierce labor markets of the cities. The yearly stipend coming to them from the Government, even when pieced out by what these broken veterans may be able to earn, will not be sufficient to maintain the wives and families of these men in the cities. But in addition to the families of our own fighting men, there are the families of

the aliens who returned to Europe and entered the armies of their respective countries to fight the Hun. Many of these have already, or will be, killed; thousands will come back to these shores at the expiration of the war, maimed and broken for life. Their wives, and their little children born in America, and destined to become good American citizens in the years to come—these must also be cared for.

Here you have a situation that was gradually becoming more acute as a result of fundamental economic laws, about to be most seriously aggravated by the aftermath of the world-war.

Something must be done. But what, that is the question.

Someone has said that hardly half of the arable area of the United States is occupied and scarcely a half of the half so occupied is actually being cultivated. And he might have gone on to add that, of the land at present under cultivation, less than one-half of it is scientifically cultivated; i. e. with proper seeding, rotation of crops, and fertilizing so as to produce the maximum of results from the different soils. When one stops to ponder the significance of all this, is it any wonder that we are confronted by a shortage of food? To be sure the tremendous and unprecedented calls made upon us by neutrals and our Allies have reduced our food surplus rapidly during the last four years, but even before the war our food surplus was dwindling.

Three men in Washington; namely, Senators Charles Curtis, of Kansas, and Morris Sheppard, of Texas, and Thomas Nixon Carver, until recently professor of political economy at Harvard and now adviser in economics to the Government—constitute a commission entrusted with the colossal task of promoting a back-to-the-land movement among large classes of city dwellers who are living at present in a hand-to-mouth fashion. As one of the inevitable results of the war this class will be enormously increased. That they should head-in at our cities first of all, is a foregone conclusion.

Among the vast throngs of people, located at present in our cities, whom it is hoped may be won back to the country, are many different sorts. They are skilled workmen handicapped by reason of age or mishaps, improvident and extravagant folks who live beyond their limited means, ambitious people who are young or in middle life—but limited by lack of capital and business experience, and the still larger class of people foredoomed to subordinate places by virtue of mediocre talents, and unskilled workmen whose wage is too small to enable them to bring up a family in accordance with city standards. Some of these folks are American born, others are aliens or the children of aliens, all of them are potentially good American citizens. But they are unfortunately located. They are eking out a precarious existence under conditions that are too hard for them. With constantly increasing city standards, there is no way of escape for them in the city. They must be won back to the land.

The plans of the committee entrusted with this big and vital task have not as yet been worked out in detail, but

has gone forward sufficiently to be sketched in broad outline.

It is a colonization programme. Colonies are to be organized, composed with men and women of families, who, longing for homes of their own and being incapable of always earning a living in the crowded cities, have come to cherish a desire to try their fortunes with gardening, farming or poultry-raising.

In order to get the plan on a working basis, it is proposed to mobilize wealthy men, organize them into a land company, and have them buy up tracts of suitable land in different sections of the country. These tracts are then to be subdivided into farms of from three to 100 acres each, and sold to purchasers at cost. Each little farm will be fenced and provided with dwelling, barn and well. It may be paid for on the installment plan, at a low rate of interest, the payments coming out of the profits of the venture.

According to this plan, people who contemplate buying a place in the country will have an opportunity of dealing with a company whose function is to serve rather than to make money. It will therefore tell the truth about the soil, climate, marketing conditions, etc. Reliable agricultural information, such as the analysis of the soil, crops suited to same, method and time of planting, and all the information gathered up by a scientific study of the township, will be made available.

The homes will be located either on the farms, or, where such is desired, grouped together in a village, with a church, a school, a playground, a recreation center, a store, and so on. Popular concerts and moving pictures would serve to relieve the tedium of long winter evenings.

There was a time—and it hasn't been so long ago—when life on the farm was not at all attractive because of the drudgery connected with it, the poor price of farm products, impassable country roads, and the isolation and tedium of it. But all this has been changed by developments, inventions, improvements and economic readjustments.

There is the telephone and the automobile and the delivery truck; a network of good roads and interurban lines, and the high price now commanded by farm products of all kinds. The time is almost at hand when the farmhouse has pretty nearly as many comforts, conveniences and luxuries as the city home. The installation of machinery in the barnyard has removed the occasion of many a backache and blistered palm. And when the family gets hungry for an afternoon or evening in the city, they can all pile in the big seven passenger touring car and "hit it up" for the bright lights.

When seen in its true perspective, life on the farm is already attractive. It can be made more so by systematic study of conditions and a co-operative effort to improve the same. Frank Fenwick.

Your part may be far more than saving or economizing an average of the total number of people in our land. Those who have pinched and scraped to save all their lives can not now do more than formerly. You must not count on them to do their bit—do it for them.

Activities in Michigan Cities.

Written for the Tradesman.

James H. Potter, a farmer living just outside of Bay City, died recently leaving an improved farm of ninety-six acres to that municipality, and in his will says: "I came to Bay City in 1870 with nothing and with but little education and have lived here since and have accumulated the property I have in Bay City. In appreciation of the opportunities afforded me in Bay City and to the end that the boys and girls of the public schools who have passed the seventh grade therein may be taught agriculture and scientific farming and all lines incident to the farm, I give this property to Bay City." Mr. Potter was not rich, his estate being valued at less than \$50,000.

The Backmer Rotary Pump Co., of Petoskey, has increased its business from \$21,000 in 1912 to over \$200,000 the past year, with \$100,000 in orders on the books at the present time. The plant has been enlarged recently and the present output is at the rate of \$360,000 annually.

The Boards of Trade of Saginaw and Bay City will co-operate with the road officials of the two counties in opening up the highway between the two cities which is now blocked with snow.

The Triangles Motor Truck Co., of St. Johns, has completed its first truck and expects to start active operations by Feb. 1.

The South Haven Board of Trade held its annual dinner meeting with about forty members present and elected the following officers: President, Dr. Lee A. Musser; Vice-President, John W. Hardt; Secretary, Wells Packard; Treasurer, Fred W. Radtke.

Business men of Lawton have formed the Lawton Commercial Club and monthly meetings will be held. The officers are: President, F. A. Gibson; Secretary, L. A. Packer; Treasurer, C. C. Giddings.

The Wisconsin-Michigan Railroad Co. is being re-organized and its operating and traffic departments, round house and shops, are being removed from Peshtigo, Wis., to Menominee. The company expects to handle iron ore from the mines on a large scale and will employ about 200 men in Menominee.

Sault Ste. Marie will install a chlorinating plant at the pumping station as a safeguard against germs in the drinking water, the plant costing \$1,070.

City water at Niles has been condemned for drinking purposes by the State Health Board and a chlorine system has been ordered installed.

Wood cutting bees are being held on the Monday holidays by the business men of Eaton Rapids to relieve the fuel shortage. About sixty cords were cut the first Monday, despite the cold weather, and the men were given a smoking hot dinner at noon in the woods five miles from town.

Saginaw will install pumps in an auxiliary pumping station which will largely increase the water pressure in the mains. The sum of \$35,000 has been appropriated for the purpose.

Almond Griffen.



Up-to-date System for Retail Grocers

Electrically Operated National Cash Register

Greatest labor-saving machine for retail grocers.

It does 15 things in three seconds. It does quickly what clerks can't do.

Tells which clerk sells the most goods.

Advertises your goods direct to your customers.

The New N. C. R. Credit File

Cuts out all bookkeeping of customers' accounts.

No customers' ledger, blotter or daybook.

Every customer's account balanced to the minute.

Complete record with one writing.

Saves time and work for clerks.

Customers like it; it saves their time.

Prosperity is increasing. Freight congestion is growing greater. Hence don't delay.

Order now and get the profits which our system will make for you.

It more than pays for itself out of the money it saves. Sold on small monthly payments.

Old cash registers repaired, bought, sold, rebuilt and taken in exchange for new registers.



Adapted to retail stores of all kinds, from the smallest to the largest

To Dept. 107-A, National Cash Register Co., Dayton, Ohio

Please send me full particulars of your latest model cash register and the new N. C. R. credit file.

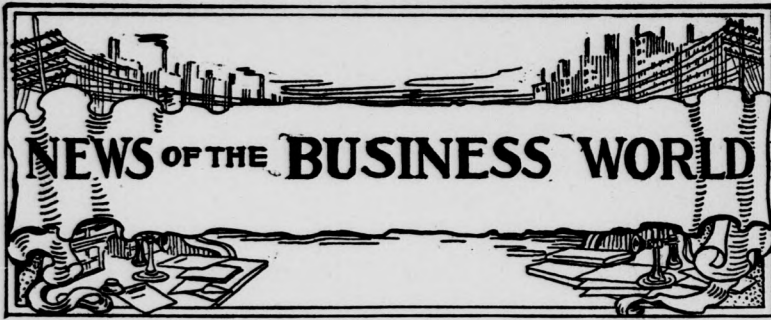
Get the benefit of these prosperous times

Name _____

Business _____

Address _____

Cut out this coupon and mail it today



Movements of Merchants.

Vestaburg—Ray Caris succeeds Earl Walker in the restaurant and ice cream business.

Bad Axe—Fire destroyed one of the large storehouses of the Bad Axe Grain Co. Jan. 28.

Otsego—Mrs. Kittie Tubbs is closing out her millinery stock and will retire from business.

Brown City—The Hether Trumble Co. has changed its name to Chas. H. Trumble Co.

Muskegon—Menno Workman, pioneer hardware dealer, died at his home Jan. 22, of pneumonia.

Greenville—L. H. Christoffersen is closing out his grocery stock and will remove to his farm.

Detroit—The R. C. Mahon Co., metal works, has increased its capital stock from \$5,000 to \$50,000.

St. Louis—A. E. Branch is closing out his stock of furniture and undertaking stock and will retire from business.

Hancock—Fire destroyed the Frank Mayworm jewelry stock and store fixtures Jan. 26. The loss is partially covered by insurance.

Manistee—G. S. Strickling, of Alliance, Ohio, succeeds V. W. Smith as manager of the F. W. Woolworth 5 and 10 cent store.

Howell—The hardware stock of the late Henry Jubb is being closed out at special sale by Mrs. Jubb, who is settling up the estate.

Detroit—The F. B. Neuhoff Co., dealer in grocers and bakers' specialties, has changed its name to Hurbert Caldwell Smith Co.

Saginaw—The Cornwell Co., who'e-saling meats, provisions and produce, has increased its capital stock from \$300,000 to \$600,000.

Sumner—Chris Larsen has closed his grocery store at Meisenheimers' corners and removed his stock to Ludington, where he will continue business.

Hillsdale—Fire destroyed the furniture and undertaking stock of C. E. Singer Jan. 23, entailing a loss of about \$15,000, which is partially covered by insurance.

Hamtramck—The Hamtramck Pharmacy has been incorporated with an authorized capital stock of \$2,000, all of which has been subscribed and paid in in property.

Saginaw—Frank & Co. have been incorporated to conduct a general automobile sales business with an authorized capital stock of \$30,000, \$19,700 being subscribed and paid in in cash.

Battle Creek—Jones & Fitzgerald, sheet metal and furnace dealers, have dissolved partnership and the business will be continued by G. E. Fitzgerald, at the same location, 37 South Madison street.

Detroit—The Interstate Motor Service Association, dealing in automobiles, has been incorporated with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Vernon—P. E. Kirkham, who has conducted a grocery store here for a number of years, is closing out his stock at special sale and will remove to Hammond, Ind., where he will engage in the grocery and meat business.

Hillsdale—The bankrupt bazaar of Williams & Sons was sold at public auction by William Grommon, trustee, to W. T. Smith, of Jackson, for \$3,775. Mr. Smith is undecided as to the disposition he will make of the stock.

Detroit—The Boone Coal Co., dealing in fuel and builders' supplies, has been incorporated with an authorized capital stock of \$15,000, all of which has been subscribed, \$5,000 being paid in in cash and \$10,000 in property.

Lake Ann—S. S. Burnett has sold his stock of general merchandise to A. D. Hancock, recently of Otsego, who has taken possession and will continue the business. Mr. Burnett retires after a continuous business career of forty-seven years. He will continue to make Lake Ann his home.

Alvin A. Hossack, who conducts a lumber yard and general store at Cedarville, writes as follows: "I take great pleasure in sending \$2 for the coming year's subscription to the Tradesman. I am greatly pleased with the Michigan Tradesman and get many valuable and useful pointers from it."

Menominee—Ground glass found in prunes purchased in the store of Emil G. Zeratsky, Marinette, has probably been eaten by many persons in Menominee, according to the grocer, who says he has sold many pounds of the same brand here. The presence of ground glass in the prunes, was reported to the grocer by a customer, who immediately cooked a quantity of them and found that the complaint was justified. When two pounds of the prunes were chemically treated, a level teaspoonful of ground glass was found. The prunes were sold by a local wholesale house and were packed in California. Experts who have examined them, believe the glass was placed in the product while packing. Federal agents have been called to investigate the case.

Manistique—Food Administrator George J. Nicholson called the grocermen of Manistique together at the Chamber of Commerce to acquaint them with food conservation laws which will go into effect Feb. 1. A card system will be put into use, curtailing the sales of sugar and flour. Each person will be entitled to three

pounds of sugar and twenty pounds of flour per month. There will also be only two deliveries per day, one at 9 a. m. and another at 3 p. m., and orders coming in too late for these deliveries will not be filled. The largest amount of sugar anyone can buy at one time in the city is five pounds and ten pounds in the country. In the city one can buy a half barrel of flour and in the country one barrel of flour at a time. The price for sugar has been put at 9½ cents per pound and for flour as follows: 24½-pound sack, \$1.65; 49-pound sack, \$3.20; half barrel, \$6.30, and for a barrel, \$12.60.

Manufacturing Matters.

Kalamazoo—The Kalamazoo Paper Co. has increased its capital stock from \$540,000 to \$1,080,000.

Cadillac—The Acme Motor Truck Co. has increased its capital stock from \$330,000 to \$1,000,000.

Battle Creek—The French Timber Co. has increased its capital stock from \$40,000 to \$100,000, also changed its name to French Lumber and Mfg. Co.

Detroit—The Wabash Sheet Metal Works has been incorporated with an authorized capital stock of \$2,000 of which amount \$1,000 has been subscribed and paid in in cash.

Detroit—The Pneumatic Puncture Proof Tire Corporation has been incorporated with an authorized capital stock of \$10,000, of which amount \$6,000 has been subscribed and \$1,000 paid in in cash.

Alma—The Alma Electric & Battery Co. has been organized to conduct a general manufacturing and mercantile electrical business, with an authorized capitalization of \$5,000, all of which has been subscribed and \$4,500 paid in in cash.

Detroit—The Anderson Contractors Equipment Co., manufacturing and dealing in contractors' supplies, has been incorporated with an authorized capital stock of \$10,000, of which amount \$6,000 has been subscribed and \$1,000 paid in in cash.

Detroit—The E. A. Nelson Motor Car Co., manufacturing and selling motor vehicles and accessories, has been incorporated with an authorized capital stock of \$400,000, of which amount \$200,000 has been subscribed, \$1,500 being paid in in cash and \$198,500 in property.

St. Clair—The St. Clair Lumber & Manufacturing Co., manufacturing and dealing in lumber and timber products and builders' supplies, has been incorporated with an authorized capital stock of \$35,000, of which amount \$18,000 has been subscribed and \$7,500 paid in in cash and \$2,500 in property.

Fred J. Blymeir, the veteran painter and paper hanger, has closed his establishment at 426 Stocking avenue and will spend the winter in California. He has turned the good will of his business over to Jake Bruggema and Ed. Ludwig, who have been in his employ twenty-eight and thirteen years, respectively, and who have opened a store at 503 Bridge street for the sale of paints and wall paper under the style of Bruggema & Ludwig.

The Naked Truth About Coal Scarcity

Written for the Tradesman.

It is said that there are thousands of carloads of coal standing on the tracks in and about Toledo.

That is not scarcity of coal, but lack of engines to haul it.

That the Baldwin Locomotive Works turn out seventeen locomotives a day and that the five day enforced shut-down resulted in eighty-five less engines for immediate use. That number of engines could have kept 3,400 carloads moving, if only forty cars to a train.

That it costs more to mine the coal from the small mines in Michigan than the proprietors are allowed to charge for it; hence many are idle.

That coal users generally did not order the usual quantity of coal early in the season, but held off from putting in their winter's supply during the warm season because the Coal Administrator warned the people not to buy their winter's coal then, because the price would be lower later in the season.

That because of this criminal blunder on the part of the College Coal Magnate, the coal dealers were unable to dispose of their receipts for two full months last summer, in consequence of which many of them had to countermand orders for coal, after the coal was shipped. This forced the coal mines to send their shipments on to the West and Northwest, which explains why those sections have revealed in surplus coal supplies while the remainder of the country was shivering and freezing for want of fuel.

That the whole trouble was caused by placing the coal situation in charge of a college president, instead of a practical, hardheaded business man.

Minion.

The apprehension and arrest of Dr. G. W. Ferguson on a charge of manslaughter is the logical outcome of a most unfortunate affair which was precipitated by overindulgence in intoxicating liquors. Dr. Ferguson sober is a genial gentleman who radiates sunshine wherever he happens to be sojourning. He is a prince of good nature and as mild mannered and gentle as a child. Dr. Ferguson under the influence of liquor is a menace to society and a dangerous man to the community. That he—or any other man, for that matter—should "put an enemy in their mouths to steal away their brains" affords ample cause for the utter extinction of a traffic which has never brought anything but trouble and grief to all who touch it at any angle. Dr. Ferguson would probably give all he has in this world and all he expects to have in the world to come to remedy the great wrong he has inflicted on society, his family and himself through a temporary lapse from sanity caused by intoxicating liquor.

Captains of industry are not hunting money. America is heavy with it. They are seeking brains—specialized brains—and faithful, loyal service. Brains are needed to carry out the plans of those who furnish the capital.

Fingers were made before forks, and by the same token minds were made a jump or two ahead of books.



Review of the Grand Rapids Produce Market.

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

Bananas—\$4.50 per 100 lbs.

Beets—\$1.25 per bu.

Butter—There is some uncertainty about the market for the next few days. The trade is pretty well supplied at the moment, but there is a feeling that values ought not to go much lower, because the receipts will undoubtedly be very much less for some time to come. The make of butter is increasing slightly. Storage creamery holds a strong position, and the bulk of the fine goods are held off the market or reserved for small trade. Local dealers hold extra fancy creamery at 48½c for fresh and 45c for June cold storage; centralized brings 1@2c less. Local dealers pay 40@42c for No. 1 dairy in jars and 30@32c for packing stock.

Cabbage—\$5 per 100 lbs.

Carrots—75c per bu.

Cauliflower—\$2.75 per case of 1 doz. for California.

Eggs—Fresh are unchanged, due to light receipts. Storage eggs are in the same position as recently reported. Holders of the remaining stock are asking various prices, according to their interpretation of Food Administration regulations and according to the varying costs of the goods, but dealers are having great difficulty in supplying their requirements. Local dealers pay 52c 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, 43c.

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, 19c; Mixed nuts, 16½c.

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. The severe winter is showing its effect on the citrus fruit market. Receipts of Florida oranges are below the normal and, while generally of good quality, some of the stock shows frost damage in transit. California oranges are in light supply, as there have been only five cars all week. Porto Rico fruit has also been in moderate supply. In all cases there is frost damage shown in some of the stock in transit and for all fruit there is a good demand for the good stock, with the frosted selling at a discount.

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 Joints and \$1.25 per 100 for Cotuits.

Potatoes—Up State buyers are paying \$1@1.25 per 100 lbs. Receipts are light, on account of the unfavorable weather.

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—The market is, of course, unchanged. Supplies are practically nil.

Tea—The Government requisition of some 3,750 packages of Formosa tea for the army and navy imparted a decidedly strong tone to the market for that description of leaf at the end of last week. Trade demand received a decided stimulus from the influence thus interjected and a number of invoice sales were put through. While prices are not quotably higher, there is said to be very little stock obtainable below 28c. Other lines of tea are dull, due to transportation conditions rather than to any actual lack of buying interest. Ceylons are again cabled higher in Colombo, but prices here are unchanged and in the balance of the list previous quotations are repeated.

Canned Fruit—There is no change in the general situation of lack of offerings and a demand for about everything there is available.

Canned Vegetables—One conspicuous feature of the situation is that there are no heavy offerings in any department. It may be that predictions that were made early in the year, namely, that before the season was out it would be a question of trying to obtain the goods rather than a question of price, may be borne out. That this will be true in certain lines is already established and, in fact, is actually so already.

In the staple lines, however, such as tomatoes, corn, peas and salmon, the situation is not quite so clear, but, judging by the lack of urgency in the offerings, there is no fear on the part of holders that any supplies they have in hand will fail to find a market. There is, however, another phase to this situation, namely, that under the rules of the Food Administration buyers are not permitted to look very far ahead in covering their wants, not more than sixty days at the outside, which in itself is a check on business. Furthermore, there is no longer any speculative inducement allowed to force sales, so that buyers are apt to consider their requirements from a conservative standpoint. On top of all this are the slow transportation, the fact that there are still large quantities of foodstuffs in transit that should have been delivered long ago and that there is the constant possibility of new food rules, so that there are many explanations why trade should not be moving any faster than it is now. Tomatoes are nominally firm at the prices that have been prevailing for several days past, namely, \$1.90 for No. 3s, \$1.30 for No. 2s and \$7 for No. 10s f. o. b. Southern factory. Corn and peas are without change.

Canned Fish—Salmon continues to be offered on the spot below a parity with the Coast, but, as has previously been stated, this is merely due to some offerings of export salmon at resale. Coast quotations are on the maximum permitted by the Food Administration.

Dried Fruit—The situation is what is described as nominally firm. That is to say, conditions are such that prices are easily maintained, yet at the same time there is a lack of active business. The reasons for this are not far to seek. In fact, they all simmer down to the one proposition of delayed transportation. There is demand enough possibly, and, in fact, there are evidences that there is considerable buying power lying dormant, but, as there are no stocks of any consequence available on this market, there is no use trying to do business. But for the rules of the Food Administration, prices here would be very much higher than they are and away above a parity with the Coast. As it is, they are about on a parity and a little below in some instances. This is a very good thing under the circumstances, for it is possible to pass the difficulties along the line to the retailer so that all in the trade should assume their share of the burdens. Occasional cars that have been in transit for weeks and even months manage to get in from time to time, but they are distributed as rapidly as trucking facilities will permit, and these, it may be mentioned, are seriously crippled by the conditions of the streets and the severe weather conditions.

Rice—Buyers for domestic account continue to withhold, but receivers are making no effort to force business in view of the limited supply and the difficulties in the way of making deliveries.

Corn Syrup—Manufacturers are kept sold far in advance of production by the active demand of consumers and there is little or nothing available for the filling of orders for immediate delivery.

Sugar Syrups—There is quick sale for the small lots coming out at present and a good export market awaits the enlarged output that is expected with the beginning of next week.

Molasses—Little business for immediate delivery as about all of the limited quantity arriving is absorbed by prior orders. Prices consequently are firmly maintained.

Late Bank Changes.

Saranac—C. E. Huhn succeeds S. M. Crawford as President of the Saranac State Bank. Mr. Crawford retires at his own request.

Oakwood—The American State Bank has increased its capital stock from \$50,000 to \$75,000.

Burlington—The Burlington State Bank has been organized with a capital stock of \$20,000.

Ellsworth—J. C. Townsend, who has been Cashier of McPhail & Richardson, bankers, for two and a half years, has purchased an interest in the Bank, which will hereafter be known as McPhail, Richardson & Townsend.

Hart—W. E. Snyder has been elected President of the Oceana County Savings Bank to fill the vacancy caused by the death of David J. Mathews. Joseph Evans, hardware dealer, has been elected a director.

South Range—The South Range Bank at its recent annual meeting voted to change the official name of the Bank to the South Range State Bank.

Will Michigan farmers this year release their maple sugar crops or will they, selfishly, hang on to the nut-brown cubes and cakes and cans of the best kind of sweet produced anywhere in the world? The shortage of the ordinary cane and beet varieties may frighten them into hoarding their native supplies. This would be a mistake. Maple sugar is not a sugar in the ordinary sense, but the best and most romantic form of candy. That it happens to be sweet is only incidental to the fact that it tastes of the northern woods, of night frosts and day thaws, of sugar-making bees, with young people cooling the sap on snow, of great big caldrons bubbling for hours in the sugar houses, of country jollity and fun. What will Sunday morning breakfast, that vast and pontifical meal, be without real maple syrup on our buttered buckwheat cakes? The prospect is almost too sad for tears. Word must be sent, post haste, to Michigan, by Mr. Hoover that farmers will receive a special allotment of ordinary sugar if they continue to let us have the usual amount of the maple variety.

Sumner J. Koon, the Muskegon druggist, has been re-appointed a member of the Michigan Board of Pharmacy for the full five year term to succeed himself. Mr. Koon was not an avowed candidate for re-appointment and there were several very active candidates for the position, but Governor Sleeper evidently overlooked political expediency for once in order to retain in a non-political office a good man who wouldn't know Mr. Politics if he met him on the street.

The Hub Clothing Co. has increased its capital stock from \$25,000 to \$50,000.

Pickings Picked Up in the Windy City.

Chicago, Jan. 29—Chicago's motto for the last three weeks has been: Dig, dig, dig. The reason for this has been the heavy snowfall for the last three Saturdays. It seems the elements pick on Saturday, and this is the reason for the above motto.

The city officials of Evanston, a suburb of Chicago, have inaugurated a unique school for the purpose of teaching their new aldermen their duties. The Mayor and the senior aldermen are doing the teaching and the people of Evanston seem well pleased.

All Chicago is now beginning to feel the sugar shortage. Most all grocers are limiting the sales of sugar to the people. Some stores will not sell over one pound at a time. The South side of the city is feeling the shortage the most.

C. A. Rubey, President of the P. J. Rubey Co., wholesale distributor of tobacco, cigars and cigarettes, 3092 East Commercial avenue, South Chicago, has just returned from his New York trip, where he has been hobnobbing with the big tobacco and cigarette interests in the East. The P. J. Rubey Co. is one of the biggest suburban wholesale houses around Chicago.

After being closed for two full weeks on account of the fuel shortage, the Chicago public schools opened their doors Jan. 28. Beginning Tuesday morning, instead of the schools opening at 9 in the morning and 1 in the afternoon for morning and afternoon sessions, they will open at 8:30, giving the scholars a half hour for lunch at 11, closing for the day at 1. This, it is said, will save considerable coal.

Most all drug stores in Chicago which have a cigar department in connection no doubt will reap a harvest for the next nine Mondays. They will be allowed to sell cigars, while the regular legitimate cigar stores will be closed.

The eighteenth annual Automobile Show was opened to the public Saturday afternoon, Jan. 26, and the first night was a wonderful success.

On the evening of Jan. 23 the following jobbers and their salesmen were entertained at the North American Restaurant: H. Carlson, A. Zolla, David M. Zolla, Ed. Kennedy, C. A. Rubey, Geo. W. Cameron, H. C. Horn, M. Deiderich, M. Freiling, J. S. Bobzin, E. H. Tennyson, Wm. H. Strand, C. Carolsen, A. A. Brown, Sam May, Ed. Zolla, M. Goldberg. The above men are salesmen and distributors for Dutch Masters and El Portana cigars in the Chicago district for the G. J. Johnson Cigar Co., of Grand Rapids.

Most all of the roads leading to the suburban towns around Chicago are blockaded with snow and it has been impossible for wholesale houses to make deliveries to such places as Harvey, Chicago Heights, Desplaines, and other towns adjoining.

Real estate transactions in Chicago are still below the average, owing to weather conditions.

The Thrift Stamps are now being sold by most everyone in the city and no doubt, Chicago again will go over the top on its allotment.

The Chicago aldermen have inaugurated what is known as the greatest campaign for gathering in crooks in the history of the city. The first night over 300 were gathered in and the judges are using no sympathy with this class of men. Some of them are eliminating the fines and giving them a workhouse sentence.

Chicago has made wonderful headway and accomplished wonderful results from a patriotic standpoint in all lines pertaining to the Government's orders from the different commissions. This is in regard to food, coal and other matters. No matter where one goes in the city, there is no exception to the rule regarding the

individual feeling toward patriotism and even when one stops to think that Chicago is considered the sixth largest German city in the world, there is very little said or done to remind one of same. Patriotism is the first and last thought in the individual's line of talk.

The Moody Bible Institute of Chicago, 153 Institute place, contemplates the erection of an administration building and three dormitories, northeast corner La Salle and Chestnut streets and Institute place, east of Wells street, at a cost of \$200,000. The students attending the institute number more than 1,100 and over 3,500 are taking the correspondence course.

The National Beverage Co. has taken over the Eighteenth street plant of the National Brewing Co. at \$380,000. The beverage company has given to the Hibernian Banking Association a trust deed to secure \$300,000 ten years at 6. The property includes northwest corner of Eighteenth and Lincoln, 301 x 125, and 100 x 125 feet in Seventeenth, 100 feet east of Robey, north front.

Col. Henry A. duPont of Winterthur, Del., formerly senator from Delaware, has given to his son, Henry F. duPont, four parcels of real estate in the vicinity of Twenty-second and Halstead streets, valued at between \$400,000 and \$500,000. The deed recites a consideration of "\$1, love and affection." The properties include: northwest corner Twenty-second street and Union avenue, 144 x 111; Southeast corner Twenty-second and Union, through to Union place, triangularly shaped; southwest corner Twenty-second and Union, 150 x 300; southeast corner Halsted and Twenty-second, extending back to the Chicago River, except a parcel fronting 230 feet in Halsted, and including what is known as the duPont canal.

Charles W. Reattoir.

Bottom Facts From Booming Boyne City.

Boyne City, Jan. 29—Boyne City is fortunate in its industrial conditions. While many of our sister cities are closed up or closed down for want of fuel and power, our industries are either fuel producing or exempt from the shut down order. No one here is suffering for want of fuel.

The Boyne City Electric Co. has been able to furnish full service to its regular customers, beside helping out on the fuel situation by furnishing extra current to manufacturing plants.

W. H. White, of W. H. White Co., started on an extended trip to the Pacific coast last week. He expects to be away several weeks.

Boyne City has recently received a new motor fire truck. Being, like Washington, a city of magnificent distances, such a machine was a necessity.

We are inclined to wonder how much the extensive shut down of the mines in October, because of disagreements between operators and miners, has to do with the present shortage of fuel, and just how much the railroads are to blame for not delivering the coal now mined, when most of their active power is required to keep the roads open.

Our motor factory is showing signs of materializing and we hope when it does, to fill up the distances.

Maxy.

No Help Needed.

Old Maid (rushing down hotel corridor, negligee)—Help! Help! There's a man in the room.

Heroic Gent—Did you see him?

Old Maid—Yes.

Heroic Gent—Did he see you?

Old Maid—Yes.

Less Heroic Gent—You don't need any help.

How Printers Sometimes "Get in Wrong."

In handling the slugs which make up the lines in a newspaper and in separating the various lines, the make-up man sometimes gets the lines mixed up and they naturally read rather queer. As an illustration of what can happen, here is cited the mix-up of the Bangor, Pa., paper recently, when the printer got a wedding and an auction sale mixed up, with the following results:

"William Smith, the only son of Mr. and Mrs. Joseph Smith, and Miss Lucy Anderson were disposed of at public auction at my farm one mile east, in the presence of seventy guests, including two mules and twelve head of cattle.

Rev. Jackson tied the nuptial knot for the parties averaging 1,250 pounds on the hoof. The beautiful home of the bride was decorated with a sulky rake, a feed grinder and two sets of work harness, nearly new, and just before the ceremony was pronounced the Mendel and Sons wedding march was rendered by an old milch cow ten years old, one Jersey cow and one sheep, who, carrying a bunch of bride's roses in her hands, was very beautiful. She wore one light spring wagon, two crates of apples, three racks of hay, a grindstone of Mouse-line de soie and trimmings with about a hundred bushels of spuds. The bridal couple left yesterday on an extended trip. Terms, spot cash."

A Safe Buying Rule.

"The small merchant may avoid many financial difficulties if he will follow a simple plan of arithmetical financing," says the credit manager of a wholesale dry goods house.

"Take a typical small dry goods business, with sales of about \$30,000 a year. Then in the average credit period of sixty days, the sales are \$5,000. This amount will vary according to the season, of course, but the figure serves for illustration. The expense, let us say, averages 20 per cent. of sales, or \$1,000. The difference—\$4,000—represents the merchant's buying power. If he gets enthusiastic and buys over that amount—say, \$8,000—his bills come due before he disposes of the goods. Since his normal, sixty-day business is \$5,000, he is in trouble.

"If, instead of buying loosely, mer-

chants would keep to normal figures in their buying, and try to make more money by turning stocks faster, they would be safer, nine times out of ten. Their volume would increase normally and their buying power would increase normally along with it."

More Power to Your Elbow

Ionia, Jan. 29—You write good, strong editorials and I like your vigorous, right-from-the-shoulder way of expressing yourself. I know, however, that you will take no exceptions if I state that, in my opinion, you do not know any more about present farming conditions than I do about running a linotype machine. The easy way in which a city man can raise big crops on paper is amusing.

Your correspondent need not have signed himself "Old Timer." He is all right. You blame the farmer for "getting while the getting is good" and in the next column advise the grocer to advance prices on goods bought before war prices went into effect. I wish you knew more farmers. If you did you would know that they are as intelligent and patriotic as the country storekeepers whom you suggest should instruct us.

Arthur P. Loomis.

The Devil Resigns.

The devil sat by a lake of fire,
On a pile of sulphur kegs;
His head was bowed upon his breast,
His tail between his legs.

A look of shame was on his face,
The sparks dripped from his eyes;
He had sent his resignation
To the throne up in the skies.

"I'm down and out," the devil said,
And he said it with a sob;
There are others that outclass me,
And I want to quit the job.

Hell isn't in it with the land,
That lies beyond the Rhine;
I am a has-been and a piker,
And therefore I resign.

One ammunition maker
With his bloody shot and shell,
Knows more about damnation
Than all the imps of hell.

Give my job to Kaiser Wilhelm,
The author of this war;
He understands it better,
A million times by far.

I hate to leave the old home,
The spot I love so well;
But I feel I'm not up to date
In the art of running hell.

When business men retire they usually become farmers—and when farmers retire they become purchasers of gold bricks.

SKINNER'S 187¹/₂
MACARONI
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.

Watch This Space

For an announcement we will make in next week's issue regarding our plans for the annual convention of the Michigan Retail Hardware Association, to be held at Saginaw February 12, 13, 14 and 15.

Michigan Hardware Co.

Exclusively Wholesale

Grand Rapids

:::

Michigan

Views of a Prosperous Merchant-Farmer.

Trufant, Jan. 28—I hear so much nowadays about the profiteering farmer that it makes me tired and I sigh for the return of the old days when the country was full of Indians, wild game and square dealing.

I do not blame you for choosing sides with the tradesman. Your valuable paper bears this name and many a farmer would not read it. I suppose you know I will. Well, I do not blame the Chicago produce dealers for going to Washington and getting our Government to support their pet notions. They have been aiming for such these many years and now is the time to get such established. For many years you could not go to Chicago, Cincinnati or any other city and sell produce without a license. Their game was also tried in New York, but Mayor Van Wyck said, "No, this is a free city. Let the goods come along." So I went there myself and sold thousands of cars and still have a son there who has been there twenty years. So why should I not know a little something about farming and also distributing the products of the farm? I am still farming or trying to. My youngest son is still with me and has promised to stay if Uncle Sam will let him, but if not he will have to go and will go without a murmur. If such is the case, then here is 173 acres of productive land that will have to lie idle or just feed myself and wife. Now, my dear editor, which in this case will be best, for my son in New York to go or the one here? The one here has always been on the farm and can take my place with stock and all tools. We keep thirty-five to forty-five head of cattle, five horses, a flock of sheep, 200 chickens and raise an average crop of everything such as grows in Kent and Montcalm counties. I have 160 acres of pasture land in Montcalm

county and we are now supplying wood to some of those needing coal and look to Mr. Garfield for their supply; but, of course, the coal question is up to Mr. Garfield and I really cannot blame him if such is lawful.

Well, you say, get some one else to run the farm. Who will I get? I have tried this for years, but I can do the next best thing, the same as nearly all other farmers who try to grow more than they consume, will be compelled to do, and that is nothing. Now look this question square in the face: consider the outcome and see if Mr. McBride was not right when he said in the columns of the Michigan Farmer, Dec. 26, "We will starve if farmers get discouraged or are forced to stop and do business on the European plan—quarrel and fight." We will, of course, have the same results as they now have, and we are well started in that same direction. The present potato situation is about the same as always this time of the year, and I say, do not waste them. You or we may need them all. If not, please do not cry. I never heard of such a potato calamity before. What does Hoover or the press care whether we sell them or not, so long as there are plenty to go round? The farmers do not concern themselves. Most of them have sold about one-half of what they raised and if the food preserver should succeed and get the farmer scared and get him started to feed them out to stock, then I think we can be done in less than six weeks' time. Then what? Go without. We can grow potatoes for 75 cents per bushel. We have done it often, but there was no money in it. We had lots of help at \$15 to \$20 per month and less. This help is now in the cities and getting \$2 to \$3 per day and more. Some are in France. Some are ready to go as soon as called to Camp Custer. My neighbor has been trying to get help a long time and offered \$40 per

month, but no one seemed to want the job.

In regard to growing beans, as you say, \$3 per bushel is a good price if you can raise fifteen bushels per acre, but farmers cannot average fifteen bushels, nor ten every year. I once sold my entire crop from ten acres for \$37. Last year a good many farmers had to buy, but if farm produce prices are to be established by the Government, then give us cut prices on coal, oil, sugar, salt and everything else in proportion. Serve all alike and all work together. Then we can lick Bloody Bill Kaiser. This we must do, but it will never be done by quarreling here at home and I do not think bullets will do it alone, but I do think food will and can do it alone. Therefore give the willing and earnest farmer a chance. By so doing, production will go on and the war be our victory.

G. P. Rasmussen.

Sidelights From the Celery City.

Kalamazoo, Jan. 29—The Collins auto service station has moved its garage from 709 South Burdick street to 1605 Portage street.

Chas. E. Gray, who has for the past two months conducted the Gray Inn lunch room, on Portage street, has discontinued the business.

Plans are well under way for the big auto show to be held by the Kalamazoo Auto Dealers' Association Feb. 5, 6, 7, 8 and 9 in the Armory building. Executives of the Association are: President, H. J. Cooper; Secretary, R. E. Fair; Treasurer, W. O. Harlow. The display space is well contracted for and cars of all classes and accessories of many kinds and of the latest types will be shown.

At a recent meeting held by the Kalamazoo Sanitary Manufacturing Co., officers and directors for the ensuing year were elected as follows: President, Chas. A. Miller; First Vice-

President, E. V. Brigham; Second Vice-President, John B. Doyle; Treasurer, George McLean; Secretary, J. R. Evans. Directors, Charles A. Miller, Charles Blaney, Allen Fox, John B. Doyle, John McKinnon, E. V. Brigham and C. H. Zwerman.

During the five day shut down by the factories and shops the Kalamazoo Co-operative Society announced that it would sell Kalamazoo workmen bread, flour and potatoes at cost.

George Heidbrink, of Burr Oak, has sold his grocery stock to Roy I. Walters.

A very elaborate pageant was staged at the Western Normal last week, in which 400 students took part, commemorating Michigan's entry to the Union, eighty-one years ago.

There has been considerable discussion and agitation regarding the establishment of a horse meat market in Kalamazoo.

Plans for the erection of the addition to the Globe Casket Co. have been discontinued on account of excessive cost of materials and uncertain deliveries.

Thieves entered the market of A. Somers, on Hays Park Court, and the candy store of Gust Valchos, at 415 North Burdick street, Thursday night. A smoked ham was all that was reported missing from the Somers market, while \$150 was taken from the safe in the candy store.

Charles E. Brakeman, West Main street grocer, has been confined to his home for several days with an attack of lumbago.

The recovery of A. L. Ashton, feed mill owner, who was attacked by a robber in his office ten days ago, is now assured. The wounds inflicted by the heavy piece of iron with which the robber struck Mr. Ashton are rapidly healing. It is believed that all dangers of any other possible resulting complications are passed.

Frank A. Saville.



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

Barney says—

"For years and years—

The WORDEN LINE has had no peers."

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.

Published Weekly by
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Grand Rapids, Mich.

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E. A. STOWE, Editor.

January 30, 1918.

RISING PRICES CONTINUED.

So far as recent developments in the war are reflected in dry goods lines, merchants appear to be convinced that the war is to continue for some time to come. Many of them have been purchasing goods at very high prices for late delivery and they have been bidding higher prices in order to secure merchandise for immediate or nearby use. The feeling exists very strongly among buyers that merchandise will be scarce and they are taking all the chances of high prices in order to secure supplies.

Varying opinions are heard as to the soundness of purchases which are being made. There are buyers who insist that they need the goods ordered to take care of larger demands in their territories. These demands are the outgrowth of new buying for Government cantonments, camps or other purposes. A larger demand is reported in many communities where workers are earning great wages and are fully employed in spite of winter weather and other restrictive conditions. The reports that come from National distributors show a steady demand from consumers who purchase through catalogue houses, etc.

The weak spot in the markets, as some merchants see it, is found in the very low prices at which retailers and other distributors are selling merchandise. These prices have little or no relation to the cost of replacement in mill centers to-day. They probably represent profits based upon buying prices.

A strong feature of the situation, whatever may be the future course of prices, is the lack of stock in first hands. Mills are without stocks. Their production is restricted by many influences familiar to all the trade and their warehouses have been depleted wherever they have been able to make shipments. Some jobbers have very light stocks, while others are well supplied, or they have large obligations because of contracts as yet unfilled by the mills.

The new prices named on wool goods during the past week are high enough in all conscience to make any buyer pause and reflect, but agents agree that buyers are discussing prices less than they would in any normal season. There is a great deal of comparison of values in different agencies, and in some of the men's wear mills there have been cancellations entered because buyers think they can do better elsewhere than

in those places where they first laid down orders. This sort of merchandising is a familiar one in men's wear, and in this particular season agents are finding no fault. They can sell all they will make for civilian wear, and when they cannot get civilian business they can usually increase their loomage on Government work.

In the cotton goods trade prices have been moving up steadily. The irregularity of prices was never greater. Actual supply and demand conditions dominate a great many agencies and they are not pricing their merchandise on what goods may actually cost at the moment. The costs may rise sharply at any time or they may go down quickly. In any event, merchants are finding that mills insist upon buyers taking their share of the risk of production under the abnormal conditions that are existing.

Some lines of the knit goods trade are indifferently busy. Others have an abundance of work. Mills that make anything fancy or anything which by common consent is in the nonessential class, are not selling their products in a satisfactory way. On the other hand, the mills that make wool goods and the mills that make the better grades of cotton standard staples are able to do business in the face of high prices of which buyers sometimes talk, but by which they are apparently uncontrolled.

There is more business offering in some lines of broad silks. A campaign is on to misrepresent the conditions in the trade based upon the conception that buyers can always be fooled. The merchants who know what they are about are not entering into many of the windy plans that are being discussed and most of their effort is bent toward selling superior qualities of durable merchandise that will give added satisfaction in time when people's minds are not running to extravagance in styles or other things. For these merchants there is going to be plenty of business, and for the others there are many disappointments in sight, some of which arise from difficulties in getting fuel or power.

DIAMONDS UNDER DOOR STEP

The power shortage in Grand Rapids furnishes an excellent example of how shortsighted people can be in failing to avail themselves of opportunities which lie at their very door. Less than ten miles from the city limits there is an available water power on the Thornapple River which is capable of developing from 500 to 1,000 horse power—probably an average of 1,000—which, if properly developed, could be marketed at about \$50,000 per year. The cost of acquiring and developing this power could probably be kept within \$250,000 yet Grand Rapids manufacturers sit idly by and see their factories closed down for want of coal, when they could be kept in operation during seasons of stress on an interest expenditure less than a quarter of the amount they are paying for coal. In these days, when men prate so glibly about the "conversation of natural resources," it does not seem possible that such a source of wealth and saving to the city could be much longer overlooked or ignored.

THE FARMER TEMPERAMENT.

While the order of Mr. Hoover, requiring that all resales of food be based on actual cost, rather than speculative value, has unquestionably kept prices down and is therefore about the most striking instance of successful operation of price control, there is a great deal to be taken into consideration, in the words of a New York State farmer, Mr. Fraser, published in the produce department of this week's issue of the Tradesman:

Most food administrators seem to have the idea that their main function in life is to make this war as easy as possible for the American public, at the present moment, without regard to the future cost of such ease, either to themselves or our Allies. They have no conception of the necessity of maintaining production.

No one need have any sympathy for profiteers in food or anything else to realize that large production of food and low prices for the same are not in accordance with the normal mental processes of the producer, and if they are to be harnessed in one team to win the war another incentive of some sort must be found to inspire production by the farmers. Farmers produce when the profits are large, and, as Mr. Fraser says, when they find one crop unprofitable they will inevitably swing off to some other.

It is therefore unfortunate that the effort to keep prices down apply almost exactly to the things of which the world is in the greatest need. It may be that the cupidity of the farmer is something to be condemned—it is condemned by many—but mere condemnation and criticism and scolding will not change the farmer's "won't" to a "will" in the matter of raising crops which pay him less than some other crop, at least so long as mere persuasion is the remedy used.

According to a statement issued by the United States Department of Agriculture, for instance, with regard to potatoes, there is another evidence of the same thing. Early in the season we all heard much urging upon farmers that they raise potatoes, and every effort was made to encourage them to do so. The result, thanks to favorable weather, was a crop of 442,536,000 bushels—the largest crop ever known. And now the whole splendid performance is so threatened with failure that the Department of Agriculture is out with a strong appeal to the public to help eat up the potatoes and save the wheat. It goes afield to argue that unless this is done the crop will be not only wasted but perhaps wholly lost, and points out what happened in a former season when the glut resulted in a price of 10 cents per bushel and the reaction next year was a small crop.

It is very evident that the American people have not waked up to the meaning of sacrifice. For years they have been blessed with sufficient buying power to eat what they wanted. Their motives and their appetites, like those of the farmer, were stimulated by price, not by food value, sense of duty or sharing in the responsibility of National conservation of resources. It would seem, therefore, that in the case of both the producer and the consumer the meaning

of patriotic duty in the specific field of food is not clearly understood.

For the consumer there are already movements in progress suggesting eventual compulsory rationing, or something akin to it; for the farmer it may yet be necessary to make food production an actual rather than an imaginary and constructive part of our military campaign. The plain duty of the consumer is to quit grumbling at the results of our sharing our loaf with the Allies; and of the farmer to cease figuring profits on any basis other than the contribution toward the military resources of the country. And if they will not respond out of a sense of duty it may become necessary to enlist them as a part of the army.

Manifestly, however, it is being discovered by many people that price control and Governmental dictation in the matter of food prices are far more complex than some of the reformers have been painting in their dream pictures of the past. Like any other great natural force, the law of supply and demand resents being confined and has an annoying way of breaking loose when the pressure becomes too great.

Reports of wholesale disintegration of Turkish military forces must not be given undue weight. Turkish armies have been disintegrating ever since the war began. The toll taken, summer and winter, by disease, cholera and typhus, is constantly supplemented by desertion due to starvation. The commissary department fails to supply the Turkish soldier with the minimum of daily bread he needs. He deserts, then, rather than starve. Between Constantinople and Konia, in Asia Minor, armies have been melting for more than three years. Terrific winters in the regions of Van, Erzerum and Erzingan introduced a third element of demoralization, while unwillingness to fight of Armenian, Jewish, Greek, and Arab conscripts constituted a fourth. Railroad transportation in Asia Minor and Syria has constantly been held up by bands of deserters turned marauders. Even disagreements between German and Turkish commanders are not a matter of contemporary news alone. Report said that the fall of Bagdad was due to the resignation of German commanders and their retirement from the Mesopotamian front, disgusted with Turkish inefficiency. Falkenhayn, no doubt, has cause enough for throwing up his position as head of the Turkish Asiatic forces. But it is too soon to conclude that he actually has done so and contemplates no offensive.

The man who refuses to learn business by getting his face and hands dirty, usually fastens himself for life to the lower rounds of the commercial ladder, where he can go to work in a long-tailed coat.

Since the increased income tax went into effect motion picture stars have not been bragging so much about their enormous salaries. It is still good advertising, but somewhat expensive.

Going Back to First Principles.

In your recent editorial note on economy in traveling facilities you suggest that if the dining cars are taken off it will be necessary to establish chains of station restaurants. There is another makeshift, if only we could have the courage to put it in practice: lunch-boxes or baskets.

The theory of the dining-car is to make the passenger every bit as comfortable on the train as when he is not traveling; but we have gone much farther than that. We make ourselves more comfortable than at home. Many a man who, for hygienic reasons, or to save time, or for some other element of convenience, intermits his habits every now and then, and lunches in his office on a sandwich, or a bowl of milk and crackers, or peanuts and a cake of chocolate, makes this little excursion into the field of the simple life without a thought of doing anything abnormal; yet when on the train the same man seems to deem it necessary to have his regular \$1.50 meal in every case, with the same regularity as though he were staying at a first-class hotel.

What I mean to say is, that for one or two meals, when away from home, we ought to be able with perfect cheerfulness to reduce our bill of fare to the lowest terms. Lunch-boxes or baskets by the hundreds were used in England before the days of dining-cars; and I do not know but they may be in use there to some extent even at the present time. They were used also in this country with much satisfaction, but to a very limited extent.

Moreover, these lunch-baskets, so far as quality and variety of food, would serve as a very fair substitute for the dining car; a great variety of meats, pastries, and drinks used to be provided.

In the absence of a table there is more or less inconvenience in eating while sitting in a car, but this is largely because we indulge in so much luxury and variety. In the present situation, however, we have learned to put aside some of our notions of self-indulgence; why not make a trial of simplicity in this matter?

Those roads which, within the last year or two, have introduced the fashion of peddling food from the dining-car through the day coaches, for the benefit of passengers who retain their seats in the coaches, can also give us a tip. It would not be so very difficult to carry out this plan, using a station restaurant instead of the dining-car kitchen, as a base of supplies. Stopping a ten-car train twenty minutes for dinner, when the inconvenience of eating in day coaches is so comparatively small, and so short-lived, is nothing less than wastefulness.

R. Blanchard.

A Time-Saving Sign.

One business man who is eager not to offend people's feelings, and yet is unwilling to waste time, has ended his difficulties by this notice in a conspicuous place over his desk:

When you visit a man of
Tell him quickly your
Leave him to his own
Go about your own

} Business

El Portana Cigar



This is size No. 5
THE POPULAR SHAPE
Handled by all jobbers—sold by all dealers

G. J. JOHNSON CIGAR CO.

Grand Rapids

FOR YOUR STORE CIRCULAR

Any of These Cuts Free Upon Request

Please Order by Number Only



No. 7 1/2



No. 2



No. 13



No. 7



No. 12

Draw Trade to Your Store With Attractive Cuts

“Cash in” on the great popularity of KIRK’S Soaps—KIRK’S name on Soaps is a guarantee of satisfaction, both to the dealer and to his customers. Satisfied customers are the best advertising you can get.

Address Advertising Department. **JAMES S. KIRK & CO.,** CHICAGO, U. S. A.



Shoe Styles and Foot Ailments.

Written for the Tradesman.

Few people realize what a powerful, compactly-knit, highly sensitive, and vital member the human foot is. As some one has put it, we insist that a pair of gloves must be soft, flexible, elastic and pliable, so as not to interfere with or deform the fingers and hands, yet we pay much less regard to the feet, which really call for more resiliency and mobility than the hands.

The human foot is a wonderfully complicated mechanism composed of twenty-eight bones (the two sesamoids included), all deftly jointed and bound together with tendons and muscles. The function of the foot is to bear loads, carrying them backward or forward at will; and, in order that they shall maintain their natural shape and health, and perform the many difficult tasks required of them through all the years, they should receive far more care and attention than is commonly accorded to them.

Intelligent and cultured people—people who are careful about other matters vitally connected with their health and general fitness—are often careless about the health and well-being of their feet. Any kind of shoe that happens to appeal to the eye is forced upon the unwilling foot. As a result people acquire crooked toes, enlarged joints, corns, bunions, flat feet, fallen arches, callouses, turned-over heels and vamps, painful macerations and lesions of a more less serious and chronic nature. As a result of their studies, orthopedic surgeons are now generally agreed that foot-ills such as those enumerated above (and many others that might be catalogued) are due mainly to the gradual development of artificial requirements and unnatural conditions imposed upon them by our modern ways of living.

Custom has decreed that people of civilized countries shall insert their feet in bags of cotton, lisle thread or silk, called a sock or stocking, which in turn shall be thrust into a leather sheath, known as "shoe." The former is often too small to accommodate the foot with any degree of comfort; while the latter is, for the most part, more or less arbitrarily shaped, according to the dictates of fashion. As a natural result, the toes of the foot are buckled up, crowded together; undue and injurious pressure is brought to bear on the instep by the buttoning or lacing process; while the excessive height of heels—especially in certain types of shoes designed for women's wear—throws the weight of the body forward upon the ball of the foot.

In order that the foot may carry the weight of the body upon the longitudinal arch, and thus distribute it equally from heel to ball, the natural straight-forward position of the perfect foot should not be disturbed by an arbitrarily-designed last—one that bends the great toe outward, and imparts an outward swing to the entire foot. And there should be sufficient room in the forward part of the shoe to allow the toes to lie straight in a perfectly natural position; for in their ground-gripping function, it is of the greatest importance that they have a certain amount of resiliency and mobility. But this, in many types of shoes worn at present, they assuredly do not have.

It is little short of amazing to consider what strain, hardship, stress and torture people knowingly or unwittingly impose upon their feet. They change from a wider to a narrower last without consulting the requirements of the foot; they crush their toes together in a pair of pointed shoes built for style but with little regard to anatomical requirements; they insist on being fitted short, because forsooth a short shoe appeals to them as being neater looking than a longer shoe. Women who have been wearing a pair of shoes with low, commonsense heels, will buy a pair of colored kid boots with French heels from three-quarters to a full inch higher than the shoes they have been wearing. Thus the weight of the body is suddenly changed, bringing excessive strain on the ball of the foot—whereupon she proceeds to "toe out" perceptibly—to walk mincingly and gingerly, as they must walk who flagrantly violate nature's laws.

The simple, blunt truth is too many people are trying to fit their heads instead of their feet, when they come to buying a pair of shoes. We have made a sort of fetish of "style" and "fashion." Hundreds of thousands of people in this country—not all of whom belong to the fairer sex by any manner of means—had rather incur the risk of getting foot-ailments than be considered out of style in their footwear appareling.

Some one has made the discriminating statement that the proper fitting of a pair of shoes begins with the sock or stocking. If the foot of the stocking is too short for the member it is supposed to clothe, the toes are



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.

WHAT INK DID

Sold the shoes to you and in turn
sold them to your customer.

What the Shoe Did

Made a profit for you, and made,
not one, but many a Good Customer
for you.

Such shoes as our number 407 will
do all this and more for you. Order a
case. Note the double Vamp and Tip
where the wear comes. This is made
in that Rawhide Color, so much in de-
mand, double nailed, 6-11 E E @ \$4.15.

Hirth-Krause Co.
Hide to Shoe Grand Rapids, Mich.

forced into an unnatural position. Short fitting in stockings is often followed up by short fitting in shoes. The stocking should provide ample room for the foot so the toes may lie straight, as nature intended they should. And they should so lie in the shoe—in order that they may flex backward and forward, thus enabling the toes to grip the ground in the act of walking. It is only thus that one can walk a natural gait—and walk without injuring the feet. And the weight of the body must be properly distributed, otherwise an abnormal strain is thrown upon certain parts of the foot—with inevitable injury.

If shoes are built upon a correct last—one that conforms to the anatomical requirements of the perfect or normal foot; and if one gets his or her correct size in such a shoe—it is possible to have style and foot-comfort and foot-health all at the same time. The scientifically-built shoe, the shoe that conforms to nature's requirements, may be quite as "stylish" looking, so far as outward appearances go, as the incorrectly-built shoe; but there'll be a world of difference in the comfort and health of the shoe. But the main requirement of the foot is toe-room.

One may not agree with Prof. Hirshberg when he says: "If the public will shake off their thralldom and slavishness to the ruling powers of 'fashion' and will take the bit between their teeth and go to the glove makers for shoes, poorly shod feet, with their corns, bunions, hammer toes and fallen arches, will all become things of the past." Undoubtedly people will smile when they read his suggestions of "Gloves for the Feet," but the fact remains that wrong styles in shoes, and arbitrary ideas in the selection of footwear are, to a very large extent, responsible for the increasing menace of foot-ailments; and when this fact is considered along with the other indisputable fact—namely, that shoemaking is now upon a more scientific basis than ever before in the history of the world—the only inference is that people are too careless and indifferent in the selection of their footwear. They are fitting their head rather than their feet. Cid McKay.

Three Thousand Miles Away.

Written for the Tradesman.
Bombs are bursting in the air,
Wireless working everywhere,
Submarines beneath each wave
Seeking there for babes a grave;
Then we stagger when they say
"War's three thousand miles away."

Intrigue plots in Mexico,
Bridges blown in Vanceboro,
Lusitania the knell
Rung by heartless sons of hell;
God forbid that we should say
"War's three thousand miles away."

Spies in diplomatic corps,
Hidden wireless shore to shore,
Falaba and Gulfight sunk,
Every treaty naught but junk;
Oh, my God! how can they say
"War's three thousand miles away."

While we hold it all a joke
Halifax goes up in smoke,
Our own cities have their turn,
Depots, docks, and ships they burn;
Who's the man will then dare say
"War's three thousand miles away."

If things are not as they seem—
All is but a lovely dream—
Help us then, Oh God, to wake,
From our eyes the scales now take,
See the same war here to-day
That's "three thousand miles away."
Charles A. Heath.

Getting Mail Orders.

We have built up a good little mail order business for our department store in a small Pacific Coast city by confining our efforts to the state in which we are located, and offering several inducements that the big mail order houses cannot give because they do business over a wider area with a greater number of people. Instead of sitting by and decrying the mail order houses for cutting into our field, we have gone right after them in their field, and are making a success of it.

Whenever a customer, in buying in our store, cashes a refund check from one of the larger mail order houses, we know that that customer is a prospect for our mail order department. We therefore send out a letter soliciting his mail order business, and in a good many instances we get it.

We prefer to work on a small list of live customers, and to drop from our mailings any who are not interested. The first time we weeded out one mailing list we asked the customer to answer a letter if he didn't want to be dropped. About 10 per cent. of our list answered, so we cut the other 90 per cent. off. Thus we make every circular count, and we save our postage.

Our strongest advertising point is that we pay postage on all orders except groceries and hardware. Since all our customers are located in our state we can offer this inducement, which the big houses cannot meet. Again, our concentrated circularizing saves us enough postage to pay for the service.

Because we are right on the ground we can take farm produce in payment and can extend credit to deserving customers. Of course, the big houses can't do that. And our proximity enables us to give prompter service and to know our field better.

We subdivide our mailing list so that we know whether customers are householders, and whether they are married or single. We save our postage by not sending men's wear catalogues to single women and so on.

All our letters emphasize the reasons why we can serve our field better than can the big houses. And as a result we are building up our mail order department all the time. C. W. Reid.

The shutting off of motor power in 1800 Grand Rapids establishments during the past week has been a remarkable object lesson for the people. Only a few institutions undertook to evade the order and only one was so nasty over the situation as to force the Power Co. to cut its wires. General Manager Freshney exhibited the courage of a soldier and the patience of a saint and added to his already long list of admirers by the masterly manner in which he handled a critical situation without friction and along the lines of least resistance. A less resolute man would have failed in the attempt and a less courteous gentleman would have created many sore spots which are, happily, not now in evidence.

The trouble with the good advice the preacher gives is that the good people in the town are the only ones who ever hear it.

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

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.



Some Uncertainties Concerning the Third Liberty Loan.

Written for the Tradesman.

Interest in financial matters begins to center on the third Liberty loan, which will probably be \$5,000,000,000, and possibly \$6,000,000,000, the date of its issue and the rate of interest it will bear. Whisperings from Washington indicate a desire to have the interest rate placed at 4 per cent. Bankers say it will be difficult to dispose of the bonds unless they bear a higher rate of interest. Of course, this would be true unless there is an early peace. The strong tendency toward a 4 per cent. interest rate on the part of the Treasury Department may be highly significant as indicating an expectation of an early peace, in which event both the $3\frac{1}{2}$ per cent. and 4 per cent. Liberty Loan bonds would go to a premium, and the Government, if it issued bonds at a higher rate of interest, would be subject to criticism for poor financing. This seems to be the most logical explanation of the determination of the Government to keep the interest rate down to 4 per cent. in view of the discount on the present outstanding issues. If this is the true situation, Secretary McAdoo should be commended as the difference between a 4 per cent. bond running thirty years and a $4\frac{1}{2}$ per cent. bond of the same maturity, would be, on a \$6,000,000,000 issue, just \$900,000,000 in interest, a little less than the total of our National debt before the European war began. From this it can be seen that the public will not be informed of the rate of interest or amount of the loan until just before the date of flotation. Should Germany express a willingness to hold a conference and discuss peace on the terms laid down by the President in his address to Congress, the Government could safely launch the loan at 4 per cent. interest. If, however, Germany remains stubborn and threatening, a higher rate would probably be necessary. It seems odd, but the German war lords are really dictating the rate of interest to be paid by the United States on its war bonds.

We are all somewhat weary of war discussion and guessing as to what is to happen in business, but it is an unpleasant necessity as the influence of our participation in the conflict penetrates to the innermost parts of every business enterprise and, by reflect action, affects every man, woman and child in the country. It is only by the use of calm courage, and right thinking the crisis which we are passing through, can be successfully met. The spirit thus far shown by our business interests, especially in Michigan, shows the staunchest kind of patriotism. It is the spirit that, echoing on down through the line among all classes that will win this war

and cause the United States to emerge the greatest and grandest Nation in the history of the world, not so much due to its resources and wealth as to its splendid man and womanhood and its high ideals. The attitude of the business men of the country in this struggle is the external evidence of the higher trend of thought which is making this Nation an example to the world.

There is now looming up large a proposition to have the Government adopt the system of licensing industry in order that non-essentials in war may be dispensed with and the labor and capital thus saved diverted to proper channels. The system has been in operation in France and England and banks and bankers have for some months recognized their obligation to the Government and have favored war industries in financing any and all industries. One financial paper gives an illustration of how that would be applied, saying, "Take, for instance, a capitalist who might come to American bankers and ask for a loan of \$1,000,000 to finance an enterprise for the production of a fine velvet which business instincts tells him will be in great demand after the war, the project may be sound and based on the best judgment possible, but we are at war and the users of fancy velvet will have to wait. That \$1,000,000 is needed more urgently in industries which the Government considers vital to the success of the war." While this is a rather far fetched illustration, some regulation is undoubtedly necessary in order that the war may be successfully prosecuted. War is a disturber of life, industrially and socially, but the inevitable is realized and an unusually cheerful compliance with the demands of the situation is noticeable.

Hotels are rigidly complying with Hoover's rules as meatless and wheatless days, and conservation of sugar. Prompt compliance is made with closing hours decreed by the fuel administration. In a trip including a number of smaller cities in Western Michigan the writer heard only the expressions, "We must all do our bit in every way. Our boys are doing theirs in the trenches and in the camps, getting ready. Our sacrifice is nothing to them." Some question the wisdom of the latest fuel order in certain lines, but all are willing and eager to comply when convinced of the necessity. Criticism is of the constructive nature and there is a whole hearted loyalty. Its expression is heard on the trains from traveling men, lumber jacks, laborers, railroad men and from many who speak our language with difficulty. This spirit not only speaks victory in war, but a continuance of business during the conflict and increased prosperity when peace comes.

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 $33\frac{1}{3}\%$ on their insurance. We can and will do as much for you.

Home Office, Grand Rapids

Kent State Bank

Main Office Ottawa Ave.
Facing Monroe

Grand Rapids, Mich.

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

Resources
10 Million Dollars

$3\frac{1}{2}$ Per Cent

Paid on Certificates of Deposit

The Home for Savings

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.

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

It is the heart throb of a great Nation in this terrific struggle for right.

In spite of the decision of the United States Supreme Court that stock dividends cannot be considered income, the Collector of Internal Revenue announces he will collect the income war and excess profits tax upon them. Louis H. Porter, who conducted the case in which the decision was rendered (Harry R. Towne, of the Yale & Towne Manufacturing Co., vs. Mark Eisner, Internal Revenue Collector) says that on Jan. 8, 1918, the Supreme Court reversed the judgment of the District Court and held the shares of stock received by Mr. Towne in 1914 were not taxable income to him. This would clearly indicate that the ruling of the Internal Revenue Collector is, to say the least, incorrect. Under our system of Government an executive officer is given no power to hold a statute unconstitutional. That privilege is vested solely in the courts. It is apparent that if an executive officer could properly disobey the direct mandate of a statute because he thought the statute unconstitutional, there would be an immediate end to constitutional government and the substitution in its place of despotic executive despotism. The law of 1913 held stock dividends non-taxable, but the statutes of 1916 and 1917 were not before the Court and they in items declare stock dividends are taxable income. Until a court declares the later statute invalid, the Internal Revenue Collector feels it incumbent upon him to enforce them. It will be thus seen that the first announcement sent out to the effect that stock dividends did not form taxable income was misleading. It is to correct that false impression that attention is again called to the matter. It would seem there is no course left open but to pay income tax on stock dividends under protest, pending a further Supreme Court ruling which will include the statutes of 1916 and 1917.

Paul Leake.

The Store In the Community.

When the little town was started a good many years ago, the need for a store was uppermost in the minds of the people in the community and finally one came and located. This store when it came into town brought capital, the result of savings elsewhere and in other lines perhaps. It added wealth to the community and increased the population of the community, but the most important thing it did was to bring to that community a service—a brand new stock of goods to be sold at reasonable prices so that every one in the community might walk into the store, see the goods, and select his needs. This was truly a service very much appreciated.

The need for that store is just as apparent to-day as it was when there was no store there, but the fact that it is with us, that we see it every day, makes it easy for us to forget its benefit—the service it renders to the community. It gathers the goods from the great central markets, places them on display where they may be had at a moment's notice upon the payment of a reasonable profit, which profit is exacted for service and is a community enterprise benefit. It

gathers the goods from where they are produced and not wanted and brings them to the point where they are not produced and are wanted. This is the function of the merchant, and in that sense he becomes a producer and the profit which we pay to the merchant is for performing such service.

More than that, the store makes the community a more desirable place in which to live, it adds to the conveniences of the community. The store pays taxes in proportion to investment, the taxes go to support the schools, the roads, paying the officers, township, county and state, and becomes a financial asset to the state, county and community as well as a service asset. Then the merchant through the fact that he is a good merchant imbued with the spirit of service, adds another element to the community. He supports charity, the churches, the schools, the chautauquas, the lecture courses, young people's enterprises, the entertainments, the forces that give life and stability to the community.

The merchant is a community builder as well as a business builder and the fact that he has spent a whole life in the retail business in the community without getting rich is ample evidence that he has rendered a service which has not been overpaid. The store is a part of one of the important institutions of the community, state and nation—business. A community cannot develop, grow and prosper as it should grow and develop in proper proportion and relation to each other. Business is the heart of the institutional life of any community to give full credit to the importance of the local store for the good it does and the good it has done, and to continue our loyal support that it may continue as a developing, uplifting factor in community life and development. We need the store just as we need the bank, the church, the elevator, the school, the home, good roads. We should support each and all of these because each and every one of these institutions goes to make up prosperous, happy communities, fit to live in.

E. B. Moon.

Boycott of German Trade.

Rochester, N. Y., Jan. 29—If there is any virtue in the proposed general boycott by American firms of German industry after the war, now is the time to declare it. For the Kaiser, his heir, and the chiefs of the General Staff, drunk with the diplomatic victory of disengaging Russia from the war, are transferring one million, six hundred thousand troops to the Western front, there to sacrifice another million of Germans, if need be, to bolster up Prussian autocracy. It will not avail them, but thousands of American lives will be the forfeit, unless the big business interests of Germany are able to show the Kaiser and his advisers the utter economic ruin of Germany by such a course. The sharp insistence of American business firms to this end may sufficiently arouse industrial Germany to a sense of their peril.

F. L. Fishbaugh.

Don't get the idea that everybody makes mistakes and that they cannot be helped. They can be stopped, and a good disciplinarian will stop a lot of them.

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

Henry Smith
FLORIST
139-141 Monroe St.
Roth Phone
GRAND RAPIDS, MICH.

Michigan Bankers & Merchants' Mutual Fire Insurance Co.

Fremont, Michigan


We are organized under the laws of Michigan and our officers and directors include the best merchants, bankers and business men of Fremont.

We write mercantile risks and store buildings occupied by our policy holders at 25 per cent. less than the board rate established by the Michigan Inspection Bureau.

If you are interested in saving one-third of your expenditure for fire insurance, write us for particulars.

Wm. N. Senf, Secretary.

Fourth National Bank
United States Depository



Savings Deposits

Commercial Deposits

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

3½
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

During all the Years

Since Grand Rapids was a small village away back in 1853 this bank has served this section to the best of its ability and always with the idea of serving the community as it served its own interests. The Old National Bank has grown along with Grand Rapids but it never has lost the old neighborliness which made it the financial center when Grand Rapids was in the making. We extend that same neighborliness to you.

The Old National Bank
Monroe at Pearl No Branches

To Increase Loans.

At a cost of \$125, an Iowa bank increased its mortgage loan business 60 per cent., putting on \$600,000 of new business with the farmers of its section, in less than a year, the vice-president says.

The campaign opened with newspaper announcements that the time was ripe for placing such loans, that the bank had the money, and that it had never failed to have the money ready when the farmer wanted it.

Then a letter went to every land owner in the county, repeating the talking points and enclosing a card for the land owner to fill out. This showed the number of acres, the total acreage under cultivation, the value of the buildings, and the location of the farm. Two points, however, the letter omitted—the rate of interest and the terms.

The bank wanted enquiries. It knew that the farmers who would be interested in loans would ask about these two points. Then when it determined which farmers were interested, it would have a mailing list for intensive cultivation.

The farmers did enquire. With their enquiries they returned the cards, filled in. The bank followed up these cards closely, checking the list over frequently and going after those who had not come in for their loans. The business credited to the campaign was easy to trace—it was merely a matter of making a total of the loans from the cards.

Charles Chase.

A Serviceable Memorandum.

Recognizing the tendency of depositors to forget little duties, one bank endeavors to overcome the weakness by distributing four little memorandum tags. These tags about the size of a silver dollar, are made of bright red cardboard. A small metal clip is attached so that it can be fastened to the page of a book or of a calendar.

On the first reminder "statements" is printed; on the next, "coin wrapper;" on the third, "check book," and on the last one "note due." Whenever a customer asks for a new check book the teller clips one of these tags onto the last page.

If the depositor requests some coin wrappers a tag is put in the package.

The clerk explains that this is a reminder for the customer not to run out of the things he needs. The idea has been so successful that the bank contemplates adding new red tags bearing the words "rent due," "deposit slips," and "safe deposit rent."

T. C. Harwood.

Less Space Is Needed.

Banks receive during one day all sorts and sizes of slips bearing adding machine figures which represent the amounts of checks received from out-of-town correspondents and from the clearing house. After the day's work these slips have comparatively little value; but as they form a part of the cash record the bank saves them usually by bundling them up with a rubber band and tossing them into a corner or a box. After there is a large enough accumulation they

are generally bundled up with string and stored away. This is particularly true of the various clearing house slips.

To overcome this one bank boxes all record slips. After they are balanced the clearing house slips are placed in a large envelop, which is then dated. All these envelopes are then laid in order in large cardboard boxes built to fit the envelop sizes. Each box holds two months' supply. When it has been filled it is neatly lettered and stored away where reference is easy. After a year or two the records are thrown away and the boxes used over again.

The boxes cost this bank about 20 cents each. They are much easier to pack and store than are awkward bundles. This institution treats similarly all records not referred to often enough to be placed in the general file, yet too valuable to discard at once.

H. T. Clarence.

She Saw the Need at Once.

A young woman desired to transact some business requiring an official signature. A woman friend recommended the women's department of her bank as the best place for her to go. Before the papers could be signed, however, a witness was necessary for the usual identification, which meant a second trip to the bank, besides the witness' time.

After the business was finished, the woman manager said to the young woman: "If you had carried an account with us, it would not have been necessary for you to secure your witness outside the bank. One dollar starts an account that entitles you to this service."

In anticipation of future needs of this kind, and also because she was impressed by the helpful attitude of the bank, the young woman started an account from her next pay check.

M. H. Johns.

This Gets Women's Savings.

An Eastern bank obtained 2,400 girl members for a Christmas savings club one year by sending a woman representative into stores and offices in the vicinity of the institution. This representative obtained the consent of the management in each place to give a brief talk to the individuals, at the same time presenting each one with a booklet on thrift. It is estimated that 60 per cent. of the aggregate amount paid out to the club depositors the next Christmas was turned back into regular savings accounts. In this way the girls, besides becoming members of the club, developed into regular savings customers. The plan has been followed for several years with considerable success.

R. P. Watson.

Both Sides Work For Them.

On the back of the checks where the endorsement would normally be placed, a Canadian bank has printed a notice advertising its savings department. The space must be seen on each check when the owner endorses it. Because of this it is as good advertising as could easily be found, an officer feels.

W. M. Bostwick, Jr.

GRAND RAPIDS NATIONAL CITY BANK CITY TRUST & SAVINGS BANK ASSOCIATED



CAMP AU SQUARE

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

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

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

GRAND RAPIDS NATIONAL CITY BANK CITY TRUST & SAVINGS BANK ASSOCIATED

Do Not Delay

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

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

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

GRAND RAPIDS TRUST COMPANY

MANAGED BY MEN YOU KNOW

OTTAWA AT FOUNTAIN.

BOTH PHONES 4391

Why the Ann Arbor Convention Should Be Held.

Ann Arbor, Jan. 28—Why hold the twentieth annual convention of the Retail Grocers' and General Merchants' Association of Michigan at Ann Arbor, February 19, 20 and 21, when large expense of time and money seem a waste in this time of conservation?

Because this Association enlists a body of men who come together for counsel in their respective lines of business, which is very essential in these strenuous times.

Because these representatives from the State will assemble for three days for intense study of the great problems confronting the retailer.

Because the world is in the crucible of trial as never before in its history and to study ways and means will be of benefit to all who attend.

Because the retail grocer has sustained a great loss on account of the war, and must devise plans for bettering conditions.

Because the merchant is, or should be, taking his task seriously and anxiously looks forward to such a gathering as this where representatives meet to study the field and the work, in order that they may be fitted to carry on their business successfully.

Because the programme committee has arranged for three question box periods when perplexing problems will be solved and the man "in the dark" will be enlightened as to his course in the future.

Because mingling with his associates in business will put life and energy in him and inspire his "dropping" spirit with new light and hope for a brighter and better future.

Because the retail grocer has a very large part to perform in helping our Government win this war by educating his customer to comply with the Food Administrator's wishes. Mr. Prescott, our State Food Administrator, will be present and enlighten you on any questions you wish to ask.

Because the Ann Arbor delivery system, which is recognized by our Government as one of the best in the country, will be open for inspection and opportunity will be given to see the actual work carried on.

Because Ann Arbor merchants will give the delegates a royal welcome, and after strenuous hours of work and deliberations will see that your stay in their midst will be enjoyable. Opportunities for relaxation will be provided for. Theo. H. Trost, Sec'y.

From State Secretary Bothwell.

Cadillac, Jan. 29—A list of "Reasons Why" the twentieth annual convention of the Retail Grocers and General Merchants Association of Michigan should be held in Ann Arbor has just come to hand from the Secretary of the Ann Arbor convention committee.

Among the reasons we find that the programme committee has arranged for a question box, where the problem that vexes you may find an answer. Another is that State Food Administrator Prescott will give you concrete reasons why the grocer has such an important part in the conservation of foods needed by the Government; and again Ann Arbor merchants have the distinction of owning a delivery system of National repute and it is to be our privilege to view it in operation and to have the inside facts in connection with its operation explained to us by one who has had actual experience with it and who has helped to bring it to the present state of perfection. Again we will have the privilege of investigating the Ann Arbor system of credit rating, which is also one of recognized value and benefit to the merchant. Again we will have the opportunity of visiting the University of Michigan—a place that we all have heard of, but few of us have had the opportunity to visit.

In addition to all of these Ann Ar-

bor merchants will give a royal welcome to all who attend because there has never been a time when the necessity of retail merchants standing shoulder to shoulder has been so apparent as the present and we are assured that what is lacking in the way of feasting the inner man will be more than made up by the mental feast prepared for each one of us in order that we may feast our eyes on the increased sales of profit producing orders through more efficient methods of conducting our business.

It has been my privilege to have spent some time with the committee in Ann Arbor and I can assure the readers of the Tradesman that the hospitality of Ann Arborites is of the finest kind and the convention hall is exceptionally well adapted to our

needs. I want to add my earnest invitation that of Secretary Trost, of Ann Arbor Association, that you may all come with a full determination to rub elbows with your fellow merchants in order that you may take and use some of his ideas and that he may take and use some of yours.

J. M. Bothwell, Sec'y.

To Get a Personal Touch.


One depositor, a young railroad man, who received \$1,800 for personal injuries, was induced through an Eastern bank's advertising letters to put the money in a savings account. Later, this account kept diminishing steadily by withdrawals of \$25 and \$50.

An investigation into the habits of the depositor disclosed that he was gambling. The bank asked him to call, and the manager had a frank talk with him. He accepted the manager's advice that he put the balance of his funds in a first mortgage.

The man was agreeably surprised to learn that the bank was interested in him. Finding that he could rely on the advice given him there, he became a good customer.

J. M. Regan.


The undertow of selfishness may not be visible in the current of love, but it's there just the same.



The ideal Beverage with hot or cold Dishes


Lobster Pickles Oysters Swiss Cheese Goulash Chile-Con-Carne

Sardines Sausage Spaghetti Raviola



These make up the usual Dutch lunch—but what will you serve to drink?


For years the host and hostess have been asking themselves that same question—especially whenever the occasion happens to be one of those cozy little after-theatre or "in-between-times" parties. Now, there is a ready answer—



Bevo
REG. U.S. PAT. OFF.
A BEVERAGE

This distinctively new creation in soft drinks is sparkling—snappy—delicious. It is healthful with the wholesomeness of the choicest ingredients—appetizing with the bouquet and agreeable bitter tang which only choice hops can impart. It is sure to "hit the spot"—sure to encounter no prejudices.


Bevo—the all-year-'round soft drink



A good Mixer

You will find Bevo—

in pasteurized bottles, hermetically patent-crowned—at inns, restaurants, department and drug stores, soda fountains, picnic grounds, baseball parks, dining cars, steamships and other places where refreshing beverages are sold.



Guard Against Substitutes

Have the bottle opened in your presence, first seeing that the seal has not been broken, and that the crown top bears the Fox. Bevo is sold in bottles only—and is bottled exclusively by

ANHEUSER-BUSCH,

ST. LOUIS

Anheuser-Busch Branch

Dealers: **GRAND RAPIDS, MICH.**



Preliminary Preparations For Unexpected Company.

Emergency supplies are almost as necessary on the pantry shelf as in the medicine-closet. I am not sure but that now, when all sorts of food are so scarce, and many sorts prohibitive in price, if not out of market altogether, it is more important to have "first-aid" food supplies on hand than in ordinary times. But what I have to say applies in any conditions in any average home. It represents a principle rather than hard-and-fast details. I have in mind the dread, which might just as well be the joy, of unexpected company, on wash day, or when the maid goes out, or on other occasion when one has prepared for a plain, warmed-over dinner, and the Man brings home a friend without warning. You have read about it in the funny stories; to menfolk it is a great joke, perhaps. To the woman caught off-guard it is a tragedy.

The only way to feel really safe is to have habitually on the pantry shelf material for "emergency meals." It is well, of course, to have these supplies in good quantity—enough to last all winter and see one through any number of emergencies. Not all of us can afford to do that, but we can lay by a modest store for such occasions. And it pays.

Consider the nature of these emergencies. In the first place, you are pretty sure to be caught short of milk and cream on the very night that the man arrives who is particularly fond of soup and a good cup of coffee with cream. Very well, always have on hand, sacredly set aside for "first aid," not only an extra pound each of tea, coffee, and cocoa, but a can or two each of condensed milk and evaporated cream. The latter is a good substitute for milk in making cream soups; it may be added to a bit of cold vegetable or broth, and you will be surprised to see what a good soup you will be able to serve in no time.

Of course, it is well to keep on hand also a few cans of soups; a very plain dinner can be "dressed up" with a hot soup to start with and a cup of coffee at the end.

A jar of peanut butter is invaluable. It makes a delicious soup with cream or milk added, and if you are short of butter—as you are very likely to be these days when only a millionaire can afford to have it at all (and he has to pawn it to pay his income tax!)—it will at a pinch fill the gap on the table. It will pass very well as a voluntary war measure to save butter for the army.

If you keep a few cans of fish and meat on hand, a good dinner can easily be planned and cooked by the use of a little ingenuity. Canned chicken can be creamed, in a pie, chopped in croquettes with tomato or white sauce, or served a la Newburg, with a little sherry. A can of tuna fish can be used in the same ways. If, instead of a chicken-pie with crust, you use the chicken (or fish, if you prefer) in a scallop with rice on top and cracker-crumbs, it will be quite as good. And that reminds me: Keep cracker-crumbs on your shelf for scallops and croquettes.

These cans of chicken or fish also will serve to make a delicious salad for your dinner or supper, especially if you are lucky enough to have on hand a bit of lettuce or celery to add to it, and a couple of hard-boiled eggs. If, in addition to these you have on hand cans of veal loaf, ham and beef, salmon, sardines, mackerel, potted meats, you can defy Mr. Man to do his worst with unexpected company, and always be ready for a quick, appetizing meal at any hour, from soup to sandwiches.

The market supplies certainly a sufficient variety of canned stuffs—roast beef, corned beef, sausages, bacon, smoked beef, and even codfish cakes—to afford you material for a substantial breakfast if the guest stays overnight and you haven't an egg in the house. And if there does happen to be an extra egg or two, your condensed milk and evaporated cream will help you to muffins and pancakes, puddings and custards, as well as if you had the fresh article.

With a bottle of mayonnaise dressing on your emergency shelf, you can concoct your salad not only of canned meats, but of fruits, fresh or canned, pineapple, peaches, pears, or of nuts and raisins. A jar of honey or a bottle of maple-syrup is enough to "get by" with if you have some hot biscuits or pancakes.

Baked beans are now to be had in cans so well flavored that when heated in the oven they will deceive a very knowing judge of the home-made kind. I have been fooled by them, and I know something about baked beans. There is Boston brown bread, too, canned and ready to steam!

There are so many kinds of canned vegetables in the market that it is really hard not to fill up your shelf with them alone. Take a half-hour some day and see what your well-supplied grocer has awaiting your order for your "first aid" kit. Do not overlook the can of mushrooms that will add distinction to your bit of steak, and make it go twice as far;

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

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.

or the can of peas and carrots that, added to your cold meat and potatoes, will give you a hearty stew.

Only a little while ago a sudden dropping-in of friends at dinner caught me with only meat enough for two. Imagine the inner welcome that met the two men whom my husband brought home without warning! I hadn't time just then to appreciate the tribute to my resourcefulness.

Fortunately, I had right on hand a bit of onion and some peas, carrots, and potatoes. Stew, of course. I put the peas in the center of the platter, heaped the stew roundabout, and garnished the edges with bits of toast. It looked like a generous supply. With it I served scalloped rice and tomato with cheese grated on top. The whole was hearty enough, and it went round, too.

Keep a jar of anchovy paste on hand, an appetizer can be fabricated on very short notice with a bit of toast and a sliced olive on top. Many kinds of cheese come in jars nowadays, and there are crackers in tins that keep indefinitely. Cheese with toasted crackers and coffee demi-tasse give tone to any dinner.

Of course you will try to have on hand always plenty of cereals, flour, and baking powder; with canned fruits and jellies—surely you made up lots of these last summer!—you can make a delicious dessert on short notice.

The main thing is to keep the emergency supply intact. As soon as you have used anything from it, replace it at once. Buy the best of canned things, and do not let them get stale. A year is long enough to keep anything of this sort. It is worth while to attend to this matter. Your emergency may some time be due not to unexpected company, but to a sudden storm that shuts away the grocers' and butchers' carts for two days at a stretch. The feeling of security is worth all the trouble and cost.

Prudence Bradish.

Running a Store Is Not Such a Great Snap.

Earl Park, Jan. 29—Once upon a

time a man sold his farm and went to town and spent the money for a store.

The store had been running forty years and had a good lot of customers. It was fairly prosperous and had every prospect of continuing so.

The man conducted the store a year. Then went broke. He went broke because he did not know nearly so much about running a store as he did about running a farm. He went broke because he had the mistaken idea that the money gained from running a store was very much in the nature of retiring upon a perpetual vacation.

Now we are in the store business because we want to be. If we didn't like it we would get into something else. But we never had any idea that running a store was something just anybody could do without any previous training.

It every day is getting more and more to be the case that the correct operation of a store is almost in the nature of a profession. At least it calls for a high grade of technical training and knowledge. One must know window trimming. He must know advertising. He must know merchandise and where to get it. He must know his customers and their demands. He must be something of a financier. He must have credit. He must have energy. He must work. We are not trying to write here an encyclopedia for merchants. We are merely trying to impress upon you the fact that running a store is not fun. It is work and serious work at that.

And then the people outside of the retail business often imagine, or presume to imagine, that operating a store is a quick and easy way to wealth. This is the most erroneous idea of all. At least it has proven so in our case. We are making a living and a little besides. Everybody can be able to do this no matter what his station in life—no matter whether he be rich or poor. But we venture to say that counting the hard work, the long hours and the experience required to run a business like this successfully, that we are getting only a very moderate return. Then it must be remembered that a merchant has to have money invested. He has a right to expect to get moderate returns on that as well as upon the work he does.

Running a store is not a snap. It is not a royal road to wealth. But it is a high grade, legitimate calling and one that we thoroughly love.

E. Hackley.



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"

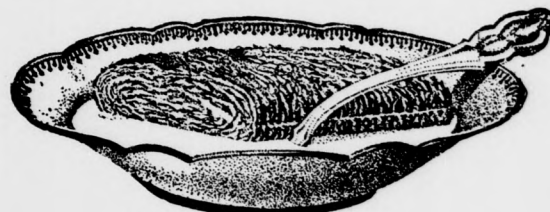
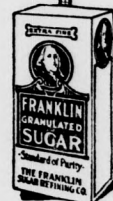
Cartons packed in 24, 48, 60 and 120 lb. containers according to grade

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

Made from Sugar Cane

The Franklin Sugar Refining Company

PHILADELPHIA



Real Whole Wheat Bread

Don't tell your customers "there is no real whole wheat bread in this country." It may be true that there is no real whole wheat flour—but in

Shredded Wheat Biscuit

you have the real whole wheat bread quite different from ordinary whole wheat flour bread, because more thoroughly cooked. It is 100 per cent. whole wheat, nothing added and nothing wasted or thrown away. It is made digestible by boiling in steam, drawing into filmy, porous shreds and then baking in coal ovens. It contains more real, body-building nutriment than meat or eggs and cost much less. Tell your customers to substitute it for meat on meatless days. Delicious for any meal with sliced bananas, stewed prunes, baked apples, or other fruits.

Made only by

The Shredded Wheat Company, Niagara Falls, N. Y.

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.



Farmer's View of the Strangling of Production.

Geneseo, N. Y., Jan. 28—The most important industry in the United States to-day is war. It is time that we regard it purely from a business standpoint; there is no place for sentiment or hysteria or trying to make ourselves believe it is a minor operation of a temporary nature.

It is said that "Food will win the war." The food production of the United States in 1918 will not equal that of 1917, unless we have exceptional conditions, which are:

1. Favorable weather.
2. Additional capital.
3. More labor at the disposal of the farmers.

The farmers' liquid capital is not adequate to meet the emergency, and the amount of labor in sight will not justify the planting of an acreage equal to that of last year. Not half the Federal farm loans made will be used for food production. They are contracted to pay off debts and existing mortgages. Three-eighths of the farmers are renters and cannot borrow a cent from this fund. Renters and farmers carrying a mortgage feel they must "play safe" and will retrench in the production of crops requiring much labor, because, should a poor crop year occur, it will bring financial ruin to many.

Most food administrators seem to have the idea that their main function in life is to make this war as easy as possible for the American public, at the present moment, without regard to the future cost of such ease, either to themselves or our Allies. They have no conception of the necessity of maintaining production. The present Federal Food Administration does not regard crop production as within its scope, and the lack of recognition that they are so closely inter-related as to be inseparable parts of a whole is bound to cause waste and bring disaster to the work of both organizations.

A delegation of New York farmers recently told Secretary Houston that a famine threatens the land in 1918. They were told they should be hopeful and talk patriotic, but neither will grow food. The growing of food for 1918 is one of the most serious problems confronting the world to-day. Awake or we perish. We have basked in fancied security long enough.

I differentiate between food regulation and food control. As I see it, regulation is a degree of control. The food regulation we have had is 80 degrees compared with food control, and food control will mean zero and a freezeout for some, or 110 degrees and a hot time for others. They are both temperatures we may exist under for a short time, but we are not equipped to live in.

There is a large mass of the American people who firmly believe that the time is now ripe for the Government to step in and absolutely regulate foods and food prices. They seem to believe that the producer is a thing apart from the distributor, that they can manage to attack the one without injuring the other. They seem to believe because it is perhaps possible to control in some measure the output and price of steel cars or coal, or even textiles—although the regulation of these is attended by many

difficulties, as is now apparent in the case of coal—that the same can be done with food. They fail to appreciate that manufacture is usually carried on by large firms in factories, designed and equipped for the production of a more or less narrow line of product, that these have been organized for a specific purpose and that they cannot be readily converted or utilized for any other.

The public seem to imagine that food prices can be just as easily controlled, failing to appreciate that in these United States some forty-five millions of people derive their living from agriculture and some ten to eleven millions are directly employed in the working of the farms.

In the main, food production is not carried on by corporations, but by small units, and the six and a quarter million American farms are homes in which the farmer, with perhaps one hired man and the aid of the family, produces food. Few have a fair knowledge of the cost of production. This is not peculiar to farmers. There are few retailers—grocers, dry goods men, etc.—who know where their money is made. Like the farmer, they know at the end of the year whether they have more or less than they had the year before.

More and more details which enter into the production of farm products are being emphasized. Contact with other men, the good roads, the automobile, the free interchange of ideas, the rural delivery, with its daily paper have so changed the farmer's mind that he is becoming a business man. The bulk of the crops are grown by men of the calibre we have presented and disposed of in all sorts of ways. In a normal course of events, the farm will have several different lines of endeavor. On a well balanced Eastern farm it has been found that there are usually at least five different lines which are developed to a large extent, and frequently up to fifteen more to a lesser degree. If wheat looks promising they may increase the acreage from 10 to 20 per cent. without any serious harm, or they may increase the number of cattle without unduly disturbing conditions.

If we limit the price they are to receive for milk, they need not ship it; it can be converted into butter. The skim milk can be fed to the hogs. If the price on butter, as well as on milk, be limited, they convert it into cheese, and cheese is going to be a good product to sell just so long as the British government insists on buying it here. Legislation can never force the farmer to produce, for unless the price is adequate he will move on to something else; limit him on cheese, and instead of turning to dairy products he will produce veal or some other meat; limit meat, he will turn to crops, grains, potatoes, etc. If the public insist on fixing a maximum price at which potatoes can be sold, as well as a minimum, and the maximum does not offer enough, he will turn to beans or oats or some other staple which can be saved a year or two if need be. In the meantime he can get his own living from the farm, and the man in the city can whistle. We may fix the price on one thing, and if not satisfactory, the farmer will turn to the next until in utter

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.

weariness and disgust he quits and gives up farming.

That is the ultimate end of food control. Food control can merely embarrass production, at least the food control which has been proposed so far, for if low food prices and a maximum production are considered imperative, there is only one way in which that can be secured and that would be to put the whole Nation on a meal ticket and draft everybody and put everyone at work. Take all the individuality out of the men and we would have a condition like Germany, where the time lost by the workers waiting in the bread line for their meal ticket and then for the meal is far greater than the food is worth. The German farmers were to turn over everything to the Government, but it would take an inspector for every hen to see that he did not eat the egg she laid.

The policy of so controlling the present crop, that it creates a lack of confidence in the minds of the producers, is not only a National but an international peril.

From the reports of the German government on food production we find that in 1914, before the war began or the year it began, Germany produced two and one-half millions of tons of proteids. At the end of the first year of war, in spite of all her preparation and in spite of the fact that the laborer on the farm was not taken—for in Germany the labor is done largely by women—and in spite of economy of the most drastic type ever known, with all these provisions, the production dropped to 1,500,000 tons. The succeeding year it fell to 1,200,000 tons. It was a signal failure, but in Great Britain, where for two years there was no price fixing, and in France, where there was less than in Germany, the production of proteids increased.

The controlling of agriculture has never yet been a success. The state control of manufactures is one thing. But to affirm that because they may be controlled, therefore farming must, is a false analogy. The vast territory, the scattered workers, weather conditions, all prevent control. What, then, shall we do? Shall food prices be allowed to soar?

Would it not be wise to ask first, have they soared? Prices have, but what about values? It is true that we are paying more in dollars and cents for a bushel of wheat than we were, but has the money the farmer receives any greater purchasing power than the money he previously received? Whereas he formerly paid labor \$1.50 a day he now pays \$3 to an inferior type of labor; whereas he paid the International Harvester Company, or the plow trust, \$1 for a machine, he now pays \$2; whereas he once paid 8c a pound for binder twine, he now pays 19c. In other words, is the purchasing power of the money the farmer receives any greater than it was before, and incidentally, is food higher than other commodities or lower?

The statistics indicate that for the ten leading staples on July 1, 1917, the farmer got just twice as much as he got July 1, 1916, but if we compare the prices of forty-four commodities in March, 1917, with the average for the years 1910 to 1914, we find that the wholesale price is now \$1.56, where it formerly was \$1. When we take these same commodities in the hands of the retailers, we find that so far as forty-four leading foodstuffs are concerned the price is but \$1.38 in March, 1917, whereas it was \$1 in 1910 to 1914, so that when we compare the price of food to the public with the price that the farmer is paying, we find that the ratio is not maintained, that the price the consumer is paying is not exorbitant. Economies have been effected both by the wholesaler and the retailer in distribution and the consumer has received the benefit of same.

Food constitutes but 40 per cent.

of the expenditure of the working man's dollar; in some cases even less. Why not concentrate or at least devote some attention to the remaining 60 per cent., instead of having it all centered on food. To jeopardize food producers by compelling foodstuffs to be sold at a relatively lower price than other commodities is certainly "blatant folly and rank injustice," as a British Royal Society report states.

We hear the argument that high food prices bring special hardship on people of small means and if prices remain high we are bound to have riots and disturbances of different characters in our centers of population. The condition exists, but this economic inequality is not a war product. It is a problem which has troubled the world throughout its entire existence; the age-long problem of our whole political and social fabric.

How shall we combat it, you say? What is the remedy? It seems that "something must be done." It is said that this is a war condition, but it is not; it may be seen in New York City or any other city at any time. The remedy is not to make food cheap and single out this one thing to bear the burden. Such a procedure will not abolish penury and poverty. The extension of charity will never solve nor correct the evil. It will merely maintain it. The conditions underlying the cause of the poverty must be considered. It no more concerns the food producer than any other person, but it does concern all. Certainly we cannot expect the food producer and food distributor to be sacrificed because the rest of society do not wish to undertake the proper consideration of an evil, for if we undertake to provide cheap food, to provide for such people at a price which will not return the producer and distributor a just reward for their labors, we must give back a reward to both in some indirect way or else penalize them for being in this line of work.

We have but to go to Europe and see nations at work in the attempt to control food, to see the extremely chaotic condition they are now in, and they are certainly not yet out of it. Out of all the work that has come forward so far, we have it on the authority of the Royal Society Commission on Food in Great Britain that "the producers of food might advantageously be left to work out their own salvation."

And what about the distributor, the "speculator" we hear so much about but so few of us have ever seen, the man whom our demagogues say exist although we have laws on the statute book to put him in jail if he has broken the law? How few we find that have committed wrongs which would permit of their being indicted, much less convicted. Out of 400 complaints reported for investigation to a certain government department, not a single one was found to be guilty of any violation of law. Both in Great Britain and in this country committees of enquiry of all types and descriptions have failed to find evidence of any material damage or detrimental effect from speculation.

Germany undertook to wipe out the middleman. She managed to do it to her sorrow. The last condition is worse than the first, for no government control has proven as valuable as that which is maintained under individualistic liberty and free competition. The farmers take great risks—those of weather, diseases and insect attacks, labor as well as those in marketing, which latter are also shared by the "speculators." This spring the British farmers bought young cattle which they proposed to feed, and then found that the price of meat was fixed by the Government at a price which would not enable them to feed grain to the cattle. The result, of course, was that a large number of lean cattle were thrown on the market,

six lean bullocks were killed where five would have provided the same amount of food had they been fattened, to the detriment of all.

In every case it is found that the Food Control problem ultimately works back on to the producer and reacts for good or ill on the consumer. The point to remember is this: Great Britain has realized that she has been fortunate in not going so far as Germany in food control. Price fixing is established in Great Britain and as fast as the price has been fixed on one commodity it was found inevitable that it necessitated the fixing of price on another, and then another and yet another, even labor itself, until the authorities began to realize that the entire trade of the country, land, labor, money, producer, distributor and consumer are so bound together that they have by their regulations formed an inextricable tangle of official regulations which furnish as complete a strangulation as it is possible to devise.

This country will be wise to take warning, to realize that the inevitable end of price fixing and food regulation of the European style is a meal ticket and people standing waiting in line wasting more hours of valuable time than their rations are worth. It involves countless officials, masses of printing and stationery, interminable delays, endless frauds, wholesale forgeries and absolute degeneracy of the people of the community.

On the other hand, the appeal to the individual to come forward and of his own initiative work for the benefit of his nation, his State and his fellow men, will develop in us such a standard of morals, such a realization of the rights of others, that we shall advance in spite of the war rather than be degraded by it.

Germany has blundered in food control. Great Britain is now making the same mistakes that Germany made in the earlier part of the war; both know they are in error. Must we repeat the blunders they have made to prove that they are both now in their right mind when they state that food control is a failure?

If we fail in food production democracy is lost. We are the last resort. We must, and we will, win.

Samuel Fraser.

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

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Products sold by
Merchants

Brand Recommended
by Merchants



New Perfection Flour

Packed in SAXOLIN Paper-lined
Cotton, Sanitary Sacks

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.

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 Mfr. Co., Seattle, Wash. Order of jobber or Louis Hilfer Co., 1205 Peoples Life Bldg., Chicago. (M-95)

Crescent

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The Delicious Golden Flavor

Fieglers

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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

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.

Suggestions For the Hardware Dealer in February.

Written for the Tradesman.

If the annual inventory has not already been completed, it should be furnished early February. Stock-taking as early as possible in the New Year has come to be the rule in the hardware trade; and where it is deferred until February, unforeseen contingencies are usually to blame.

With many merchants, the after-inventory sales are begun in January. They can be continued early in February. Such sales serve a variety of purposes. Through the medium of price features, they attract people to the store. These people buy, not merely the featured articles, but regular lines carrying a normal margin of profit. This in turn helps to make the winter months pay their way. Finally, there is the desirable object of clearing out odds and ends of stock brought to light in the course of the stock-taking, and which could only be carried over at a loss.

Throughout February, business will need to be stimulated by every agency at the hardware dealer's command. Special sales, newspaper advertising, window and interior display, are all necessary to bring business to the store; and many merchants make a feature of circular advertising as well.

Yet however successful these various agencies are in stimulating trade in the winter months, the average hardware dealer will not find himself rushed to death with business. Rather, he will find considerable time on his hands. These odd moments and occasional spare hours can be used to advantage in studying improvements to store organization, store arrangement, selling and collecting methods, and other items of importance to the well ordered business.

Following this, the initial preparations can be made for the spring campaign. New goods should be ordered, and selling plans prepared. The mailing lists can be checked over, the paint campaign arranged beforehand, and a lot of good preparatory work can be done which will leave the merchant's hands free for more important things in the anticipated busy season.

During February an effort may be made to get in touch with prospects by outside canvassing. The merchant who sticks continually inside his store is apt to grow rusty. In February the hardware dealer will usually find some time to get out. To be "always

on the job at the store" is a good policy, perhaps; but there are times now and then when the merchant can do himself and his business a good turn by breaking away from his usual surroundings.

There are some lines which can be pushed to advantage by an outside canvass. Building prospects are generally pretty well-known before spring opens, particularly in small places. Even under the present conditions there will still be some building, and probably a great deal of thrifty repairing and renovation. It should not be difficult, particularly in small places, for the hardware dealer to get a line on what new work is being undertaken for the coming year. By calling on the owners or the builders, some business could surely be secured. A tour of the local factories will probably uncover a certain demand for tools, belting, paint and glass. If time permitted, the farmers might be personally canvassed for wire fencing, cream separators and general hardware lines. If the dealer cannot go into the country for this purpose, he can reach a good many customers over the rural telephone.

All this work may not be immediately productive; but it will help in the big drive for future business. It is my personal conviction that no honest, sincere effort at business-getting is ever ultimately lost. Good advertising is always worth money, even if it does not bring immediate sales.

Yet in the direction of advertising there may be room for improvement. Too much hardware advertising is merely perfunctory. The dealer believes that advertising pays. He contracts for so much space daily, with one, two or three changes of copy every week. Then he gets up his copy any old way, with the mere idea of calling attention to certain seasonable goods and filling the contract space. He has a notion that the advertising should in some fashion help to sell the goods; but his mind has been too lazy or too harassed with other interests to figure out just how this result is produced.

Now the process whereby advertising produces results is very simple. It is practically identical with the process whereby the salesman behind the counter sells goods. A customer is sufficiently interested to ask to see a certain article; and it is up to the salesman to convince him that the article shown will serve his purpose and is worth the price. Newspaper advertising is just the previous step to this. Through the newspaper the hardware merchant talks to the individual reader. The reader is inter-

ested sufficiently to glance at the advertisement; it is up to the advertiser to get that reader further interested in some article, or in the store itself, to such an extent that he will come into the store. Once he comes into the store, good salesmanship should do the rest. Of course there are many cases where the advertisement not merely brings the customer to the store—but actually makes the sale; but advertising is successful even if it merely brings people into the store.

Has your advertising accomplished these results? Is it a series of heart-to-heart talks with the people of your community; or is it merely so many perfunctory words regarding this, that or the other article? Study to improve your copy; and then to improve your system of getting it up. Are your advertisements changed regularly? Is the copy handed in early enough to ensure careful attention on the part of the compositor and proof-reader? These are small items, yet they are important.

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



cMc Ready-Made PRICE CARDS

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

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

28-30 Louis St. Grand Rapids, Mich.

TAKING INVENTORY

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



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

Foster, Stevens & Co.

Wholesale Hardware

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

Grand Rapids, Mich.

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.

So, too, it will pay to organize your window display work, to plan ahead and systematically the series of displays you intend to put on during the year, and to gather and jot down as occasion may offer any new display ideas that may occur to you.

Perhaps your plan of collecting accounts may be improved. Perhaps a change in the store arrangements would save footsteps. Perhaps the show cases and silent salesmen would be the better for a little varnish. These are items to attend to now, when you have time. They all help to better business; and they are worth your attention.

Use your odd moments in February to reorganize your store, to encourage your salespeople, to get in touch with customers, new and old; and to prepare systematically for a good year's business. Victor Lauriston.

How Much Sugar Do You Use? written for the Tradesman.

Fifty-three heaping spoonful of granulated sugar make one pound. Eight such spoonful a day—two for cereal or fruit and six for the tea and coffee—make fifty-five pounds a year, or more than one pound a week. Many individuals use more than this in addition to all the pie, cake, cookies, fried cakes, pudding, jam, jelly, preserved or canned fruit, ice cream, lemonade and candy which they consume.

A cupful of sugar is one-half pound. This amount in the rule for a cake which may be cut into twelve generous pieces—each person consuming two-thirds of an ounce of sugar. If it be a layer cake with fruit-filling or has a frosted top, each person will get a full ounce of sugar to a piece. A cupful of sugar for one pie, to be cut in eight pieces, gives each person an ounce of sugar. Some always cut such pies in six pieces only—one and one-third ounces of sugar to the piece. A cupful of sugar to one pie, however, applies only to strongly acid fruit such as sour cherries, cranberries, lemons, rhubarb, etc., while one-half cupful is sufficient for a pie made with whortleberries, raspberries, peaches, plums, some varieties of apples, custard, mince, etc. A moderate size piece of such pies contains one-half ounce or less of sugar.

One cupful of sugar will make a batch of forty to fifty cookies—one fifth or one-sixth ounce of sugar in each. The same amount of sugar is required for a batch of about thirty-five fried cakes—say one-fourth ounce of sugar in each.

When we come to stewed or canned fruit, there is a wide range in the amount of sugar which may be contained in one helping. A reasonable estimate is an average of one-half pound—one cupful—of sugar to each quart of cooked or canned fruit. A person may use anywhere from one-eighth to a full ounce of sugar in his cooked fruit at one meal. If a person desires to lessen the amount of sugar used in this way he may choose peaches, plums, prunes, raisins, figs, red raspberries, whortleberries, sweet cherries, sub-acid apples and the like, avoiding those known to be strongly acid. More sugar is used for acid

fruit when eaten raw than when cooked, and less sweetening will satisfy as well if cooked fruit is allowed to become cold or stand until sugar is well dissolved instead of eating warm or immediately after sugar is stirred in.

A lavish user of sugar will consume two ounces a day in his drink, as much for cereals and fruit, as much in pudding and pastry, making six ounces a day, two and two-thirds pounds a week, eleven pounds a month, or 135 pounds a year.

Limiting a person to sixty pounds of sugar a year, five pounds a month, means two and two-thirds ounces a day. How may he portion it out for each meal? To begin again with the teaspoon: Instead of fifty-three heaping teaspoonsful to a pound we can dip out eighty full, level, not scant. That means five to the ounce, or thirteen for a day's allowance. One each for cereal, raw fruit, two cups of coffee and one of tea; three for cooked fruit and five for pie, pastry, pudding, sweetened sauces or dressing. Measured by ounces it would be one for drink, cereal and raw fruit or salad, one for pastry and two-thirds for the cooked fruit. In order to secure three a day of pie, fried cake, cookie, cake, pudding or some other dessert, one would have to choose small pieces or those requiring the least amount of sugar.

Few people have the patience to figure this matter down so fine and it is not to be expected that anyone will keep a pencil and pad by his plate and mark down every fraction of an ounce contained in each portion of his food and drink. One's aim should not be to get his share of sweets according to the present limited allowance, but to use as little as possible to make food palatable or appetizing. Milk or cream and salt is all that is needful for cereals; one-third of a teaspoonful of sugar to a cup of coffee allows one to enjoy its rich, mild flavor if he wants good coffee instead of a drink of syrup. Cocoa and chocolate require about the same as coffee and tea even less. The open sugar bowl and every one allowed to help himself accounts for the most extravagant and wasteful use of sugar.

It does not conduce to peace and happiness to have wife, mother, sister or landlady continually watching and cautioning each one to use less sugar. Let her sweeten the drink for the adults and the cereals for the children—they need sweets most—and instead of an aggravating portion of pie, cake or pudding at each meal, let all go without until they get hungry for something sweet and then serve a generous satisfying amount.

Many people could be well and strong to work if no sugar in commercial form were to be had. A balanced diet of fruit, vegetables and grain products would furnish the system all needed sweets.

E. E. Whitney.

The Unconquerable Habit.

"Believe in signs?"
"Everything but 'fresh paint' signs. I always try them out to see if they're telling the truth."

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

AGRICULTURAL LIME BUILDING LIME

Write for Prices

A. B. Knowlson Co.

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

Automobile Robes

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

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

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

Sherwood Hall Co., Ltd.

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

United Agency

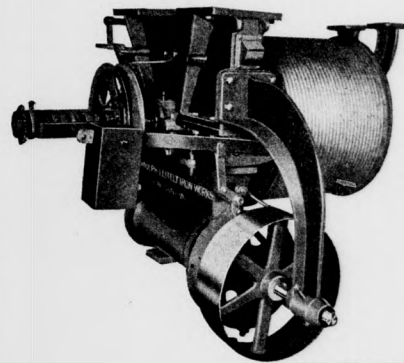
Reliable Credit Information
General Rating Books
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Comprising 1,750,000 names—
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THE UP-TO-DATE SERVICE

Gunther Building
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Leitelt Elevators

For Store, Factory
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Built for Service

Send for proposal on your
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Adolph Leitelt Iron Works

213 Erie Street

Grand Rapids, Michigan

Pere Marquette Railway Co.

FACTORY SITES

AND

Locations for Industrial Enterprises in Michigan

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

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

Address

C. M. BOOTH,

General Freight Agent,
Detroit, Michigan



Must Be More Cautious Than Ever to Avoid Ruin.

Just about the time that false prophets arise to make predictions of prices being at the top because they are higher than they were a few days or weeks previous, someone with a memory or a record comes forward and upsets the apple cart. This week, for example, a note came to hand from an old friend of this journal, giving assurance that the yarn markets must be "bumping bottom" instead of "soaring to the coluds," or "toppling to a fall," as buyers continue to assert.

And to make this assurance worth while, there is attached to it an original bill for yarns and cloths sent to Benjamin A. Houghton by Almy & Brown of Providence, R. I., Nov. 4, 1812, over a hundred years ago. This bill prices second quality twist, No. 8s, at 72c a pound; No. 10s at 78c; No. 12s at 84c; No. 14s at 92c, and No. 15c at 96c. And two pieces of No. 8 shirtings are billed up at 34c a yard. The construction, width, weight and count of these shirtings are not given, but it is set down for fact that they were not made of combed yarns.

This bill is written in fine old American copper plate on a paper that is yellow with age, and there need be no doubt of it being genuine and O. K. in every respect.

The subject is peculiarly pertinent at this time when the younger generation of merchants have not yet overcome their belief that a price on anything must be dangerous, solely because it is high. The older merchants know that the level of prices means only a measure of conditions. If current conditions continue present prices may be "bumping bottom" as our correspondent suggests.

The true measure of to-day's prices is the war. If the war continues to deplete supplies, the demand for the lessened quantity of goods will increase the price. If the war stops, prices will at first go down sharply. They may then recover and continue on a relatively high level until the supplies increase. The question merchants must answer for themselves is the one as to the probable duration of the war, and until that is answered to the satisfaction of a buyer a discussion of prices means only idle talk based upon guessing.

A merchant who was asked this week what he thought of the market and its future said: "All I know is that the demand for goods is greater than the supply. If I talked a week I couldn't say any more." Another man who has been exceedingly pros-

persons since the war started stood ready to stake all he had made in three years upon his belief that present prices were on a relatively lower level than prices were a year ago, and when the final rise of 1918 was compared with the rise of 1917, he said, the prices of the latter year would appear very, very cheap.

This last man may be right. The conditions that are seen to-day can easily turn into a serious inflation, and prices will come under the sway of an eager purchasing of anything offered for sale. The war needs are great. The foreign needs for civilian purposes are great. The supplies of goods are being reduced because production is being reduced, among other things, and owing to the very great earning power of some elements in the community there can come at any time a feverish expression of buying power such as the world has never seen, because there has been in the world's history no other people like the Americans in the matter of buying when they really start.

In the event of a sudden break in prices, those who will be hurt most will be the merchants of integrity who are obligated under contract to take in goods in a large way. They will take in their merchandise, while others will endeavor by every means possible to find causes for cancellation. Should the war end quickly the Government contracts will not be canceled, but, as there will be no need for many of the goods bought, arrangements will be made to relieve mills without loss. Many goods made for war purposes and not needed will be thrown on the market from time to time.

These are the things that are foreseen by experienced merchants and they are taking measures to provide against any contingency. In a number of cases they are not selling to those who have canceled in the past. They are trying to sell to those whose credit has remained unimpaired through a long history of business. Some of them prefer to take all the chances of selling the Government all it will take. Others will sell only to a few of the largest houses whose reputations are more to them than temporary profits.

Those who are familiar with the run of the markets have known for some time that because men come with cash in their hands to buy they are not able to secure the goods they seek. Some selling agents prefer the credit payments of some customers to cash payments from others. The relations of buyers and sellers in the long run must be mutually advantageous if they

are to be profitable. Nothing is gained in the long run by selling to a man who may resell your own goods and have them kicking about the markets in competition with goods being made and with goods sold in firm faith to other customers who should be protected. It may well be that some houses are limiting their business, as buyers say they are doing, yet that is not a bad business policy in these times.

A keen analyst of jobbing house financial statements pointed out a short time ago one feature of weakness in some of the reports that were coming to hand. He showed that merchandise accounts were doubled in size in many instances. At the same time liability accounts were also doubled. As a matter of pure book-keeping this might seem all right.

But this gentleman called attention to the fact that in the event of a war shock to merchandise and finances the merchandise account would shrink very fast, while the liability account would remain unaltered. For this reason he contended that the safe policy to follow was to keep the merchandise account very low, or keep the merchandise liability account down to about half the merchandise account. This would provide a leeway for a shrinkage and would prevent any danger arising from forced liquidation.

A merchant knows that he must pay his debts when they are due or he ceases to be a merchant. The thing that will not interest a banker when he calls in his notes will be prices for merchandise on hand or the value of merchandise on hand. He will demand payment of his note for no other reason than the one that he must have money to keep his bank solvent.

It is, therefore, imperative in the present state of business that if there is an expansion of liabilities for merchandise it should be kept well in hand, to the end that when called on liquidation can proceed quickly and safely. Contract forms will not mean much if cash or ability to pay are lacking. It is safer to miss business than to do business for which payment cannot be secured.

It need not be inferred from anything that has been said here that the leading dry goods merchants are worrying. They feel that is not worth

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 Book That Takes the Risk Out of Buying

For many years "OUR DRUMMER" with its net guaranteed prices has been famous for taking the risk out of retail buying. This is more than ever the case now in these unusual times. It not only makes buying secure from the price standpoint, but it removes uncertainty in the way of getting goods. Back of the prices in this book are huge open stocks of the merchandise it advertises.

Butler Brothers

Exclusive Wholesalers of
General Merchandise.

New York Chicago
St. Louis Minneapolis
Dallas

The Work Shirt Scarcity A TIMELY WARNING

In face of the fact that there is a great scarcity of raw material that enters into the manufacture of WORK SHIRTS, it would be advisable to anticipate your wants early.

Prices on this class of merchandise have not reached their climax. Our line is complete and includes all styles and qualities.

Quality Merchandise—Right Prices—Prompt Service

PAUL STEKETEE & SONS
WHOLESALE DRY GOODS GRAND RAPIDS, MICH.

while to worry about anything. At the same time there is an underlying tone of conservatism in high places, and the asking prices on many lines of merchandise are merely an expression of opinion of what goods may be worth if the trade takes it into its head to buy without full consciousness of what can come along at any time.

Many more sales could be made every day if merchants wished to extend credit, as they did before February of last year. And a great many sales could be made for cash if merchants felt that the goods were actually needed for consumption. Some merchants feel that if goods are sold out of the country, to the Government or to the Red Cross consumption is assured in so far as any comeback is concerned. They do not feel that because some jobber wants to put down an order for 500 cases, when his trade normally takes but 250, his good credit standing should be permitted to dominate the sale. The purchase may turn out all right, and if the war goes on it probably will. But it can go very wrong, especially if the war blows up suddenly.

It is less than a year ago since future cotton dropped 6c a pound in a day and spot cotton 3c a pound in the same time. With this fact of trade before them the buyers of merchandise who will plunge into the unknown ought to be placed under guardianship for the better good of the whole trade. That sort of thing would be true co-operation for the purpose of winning the war and winning it right for the long future of the dry goods business.

How Prussianism Forever Blighted Germany.

New York, Jan. 28—Until the outbreak of the war in 1914 I maintained close and active personal and business relations with Germany. I was well acquainted with some of the leading personages of the country. I served in the German army thirty years ago. I took an active interest in furthering German ideas in America.

I do not apologize for, nor am I ashamed of my German birth. But I am ashamed—bitterly and grievously ashamed—of the Germany which stands convicted of having deliberately planned and precipitated war; of the revolting deeds committed in Belgium and Northern France; of the infamy of the Lusitania murders; of innumerable violations of the Hague convention and the law of nations; of the abominable and perfidious plotting in friendly countries and shameless abuse of their hospitality; of crime heaped upon crime, in defiance of the laws of God and man—all done on the specific order of the Kaiser in the name of the German people and under the alleged auspices of Almighty God.

I cherish the memories of my youth, but these very memories make me cry out in pain and wrath against those who have befouled the spiritual soil of the old Germany in which they were rooted.

There is abundant evidence that the overwhelming majority of Americans of German descent meant what they said when they swore sole and full allegiance to America. They will not permit the blood in their veins to drown the conscience in their breast. They will heed the call of honor beyond the call of race.

I believe we should speak out, because our voices will reach the ear and the conscience of the German

people when no other voices can.

There are some who will still find it hard to believe that the Germany they knew can be guilty of the crimes which have made it an outlaw among nations. But do you know modern Germany? Unless you have been there within the last twenty-five years, not once or twice, but at regular intervals; unless you have looked below the glittering surface of the marvelous material process of achievement and seen how the soul of Germany has been eaten away by the virile poison of Prussianism, you do not know the Germany of this day and generation.

It is not the Germany of old, the land of our affectionate remembrance. It is not the Germany of the first Emperor William, a modest and God-fearing gentleman. It is not the Germany even of Bismarck.

The Germany which brought upon the world the immeasurable disaster of this war started into definite being less than thirty years ago.

And finally there came "the day" in which the "new course" fatally and inevitably was bound to culminate. There came the old temptation. The Tempter took the Prussian and Prussianized rulers up a high mountain and showed them all the riches and power of the world, and told them: "Look at these. Use your power ruthlessly and they are yours." And those rulers did not say: "Get behind me, Satan!" but they said: "Go ahead, Satan, and we shall follow you," and follow him they did and brought upon the green earth the red ruin of Hell.

The spirit of Prussianism and the spirit of Americanism cannot live in the same world. In the mad pride of its contempt for democracy, Prussianism has thrown down the gauntlet to us. We have taken up the challenge.

And when the soul of the German people will have freed itself from the sinister powers that now keep it in ban and bondage, when it will have found again the high impulses and aims of its former self, when it will understand once more and speak the universal language of humanity and right, then, in God's own time, there will be peace."

To accomplish this we must destroy every vestige of Prussian authority and brutality, burn every text book, philosophical treatise and history ever printed in the German language, consign every false doctrine which has been enunciated in the German tongue to oblivion, exterminate the German language for all time to come, eliminate every rule, custom and practise which has made Germany hated by every decent man in the world, substituting for the detestable things we throw in the scrap heap the English language and the methods of living and government in use by the American people.

Otto H. Kahn.
[Mr. Kahn is directing member of the firm of Kahn, Loeb & Co., one of the largest international banking houses in New York.]

Alone.

Written for the Tradesman.
Apart from all that I have known
Familiar too, or called my own,
I seem at last alone to be
And would that one could answer me.

Alone! Yet see those days again
For Memory makes a NOW of THEN;
So real and all so very clear
I answered her—for I did hear.

And then the world did brighter grow;
It still is NOW—not long ago—
That I do her accompany
And she is all the world to me.

I happy am; so satisfied
I speak again—for she replied;
As went to better understand
She placed in mine once more her hand.

Alas! No warmth I there did feel
This fantasy was all too real!
But Memory now I call my own
And though apart I'm not alone.

Charles A. Heath.

A live bull dog can readily be distinguished from a dead one by twisting his tail.

SERVICE

QUALITY

Two Timely Suggestions

On account of the congestion of freight traffic, we urge our customers, if they cannot visit the house, to avail themselves of the telegraph or telephone for immediate service by parcels post or express. We have a man who devotes his entire time to this branch of the business.

We also urge our trade to avail themselves of the services of our buyers in keeping in touch with market conditions. Prices on goods now being offered in New York are jumping upward by leaps and bounds. The merchant who does not take advantage of these advances will find himself unable to show a profit at the end of the year.

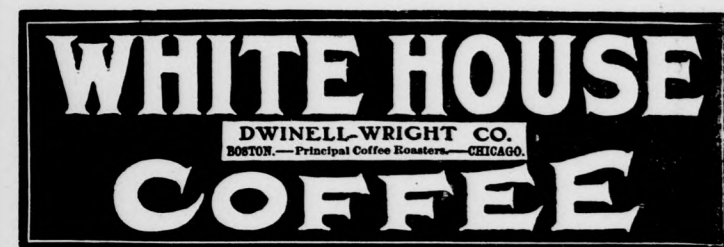
Grand Rapids Dry Goods Co

Exclusively Wholesale

QUALITY

Grand Rapids, Mich.

SERVICE



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

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

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

Then PUT IT IN STOCK!

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



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

Only One Trunk For a Salesman?

That the Commercial Economy Board now has the matter of limiting the baggage of salesmen under consideration and will act shortly has caused a great deal of speculation in the millinery trade of this city and elsewhere. It is generally admitted among millinery manufacturers that the need for some such action, in view of the freight congestion and the labor shortage, is imperative, and they appear more than willing to support the Government in whatever measures may be found necessary to help relieve the situation.

"The feeling throughout the millinery trade of the country," said Frederick Bode, President of the Millinery Chamber of Commerce of the United States, "is unanimously in favor of doing everything and anything within reason which it possibly can to assist the Government in the present freight situation. Whatever the authorities may ask of us in order to expedite the movement of freight and to help relieve the congestion which now prevails we will do gladly. Whatever Washington's final decision may be on the subject of salesmen's baggage limitation, the hearty support by the members of this industry may be counted on.

"We are more than anxious to cooperate with the Government in every way possible and will do our bit without a whimper. Business as usual cannot be expected in these very unusual times, and slightly restricted privileges are much more to be desired than none at all, which would inevitably result were merchants and manufacturers in this and other industries as well not to turn to and do their best to help relieve the strained points in every direction.

"I have recently suggested, both through this organization and through other millinery associations, means of saving shipping space by more concentrated methods of packing merchandise. In our own plant we have already adopted these new methods—that is, packing trimmed hats in a box where we used to put one, and putting

twelve untrimmed hats in a case where before only six were packed, and a saving amounting to an average of more than 33 per cent. in shipping space has resulted. I am glad to say that similar methods have also been adopted by many other manufacturers in our industry both in and out of New York City, so that the total saving in freight space all over the country for shipments of millinery should very soon be of considerable proportions."

"Whatever measure may finally be decided on by the Government in the matter of salesmen's baggage limitation," said another prominent manufacturer in this city, "while it may be a hardship to some extent, will still affect more or less equally all manufacturers whose lines are such as to compete with each other. Thus, while it may conceivably result in greater hardship to one branch of the trade than to another, it will not operate to give one firm undue advantage over another in the same branch of the industry.

"There is no doubt but that if any action of this sort is taken by the authorities, and it seems very probable that some action will be taken shortly, the use of photographs in place of samples will become more generally practiced. Of course, this method of displaying merchandise is not as satisfactory, but under recent abnormal conditions we must expect some so-called 'hardships,' always bearing in mind that they are no worse for us than they are for competitors.

"The buyer, very likely, will think no more of this photographic method of displaying goods than the seller, and in all probability he will make more frequent trips to this market for merchandise. Therefore it will be unnecessary for salesmen to make as many trips around the country as they formerly had to, and the limited baggage which they may carry on the trips which are necessary will mean smaller expense accounts. Thus there would result a considerable saving in this direction. So, you see, although there are unquestionably many disadvantages to the placing of a limitation on salesmen's baggage, it has some redeeming features which, while perhaps not sufficient to totally offset the disadvantages, will mitigate to some extent at least the inconveniences which may result."

It has been estimated by authorities in the trade who have studied the question of salesmen's baggage limitation that by restricting the amount of baggage permitted to each salesman to one trunk there would be 25,000 less trunks handled daily in the

larger railroad centers of the country. Conditions in baggage and express company terminals would thus not only be vastly improved, but there would also be a large saving in the amount of labor at present required to handle these trunks.

Any order restricting the amount of each salesman's baggage, it is said, should also include, if it is to accomplish its purpose, a stipulation that express companies must co-operate with the railroads in the enforcement of the limitation. Otherwise, it is pointed out, it would be a simple matter for unscrupulous firms and traveling men to ship as many sample trunks by express as they desired, thus quite nullifying the very purpose for which the restriction would be designed.

One effect, which it is thought by members of the trade would result from the limited number of samples which a salesman would be able to carry, would be the localizing of business to some extent at least. While buyers who have always done so would still come to this market for the bulk of their merchandise, the chances are that they would do much of their filling-in business direct from local manufacturers. Such a development, however, is not unanimously dreaded by any means.

"There are a great many manufacturers with offices and showrooms in this city," said another authority in the trade, "whose factories are located throughout the Middle West. Their showrooms are maintained here not only to cover the New York market getter, but also in order to get the business of retailers in their own and nearby localities. New York City is the style center of the country, and most of the buyers from these localities will place orders and make their trade connections here and nowhere else. The result, of course, is a continual crossing of shipments, goods coming here from the West, and goods going to the West from here which have originally come from the West. This is a condition which not a few in the trade would welcome the opportunity to curtail."

There is, of course, considerable uncertainty in the trade as to just how equitable to all a flat limitation to one trunk would be. While there are firms in certain branches of industry whose goods are such that they could very easily put a complete line of samples in one trunk, there are others who require as many as eight and ten trunks for a fair representation of their merchandise. As a rule, however, lines in which there is such a discrepancy are not competing ones, and therefore the one would not be given an undue advantage over the other. However, it is thought that a fairer method than a flat limitation to a certain number of trunks would be to work it out on a percentage basis, which would be more likely to equalize the effect all the way up and down the line.

Paris, Illinois, can boast of a public rest room for men and women which, although not elaborately furnished, serves the needs of the out-of-town

shopper, the school girl, or the business men for their meetings. There is a nursery room for the kiddies, and a private rest room for the ladies. The place is equipped with chairs, a couch, writing tables, etc. It is supported by the Chamber of Commerce and many of the furnishings were donated by the merchants. The average registration is 100 women a day. Paris business men say the rest room has proved a paying investment.

Why discuss the whys and wherefores of the war, its cost, etc. We are going in to win at any cost. Having put our hand to the plow, America will not look back.

OC IDENTAL 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

GRAND RAPIDS
THE NEW MERTENS
 Rates \$1.00
 With Shower \$1.50
 Meals 50c
 WIRE FOR RESERVATION
 A Hotel to which a man may send his family



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

UPPER PENINSULA.

Recent News of the Cloverland of Michigan.

Sault Ste. Marie, Jan. 28—C. H. Stannus, well-known proprietor of the Dunham House, at St. Ignace, was a Detroit business visitor last week.

The Soo loses one of her oldest grocers in the passing away of W. H. Stribbling, who has been in the grocery business at the same old stand here for forty years. Mr. Stribbling made a specialty of supplying the marine trade with groceries and ice. He is one of the best known settlers in this part of the State. Mrs. Stribbling preceded him by about three years. He leaves a step-son, William Shultz, also a grandchild, Joseph Fogarty, of Fond Du Lac, Wis. Mr. Stribbling was a member of the I. O. O. F. and St. James Episcopal church. The funeral was held from the church last Friday. The death will be mourned by all the old time settlers, as well as a host of the later generation.

That there are still wolves around Chippewa county will be vouched for by Kelly Ely and Jack Yeack, who, in company with another party, chased a Coyote into a log near Parkerville. The boys pulled the animal out by the hind legs and brought him into the city in a bag. After being photographed, Mr. Coyote will be cashed in for \$35 bounty.

Mervin Roe, well-known junior partner of the firm of S. G. Roe & Son, general merchants, has severed his connection with the firm and taken up the duties of Cashier of the Rudyard Bank, at Rudyard. Mr. Roe made many friends while in this city, who will regret his departure, but wish him every success in his new vocation.

The first failure of the cash-and-carry system is reported at Crystal Falls. After giving the cash-and-carry system a three week trial the merchants began to swing back to the old system. It is hinted that one of the merchants became discouraged with the system and instructed his drivers and clerks to do business under the old plan. The other merchants soon got wind of this and started falling back, and to-day they are all backsliders.

Herman Schiff, who for the past few years has been traveling salesman for the Cudahy Bros. Packing Co., has tendered his resignation to accept a responsible position with the Reid, Murdock & Co., of Chicago. Mr. Schiff has made many friends for Cudahy Co. and his departure from the city is regretted.

"Any community can endure a coward who is afraid to do wrong."

The old saying that the early bird catches the worm can be depended upon. Herbert C. Ryan, former postal clerk at the Soo, will be the next County Treasurer. Primaries to be held Aug. 27, 1918. Herb made his announcement last week, which seems to have met with much favor by his friends who have known him for many years. He is a young man 35 years old and a resident of this county for twenty-four years. He is a graduate on the commercial course of the Soo high school and is experienced as a book-keeper. He believes that all good things come to those who wait, providing no one else gets there first. "Safety first" is Herb's motto.

The D., S. S. & A. Railway has canceled two more trains. The passenger train leaving the Soo at 8:50 Sunday morning, also the train running between St. Ignace and the copper country on Sunday morning. The South Shore train, which was supposed to arrive at the Soo at 11 o'clock, is also canceled. The only train on the D., S. S. & A. on Sunday will be the one arriving at 11:45 and the one leaving at 5:20.

The citizens of Soo, Ontario, are very anxious over their former mayor,

William H. Munroe, who has been missing since last Thursday. His friends are now of the belief that he met death by drowning in the icy waters of St. Mary's River. Mr. Munroe came to this side on Thursday with a friend. During the evening the men separated. The last seen of Mr. Munroe was when he was crossing Ashmun street at 11 o'clock Thursday night. It is presumed that Mr. Munroe walked into the open water. As Mr. Munroe was one of the alderman at the time, a reward of \$100 for the recovery of the party was offered by the Canadian Council.

"A philosopher is a man who can see how others make mistakes."

W. H. Lewis, of the Detour Supply Co., was a business visitor here last week.

M. Howlett, who has been with the Oscar Daniels Co. for the past year, left Monday to take a responsible position with the Ozark Quarry Co., at Ozark. Mr. Howlett expects to run the company boarding house in addition to his new duties.

In order to be in line with the general rises in prices, the Sault Gas Company has petitioned for an increase in rates of 50c per 1,000 feet, according to a report from the company. It is justified in asking this advance, owing to the high prices of coal, labor, material, etc.

"It is surprising how many things a man can find to criticize and how few he will commend."

A. E. Marriott, manager of the Park Hotel, has been named as a member of the hotels, restaurants and dining car committee of the Michigan branch of the U. S. Food Administration. He will see to it that the meatless Tuesdays and the Porkless Saturdays are observed in the Soo. If Mr. Marriott could only see to it that we had a few iceless days as well, it would be a move in the right direction.

William G. Tapert.

Gabby Gleanings From Grand Rapids

Grand Rapids, Jan. 27—Homer Bradfield, after making several unsuccessful attempts to get out on his territory this week, finally concluded to remain at home and shovel seventeen tons—more or less—of snow off his front porch. Homer is one of the paragons—nay, the paragon—of Grand Rapids Council. Although he sells cigars for a livelihood, he never uses tobacco in any form, never drinks a drop of intoxicating liquor and never repeats an off-color story. He is a hard worker, a boon companion and a consistent Christian gentleman.

There will be no meeting of Grand Rapids Council Saturday evening of this week, on account of the fuel shortage.

Mrs. John D. Martin, who has been seriously ill for the past three weeks, was able to take her place at the family table yesterday. Next Monday John will take her to Benton Harbor, where she will undergo a course of treatments.

J. R. Berg has resigned his position with the Badger Candy Co. to take the position of Northern Michigan representative for the Cleveland Metal Products Co., of Cleveland, Ohio. He will make his headquarters at Traverse City.

The Wayne Hotel, at Detroit, is still open for the reception and entertainment of guests. The Wayne baths have been closed temporarily on account of the coal shortage.

Miss Lydia Magnum, for two and one-half years assistant manager of the Wolverine Hotel, at Boyne City, has resigned her position and will take a much needed rest. She will visit relatives and friends in Manistee and Chicago.

L. V. Pilkington, who for four years has been connected with Crane & Co. as their traveling salesman in Northern Michigan, has resigned and accepted a position with the Royal Chair Co., of Sturgis. He will cover part of Kentucky, Northern Illinois and

the entire State of Indiana and Michigan. We are glad to add that "Pilky" will continue to make his home in the city where they know him and that he will be out to all of our Council meetings and fill his station at the conductor's chair in his old time efficient manner. He says he wishes to take this means, through the medium of the Tradesman, to thank his old patrons for the favors they have so kindly bestowed upon him.

Several Grand Rapids traveling men belonging to No. 131 we understand are about to challenge Weston to his title as a pedestrian. Gossip has it that Charles Perkins arrived in town Saturday morning about 2:08 and, not being able to grab a Ben Hanchett, grabbed a grip in each hand and ambled to his home on Hampton avenue. Charley said it wasn't because he didn't have the price to obtain a room at a hotel, but he hadn't seen mamma and Stewart for four long days and he just had to get home, and everybody knows the taxis wouldn't venture so far away from home. Also John Schumacher, in company with Frank Holmes and D. J. Des Saar, we understand, ploughed through the snow from Shelby to New Era, a distance of five miles and back in quest of orders; and big fat Ira Gordan hiked all the way from the union depot to Woodlawn street, three and fifteen-sixteenths miles, in a blinding snow storm, but at what hour of the night witness deposeseth not.

The many friends of Claude Peifer, proprietor of the hotel at Shelby, will be glad to learn that he has developed a lucrative side line teaching young minstrel show aspirants to sing. "I don't want to get well."

Owing to the fuel situation and also to manifest the proper spirit of patriotism the regular meeting of Grand Rapids Council next Saturday night, Feb. 2, has been canceled by order of Senior Counselor MacMillan; also the dancing party, which was to have been held last Saturday night with the gentlemen and their ladies from Kalamazoo Council as guests, was postponed for the same reason.

A. J. Warner set his grip down in the Union depot at Jackson one day last week and when he returned it was gone. Andy says they didn't get much money nor butter nor Pebble Ford and if the perpetrators of the crime will return the \$5,000 Government order for shoes which he had secluded therein, they can have the entire shooting match.

A. F. Rockwell.

Boomlets From Bay City.

Bay City, Jan. 29—The will of James H. Potter, of this city, who died last week, contained a gift of ninety-six acres of land located just outside of the city limits and estimated to be worth \$15,000 to \$20,000. Mr. Potter, in his will, prescribes the use to which the farm shall be put. It is his expressed desire that "the boys and girls of the public schools who have passed the seventh grade may be taught agriculture and scientific farming, dairying and the raising of cattle and all other lines of business incident to the farm and with a desire that such boys and girls have a wholesome respect for the farmer and the tiller of the soil, and to learn that after all we are much indebted to mother earth." In case the city shall find it unprofitable to operate the farm on an agricultural basis the city shall then convert the property into a public park to be known as Milk-O Park. Mr. Potter was one of the pioneers of Bay county and had been a farmer and dairyman practically all his life. His estate is estimated at \$40,000 to \$50,000.

Charles F. Eddy, pioneer lumberman one of Bay City's most influential citizens, died suddenly in a down-town drug store last week. His will, which has been filed, bequeaths \$10,000 to the board of managers of

the Associated Charities of Bay City, to be invested in safe income-producing property, one-half of the income to be used in the payment of the general expenses of the Old Ladies' Home and one-half for the payment of the general expenses of the Childrens' Home. The board of trustees of the Bay City Bureau of Social Service is bequeathed the sum of \$5,000, the income to be used in paying the general expenses of the organization.

Shay's Tavern, Mayville, one of the oldest in Eastern Michigan is closed. Therefore Mayville is a hotelless town.

L. J. Osborne, Palmyra, has purchased the general merchandise stock of J. E. Nemire.

William A. Spore, Vassar, has filed a petition in bankruptcy. Liabilities, \$1,713.86; assets, \$2,100.

The Union Motor Truck Sales Co. has been organized in this city. Capital stock, \$10,000.

The Harris Coal Co., this city, has purchased the Rose City Manufacturing Co.'s plant and will dismantle it at once. The closing down of this plant ends lumber operations in the Eastern part of Ogemaw county.

William Martin, who for several years has been head clerk in the grocery store of Kellar & Co., Standish, has bought an interest in the business. The name of the new firm will be Kellar & Martin.

Frank J. Flynn, of the elevator firm of Flynn & Neely, Gladwin, who recently purchased Mr. Neely's interest in the business, has sold one-half interest to Charles Wolohan, of Birch Run. Flynn & Wolohan will be the style of the new firm.

Henderson & Millard, general merchants, Gladwin, have dissolved partnership. Mr. Millard, retiring from the business, will hereafter devote his time looking after his 120 acre farm located near the city.

Sandusky, Sanilac county, was visited by a disastrous fire Monday night, causing a loss of \$40,000. The McNinch furniture and drug store, a newspaper office, and a vacant building adjoining burned to the ground. The Moore drug store and telephone office were badly damaged.

W. T. Ballamy.

Large Plans For the Ann Arbor Convention.

Petoskey, Jan. 29—I more than appreciate the way you played up our convention programme and write up last week. You certainly gave it the right kind of attention. I want to thank you also for your kind offer to give it the publicity that you have. I received a very nice letter from Mr. Brown, denying the statements I referred to in my letter as coming from him. However, they appeared in Detroit Journal of Nov. 6 and thus far he has not publicly set himself aright.

I noticed an article in the Tradesman on the Government starting out to urge the general delivery system. I am glad of this and have written them several times on this subject.

I am asking our wholesale grocers to fill out answers to the following questions:

Have the retail grocers advanced prices beyond what they should during the past year?

Have retailers been benefited by high prices? If so, in what way?

Are the financial conditions of the retailers better than a year ago?

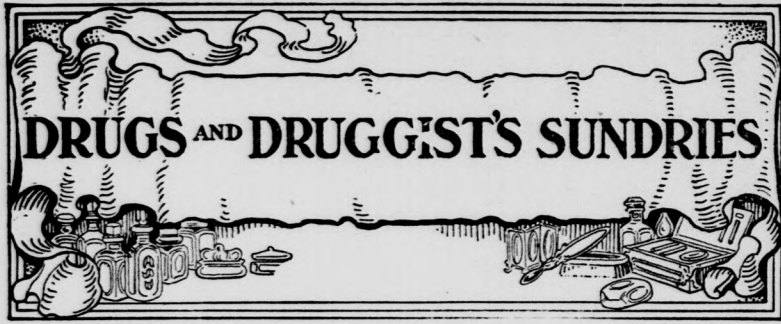
Are the retailers doing all they should to help the country during this war?

What recommendations would you make for the general betterment of the retailer's condition?

John A. Lake.

Service is the only thing you have a right to expect the world to pay you for.

All men are created equal, but some of them soon get over it.



Review of the Drug Market.

Lump sal ammoniac has advanced rather sharply following the receipt of cable advices reporting a higher market abroad. Acetphenetidin has been quiet of late and the market is weaker. Saccharine has also been very quiet of late, and the effect of the dullness is seen in further reductions in prices. Resorcin is weaker in first hands owing to sharp competition due to a lessened demand. Crude glycerine is firmer owing to smallness of supplies. Bichromate of soda is quiet, but offerings are light and the market remains firm. Essential oils are firm, as a rule, but lemon oil is easier owing to an increase in supplies, while some further shading of clove oil is also noted. Gum mastic is higher owing to a decrease in stocks and reported difficulty in securing further supplies abroad. Japanese refined camphor meets with a somewhat larger enquiry, and the market is firmer. Alexandria senna leaves are stronger owing to scarcity. Supplies of blood root have diminished and the market is firmer. Nitrate of silver has been advanced fractionally by manufacturers. Acetphenetidin is weak and lower owing to a lack of demand of consequence and keener competition. Offerings has been reported at \$5.50@6 per pound. Crude glycerine is firmer at 51c per pound for saponification and 46c for soap lye. Supplies are said to be small. Saccharine continues quiet and the market is weak and unsettled with conflicting reports in circulation as to the prices at which supplies are obtainable. Sales were reported to regular consumers at \$23@24 per pound for soluble. On the other hand it was said to be possible to purchase at \$18 to \$20 per pound, while reports were current of sales in five-pound lots at as low as \$14 per pound, though this price was subsequently withdrawn. Nitrate of silver has been advanced to 57½c per ounce in lots of 500 ounces. Resorcin has been reduced by manufacturers to \$8.75 per pound in bulk quantities.

Maintain Rigid Cleanliness at the Soda Fountain.

In these days of rapid pace in the human family, the soda fountain has become the horn of plenty and affords a range of accommodation for the modern appetite from the grape juice to the fruit soda or the historic ham sandwich to the whipped cream topped huckleberry or apple pie. Coffee on the side. Thus the service man in back of the soda counter is at the same time—chef, waiter and soda manipulator and by way of diversion he is frequently called upon to minister to the suffering public

by providing an assortment of various drugs such as bromo-seltzer, bicarbonate of soda, aromatic spirit of ammonia and a ready variety of seltzer water and salines. With this allotment of duties to fulfill there are few idle moments on his hands, yet with it all he is filled with the same care free spirit as the patrons are who have severed their affiliations with "Old Work" and business cares and have resigned themselves to the charge of pleasure and recreation. He is usually very frivolous, due, I imagine to the unlimited pampering received at all hours of the day at the hands of the fair "Dolls" who liberally frequent his counter of plenty to satisfy their varied, but well developed appetites for the delicacies he has to offer, always hoping for a special liberal portion by reason of the wiles and smiles and cute mannerisms displayed.

Aside from the purely superficial side of the engagement, there is that all important feature upon which the real success or failure of the soft drink business is based, sanitation. The public demands clean materials, clean surroundings and clean service; it is the twentieth century idea of life and a more important advance in conserving the general health and welfare of the people could not be made. Cleanliness, therefore, comes first for consideration.

The first article of consideration is the fountain. It must be made of a material easily cleanable; have provision for proper drainage to sewer; hot and cold water supply and all parts necessitating cleaning, easily and quickly removable, for upon this depends the frequency with which the duty is performed.

It is necessary to have a tightly covered refuse can, opened and closed by a foot pedal avoiding the necessity of touching with the hands.

Eliminate the dirty-filth-catching, circular cleaning brush usually found in basin.

Change the water in the bowls holding the ice cream measure, often. Don't allow it to remain until it undergoes fermentation.

Clean all containers before refilling to avoid possible contamination and subsequent spoiling of the fresh product.

Keep the fountain and back-bar in a clean condition; any bottles and glasses thoughtfully and neatly arranged. Care commands cleanliness.

Wash the metal holders frequently, remembering that they often become sticky. It spoils one's appetite for a well made soda or drink to pick up a syrupy sticky holder.

Keep all cut or exposed fruit in a clean covered vessel, preferably cool.

Employ care in cleaning the tables

and chairs. Dirty tables and chairs suggest the same condition in other parts of your business.

Keep overhead lamp shades, balconies, etc., free from dirt of all kinds. (Flies included).

The dispensers should be provided with a plentiful supply of clean, white coats. A tidy appearance should be presented at all times. He must be clean shaven, clean of hands and nails, clean linen collar, etc., and clean shoes. Don't allow your appearance to run down.

Never use your handkerchief or attend to your toilet in any manner while at the fountain.

Syrups and fruits should be in closed porcelain containers and in close proximity with the cold radiating from the ice packing the ice cream.

The pumps and containers must be easy of removal and cleaning.

In preparing a drink with soda, never allow the nozzle of the faucet to come into contact with the contents of the glass. The nozzle should be cleaned several times daily.

The arm of the electric mixer should never be allowed to remain unprotected in the open. There are forms in use where, after being used, the arm is drawn up without the reach of contamination from flies, insects and bacteria. Frequent cleaning is essential.

A recent measure to protect the public against certain insanitary features of the fountain is the paper cup service. Their use is commendable in many respects and no doubt would prove very popular if the proper size containers were used and the dispensers learn to keep their fingers on the outside. This practice by soda clerks defeats the object for which the paper holders were offered for use. Their employment incidentally reduces the cost of breakage at the fountain, and does away with dishwashing, to a large extent.

If glasses are used, remember it is far better to drain the glass from clean, hot water than to attempt to dry it with a towel. This is especially true for the towels usually found around the fountain. Any thinking person would prefer to have a drink or a dish of ice cream served in a recently drained, properly washed glass to one dried with a dirty towel.

Serve straws in tissue envelopes. Do not place them in a drink without the patrons consent. If they have been exposed to dust, dirt and flies they surely are not wanted. If they are enclosed in paper, they will be used when wanted. Don't jeopardize your position and business by practicing carelessness in this department.

Keeping clean is the best habit you can possibly acquire. S. L. George.

Our Boy.

Written for the Tradesman.
"Somewhere in France" he bides to-night
In pain or ease we may not know
Unless, perchance, our senses feel
With his, though far, the awful blow
Of crashing steel or burning pain;
His form laid low, no one to tell
If he shall reach his home again;
But all is well.
To God he gives his life, his all—
For God he fights for truth and right—
With God he'll stand or bravely fall;
In His safe hands he dwells to-night,
And all is well. Yes, all is well.
E. E. Whitney.

Common sense is so rare a quality as to seem almost the mark of genius.

The Druggist's Lament.

Written for the Tradesman.

The druggist's life is one glad scream,
From Christmas throughout the year,
His work? Why, that is just a dream,
He's never met work, I fear.
He jumps from bed at five a. m.
Thoroughly refreshed, I'm sure,
Snatches a bite of bread and jam,
And a drink of aqua, pure.

He hikes for the abode of pills,
Of ice cream, books and dyes;
With ice, the fountain, then he fills,
And then with the broom he plies.
He washes cases, one and all,
Then with a brush doth paint,
A sign to hang upon the wall,
'Neath a picture of a saint.

Then when a man comes loping in
With prescription in hand,
Sure the pleasant druggist knows him,
And will soon his mint drops land.
He fills a bottle full of dope,
Gets a porous plaster, too,
A cake of antiseptic soap
And soaks him four-two-two.

He washes countless graduates
And bottles in the sink;
Then just naturally gravitates
To and cleans a case of ink.
Makes a batch of seidlitz mixture,
And wraps the powders fine;
Makes a quart of gentian tincture,
Long before the hour of nine.

A lady came with her daughter,
And sat at the table neat;
Drank a glass of Pluto water,
Got some Eas-um for her feet.
Bought a nice hot water bottle;
Can of talcum, fine and sweet;
Bought a little silver rattle,
Ere she left that cozy seat.

Lunch time came, yes, ere he knew it;
And he hurried to his home;
Found his wife had just left it,
And he ate his lunch alone.
Hurried back for fear of missing,
Some galoot with real cash;
Found the steam pipes wildly hissing;
Found the heater gone to smash.

Sold a sundae and a wafer,
And a purse made out of calf;
A cigar and box of paper,
For a dollar and a half.
Cracked the ice, to pack the cream in,
Made a lemonade or two;
Paid a tax bill that then came in,
And for the afternoon was through.

Rushing home then for his dinner,
Finds the weanies steaming hot;
Watched the fried potatoes simmer;
Watched the bubbling coffee pot.
For a short time eating, talking,
Resting from the labor's strain;
But a half hour finds him walking,
Toward the treadmill once again.

There he stayed until eleven,
When he always banked the fire;
And with regret, left the haven,
Of which he does not seem to tire.
Slowly homeward, plodding meekly,
He may think, as I have thunk;
Eighteen hours, seven days weekly,
Is a work that's surely punk.

With his toes turned toward the ceiling,
Nightly seeks he rest for brain;
Losing ev'ry bit of feeling,
Snoring like a roaring train.
But his dreams, sweet sleep disturbing,
Dart from stogies to benzine;
To the need for credit curbing,
To the greasy vaseline.
Elon Allan Richards.

The thought that hits only above the eyebrow has a small audience compared with that which travels at heart level.

COLEMAN

(Brand)

Terpeneless

LEMON

and

Pure High Grade

VANILLA

EXTRACTS

Made only by

FOOTE & JENKS

Jackson, Mich.

Booze Compounds.

Since the war taxes went on whisky and other booze, the police report that compounds are being made to resemble liquor which are good only for a night and which produce delirium tremens and insanity.

In the morning the authorities have found that what was supposed to be whisky taken from prisoners has changed from liquor to an unpalatable combination of drugs and water.

The undertakers are working overtime in Colorado since the Violet Cocktail became popular. The Violet is composed of Jamaica ginger, sugar and water.

The Delirium Fizz is all the rage in Maine. It is made from diluted wood alcohol, powdered sugar and vanilla extract.

Out in Kansas the Aurora Borealis is making a big hit. It is made from bay rum and seltzer.

Nebraska prefers the Whang Whizzer. It is a mild concoction made from witchhazel and sweet spirits of nitre.

Virginia is getting along temporarily with the Snake Developer. This is composed of peppermint, liniment and molasses.

Washing Powders.

Borax is valuable for laundry use, instead of soda. Add a handful of it, powdered, to about ten gallons of boiling water, and you need use only half the allowance of soap. For laces, cambrics, etc., use an extra quantity of the powder. It will not injure the texture of the cloth in the least.

The following was recommended in a German medical journal as being the most efficient and least harmful: Soda (sodium hydrate), 150 parts; rosin, 75 parts; white soap haved up, 50 parts; alum in coarse powder, 50 parts, sodium carbonate, commercial, 290 parts; sodium of potassium silicate, 290 parts; water, 600 parts. Bring the water to a boil and in its dissolve the silicate and add the rosin. As soon as solution takes place add the remaining substances. A tablespoonful is said to be sufficient for an "ordinary wash." You can easily determine the quantity necessary by a few experiments.

If the world snarls and shows its teeth, speak kindly to it, while you look for a brick.



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

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

WHOLESALE DRUG PRICE CURRENT

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

Acids	Cubebs	9 00@9 25	Capsicum	@2 15				
Boric (Powd.) ..	18@ 25	Eigeron	2 75@3 00	Cardamon	@2 10			
Boric (Xtal) ..	18@ 25	Eucalyptus ..	1 25@1 35	Cardamon, Comp.	@1 60			
Carbolic	75@ 78	Hemlock, pure	1 75@2 00	Catechu	@1 60			
Citric	94@1 00	Juniper Berries	20 00@20 20	Cinchona	@2 35			
Muriatic	3 1/2@ 5	Juniper Wood ..	2 75@3 00	Colchicum	@2 40			
Nitric	10 1/4@ 15	Lard, extra ..	2 10@2 20	Cubebs	@2 35			
Oxalic	65@ 70	Lard, No. 1 ..	1 85@1 95	Digitalis	@1 90			
Sulphuric	3 1/2@ 5	Lavender Flow.	7 00@7 25	Gentian	@1 50			
Tartaric	1 05@1 10	Lavender, Gar'n	1 25@1 40	Ginger	@2 50			
Ammonia	Lemon	2 00@2 25	Linseed, boiled bbl.	@1 34	Guaiaac	@1 90		
Water, 26 deg. ..	17@ 25	Linseed, bld. less	1 44@1 54	Guaiaac, Ammon.	@1 80			
Water, 18 deg. ..	12@ 20	Linseed, raw, bbl.	@1 33	Iodine	@1 80			
Water, 14 deg. ..	10 1/2@ 15	Linseed, rw less	1 43@1 53	Iodine, Colorless	@1 75			
Carbonate	16 @ 20	Mustard, true, oz.	@2 25	Iron, clo.	@1 60			
Chloride	25 @ 25	Mustard, artifil oz.	@2 00	Kino	@1 65			
Balsams	Copaiba	1 40@1 65	Neatsfoot	1 80@1 95	Myrrh	@2 50		
Fir (Canada) ..	1 25@1 50	Fir (Oregon) ..	40@ 50	Nux Vomica ..	@1 75			
Fir (Oregon) ..	40@ 50	Peru	5 50@5 75	Opium	@9 50			
Peru	5 50@5 75	Tolu	1 40@1 60	Opium, Camph.	@1 80			
Tolu	1 40@1 60	Barks	Berries	Opium, Deodorz'd	@9 50			
Berries	Cassia (ordinary)	25@ 30	Cubeb	1 40@1 50	Rhubarb	@1 65		
Cassia (Saigon)	90@1 00	Elm (powd. 35c)	30@ 35	Paints				
Sassafras (pow. 35c)	30@ 35	Sassafras (pow. 35c)	30@ 35	Lead, red dry ..	1 1/4@11 3/4			
Soap Cut (powd.)	23@ 25	35c	23@ 25	Lead, white dry	11@11 1/2			
Extracts	Flowers	Arnica	2 25@2 50	Lead, white oil	11@11 1/2			
Licorice	60@ 65	Chamomile (Ger.)	75@1 00	Ochre, yellow bbl.	@ 1 1/2			
Licorice powdered	85@ 90	Chamomile Rom.	2 00@2 20	Ochre, yellow less	2 @ 5			
Flowers	Gums	Acacia, 1st	75@ 80	Putty	3@ 6			
Acacia, 2nd	65@ 75	Acacia, 2nd	65@ 75	Red Venet'n bbl.	1 1/2@ 5			
Acacia, Sorts ..	40@ 50	Acacia, Sorts ..	40@ 50	Red Venet'n less	2 @ 5			
Acacia, powdered	60@ 70	Aloes (Barb. Pow)	30@ 40	Vermillion, Amer.	25@ 30			
Aloes (Cape Pow)	20@ 25	Aloes (Cape Pow)	20@ 25	Whiting, bbl.	@ 3			
Aloes (Soc. Pow. 60)	@ 35	Asafoetida,	@2 25	Whiting	3 1/4@ 6			
Asafoetida,	@2 25	Asafoetida, Powd.	@2 50	L. H. P. Prep'd.	2 25@2 50			
Camphor	1 04@1 10	Guaiac	65@ 70	Miscellaneous				
Guaiac	65@ 70	Guaiac, powdered	@ 75	Acetanalid	1 10@1 20			
Kino	70@ 75	Kino, powdered ..	75@ 80	Alum	12@ 15			
Myrrh	@ 65	Myrrh	@ 65	Alum, powdered and				
Myrrh, powdered	@ 70	Opium, powd.	40 00@40 20	ground	14@ 17			
Opium, gran.	42 00@42 20	Opium, gran.	42 00@42 20	Bismuth, Subnitrate	3 60@3 70			
Shellac	70@ 80	Shellac, Bleached	85@ 90	Borax xtal or				
Shellac, Bleached	85@ 90	Tragacanth	2 50@3 00	powdered	10@ 15			
Tragacanth	2 50@3 00	Turpentine	10 @ 15	Cantharades po	2 00@6 00			
Insecticides	Arsenic	23@ 30	Blue Vitriol, bbl.	@11 1/2	Calomel	2 56@2 60		
Blue Vitriol, less	12 1/2@ 20	Bordeaux Mix Dry	20@ 25	Capsicum	35@ 40			
Hellebore, White	powdered	33@ 45	Insect Powder ..	40@ 60	Carmine	6 50@7 00		
Lead, Arsenate Po	34@ 44	Lime and Sulphur	Solution, gal. ..	20@ 35	Cassia Buds	@ 40		
Lime and Sulphur	Solution, gal. ..	20@ 35	Paris Green	48 1/2@ 54 1/2	Cloves	77@ 85		
Ice Cream	Leaves	Buchu	1 75@1 85	Buchu, powd'r'd	1 85@2 00	Chalk Prepared ..	12@ 15	
Bulk Vanilla	80	Sage, bulk	87@ 70	Sage, 1/4 loose ..	72@ 78	Chalk Precipitated	10@ 15	
Bulk Special Flavored	90	Sage, powdered ..	55@ 60	Senna, Alex	90@1 00	Chloroform	90@ 97	
Brick, Plain	25	Senna, Tinn.	40@ 45	Senna, Tinn. pow.	50@ 55	Chloral Hydrate	1 92@2 12	
Brick, Fancy	30	Uva Ursi	18@ 20	Oils		Cocaine	11 75@12 30	
Leaves	Buchu	1 75@1 85	Buchu, powd'r'd	1 85@2 00	Cocaine	11 75@12 30		
Buchu	1 75@1 85	Sage, bulk	87@ 70	Sage, 1/4 loose ..	72@ 78	Cocoa Butter	50@ 60	
Buchu, powd'r'd	1 85@2 00	Sage, powdered ..	55@ 60	Senna, Alex	90@1 00	Corks, list, less 55%		
Sage, bulk	87@ 70	Senna, Tinn.	40@ 45	Senna, Tinn. pow.	50@ 55	Copperas, bbls.	@ 2 1/2	
Sage, 1/4 loose ..	72@ 78	Uva Ursi	18@ 20	Potassium		Copperas, less ..	2 1/4 @ 7	
Senna, Alex	90@1 00	Oils		Bicarbonate	1 90@2 00	Copperas, powd. ..	4 @ 10	
Senna, Tinn.	40@ 45	Almonds, Bitter, true	15 00@16 00	Bichromate	60@ 70	Corrosive Sublim.	2 30@2 40	
Senna, Tinn. pow.	50@ 55	Almonds, Bitter, artificial	7 00@7 20	Bromide	1 80@2 10	Cream Tartar	68@ 75	
Uva Ursi	18@ 20	Almonds, Sweet, true	1 35@1 60	Carbonate	1 85@2 00	Cuttlebone	65@ 70	
Almonds, Sweet, imitation	65@ 75	Almonds, Sweet, imitation	65@ 75	Chlorate, gran'r	95@1 00	Dextrine	10@ 15	
Amber, crude ..	1 75@2 00	Amber, rectified	2 50@2 75	Chlorate, xtal or	70@ 75	Dover's Powder	5 75@6 00	
Amber, rectified	2 50@2 75	Anise	2 00@2 25	Cyanide	70@ 90	Emery, All Nos. ..	10@ 15	
Anise	2 00@2 25	Bergamont	8 00@8 25	Iodide	4 59@4 66	Emery, Powdered	8@ 10	
Bergamont	8 00@8 25	Cajeput	1 35@1 60	Permanaganate ..	@5 25	Epsom Salts, bbls.	@ 4 1/2	
Cajeput	1 35@1 60	Cassia	3 00@3 25	Prussiate, yellow	@1 75	Epsom Salts, less	5 @ 8	
Cassia	3 00@3 25	Castor	3 25@3 35	Prussiate, red ..	3 75@4 00	Ergot	1 25@1 50	
Castor	3 25@3 35	Cedar Leaf	1 75@2 00	Sulphate	@ 90	Ergot, powdered	2 75@3 00	
Cedar Leaf	1 75@2 00	Citronella	1 00@1 25	Roots		Flake White	15@ 20	
Citronella	1 00@1 25	Cloves	4 50@4 75	Aikanet	2 00@2 10	Formaldehyde, lb.	25@ 30	
Cloves	4 50@4 75	Cocoonut	40@ 50	Blood, powdered	30@ 35	Gelatine	1 75@1 90	
Cocoonut	40@ 50	Cod Liver	5 35@5 50	Cantharides	@3 90	Glassware, full cs.	58%	
Cod Liver	5 35@5 50	Cotton Seed	2 00@2 10	Bicarbonate	1 90@2 00	Glassware, less 50%		
Cotton Seed	2 00@2 10	Croton	2 00@2 20	Bichromate	60@ 70	Glauber Salts, bbl.	@ 2 1/4	
Croton	2 00@2 20	Seeds		Bromide	1 80@2 10	Glauber Salts, less	3 @ 5	
Tinctures	Aconite	@1 65	Aloe	@1 35	Sulphur, roll	4 1/2 @ 10	Glue, Brown	25@ 35
Aloe	@1 35	Sulphur, Subl.	5 @ 10	Arnica	@4 40	Glue, White Grd.	30@ 35	
Arnica	@4 40	Tamarind	@2 85	Asafoetida	@2 85	Glue, White Grd.	30@ 35	
Asafoetida	@2 85	Tartar Emetic	@ 90	Belladonna	@2 50	Glycerine	78@ 95	
Belladonna	@2 50	Turpentine, Ven. ..	50@4 75	Benzoin	@2 30	Hops	60@ 75	
Benzoin	@2 30	Vanilla Ex. pure	1 50@2 00	Benzoin Compo'd	@2 40	Iodine	5 60@5 90	
Benzoin Compo'd	@2 40	Witch Hazel	1 35@1 75	Buchu	@3 90	Iodoform	6 59@6 74	
Buchu	@3 90	Zinc Sulphate	10@ 15	Cantharades	@3 90	Lead, Acetate	21 @ 25	

GROCERY PRICE CURRENT

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

ADVANCED		DECLINED	
Brooms Peanut Butter		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	
AMMONIA Arctic Brand 12 oz. ovals, 2 doz. box 2 40		CHEWING GUM Adams Black Jack 65 Adams Sappota 70 Beeman's Pepsin 65 Beechnut 65 Doublemint 67 Flag Spruce 65 Hershey Gum 50 Juicy Fruit 60 Sterling Gum Pep. 65 Spearmint, Wrigleys .. 67 Spearmint, 6 box jars 3 85 Yucatan 65 Zeno 70 O. K. Gum 65 Wrigleys (5 box asstd.) 65	
AXLE GREASE Frazer's 1lb. wood boxes, 4 doz 3 00 1lb. tin boxes, 3 doz. 2 35 3 1/2 lb. tin boxes, 2 dz. 4 25 10lb. pails, per doz. 6 00 15lb. pails, per doz. 7 20 25lb. pails, per doz. 12 00		CHOCOLATE Walter Baker & Co. German's Sweet 24 Premium 35 Caracas 28 Walter M. Lowney Co. Premium, 1/4s 35 Premium, 1/2s 35	
BAKED BEANS No. 1, per doz. 1 35 No. 2, per doz. 2 25 No. 3, per doz. 2 75		CLOTHES LINE Per doz. 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	
BATH BRICK English 95		COCONUT Dunham's per lb. 1/4s, 5 lb. case 32 1/4s, 5 lb. case 31 1/4s, 15 lb. case 31 1/4s, 15 lb. case 31 1/2s, 15 lb. case 30 1s, 15 lb. case 29 1/4s & 1/2s, 15 lb. case 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	
BLUING Jennings' Condensed Pearl Bluing Small, 3 doz. box 1 95 Large, 2 doz. box 2 40		COFFEES ROASTED Rio Common 19 Fair 19 1/2 Choice 20 Fancy 21 Peaberry 25 Santos Common 20 Fair 20 1/2 Choice 21 Fancy 23 Peaberry 23 Maracalbo Fair 24 Choice 25 Mexican Choice 26 Fancy 26 Guatemala Fair 25 Fancy 28	
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 Cer'l 2 50 Post Toasties, T-2 3 30 Post Toasties, T-3 3 30 Post Tavern Porridge 2 80		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	
BROOMS Fancy Parlor, 25 lb. 9 50 Parlor, 5 String, 25 lb. 8 75 Standard Parlor, 23 lb. 8 50 Common, 23 lb. 8 00 Special, 23 lb. 7 75 Warehouse, 23 lb. 10 50		CONFECIONERY Stick Candy Pails Horehound 16 Standard 16 Cases Jumbo 17 Big Stick 17 Boston Sugar Stick 20 Mixed Candy Broken 18 Cut Loaf 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	
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		CONFECTIONERY Stick Candy Pails Horehound 16 Standard 16 Cases Jumbo 17 Big Stick 17 Boston Sugar Stick 20 Mixed Candy Broken 18 Cut Loaf 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	
BUTTER COLOR Dandelion, 25c color 2 00		COOKING COMPOUNDS Crisco 36 1 lb. cans 9 90 24 1 1/2 lb. cans 9 90 6 6 lb. cans 9 90 4 9 lb. cans 9 90 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	
CANDLES Paraffine, 6s 12 1/2 Paraffine, 12s 13 1/2 Wicking 46		COOKING COMPOUNDS Crisco 36 1 lb. cans 9 90 24 1 1/2 lb. cans 9 90 6 6 lb. cans 9 90 4 9 lb. cans 9 90 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	
CANNED GOODS Apples 3 lb. Standards No. 10 @ 5 25 Blackberries 2 lb. @ 2 25 Standard No. 10 .. @ 9 50 Beans Baked 1 25 @ 2 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		COFFEE Acme @ 29 Carson City @ 28 Brick @ 32 Leiden @ Limburger @ 32 Pineapple @ Edam @ Sap Sago @ Swiss, Domestic @	
CREAM TARTAR Farrels or Drums 63 Boxes 15		CORNER No. 1 Spanish Shelled Peanuts 16 @ 16 1/2 Roasted 15 @ 16 H P Jumbo Raw 15 @ 16 Roasted 16 @ 17	
FLAVORING EXTRACTS Jennings D C Brand Pure Vanilla Terpenless Pure Lemon Per Doz. 7 Dram 15 Cent 1 20 1 1/4 Ounce 20 Cent 1 75 2 Ounce 30 Cent 2 60 2 1/4 Ounce 35 Cent 2 75 2 1/2 Ounce 40 Cent 3 00 4 Ounce 55 Cent 5 00 8 Ounce 90 Cent 8 50 7 Dram Assorted 1 25 1 1/4 Ounce Assorted .. 2 00		CONDENSED MILK Carnation, Tall 6 20 Carnation, Baby 6 10 Dundee, Tall 5 50 Dundee, Baby 5 40 Hebe, Tall 5 10 Hebe, Baby 5 00	
FLOUR AND FEED Grand Rapids Grain & Milling Co. Winter Wheat Purity Patent 11 75 Fancy Spring 12 50 Wizard Graham 11 00 Wizard, Gran. Meal 12 00 Wizard Buckw't cwt. 7 00 Rye 11 00 Kaw's Best 12 50 City Milling Co. Lily White 12 00 Graham 5 40 Granena Health 5 50 Gran. Meal 5 70 Bolted Meal 5 60 Watson-Higgins Milling Co New Perfection 11 50 Worden Grocer Co Quaker, 1/8 cloth 10 85 Quaker, 1/4 cloth 10 75 Quaker, 1/2 cloth 10 65 Quaker, 3/8 paper 10 75 Quaker, 1/2 paper 10 65 Kansas Haro Wheat Worden Grocer Co. American Eagle, 1/8 12 20 American Eagle, 1/4 12 10 American Eagle, 1/2 12 00 Spring Wheat Judson Grocer Co. Ceresota, 1/8 cloth .. None Ceresota, 1/4 cloth .. None Ceresota, 1/2 cloth .. None Worden Grocer Co. Wingold, 1/8 cloth Sold Out Wingold, 1/4 cloth Sold Out Wingold, 1/2 cloth Sold Out Meal Bolted 10 55 Golden Granulated .. 10 75 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 Pd 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 75 Plymouth Rock, Phos. 1 40 Plymouth Rock, Plain 1 25 Waukesha 1 60 GRAIN BAGS Broad Gauge, 12 oz. .. 24 Climax, 14 oz. 29 Stark, A, 16 oz.			
FLAVORING EXTRACTS Jennings D C Brand Pure Vanilla Terpenless Pure Lemon Per Doz. 7 Dram 15 Cent 1 20 1 1/4 Ounce 20 Cent 1 75 2 Ounce 30 Cent 2 60 2 1/4 Ounce 35 Cent 2 75 2 1/2 Ounce 40 Cent 3 00 4 Ounce 55 Cent 5 00 8 Ounce 90 Cent 8 50 7 Dram Assorted 1 25 1 1/4 Ounce Assorted .. 2 00		FLAVORING EXTRACTS Jennings D C Brand Pure Vanilla Terpenless Pure Lemon Per Doz. 7 Dram 15 Cent 1 20 1 1/4 Ounce 20 Cent 1 75 2 Ounce 30 Cent 2 60 2 1/4 Ounce 35 Cent 2 75 2 1/2 Ounce 40 Cent 3 00 4 Ounce 55 Cent 5 00 8 Ounce 90 Cent 8 50 7 Dram Assorted 1 25 1 1/4 Ounce Assorted .. 2 00	
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Wool Unwashed, med. @60 Unwashed, fine @55

FURS

Coon, large 3 50 Coon, medium 2 50 Coon, small 1 00 Mink, large 6 00 Mink, medium 4 00 Mink, small 3 00 Muskrats, winter 65 Muskrats, fall 45 Muskrats, small fall 30 Muskrats, kitts 10 Skunk, No. 1 4 50 Skunk, No. 2 3 25 Skunk, No. 3 2 00 Skunk, No. 4 1 00

HONEY

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

HORSE RADISH

Per doz. 90

JELLY

5 lb. pails, per doz. 1 30 15 lb. pails, per doz. 2 50 30 lb. pails, per doz. 2 50 Jiffy-Jell Straight or Assorted Per doz. 1 15 Per case, per 4 doz. 4 60 Eight Flavors: Raspberry, Strawberry, Cherry, Lemon, Orange, Lime, Pineapple, Mint.

JELLY GLASSES

1/2 pt. in bbls., per doz. 25 1/4 pt. in bbls., per doz. 27 8 oz. capped in bbls., per doz. 27

MAPLEINE

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

MINCE MEAT

Per case 3 75

MOLASSES

New Orleans Fancy Open Kettle 56 Choice 52 Good 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 65 Uncle Ben, No. 2 2 30 Uncle Ben, No. 2 1/2 2 90 Uncle Ben, No. 5 2 80 Uncle Ben, No. 10 2 65 Ginger Cake, No. 2 2 65 Ginger Cake, No. 2 1/2 3 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 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 lb. pail 5 20 5 lb. pails, 6 in crate 5 75 10 lb. pails 19 1/2 15 lb. pails 19 25 lb. pails 18 1/2 50 lb. tins 18 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 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 Ctr 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 .advance 1/4 60 lb. tubs .advance 1/4 50 lb. tubs .advance 1/4 20 lb. pails .advance 3/4 10 lb. pails .advance 7/8 5 lb. pails .advance 1 3 lb. pails .advance 1

Smoked Meats

Hams, 14-16 lb. 28 @29 Hams, 16-18 lb. 27 @28 Hams, 18-20 lb. 26 @27 Ham, dried beef sets 29 @30 California Hams 23 @23 1/2 Picnic Boiled Hams 31 @32 Boiled Hams 41 @42 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 bbl. 9 00 1 bbl. 16 00

Tripe

Kits, 15 lbs. 90 1/4 bbls., 40 lbs. 1 60 7/8 bbls., 80 lbs. 3 00

Casings

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

Uncolored Oleomargarine

Solid Dairy 23 @26 Country Rolls 28 @29

Canned Meats

Corned Beef, 2 lb. 6 50 Corned Beef, 1 lb. 3 75 Roast Beef, 2 lb. 6 50 Roast Beef, 1 lb. 3 75 Potted Meat, Ham Flavor, 1/4s 55 Potted Meat, Ham Flavor, 1/8s 95 Deviled Meat, Ham Flavor, 1/4s 52 Deviled Meat, Ham Flavor, 1/8s 1 00 Potted Tongue, 1/4s 55 Potted Tongue, 1/8s 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, 1/4 pint 2 25 Columbia, 1 pint 4 00 Durkee's, large, 1 doz. 4 20 Durkee's, small, 2 doz. 5 00 Snider's, large, 1 doz. 2 40 Snider's, small, 2 doz. 1 45

SALERATUS

Packed 60 lbs. in box Arm and Hammer 3 10 Wyandotte, 100 1/4s 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 Solar Rock 56 lb. sacks 43 Common Granulated, Fine 1 80 Medium, Fine 1 90

SALT FISH

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 Laborador Split 200 lb. Norway, 4 K, 200 lbs. Spiced, 8 lb. pails 95 Scaled, in boxes 95 Boned, 10 lb. boxes 7 50 No. 1, 100 lbs. 7 50 No. 1, 40 lbs. 2 25 No. 1, 10 lbs. 90 No. 1, 3 lbs 75

Trout

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

Mackerel

100 lbs. 54 40 lbs. 22 00 10 lbs. 90 8 lbs. 75

Lake Herring

100 lbs. 54 40 lbs. 22 00 10 lbs. 90 8 lbs. 75

SEEDS

Anise 35 Canary, Smyrna 11 Caraway 75 Cardamon, Malabar 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 Macaboy, in jars 35 French Rattle in jars 43

SODA

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

SPICES

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

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 @30 Pepper, Cayenne @30 Paprika, Hungarian @45

STARCH

Corn Kingsford, 40 lbs. 9 1/4 Muzzy, 48 lb. pkgs. 9 1/4 Kingsford Silver Gloss, 40 lb. 9 1/4 Argo, 48 5c pkgs. 2 40 Silver Gloss, 16 3lbs. 9 1/4 Silver Gloss, 12 6lbs. 9 1/4 Muzzy 48 lb. packages 9 1/4 16 3lb. packages 9 1/4 12 6lb. packages 9 1/4 50 lb. boxes 6 3/4

SYRUPS

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, 2 dz. 4 40 Red Karo, No. 5, 1 dz. 4 25 Red Karo, No. 10 1/2 doz. 4 00

Pure Cane

Fair Good Choice

TABLE SAUCES

Halford, large 3 75 Halford, small 2 26

TEA

Uncolored Japan Medium 20@25 Choice 28@33 Fancy 36@45 Basket-fired Med'm 28@30 Basket-fired Choice 35@37 Basket-fired Fancy 38@45 No. 1 Nibbs @32 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@60 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 Binder 37 00 Dornbos, Perfectos 37 00 Dornbos, Bismarck 73 00 Allan D. Grant 65 00 Allan D. 35 00

Johnson Cigar Co.'s Brand

Dutch Masters Club 75 00 Dutch Masters, Ban 75 00 Dutch Masters, Inv. 75 00 Dutch Masters, Pan. 75 00 Dutch Master Grande 72 00 El Portana Dutch Masters, 5c S. C. W. Gee Jay

Above four brands are sold on following basis:

Less than 300 37 00 300 assorted 36 00 2500 assorted 35 00 2% cash discount on all purchases.

Worden Grocer Co. Brands

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

TWINE

Cotton, 3 ply 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 55 Market, single handle 60 Splint, large 4 00 Splint, medium 3 50 Splint, small 3 00 Willow, Clothes, large Willow, Clothes, small Willow, Clothes, me'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 Kraft 8 1/2 Wax Butter, short cut 20 Parchm't 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 95 Oak Leaf 5 00 Queen Anne 5 00

Proctor & Gamble

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, without injury to the skin.

Scouring Powders

Sapolio, gross lots 9 50 Sapolio, half gro. lots 4 85 Sapolio, single boxes 2 40 Sapolio, 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

Will the Price of Food Decline?

Written for the Tradesman.

It is hard to realize that there was a time within the memory of men who are still in the earlier years of middle life when stewing and baking chickens were not sold at all by weight, but so much apiece—in many sections of the country the standard price at retail being 25 cents the fowl, whether a three pound or a five and a half pound hen. To-day such fowls go to the consumer at from \$1.05 to \$2.25 each.

This morning (January 22) fresh country were priced to me by my grocer at 75 cents a dozen. There was a time when he was glad to get 15 cents a dozen, or less. And pretty much everything else has advanced—foodstuffs of all kinds.

Frequently one hears a prediction or expression of opinion to the effect that the price of all manner of foodstuffs will sharply decline at the close of the war; that there will be a tremendous, universal and record-breaking slump in food prices immediately peace rumors are substantiated and hostilities in the great world-war come to an end. May we expect anything like this to occur? My guess may not be any better or worse than yours, but I think not.

In the first place, going back to the time referred to in the opening paragraph, prices of farm products were far below what we may call a normal price level. Potatoes at 15 cents a bushel, wheat at 30 cents, corn at 90 cents a barrel, chickens at 25 cents apiece, eggs at 10 cents a dozen, and butter at 12 to 15 cents a pound—is below the cost of production. An economic readjustment was inevitable even if the size of our population had not increased out of all proportion to the increase of food-production.

And that's the reason we had the problem of the high cost of living even before the outbreak of the war. And when the war broke out, reducing the scale of food-production in the countries of Europe from 30 to 50 per cent., and imposing upon neutrals—especially upon this country—the added task of helping to provision half of the civilized world—the inevitable happened: prices began to soar.

The cessation of hostilities on the battlefields of the world isn't going to increase over night the reserve supplies of the world's foodstuff. It seems the height of folly to anticipate any great and sudden decline in food prices after the war. There will doubtless be a gradual and natural readjustment in cases where excessive prices now rule, but food will not be cheap ever. Our own statesmen and economists, and the economists and statesmen of other countries, are agreed that there will be an era of sharp struggle for trade to begin immediately at the close of the war. Industries of all kinds, they confidently believe, will be speeded up to meet competitive conditions that will thereupon reign. Each of the several nations now involved in the war will require the productive service of every man capable of rendering such

service. The laboring man will come to his own. A skilled workman will be a sort of prince among men. The salary of the workingman will rest upon a stable basis. Labor will share more equally with capital in the production of wealth.

The American people will have learned a much needed lesson in the conservation of precious food; and let us hope there will be no subsequent resumption of the old habits of foolish and sinful waste; but our standards of living will not be modified suddenly: people who are able to procure it will continue to demand a well-balanced diet of fresh, wholesome food. And our Government shall have learned the lesson that, in order to guarantee a sufficient production of foodstuff to supply our country's needs, production must be stimulated by maintaining certain price levels. Not that our Government will go into the business of price-fixing on an extensive scale, determining arbitrarily the price of every blessed commodity at every stage of its journey from producer to consumer, but legislative safeguards will see to it that the farmer isn't denied a legitimate profit by a parasitical combine which boosts the price to the consumer while it skims the profits of farming so thin there's no butter-fat in it for the farmer. The time is coming when neither consumers or producers will stand for this. And consumers and producers comprise the folks who are in a vast majority, and know how to do things when they are once aroused.

From both labor and capital the farmer of the future will receive aid and encouragement in the years to come: from capital, because the farmer is a quasi member of the capitalistic class; i. e. to say he has money invested in his land, horses, cattle, hogs, poultry and growing crops; and capital must have fairplay in every given enterprise, otherwise it will forsake that enterprise and seek something more congenial because it is more equitable; from labor, because the farmer is a workingman as well as a capitalist, and it is fundamental in the working-man's creed, that labor be accorded a square deal along with capital.

There will doubtless be some restrictions on emigration imposed by the governments of European countries; for after the war they will not have the superabundant populations which they had before the war; and the sudden multiplication of new opportunities in the homelands will itself perhaps serve to thin the streams of foreign-born peoples who have hitherto been pouring into these shores; but with a population of over a hundred millions, our own increase of population, quite apart from the increase through foreign immigration, must be tremendous in the years to come.

So, it will doubtless come about, that while we are speeding up our industries and playing our part in the game of capturing the world's markets for manufactures of a thousand different kinds, we'll also have to speed up the production of food-

stuffs to feed the workers of our towns and cities.

In order to promote the colonization plans and settlement schemes—to which resort is even now making in an effort to win the people back to the soil—some legislative expedient, such perhaps as a permanent board of food control, will have to be hit upon the guarantee living prices to the capitalistic-workingmen who till the soil and produce the food supplies of the country.

From all of which—no matter from what angle you view the proposition—would seem to preclude the prospect of an era of cheap foodstuff after the war. It isn't at all likely to occur, and if it does, it would be a temporary and dangerous situation; for when prices drop to a point where production cease to be profitable, production will ease up, and there'll be a succeeding era of price-inflation.

Frank Fenwick.

Fuel Angels.

The painters limn the angels
As creatures wearing wings
Who flit about in heaven
And play on harps and things;
But if I were an artist
With ready drawing-pen,
I know I'd show an angel
As something else again.

For as I sit and shiver
Within my icy room,
Or view my empty cellar
As chill as any tomb,
And hear the plumbing bursting
In kitchen and in bath
And think of bills to follow
(A certain aftermath).

I know for sure that angels
Are not seraphic bands,
But smudgy-faced and dusty
With shovels in their hands,
Aye, in the dead of winter
When north winds freeze the soul,
The really truly angels
Are men who bring you coal.

Oh beatific beings
Of heavy voice and foot
What words than these are sweeter,
"Where do you want it put?"
If they are common angels
They bring one ton maybe—
But when they're true arch-angels
They bring you two or three!

Berton Braley.

Willing to Pay Double.

A Tommy on furlough entered a jeweler's shop and placing a much-battered gold watch on the counter, said: "I want this 'ere mended."

After a careful survey the watch maker said: "I'm afraid, sir, the cost of repairing will be double what you gave for it."

"I don't mind that," said the soldier. "Will you mend it?"

"Yes," said the jeweler, "at the price."

"Well," remarked Tommy, smiling, "I gave a German a punch on the nose for it, and I'm quite ready to give you two if you'll mend it."

The Farmer Feeds Them All.

The politician talks and talks,
The actor plays his part,
The soldier glitters on parade,
The goldsmith plies his art,
The scientist pursues his germs
O'er this terrestrial ball,
The sailor navigates his ship,
But the farmer feeds them all.
The preacher pounds the pulpit desk,
The broker reads the tape,
The tailor cuts and sews the cloth
To fit the human shape,
The dame of fashion dressed in
Silk goes forth to dine or call,
Or drive, or dance, or promenade,
But the farmer feeds them all.
The workman wields his shining tool,
The merchant shows his wares,
The aeronaut above the clouds
A dizzy journey dares;
But art and science soon would fade,
And commerce dead would fall,
If the farmer ceased to reap and sow,
For the farmer feeds them all.

Bankruptcy Matters in Southwestern District of Michigan.

St. Joseph, Jan. 21—In the matter of the Spencer-Barnes Co., a corporation, bankrupt, of Benton Harbor, the trustee filed his supplemental final report showing the distribution of the funds in the estate, whereupon an order was entered by the referee, discharging the trustee and closing the estate and recommending the bankrupt be granted its discharge. The record book and files were returned to the clerk's office.

Jan. 22—The Herriman Manufacturing Co., engaged in the manufacturing of automobile accessories at South Haven, has been adjudged bankrupt and the matter referred to Referee Banyon. The president and general manager being absent from the State, the petitioning creditors filed the following list of creditors:

Unsecured Creditors.	
A. E. Andrews, South Haven	\$.50
Benton Harbor Malleable Foundry Co.	65.70
Campbell Paper Box Co., Chicago	6.25
Chicago Nut Co., Chicago	8.00
Corbin Screw Co., Chicago	11.20
Crane Co., Chicago	22.50
Dan McKeough, South Haven	.85
Norman Franklin, South Haven	75.00
John Grills, South Haven	50.00
Grand Rapids Oil Co., Grand Rapids	12.36
Hardt & Fullenwider, South Haven	42.00
H. Hemmenway, South Haven	38.40
Van Buren Co. Tel. Co., South Haven	8.50
M. Pearman, South Haven	150.30
Charles Kavin, Chicago	3.00
Kalamazoo Foundry Machine Co., Kalamazoo	7.12
Malbone Hardware Co., So. Haven	13.50
G. Mellen, Chicago	42.50
S. Obermayer, South Haven	49.24
Edward Ottoman, South Haven	42.48
Sandusky Tool Co., Sandusky	25.50
Schubel Bros., South Haven	54.55
South Haven Glass Co., So. Haven	42.93
Steel Sales Co., Chicago	359.73
Union Drawn Steel Co., Pittsburg	137.31
Wildman Boiler Co., Chicago	14.40
Union Mfg., Chicago	3.60
Lee W. Kin, South Haven	21.00
S. J. Rice, South Haven	3.61
Channon Co., Chicago	69.39
Times Co., Chicago	39.40
A. McDonald, Chicago	82.00
John F. Noud Co., So. Haven	1,402.04
First State Bank, South Haven	5,715.85
Creditors Holding Securities.	
Citizens State Bank of South Haven	\$7,500.00
Assets.	
Machine Shop, foundry, factory and real estate	\$2,500.00

An order was entered by the referee calling the first meeting of creditors at Paw Paw on Feb. 1 for the purpose of proving claims, the election of a trustee, the examination of the officers of the bankrupt and the transaction of such other business as may properly come before the meeting.

Jan. 23—In the matter of John M. Brown, bankrupt, of Baroda, the adjourned special meeting of creditors was held at the referee's office and the trustee's second report and account, showing cash on hand of \$685.85, was approved and allowed. Upon recommendation of the trustee, a first dividend of 5 per cent. was declared and ordered paid to all unsecured creditors who had filed their claims to date.

Jan. 24—In the matter of Lee Dornam, Jerome J. Hamlin and Doran & Hamlin, a copartnership, bankrupt, of Glenn, Allegan county, the adjourned first meeting of creditors was held at Kalamazoo, and Otto Kilder, of South Haven, was elected trustee, his bond being fixed at \$500. Edward Twitchell, of South Haven, James Rabyer and Leonard A. Seymour, of Glenn, were appointed appraisers. The bankrupts were sworn and examined by the attorneys present and referee without a reporter, whereupon the meeting was adjourned for thirty days to the referee's office.

Jan. 25—In the matter of Charles Slover, bankrupt, of Kalamazoo, the final meeting of creditors was held at the referee's office and the trustee's final report and account, showing total receipts of \$575.12 and disbursements of \$299.12, was approved and allowed. A final dividend of 5 2-10 per cent. was declared and ordered paid to all unsecured creditors. The final order of distribution was entered. Creditors having been directed to show cause why a certificate should not be made recommending the bankrupt's discharge and no cause having been shown, it was determined that such favorable certificate be made. The final meeting was adjourned without day.

Jan. 26—In the matter of John Crowley and the Wogoman City Bakery, bankrupt, of Dowagiac, the trustee was directed to file his final report and account preparatory to calling a final meeting of creditors for the purpose of closing the estate.

In the matter of Asa L. Momany and Roy J. Momany, copartners, doing business as Momany Brothers, the first meeting of creditors was held at the court house, and no creditors were present or represented. An order was entered appointing John C. St. Clair, of St. Joseph, trustee, and fixing his bond at \$100. No appraisers were appointed until further assets could be discovered.

BUSINESS-WANTS DEPARTMENT

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

BUSINESS CHANCES.

For Sale—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

For Sale or Rent—19-room hotel and store, near depot, on three railroads. Good for drugs or any business. John McCormick, New Smyrna, Florida. 529

For Sale—Clean grocery stock, inventorying about \$3,500. Doing a good cash business in town of 1,400 population. Owners subject to military service. 530

For Sale or Exchange—\$4,000 stock, drugs, wall paper and jewelry. Located in one of Michigan's best small towns. Would like small farm or home in city. Box 245, Grand Rapids, Michigan. 531

For Sale Cheap—A wood-working plant consisting of buildings, machinery, dry kiln, boiler and water power, about 18,000 feet floor space. For full particulars write Baines-Mosier Cabinet Company, Allegan, Michigan. 532

Have \$5,725 in six-family flat, Highland Park; will exchange for stock groceries or general store and some cash, city or country. Address Fred Oldenburg, Northville, Michigan. 533

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 Eery counter registers, five eight foot cloak racks, one large revolving lace rack, one Lampton 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

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

Canning Factory For Sale Best Location in Eastern Indiana

On Wednesday, Feb. 20, 1918, I will offer at public sale my canning factory at Portland, Indiana, to the highest bidder.

All necessary machinery for canning corn, peas and tomatoes. Terms, one-third cash, one-third in ten months and one-third in 24 months, secured by first mortgage on the complete property.

In addition to the canning factory and equipment this property consists of 8 1/2 acres of land, two good dwellings, cattle barn, horse barn, large silo, etc.

Correspondence solicited.
W. H. Hood, Portland, Indiana.

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

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

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.

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.

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

WHY

Michigan People should use
Michigan Flour made from
Michigan Wheat

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

Economic Coupon Books

They save time and expense

They prevent disputes

They put credit transactions on cash basis

Free samples on application



Tradesman Company
Grand Rapids, Mich.

BANKRUPTCY MATTERS.

Proceedings in the Western District of Michigan.

Grand Rapids, Jan. 22—Julius F. Hendriksen, doing business as the Acme Service Co., 222 Division avenue, has filed a voluntary petition in bankruptcy. Adjudication has been made and the matter referred to Referee Corwin. George S. Norcross is in charge as custodian for the receiver. The first meeting of creditors has been called for Jan. 22. Appraisers have been appointed and an inventory and appraisal is being taken. The bankrupt's liabilities amount to \$6,285.51, while his assets amount to \$4,995.78, which includes stock in trade estimated at \$4,500, debts due on open account, \$445.78, and policies of insurance, \$50, out of which the bankrupt claims as exempt tools and equipment used in his business to the amount of \$250, and wearing apparel, \$25, total, \$275. Following is a list of the creditors:

Preferred Creditors.	
P. T. Hendriksen, Grand Rapids	\$105.00
Secured Creditors.	
J. W. Carukin, Grand Rapids	\$1,125.00
A. P. Sriver, Grand Rapids	50.33
Menominee Truck Co., Menominee	150.00
Unsecured Creditors.	
Acme Welding Co., Grand Rapids	\$.75
Bixby Office Supply Co., Grand Rapids	8.19
Burtless Motor Sales Co., Grand Rapids	16.07
Baxter Laundry Co., Grand Rapids	3.00
Consumers Power Co., Grand Rapids	.70
City Coal & Coke Co., Grand Rapids	26.77
Citizens Telephone Co., Grand Rapids	9.15
Etheridge Printing Co., Grand Rapids	15.85
Firestone Tire Co., Grand Rapids	59.67
G. R. Goodrich Rubber Co., Grand Rapids	2.15
Heth & Moses, Grand Rapids	27.68
Indian Refining Co., Detroit	13.13
J. B. Johnson's Son Co., Grand Rapids	34.25
A. Leitelt Iron Works, Grand Rapids	11.97
Lee Tire & Supply Co., Grand Rapids	36.00
Don E. Miner, Grand Rapids	1.50
Michigan State Telephone Co., Grand Rapids	3.10
Michigan Tire Co., Grand Rapids	37.87
Rader Tire Repair Co., Grand Rapids	3.70
Geo. S. Smith, Grand Rapids	4.00
Standard Oil Co., Grand Rapids	28.99
Tisch Auto Supply Co., Grd Rapids	28.57
United Machine & Electric Co., Grand Rapids	28.04
Western Michigan Machine & Tool Co., Grand Rapids	100.00
VerWys & Co., Grand Rapids	6.40
Winegars, Grand Rapids	14.40
F. F. Wood Motor Co., Grand Rapids	2.73
Howard Ellis, Grand Rapids	25.00
Ellis & Ellis, Grand Rapids	50.00
A. B. Holsapple, Grand Rapids	25.00
Henry Scott, Grand Rapids	7.20
Standard Oil Co., Grand Rapids	100.82
White Printing Co., Grand Rapids	14.30
E. J. Phillips, Grand Rapids	655.00
P. T. Hendriksen, Grand Rapids	1,000.00
Keller Transfer Line, Grand Rapids	15.00
H. W. Tenbroek & Son, Grand Rapids	45.00
Builders & Traders' Exchange, Grand Rapids	14.00
Dr. Alex. Campbell, Grand Rapids	131.00
C. L. Doty, Grand Rapids	4.20
Dr. W. M. Northrup, Grand Rapids	39.00
Dr. Reuben Maurits, Grand Rapids	21.00
Dr. W. E. Patterson, Grand Rapids	61.00
Blodgett Memorial Hospital, Grand Rapids	42.21
Berton A. Spring, Grand Rapids	3.00
Herpolsheimer Co., Grand Rapids	168.59
Siegel's, Grand Rapids	2.98
Friedman-Spring Co., Grand Rapids	38.61
Liabilities on Notes.	
Old National Bank, Indorsed by J. W. Carukin and E. J. Phillips	\$1,115.12
G. R. Savings Bank, Secured by guaranty bond given by J. W. Carukin	450.00
Old National Bank, Indorsed by J. W. Carukin	500.00
Old National Bank, Indorsed by E. J. Phillips and J. W. Carukin and Julius Hendriksen	200.00
Henry H. Tickner, a laborer, formerly a baker merchant of Grand Rapids, has filed his voluntary petition in bankruptcy. Adjudication has been made and the matter referred to Referee Corwin. The bankrupt's schedules show liabilities of \$148.68 and assets, consisting of stock in trade, \$32.50. Following is a list of the bankrupt's creditors:	
Michigan State Telephone Co., Grand Rapids	\$ 10.15
Dr. S. A. Whinery, Grand Rapids	1.00
C. H. Anderson, M. D., Grand Rapids	1.50
Washburn-Crosby Co., Grand Rapids	39.75
Wilson & Co., Grand Rapids	8.84
L. & L. Jensen Co., Jenison	6.16
Harry Winnerstrom, Grand Rapids	24.96
New Century Co., Grand Rapids	25.00
A. A. Anica, Grand Rapids	1.32
Goudzwaard Bros., Grand Rapids	3.50
P. F. Collier's Sons, New York	4.50
Frank C. Kinsey, Grand Rapids	18.00
J. A. Buffham, Grand Rapids	4.00

Jan. 24—Jacob Groendal, a brakeman for the P. M. R. R., of Grand Rapids, has filed a voluntary petition in bank-

ruptcy. Adjudication has been made and the matter referred to Referee Corwin. The schedules of the bankrupt show liabilities amounting to \$585.35 and assets amounting to \$56.50, of which a portion is claimed as exempt being wages due from the railroad company. Following is a list of the creditors:

Secured Creditors.	
Winegar Furniture Co., Grand Rapids	\$100.00
Bishop Furniture Co., Grd. Rapids	240.00
E. A. Frange, Grand Rapids	31.00
Unsecured Creditors.	
Fred Vander Boeg, Grand Rapids	\$ 4.00
Clyde Park Drug Store, Grand Rapids	2.50
Robert Muller, Grand Rapids	1.25
J. J. Jurgens & Holtzluwer, Grand Rapids	10.00
G. Roosink, Grand Rapids	20.00
J. Jasperse, Grand Rapids	4.80
J. & D. London, Grand Rapids	15.00
J. Huizinga, Grand Rapids	5.00
Vogel Bros., Grand Rapids	5.45
H. G. Hunderman, Grand Rapids	1.75
Klaas Knol, Grand Rapids	8.00
Wurzberg Dry Goods Co., Grand Rapids	27.00
Paul Stekette & Sons, Grand Rapids	18.00
Herald Pub. Co., Grand Rapids	2.50
Magazine Circulation, Chicago	2.76
Dr. E. De Vries, Grand Rapids	8.00
Dr. Harmon C. Wolfe, Grand Rapids	7.50
Dr. H. J. Pyle, Grand Rapids	1.75
Dr. John J. Rooks, Grand Rapids	2.50
Dr. C. B. Herman, Grand Rapids	8.00
Dr. J. J. Gaaney, Grand Rapids	5.00
Chas. H. Atkinson, Grand Rapids	39.79
Mrs. Lewis Schuchardt, Grand Rapids	9.00
John Beukema, Grand Rapids	5.00

Butter, Eggs, Poultry, Beans and Potatoes.

Buffalo, Jan. 30—Creamery butter extras, 51@52; first, 50@51c; common, 48@49c; dairy, common to choice, 35@45c; dairy, poor to common, all kinds, 34@36c.

Cheese—No. 1 new, fancy, 25c; choice, 24c; held 27c.

Eggs—Choice, new laid, 58@60c; fancy henney, 62@63c; storage candled 50c; at mark, 47@48c.

Poultry (live)—Fowls, 27@32c; 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, 30@32c; choice, 28@29c; fowls, fancy, 30c; choice, 27@28c.

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 Greedy Sugar Beet Grower.

Owosso, Jan. 29—We note your article in the issue of Jan. 23 in regard to the farmer's demands for \$10 per ton for beets and think your point is well taken, but there is one phase of the matter which you evidently do not understand.

The beet growers demand \$10 per ton flat for beets. The State Food Administration suggested a compromise on \$9 per ton guaranteed, with the provision that if the price of sugar during the operating season averages higher than 8 cents per pound, the growers were to receive additional compensation at the rate of \$1 per ton for beets for every cent per pound over 8 cents which the price of sugar averaged during October, November, December and January, so that if sugar averaged 9 cents per pound, the beet growers would receive \$10 per ton. If the sugar averaged 10 cents per pound, then he would receive \$11 per ton. Owosso Sugar Company.

If there is a family whose business you are anxious to get, don't wish for it. Go after it. Make it a personal matter for a time.

Relative Values of Wheat and Rye Straw.

East Lansing, Jan. 23—Your letter of recent date sent to the College has been referred to me for reply.

Wheat straw is more palatable to farm animals in general than rye straw, due, no doubt, to the fact that rye straw is coarser and more woody and contains considerably less leaf surface in proportion to the total amount. The Rosen rye, a new variety which is being developed very rapidly in this State, has much more leaf surface in proportion than ordinary ryes and would represent a higher feeding value for that reason. As to the manurial value of wheat and rye straw, I can give you the following figures from Henry's Feeds and Feeding to show that 1,000 pounds of rye straw contains 4.8 pounds of nitrogen, 2½ pounds of phosphoric acid, 7.9 pounds of potash. On the same amount of wheat straw, five pounds of nitrogen, 1.3 pounds phosphoric acid and 7.4 pounds of potash. Thus you will see the fertilizing constituents of rye being somewhat higher than wheat straw in total percentages. On the other hand the manure from wheat straw would be more compact and settle down more solidly, so that decomposition would take place more rapidly and in a physical way wheat straw would be of higher value than rye straw for this reason.

As to the fertilizing elements removed from the soil by these two crops, I quote the following figures from Hopkins' Soil Fertility and Permanent Agriculture: The fertilizing elements removed by crop and wheat, yielding 20 bushels per acre, including both straw and grain, would be as follows: Nitrogen 34½ pounds, phosphoric acid 6 pounds, potash 15½ pounds, figuring on the basis of about a ton of straw to 20 bushels of wheat. In a crop of rye, 20 bushels to the acre, will require 28.7 pounds nitrogen, 6.6 pounds phosphoric acid, 21.3 pounds potash, figuring on a basis of about twice as much straw by weight as the yield of grain, as rye yields a heavier proportion of straw than wheat. You will see from these figures that on the basis of total fertilizing elements removed from the soil, there is practically no difference in the two crops from the 20 bushel yield.

Of course, this is rather a difficult question to answer satisfactorily, because the two crops are generally grown on different kinds of soil, wheat requiring better soil than is necessary for the production of rye, as the rye is a better feeder and will develop on poorer and lighter soils.

The average yield of rye is somewhat less than of wheat, due to two factors, probably. First, because there has been less attention paid to developing good yielding strains of rye and second, because the rye is ordinarily grown on weaker soils. Rosen rye, which is mentioned before is a very good yielding variety and given same chance will yield as many bushels of grain per acre, or at least very nearly so, as wheat.

H. W. Norton, Jr.,
Live Stock Specialist.

Facing New Problems.

The official opening of staple worsteds last week which have long been market standards, has given to clothiers an inkling of the levels to be expected on the semi-staple and fancy lines. Openings on such goods will begin this week. Prices on all-wool worsteds will be so high in many instances as to give clothiers many new problems in distribution. It is easy to say that the majority of consumers want quality and service from their garments and will pay a bit more to secure them, but it is still a question how many of the great multitude which used to buy \$15 to \$20 suits

will insist on the old standards and pay \$30 to \$40 for them.

The lighter weight worsteds or cotton warp goods offer one solution to the problem of a medium priced worsted garment. Many clothiers had planned to utilize woollens in their popular priced lines, but the scarcity of cassimeres makes many feel that there will not be enough to go around adequately and that the use of worsteds to fill the gap will be a necessity. Selling agents are busy getting a line on just what sort of worsteds clothiers will take to.

The price situation is a bit confused by the fact that some clothiers alleged that opening prices are high on standard numbers and that other fabrics with perhaps the slightest variation in construction are proportionately much better value. Buyers who hold to this belief are naturally most critical of samples.

Revision in initial orders on overcoatings was reported last week. It was to be expected because buyers themselves were urged to hasty operation at their first chance by the scarcity of goods which confronted them. Many were frank to say early in the season that if later openings offered them anything more attractive they would switch. This has been done in some cases, but the scarcity is real enough to leave many customers for any goods released.

A short supply of dress goods appears inevitable. Army work by many mills is cutting off half of their production or more, and the call for women's wear staples will not be curtailed nearly to that proportion, merchants believe. In fact, this demand may be magnified by the fact that women are turning to conservative fabrics which give the maximum service.

The raw wool market is still unsettled. Because of high prices, freight congestion and the likelihood of further Government control the market has lost much of its buoyancy. Mills which buy wool find their bills falling due and their purchases caught in a freight tie-up at some inaccessible point. New York wool dealers have been experiencing better enquiry from mills in the vicinity because by buying here these mills hoped to avoid delays involved in a longer haul. Few buyers are willing to stock up with the future so vague and dealers believe that most of the coming domestic clip will be consigned. Foreign wools are spotty. News from Argentina is conflicting, but quoted prices are above those of a week previous. The recent Australian wool auctions fell slightly behind the level of the first session.

BUSINESS CHANCES.

My Business For Sale. We have a little city—4,000 people. I have the only bakery here and doing a good business. Will take about \$4,500 to buy us out. My health is such I have got to sell the business soon. Smith Baking Co., Blackfoot, Idaho. 534

For Sale—Stock of general merchandise. Invoices \$4,000 to \$5,000. In a live Upper Peninsula town, mostly farming trade. An ideal opportunity, for a young man to start in business. Address No. 535, care Michigan Tradesman. 535

For Sale—Furniture Business—With or without undertaking. In western Michigan town of 1,200 population, excellent farming community. Business established 40 years. Reason for selling, retiring from business. Fine opportunity. If interested communicate at once with W. C. Congdon, Cedar Springs, Michigan. 536