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# MICHIGAN TRADESMAN

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Thirty-Fifth Year

GRAND RAPIDS, WEDNESDAY, FEBRUARY 6, 1918

Number 1794

## Mr. Merchant: If Present Business Conditions Continue What Are You Going to do, Reduce Your Stock or Go Into Bankruptcy?

Write To-day

Full particulars mailed you free of charge, without obligation to you, and as long as this information costs you nothing and does not obligate you, you might as well get it. Fill in the blank below. Do it now while it is fresh in your mind.

Fill Out and Mail This Blank at Once to  
**THE JOSEPH P. LYNCH SALES CO.**  
506-508 Lindquist Bldg., Grand Rapids.

PLEASE SEND US AT ONCE YOUR COMPLETE PLAN of how you propose to sell our old stock odds and ends and double and treble our business. Let it be strictly understood, however, that there is no charge or cost attached to this and that we will not be obligated in any way. The following information is given you so that you may draft your plans intelligently:

Date..... Name of Firm..... City..... State.....  
Size of Stock carried.....  
Principal lines of merchandise carried.....  
Size of store, depth..... width..... No. of entrances.....  
.....No. of floors occupied.....  
Remarks.....  
Absolutely free. Write today. No obligations.

### READ! THINK! ACT!

Don't hesitate or wait longer. Do not experiment or take chances. Now is the time to put on a Special sale and reap the harvest of high prices.

Holding Special sales is our business. We opened a Special sale last Saturday for D. W. Goodnow, Howell, Mich., and sold \$1,700 the first day.

No matter what the condition of your stock—no matter what the prevailing conditions of your locality are, we can adjust business to a normal prosperity.

Trying to run your own sale to save expenses is like trying to stop a clock to save time. We positively guarantee to produce cash results.

**You risk nothing because you do not pay us until we move and sell your stock**

We sell your stock for 100 cents on the dollar with 25 to 30 per cent guaranteed profits over cost. Close out your old goods, odds and ends goods you want to get rid of, clearing your establishment of all undesirable merchandise. Selling from 3 to 4 times in cash receipts in a thirteen days campaign, over and above your regular business. Increase your future business. Reduce your stock and do a season's business in a few days.

**Let us Submit to You the Names**

Of these concerns who will testify to our clean cut methods and crowd bringing abilities. There is no time like the present to increase the earning power of your business. Our new system will turn one-half your stock into cash at a profit **IN A FEW DAYS SELLING.**

**WE GUARANTEE** to move and sell your stock at a profit, filling your store with customers from the opening to the closing hour every day during your sale.

**YOU POSITIVELY** will get such powerful and up-to-date advertising that hundreds of new people will be brought to your store and they will be made permanent customers.

**RESULTS** are absolutely guaranteed you. You risk nothing, because we will send **AT OUR OWN EXPENSE** one of our expert managers direct to your place of business to prepare your sale.

**YOU PAY** us a small commission, only on the volume of business exactly obtained for you, your regular business is in no wise interfered with and you pay us nothing while the sale is being prepared.

**NOTHING** but your own merchandise will be sold. You do not need to buy other goods for the sale. It is your own merchandise that we obligate ourselves to sell, and this at whatever prices you mark it.

**UNTIL AFTER** your merchandise is sold we receive no compensation. You pay nothing. You take absolutely no risk, because business must be produced first before we can claim any remuneration.

**WE MOVE AND SELL** your entire old stock, odds and ends, goods you want to get rid of; clearing your establishment of all undesirable merchandise, selling 40 per cent over your entire stock in 2 weeks' time.

**YOUR STOCK** is advertised in your own name. The advertising is not sensational, yet powerful, original and absolutely clean, and will first be submitted to you for your approval.

CASH THOUSANDS OF DOLLARS WORTH OF MERCHANDISE THAT WILL OTHERWISE GO UNSOLD.

**A "CINCH"**

While the word is good American slang, it expresses as much or more than a whole lot of "Webster's" would. Do you want a "Cinch" on a tremendous business season? Do you want set, fixed and assured profits for your wares? Do you want your business increased two-fold over any previous season? Do you want to see your store constantly crowded with eager, anxious buyers? To all of which you will answer "Yes." Then we say to you that we offer you a "CINCH."

**The Joseph P. Lynch  
Sales Co.**

BELL  
PHONE  
Main  
596

CITZ.  
PHONE  
61366

506-508 Lindquist Bldg.

**Grand Rapids, Michigan**

Let Us Submit Our Plans and Terms

**ABSOLUTELY FREE  
NO OBLIGATIONS**

Of How We Propose to Sell One-Half Your Stock in Thirteen Days.

**FILL OUT AND MAIL THE ABOVE BLANK AT ONCE**

It will positively not obligate you in any way and upon receipt I will send you entirely without charge or cost, our complete plans of how we conduct a sale, drafted to suit your particular case.

**ABSOLUTELY FREE NO OBLIGATIONS  
WRITE TODAY**

## Three Sure Winners



### *There is a Sugar Famine*

MOLASSES can be used as sweetening to take the place of SUGAR for many purposes.

Send for our booklet "MOLASSES SECRETS," it tells the story.

**Stand Behind the Government**

**Oelerich & Berry Co.**

Packers of "Red Hen,"

NEW ORLEANS

CHICAGO

## 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.

## Buy the Best



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

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

Sold by all jobbers.

See quotations in Grocery Price Current.

## Ceresota Flour

Always Uniformly Good

Made from Spring Wheat at Minneapolis, Minn.

**Judson Grocer Company**  
The Pure Foods House

Distributors

GRAND RAPIDS, MICHIGAN

# MICHIGAN TRADESMAN

Thirty-Fifth Year

GRAND RAPIDS, WEDNESDAY, FEBRUARY 6, 1918

Number 1794

**SPECIAL FEATURES.**

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**THINGS WE CAN CURTAIL.**

War's consumption of goods is fixed by circumstances altogether beyond any individual's control. But an individual's capacity for producing goods, and at the same time an individual's needs, are not so fixed.

In adjusting our output of goods, it remains for us to adjust also our consumption, so that we may apply to war all that is needed. It is amazing how much we can accomplish, how far we can economize and how much we can save if only we try. In Europe the nations have discovered in the potential and actual production, and in the thrift of the people, a means of meeting demands so vast that they were deemed three years ago absolutely beyond attainment.

We do not have to save on all necessities, except where those necessities are limited in supply and indispensable to winning the war. Luxuries are the things we can readily curtail. Former President Eliot of Harvard prepared a table early in the war showing the annual expense bill of the American people for things they put into their mouths that are not bread. The bill was \$3,915,000,000, liquor, tobacco, candy, soft drinks, tea, coffee, patent medicines and chewing gum made up this total.

There is vast room for private economy in the United States. We all like the good things of life, it is true, and many of us have been accustomed to buy so long as we could pay. But that process needs to be changed; because a man has money is no longer a reason that he should spend it.

Our paramount duty is to deny ourselves that others may live and that we may gain victory. In the United States thirty-five pounds of cotton per capita are now required to make the cotton goods we wear in a year. In 1870 we used eleven pounds per capita. Our per capita consumption of sugar lately was eighty-nine pounds a year. A generation ago it was one-half that amount. Economy that carries us back to the habits of our grandfathers will not hurt.

Of course, no one will dispute that a certain latitude must be permitted. We must be prepared for sacrifice. But sacrifice need not mean such a self-denial on the part of the American people as to be ruinous to busi-

ness. Ill-advised and impetuous economy, meaning unemployment and closed factories, would be demoralizing. It is evident to every thinking man that business must be sustained, and the conversion of industry carefully brought about whereby the Nation's energies are transferred from the satisfaction of personal wants to the satisfaction of the needs of the army and navy.

Sound business must be sustained if the Nation is to be insured against economic instability. Furthermore, we ourselves must be sustained if we are to be kept efficient.

Pinching thrift which brings harm in its wake is to be avoided. If you do without certain necessary food your strength is impaired. If you do without warm clothing you pay a doctor's bill. Five cents on a street car may save you five dollars or five hundred dollars. The health of body and mind gained by proper recreation may be worth a great deal more than the money saved on the theater-ticket or an automobile.

Sacrifice by any of us that means self-punishment would be ruinous in the long run; a starved mind or body, although it brought peace of soul, would not go far in contributing to win the war.

The kind of thrift that makes for serious depression in business activity and for personal inefficiency is wrong. Our supreme duty lies in keeping our affairs, our bodies and our minds vigorous and wholesome. If we are to have a long drain of war, and are to emerge triumphant, our country requires of us commercial and financial strength, and moral and physical strength as well.

So, then, we can afford no negative economy on the part of the American people. What we can afford is a curtailment of all unnecessary spending, and a wise and wasteless use of our resources. Waste is an economic offense; it is designed to have ill effect on the Nation, and mischievous effect on the character of the waster.

**THE SUGAR CARD.**

No single editorial in the Tradesman ever aroused so much interest and created so much favorable comment as the editorial endorsement of the sugar card, published last week. Grocers in all portions of the Middle West have voluntarily signified their approval of the measure as the only practical solution of the present chaotic condition of the sugar trade.

A custom that is a source of cheer to boys who have quit its service for the service of Uncle Sam has been established by a large Chicago firm. Members of the various departments are assigned a date on which they shall write a letter to each soldier.

**LARGE SAVINGS CAN BE MADE.**

One of the most valuable foods for the soldier is bacon. He can, apparently, do more fighting on it than on anything else. If we fail in producing greater quantities of bacon than ever before, we shall fail in our duty to the soldiers. In this country we have been occupied in an effort to place the blame for the high price of an article, which, beyond any doubt, we ought not to consume in large quantities just now, and we have, apparently, forgotten that the price has gone up mainly because bacon is vital to carrying on the war and that if we do anything to lessen the efforts of the producers, the price will certainly be much higher next year than it is now. In England well-to-do people are standing in line for their food supplies and they, at least, are learning that the talk of famine is not a story to frighten children with, but a terrible possibility. The harvests have not been plentiful and the danger is as real as the menace of the submarines.

Nothing in the end is to be gained by blaming Mr. Hoover, the provision dealer or the farmer for high prices which are not merely a result of the war but a result of war requirements so peremptory that the question of cost almost disappears. The conditions arising out of the war are at the bottom of most of our troubles. We have been told that we should save money. It is even more necessary that we should eat less, again not so much that we need to save for ourselves, but because if we do not eat less, others across the sea must go hungry.

If we have men, money and food we shall win. If we fail in any of these we may lose. Individual tests, particularly in hotels and restaurants, show that very large savings can be made, wherever the effort is made to that end, but the difficulty is to make advice, or even regulations of the Food Controller, effective in a country which produces food largely in excess of its own requirements and where economy in the use of food is thought to be evidence of a mean and sordid disposition. It is not, however, enough that we should eat less but that we should, so far as possible, replace some article of food, especially white bread and bacon, with others.

**WON A GREAT VICTORY.**

The Tradesman naturally takes to itself no small degree of credit for the reluctant action of the "uniform forms committee" of the stock fire insurance monopoly in unanimously banishing the word "concurrent" from its insurance policy riders hereafter. The controversy has involved a hard fight

on the part of the Tradesman to wring this concession from the unwilling cohorts of the fire insurance combine. Because it advocated this reform steadfastly for years, the insurance press of the entire country has made the Tradesman the target of all the abuse and vilification which the hiring writers on those journals could concoct. Local, state and general agents have also joined in venting their spleen and displeasure over the determination of the Tradesman to secure the elimination of the word which had become a fetish with the officials, agents and adjusters of the insurance combination.

Because the opposition was so rich in ill gotten gains and so strongly entrenched behind precedent, prejudice and privilege, the fight has been a long one—with more or less bitterness on each side—and the insuring public which will profit by this victory may well regard the situation with pleasure and satisfaction.

**ATTEND ANN ARBOR MEETING**

The Tradesman urges every retail merchant who can possibly arrange to leave home to spend one, two or three days at Ann Arbor week after next and take part in the proceedings of the annual convention of the Retail Grocers and General Merchants' Association. This organization is in the hands of able and energetic men who have brought the convention up to a high standard. The detailed programme presented in the Tradesman of Jan. 23 gave an accurate indication of the scope of the organization and the aims and objects sought to be accomplished by the sincere and ambitious men who have guided the Association so successfully for the past two years.

As stated by the Tradesman at the time of the Kalamazoo convention, one year ago, this is an opportune time to change the membership plan from the collective to the individual basis. Instead of depending on the local associations for annual dues, which too frequently fail to put in an appearance, the Tradesman believes that the Association should be reorganized on the individual membership plan, the same as the hardware dealers, the implement dealers and the druggists. Such an arrangement would put every member on the same footing, open the door of opportunity to every merchant in the State, no matter what his circumstances or environment happened to be, and ensure a steady and reliable income which would be a great improvement over the present precarious method of depending on the fidelity of local associations which are too prone to lapse into a comatose condition.

### Cogent Reasons For Attending Ann Arbor Convention.

Cadillac, Feb. 5.—One of the fundamental principles of organization is the bringing together of many opinions scrutinizing, analyzing and sifting out the good ones from the poor ones and then applying the good ones to uses that will be helpful to man in business and social life.

Many merchants find it a difficult matter to get away from business as much as they feel they should for their own physical and mental good. Then, again, there are those who seem to think that everything would stop if they were away and again there are those who are indifferent, do not care to do better, simply occupying a small space in the race of man without any ambition to do anything better. To all let me say the programme which has been prepared by the Retail Grocers and General Merchants' Association is to be observed at the coming convention is one that contains a lesson for each and every merchant who deems it worth while to conduct business along right lines. The officers have earnestly endeavored to provide subjects that would be interesting to some retailers in every line of business. For the merchant who desires to know more of the work that has been accomplished there is a gentleman to give this information who has been active in association work in a local, State wide and National capacity. He is now chairman of the trade relations committee. For the merchant who wants to know about the canned goods industry there is a subject on this topic to be presented by one of the most experienced canners in the country. To the merchant who wants to know the necessity of the wholesaler a man who has learned the why and wherefore has kindly consented to convey a message that should thoroughly demonstrate the bond of friendship

and mutual co-operation that should exist between the wholesaler and retailer. To the merchant who has clerk troubles to solve, let me say that the subject dealing with clerks will be presented by a gentleman who has been one and has made a study of the relations of employer and clerks. To the merchant who desires to know more about his relations to the dairy and food department the man best qualified to enlighten us has kindly consented to be there. To the merchant who has credit troubles, let me say you should not miss the convention, for the reason that this subject will not only be explained in a way that may be a help to you, but will be illustrated, mathematically, giving you a safe and unalterable rule to go by if you expect to get your money for goods sold. To the merchant who believes he has difficulties that cannot be solved, the question box is at your disposal. Your problems will be handled by gentlemen who have met and overcome just such difficulties. All you have to do is to make out your question on a slip of paper and hand it in at the convention. To the merchant who believes the Association cannot do him any good give it a try out, rub elbows, match brains, shake hands with the more than 500 other merchants from all over the State who will be there, then you no longer will be a skeptic. To the merchant who believes he can get along alone we would say that you are simply reaping where you have not sown and a visit to the convention will convince you that affiliation with the Association is absolutely necessary if you are to attain what is needful.

If you have not had a programme, don't fail to write the Secretary at Cadillac. He will gladly send one.

Stop and think! Which would you rather be—one of the merchants in active service or only one of the idle crowd standing about and hindering?

J. M. Bothwell, Sec'y.

### Brimley Merchants Decide to Adopt Cash System.

The Tradesman was recently requested to prepare a circular letter for the merchants of Brimley, announcing their abandonment of the credit business and the adoption of the cash system. The following draft was therefore sent them:

Brimley, Feb. 6.—The undersigned, six of the merchants of Brimley, after due consideration and discussion, have decided that war times and their accompanying revolutions in merchandizing methods necessitate radical changes in our own business methods and practices.

The wholesale houses now exact payment in all cases in thirty days of all accounts; in fact, a great many of their goods are sold at net prices. The general demand on us for prompt cash settlement, the Governmental restrictions regulating qualities of goods permitted to be on hand, as well as prices on goods, etc. The banks exact both security and interest on loans of money, and if we merchants loan money, we must do it on the same terms the banks do, otherwise we fail.

Because of these conditions, over which none of us are in any way responsible, being the legitimate outcome of war necessities, we are obliged to insist on the prompt adjustment of all outstanding accounts, either by cash or note. If cash is not available, we must insist on the notes being secured, either by competent endorsement or satisfactory collateral, the same as we would have to furnish our banker.

We also find it necessary to restrict all credit transactions to thirty days. Those who cannot conveniently comply with this requirement must arrange to give us a note which we can discount at par at the bank.

We do not take this step voluntarily. It is forced upon us by war time conditions which have drawn the lines tighter and tighter until we find ourselves in a vice between the manufacturer and jobber on one hand and our customers on the other. We feel duly thankful to the latter for their esteemed patronage and dislike to take any stand which may have even the appearance of arbitrariness. In the present emergency we must do as we are done by and deal as we are dealt by or go down in defeat. We believe our customers will bear with us in this crisis and meet us half way by speedily and cheerfully complying with the requirements above stated.

### Oats Coming to Own As All Round Grain.

Dr. Johnson's famous jibe that "oatmeal is a food used for humans in Scotland and for horses elsewhere" will soon be entirely out of date, for the war and the food conservation movement help to bring oats into its own again as a good food for human beings.

Oatmeal has never gone out of fashion as a breakfast dish, and today old recipes for oat cakes, oat biscuit and scones are being resurrected from cook books of a generation ago.

We may eat oats without feeling that we are violating food pledges. We raise from 1,000,000,000 to 1,500,000,000 bushels of oats in the United States every year, and there should be enough to go around. Moreover, oats are more nutritious than wheat. Oatmeal contains 1,800 calories per pound as against 1,670 calories in a pound of whole wheat flour.



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

**Barney says—**

**NEDROW COFFEE—“Science did its best—**

**WORDEN Methods did the rest.”**

**WORDEN GROCER COMPANY**

**GRAND RAPIDS—KALAMAZOO**

**THE PROMPT SHIPPERS**

**CONCURRENT CANNED.**

**Insurance Officials Vote to Eliminate Obnoxious Word.**

Fremont, Feb. 4—Enclosed find a clipping from the National Underwriter which I am sure will be of great interest to you, because it proves that your contention over the use of the word "concurrent" in insurance policy riders is absolutely right. I am pleased to state that in the future same will be entirely eliminated on all our policies. George Bode,

Sec'y Michigan Shoe Dealers Mutual Fire Insurance Co.

The article referred to by Mr. Bode is as follows:

The clause "other concurrent insurance permitted" has been a feature of fire insurance contracts almost since the inception of the business and always accepted without comment. Of late, however, according to the uniform forms committee, a very large number of complaints, criticisms and objections have been received from local agents, also some insurance departments, regarding the use of the word "concurrent" in the policy riders, in view of which the question of continuing the use of the word "concurrent" or eliminating it from this clause was presented to the uniform forms committee, also to Judge Thomas Bates, of Chicago, attorney for the companies, for an expression of opinion as to the legal value, if any, the word "concurrent" might have in the connection mentioned. Replies from the companies indicating that they were unanimously in favor of eliminating the word "concurrent," and as Judge Bates expresses the opinion that, as a legal proposition the word "concurrent" is absolutely worthless in the permit, the committee has decided to omit the word "concurrent" from the clause in question in all forms printed hereafter.

The Tradesman had its attention brought to the use of the word "concurrent" about a dozen years ago, when it found that unscrupulous adjusters—and there were many shysters of the most pronounced type engaged in this line of business at that time—were using this word as a club to extort unsatisfactory settlements with policy holders who had been so unfortunate as to meet losses by fire. Careful investigation disclosed the fact that probably 90 per cent. of the policies issued by stock fire insurance companies in Michigan were invalid because of the use of this word. When the insured was a man of means or employed the services of a lawyer or private adjuster, the company or adjustment bureau never sought to take advantage of this technicality, but many a merchant of small or moderate means who was not fully posted on insurance matters was made to suffer severely because he permitted the agents who wrote his insurance to interpolate this word of fearful portent—in the mind of the adjuster—in his policies.

The Tradesman has made dozens of personal and editorial appeals to fire insurance officials and district managers to eliminate this word, only to be met with stubborn resistance and flagrant insult. It has kept up the crusade, however, until the opposition has become so formidable that even the high-handed pirates who preside over the destinies of fire insurance companies have seen the handwriting on the wall and bowed their head to the inevitable.

One of the factors which undoubtedly contributed to the result was the action of the Retail Grocers and General Merchants' Association of Michigan, at its annual convention at Kalamazoo last February, in unanimously adopting the following resolutions:

Whereas—The word concurrent on insurance riders is not necessary to conform to any law or court decision; and

Whereas—It is maintained solely to annoy and embarrass the insured in the event of a loss by fire; therefore

Resolved—That we refuse to accept any policy bearing this obnoxious word of uncertain meaning and fearful portent in the eyes of the insurance adjuster.

**Late News From the Cereal City.**

Battle Creek, Feb. 4—Mrs. E. D. Austin, wife of E. D. Austin, of the Austin Crockery Co., passed away Thursday afternoon, after only a few hours' sickness. A beautiful floral offering was sent by supply train No. 409 from Camp Custer as a token of the soldiers of that company to their beloved comrad, Ollie Austin.

The short hours have struck the Free Press newsboys on our street in the morning. The boys leaving the city on the early cars can not purchase a paper, which we all miss.

A trip to Camp Custer on Saturday would have made no impression on anyone who did not possess a thermometer.

One of the most interesting meetings held by Battle Creek Council for some time was on Jan. 19, when Grand Counselor Hach made up his annual visit. Jackson Council degree team did the initiatory work on our popular hardware salesman, F. J. Horn. The meeting was held in the afternoon, followed by a supper at 6:30, and the entertainment followed.

Charles R. Foster gave us two of his readings, which were very much appreciated, and E. W. Schoonmaker gave two vocal selections. The Jackson boys all came across with good wit and humor, of which they are in class A. Boys, come again. The train service being so bad, the only member from Kalamazoo was groceryman Hopkins.

A member that we will all miss and one who seldom misses a meeting is W. I. Masters. He has been city salesman for Redner & Courtright for the past eight years and went to Kansas City Feb. 1 to take up the same line of work, only on a larger scale. Bill, we all wish you well, and will warn you ahead that the train service is very good in the summer time and you may have many callers this summer.

Mrs. W. I. Masters has been confined to her home the past week with a bad cold. Jack.

**The End of a Hoover Day.**

I have come to the end of a meatless day,  
And peacefully lying in bed,  
My thoughts revert in a musing way  
To the food which to-day I've been fed.  
When I think of the cheese and the beans  
and fish


And oysters I've had to eat,  
I've no regrets for the "good old days"  
I really don't miss the meat!

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


It was made out of corn or rye;  
And I liked it so well, that when war is past,

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

"Cold lunches for hot days, hot lunches for cold. They both are the best that ever were sold." This sign in a Western restaurant's window attracts lots of business, the proprietor says.



# DANDELION



## Guard Your Profits

Never, by any chance, slip up on the butter you sell by not having it colored with DANDELION BRAND—for thirty-five years the standard butter color of the world.

And the way to guard against this is to sell your dairyman some more DANDELION BRAND the next time he drops in.

---



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

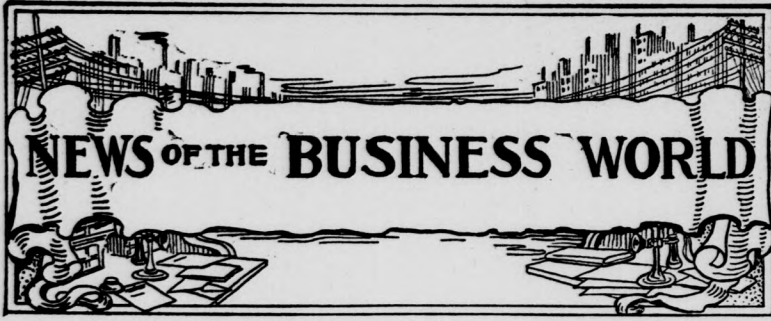
**WELLS & RICHARDSON CO., BURLINGTON, VERMONT**

Manufacturers of

Dandelion Brand Butter Color

THE COLOR WITH THE GOLDEN SHADE



### Movements of Merchants.

Sparta—M. Burnap has engaged in the meat business.

Alma—M. M. Hauck opened a grocery store in the Morrison building, Feb. 1.

Grand Ledge. H. W. Weeks has closed out his bakery and will retire from business.

Scottville—Joseph Poirier succeeds John Shurn in the restaurant and cigar business.

Charlevoix—Mrs. Shockley has purchased the Moore restaurant taking immediate possession.

Three Rivers—Mrs. S. D. Joy & Daughter succeed Miss Cecil Manning in the millinery business.

Cass City—The Cass City Coal and Lumber Co. has increased its capital stock from \$5,000 to \$8,000.

Olivet—Hugh Brainerd has opened a grocery store in connection with his cream and poultry business.

Escanaba—The A. & J. DeGrande Co., wholesale and retail flour and feed dealers, are erecting a large warehouse.

Orleans—Fire destroyed the feed mill and grain elevator of Wardrop & Robertson, entailing a loss of about \$5,000.

Sparta—Theodore DeVoe has sold his grocery stock to David Waller, who will continue the business at the same location.

Centreville—A. H. Reynolds & Son have purchased the grain elevator of the Michigan Central R. R. Co. and will continue the business.

Luther—F. A. Foley has purchased the Buckner building and will occupy it with his stock of groceries as soon as it has been remodeled.

Portland—Glenn Whitman has sold his stock in the Jeffery store to the former proprietor, Lyman J. Clark, who will continue the business.

Chesaning—A. Greenbaum & Co., conducting a clothing and shoe store lost their clothing stock by fire Feb. 1. The loss is covered by insurance.

Armada—Wesley A. Dudley, who has conducted a dry goods store here for the past twenty-one years, is closing out his stock and will retire from retail trade.

Kalamazoo—Jacob Elvinga, grocer at the corner of Cork and Burdick streets, lost his store building and stock by fire Jan. 31. The loss is partially covered by insurance.

Seneca—The Seneca Co-Operative Association has been incorporated with an authorized capital stock of \$5,000, of which amount \$2,500 has been subscribed, and \$1,000 paid in in cash.

Muskegon—The Muskegon Michigan Warehouse and Storage Co., general warehouse and storage business, has been incorporated with an authorized capital stock of \$2,000, all of which has been subscribed, and \$500 paid in in cash.

Manistee—The American Tire & Repair Co. has been incorporated with an authorized capital stock of \$2,000 of which amount \$1,200 has been subscribed, \$500 paid in in cash and \$700 in property.

Detroit—The Detroit Auto Wrecking Co., wrecking automobiles and dealing in scrap iron, etc., has been incorporated with an authorized capital stock of \$1,000 all of which has been subscribed and paid in in cash.

Kalkaska—Fire destroyed the dry goods, clothing and shoe stock of C. Kryger Jan. 27, entailing a loss of about \$17,000, with insurance of \$9,500. The store building was also destroyed. Loss, \$5,000; insurance, \$4,000.

Saranac—G. P. Adgate & Co. have sold their clothing and men's furnishing goods stock to Earl Adgate, who will continue the business at the same location, having sold his meat stock and store building to H. J. Houserman & Co.

Detroit—The Acme Roofing Co., general roofing, construction and repair business, has been incorporated with an authorized capital stock of \$1,500, all of which has been subscribed, \$300 being paid in in cash and \$1,200 in property.

Mancelona—Fire destroyed the store building and shoe stock of James Mead, the store building and bazaar stock of B. Hulbert and damaged the J. W. Mathewson harness stock, the hardware stock and store building of O'Brien & Brown, Jan. 27, entailing a loss of about \$60,000, partially covered by insurance.

### Manufacturing Matters.

Detroit—The Taepke-Zepf Paint Co. has increased its capital stock from \$20,000 to \$100,000.

Petoskey—The A. B. Klise Lumber Co. has decreased its capital stock from \$200,000 to \$75,000.

Alma—The R. & P. Tractor Co., with an authorized capitalization of \$500,000, is installing its machinery and will begin manufacturing at once.

Detroit—The Automobile Devices Co. has been incorporated with an authorized capital stock of \$10,000 all of which has been subscribed and \$1,000 paid in in cash.

Detroit—The Roosevelt Construction Co. has been incorporated with an authorized capital stock of \$12,000 all of which has been subscribed and paid in in property.

Detroit—The Wright-Austin Co., manufacturing and dealing in steam specialties, general machinery and foundry business, has been incorporated with an authorized capital stock of \$120,000, all of which has been subscribed, \$21,090 paid in in cash and \$98,910 in property.

Webberville—The Four Wheel Drive Truck Co., with a capitalization of \$50,000 has completed its plants and is manufacturing two-ton trucks.

Saginaw—The Northwestern Glass Co., recently organized, will have its plant ready for business March 15. The company will employ 250, of whom 140 will be skilled workmen.

Milford—The Milford Lumber Manufacturing Co. has been incorporated with an authorized capital stock of \$5,000 of which amount \$4,000 has been subscribed and paid in in cash.

Detroit—The Leland Lock Co., manufacturing locks of various kinds, has been incorporated with an authorized capital stock of \$5,000, of which amount \$3,500 has been subscribed, \$500 paid in in cash and \$2,000 in property.

Detroit—The American By-Product and Chemical Co., manufacturing chemicals, dyes, etc., has been incorporated with an authorized capital stock of \$1,000,000, all of which has been subscribed and \$100,000 paid in in cash.

Detroit—The United Petroleum Co., producing manufacturing and selling petroleum and petroleum products, has been incorporated with an authorized capital stock of \$30,000 all of which has been subscribed and \$3,000 paid in in cash.

Buchanan—The Cauffman Pasteurizer Co., manufacturing and dealing in pasteurizer machines, has been incorporated with an authorized capital stock of \$50,000, of which amount \$25,600 has been subscribed and \$5,400 paid in in cash.

Detroit—The Detroit Gasoline Gauge Co., Ltd., manufacturing and dealing in auto accessories and auto gauges, has been incorporated with an authorized capital stock of \$10,000 of which amount \$5,300 has been subscribed and paid in in cash.

Detroit—The E-sen-shal Manufacturing Co., manufacturing and dealing in auto accessories, has been incorporated with an authorized capital stock of \$2,000 of which amount \$1,000 has been subscribed, \$540 paid in in cash and \$360 in property.

Detroit—The Larned Tool and Die Co., designing and manufacturing tools and special machinery, has been incorporated with an authorized capital stock of \$15,000 of which amount \$9,430 has been subscribed, \$5,275 paid in in cash and \$3,130 in property.

Jackson—The Wolverine Grinding Wheel Co., manufacturing and selling grinding wheels and kindred products, has been incorporated with an authorized capital stock of \$5,000 of which amount \$3,000 has been subscribed and \$1,600 paid in in property.

### Pound For Pound Impossible.

Mr. Hoover made a bad blunder last week in promulgating an order that wheat flour could only be sold with an equal amount in weight of other cereals. The experience of two days showed him the impossibility of such an order being carried out, because there were not enough cereals on hand to conduct business on that basis, so he amended the order, reducing the amount of cereal to 25 per cent. of the flour purchased.

A man is just as big as his regard for his own word.

### Conditions Essential in Making Victory Bread.

Any baker will be permitted to use the name and to advertise his product as Victory bread provided it contains no more than 80 per cent. wheat flour. No stipulation is made as to what shall be the exact ingredients included in the other 20 per cent. so long as they are selected from the extensive list of other cereals recommended by the Food Administration which includes cornflour, cornmeal, barley flour, oatmeal, rolled oats, rye flour, rice and rice flour, potato flour and other similar flours and meals.

Until March 3, rye flour may be used in making Victory bread. After that date it will be placed upon the same basis as wheat, because rye flour is now being shipped to the allies.

Bread made of graham flour or whole-wheat flour may be called Victory bread, as this flour effects more than a 20 per cent. saving over ordinary wheat flour.

Beginning Feb. 3, bakers must use at least 5 per cent. of other cereals in all bread baked by them, and this amount must be increased as rapidly as possible until, by Feb. 24, they are using at least 20 per cent. of other cereals to 80 per cent. of wheat flour. No baker, however, will be entitled to advertise his product as Victory bread until he has reached the 20 per cent. ratio.

The list of cereals to be used in baking Victory bread has been made as varied as possible in order that each baker may be able to obtain a sufficient supply of one or more of them in his own locality at reasonable prices. It is hoped that, whenever possible, cereals locally produced will be used in order to reduce transportation. Any baker who finds it impossible to secure these cereals through ordinary trade channels is asked to appeal to the Federal Food Administrator in his own state, who through the various departments of the Food Administration in Washington will aid in obtaining a supply.

### Hurrah For Holland!

Grand Rapids, Feb. 5.—In looking over some of the cities and towns in the United Agency mercantile rating book, I find that out of thirty-three business houses in Pelzer, South Carolina, thirty-two discount their bills and one does not.

In Newberry, South Carolina, out of 108 business houses, eighty-nine discount and nineteen do not.

At Ludington, Mich., out of 161 business houses, forty-nine discount and 112 do not.

At Mackinac Island, Mich., out of forty-four business houses, thirty-six discount and eight do not.

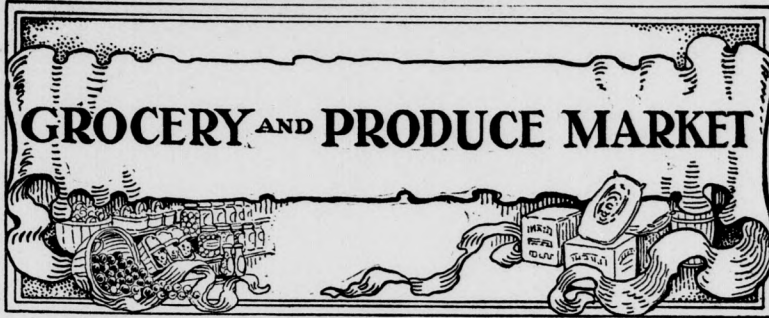
At Holland, Mich., out of 256 business houses, 182 discount and seventy-four do not.

Hurrah for Holland!

T. R. French.

One Saturday, as his spring season was opening, a hatter in a small Indiana city hired a sandwich man. "Made up" shabbily, the man carried this sign on his boards: "Don't laugh at me. If I had the price I'd be down at Arnberg's picking out a new hat."

Never try to pet a hornet—it is likely to misunderstand.



### Review of the Grand Rapids Produce Market.

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

Bananas—\$4.50 per 100 lbs.

Beets—\$1.25 per bu.

Butter—The market is firm. There is a good consumptive demand and considerable butter going for export. Receipts are normal for this time of year and no material change is looked for in the next few days. Local dealers hold extra fancy creamery at 49c for fresh and 45c for June cold storage; centralized brings 1@2c less. Local dealers pay 40@42c for No. 1 dairy in jars and 32c for packing stock.

Cabbage—\$5 per 100 lbs.

Carrots—75c per bu.

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

Eggs—The market on fresh is steady, there being more or less receipts of fresh eggs in the last few days. We look for a still easier tone in the egg market, as fresh eggs are coming more freely. This, however, depends largely on weather conditions. The market on storage eggs is very firm, with very light holdings. Local dealers pay 53c for strictly fresh, loss off, including cases. Cold storage operators are putting out their stock on the following basis: Extras, candled, 48c; firsts, 47c; seconds, 44c.

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—Malaga \$8@9 per keg.

Green Onions—Shallots, 65c per bunch.

Green Peppers—65c per basket for Southern grown.

Honey—22c per lb. for white clover and 20c for dark.

Lemons—California selling at \$7.75 for choice and \$8.25 for fancy.

Lettuce—14c per lb. for hot house leaf; \$2.50 per hamper for New York head.

Limes—\$1 per 100 for Italian.

Maple Syrup—\$1.75 per gal. for pure.

Mushrooms—75c per lb.

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

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

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

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

Poultry—Continued cold weather and poor transportation facilities combine to check receipts, but not the demand, and more poultry, dressed calves, dressed hogs, etc. could be sold to advantage. Prices now prevailing are exceptionally high and the tendency is toward still higher prices, unless receipts increase materially. Fat, heavy hens are wanted and for the right kind of stock we can exceed quotations. Live and dressed capons are in demand now and we solicit shipments. The supply of dressed calves is much heavier and the market is lower. Dressed hogs are holding steady and are ready sale. Rabbits are lower, but prospects are that the market will re-act.

Dressed turkeys, No. 1, 30@31c.

Dressed capons, 38@40c.

Dressed geese, fat, 23@24c.

Dressed ducks, large, 30@32c.

Dressed springs, large, 29@30c.

Dressed hens, No. 1, 28@29c.

Live turkeys, No. 1, 28@30c.

Live turkeys, old toms, 28@30c.

Live geese, fat, 28@30c.

Rabbits, wild, per doz., \$2.50@2.75.

Live ducks, fat, 30@32c.

Live springs, large, 28@29c.

Live hens, No. 1, 28@30c.

Dressed Calves, fancy, 21@22c.

Dressed calves, choice, 20@21c.

Dressed hogs, light, 22@23c.

Dressed hogs, heavy, 21@22c.

Fresh eggs, 60@62c.

Fresh henney eggs, 65@68c.

Belgian hares, per lb., 16@17c.

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, jobbers are doling up supplies in 100 pound sacks at no profit to themselves; in fact, they would be money ahead to be out of sugar all the time.

Coffee—The market is a shade off for the week, and only speculation is keeping it as firm as it is. The supply of Rio and Santos, present and prospective, is still very much in excess of the demand and this would have an inevitable effect upon prices if it were permitted to by the speculative interests. The demand is slightly better for the week and all grades of Rio and Santos show a slight fractional decline. Milds are still firm, but the demand is not what it should be. Guatemalas are rather more active than the rest of the line. Java and Mocha grades are unchanged and firm.

Canned Fruit—Offerings continue very light on the spot and for anything like

good stock. The market is therefore largely nominal.

Canned Vegetables—There is a strong market in the South for tomatoes, and, while some canners are asking as high as \$2 f. o. b. factory, there are still some who are willing to sell as low as \$1.95 for No. 3s. No. 2s are held at \$1.35 and No. 10s at \$7.25@7.50. Corn is not being offered in any quantity and peas seem to be scarce.

Canned Fish—The strength in salmon has been the chief feature of the canned goods market during the week. This is not surprising to those who have been watching the drift of events. With transportation so difficult that even the priority given to foodstuffs has had little effect, it seemed inevitable that the value of canned goods should increase with the question of availability. There is still considerable salmon in transit from the Pacific Coast, and if there were only some assurance as to when it would get here things might be different. As it is now the salmon is wanted for immediate needs, particularly for pressing Government uses, although the Government has no intention of paying famine prices for it nor, in fact, will it pay more than the equivalent of the maximum figures on the Coast. It must be said that there is no disposition to name unreasonable figures, although jobbers feel they are entitled to charge a reasonable profit on previous purchases made at higher prices before the maximum went into effect. Exporters who have tried to buy have found prices named altogether too high, which is an indication that holders have desired to scare them off, preferring to sell to our own Government. Red Alaska on the spot is held at \$2.50@2.55 and pink at \$1.80. The demand exceeds the local supply. All other fish are quiet and in light supply.

Dried Fruits—Offerings of dried fruit on the local market are so light that when offers are actually made and a price quoted it is usually accompanied by an explanation as to how the dealer happened to have the goods available. There is nothing like the old time bargaining based on crop conditions and possibilities, but it is wholly a matter of availability, which is another name for transportation problems, which loom larger all the time. Touching upon the prune situation it is pointed out that large sizes are not plentiful, and although there are a few offerings still to be had on the spot it will not be long before the trade has accustomed itself to dealing in small sizes. The immense quantities taken by the Government are of course responsible for this. Oregon prunes are firm owing to the short crop and have been strengthened also by the depletion of the California crop. Raisins are firmer for seedless and some dealers are asking 8¾c for them, but they can still be obtained in quantities below that figure, as low as 8¼c it is said. Peaches are in light supply and standard Muirs, both regular and re-cleaned, are being held on the spot at 12@12¾c. Choice are held at 12¾c and re-cleaned at 13c. Extra choice to arrive are quoted at 13½c and fancy peeled at 15c.

Sugar Syrups—Very little is yet coming out of the refineries, but indications

point to freer supplies this week and a gradual approach to the normal output as the situation with reference to raw sugar improves.

Corn Syrup—Delivery on forward contracts absorbs current production and the output of manufacturers for some time to come will go the same way. Demand is unabated and the market remains firm.

Molasses—There are no new developments in this market. The demand continues in excess of supplies, with no prospect of freer receipts in the near future, and prices rest on a firm basis. There is, however, no disposition shown by jobbers to take advantage of the situation to raise their quotations.

Rice—That higher prices are inevitable as a consequence of recent developments following conditions that have produced a strong feeling among sellers from producers down is the opinion held by all jobbers and brokers. The Government is to take approximately 1,000,000 pockets out of the market for army and navy supplies, which in itself is a factor making for higher prices on the consequent reduction of stocks available for general consumption. The recent order of the Food Administration making it obligatory for buyers of flour to take an equal quantity of some one or other of the cereals has caused an increased demand for rice which is attributed in part at least to the scarcity of barley and cornmeal at Eastern distributing centers, as well as the natural inclination of consumers to substitute rice where possible. Southern advices are of an emphatically strong character. Mills have either withdrawn from the market for the present or have advanced their prices an eighth to a quarter of a cent. Added to all this is the continuation of the steamer embargoes on freight from Southern rice shipping ports and the railroad congestion, which keep receipts here light and stocks at unheard of low levels.

Cheese—The market is very firm, having advanced ½@¾c per pound in the last few days. This is due to heavy export buying, heavier home consumptive demand and extremely light receipts. Warehouse stocks are reduced rapidly.

Provisions—The market on pure lard is slightly firmer, with quotations about ¼@½c per pound higher than last week, due to a better home consumptive demand and a light supply. The market on compound is very firm at unchanged quotations. There is a good consumptive demand and considerable export. The market on smoked meats is steady with quotations about the same as last week, with a light supply and a fair consumptive demand. The market on dried beef is steady at unchanged quotations, with a light supply and a fair consumptive demand. Barreled pork is firm, with quotations ranging about the same as last week. There is a very light supply and a fair demand. The market on canned meats is firm at unchanged quotations.

Joseph P. Lynch is conducting an eight day special sale for D. W. Goodnow, general dealer at Howell. The stock inventories \$18,600. The first day's sale last Saturday aggregated \$1,700.

### Proper Time to Market Southern Potato Crop.

Lucedale, Miss., Jan. 17—For several years I have grown from 100 to 200 acres of Irish potatoes here successfully, with the exception of the spring of 1915 when, you may recollect, the market went all to smash and we lost considerable money. Last year, of course, we cleaned up.

Besides growing our own potatoes I make some advances in the way of seed, fertilizer and merchandise to small farmers.

From all the information I get from the North there is going to be an enormous carryover. On the other hand I am told by Representatives of such reliable houses as Albert Miller & Co., of Chicago, that in their opinion the Government estimate is not absolutely correct and that by the time the new stock comes into the market, it will be found that a great deal of the old stock is frozen and unfit to ship, and that spring potatoes will command a good price.

I have been trying to glean all the information possible from different sources in the North and some are favorable to planting the usual acreage and some are not. Of course, I desire to serve the Government as much as possible, but I will not be doing it a service or doing one to the farmers around here if I make considerable advances to them and cause them to go into debt to where it will take them anywhere from one to three years to pay out, and I am writing you this because I know that you are in touch with a large section of the country and that anything you write me will be conservative and based on information that will be as reliable as you can obtain.

Therefore, I would like to have you tell me what you think of the potato situation. If I put in a considerable acreage and make a loss, I can stand it, but it will not be so with the farmers to whom I advance, as it will cost a great deal more to raise potatoes this year on account of the increased cost of labor and the scarcity of it, and on account of the increase in the price of fertilizers.

It may be that I can serve the same purpose by putting in some other crops and also advise the farmers in the same way, and many of them look to me for advice as to what is best for them to raise, so I am going to ask you to give me your opinion of the prospects of the potato market during the months of May and June when the new crop from this section will be marketed. Coming right behind the Hastings, Florida, crop and at about the same time as the North and South Carolina crops.

Any information you give will be greatly appreciated and will be used for the benefit of this entire section. In 1916 the farmers were hit pretty hard by the disastrous storm of July 5. In 1917 they obtained good prices for everything and it helped to put them on their feet, but any set back this year would be disastrous for them, so you will understand just exactly what I want and what I feel sure I can get from you to the best of your ability. Gregory M. Luce.

Grand Rapids, Jan. 21—I cannot give you any better advice than I did in the Tradesman of Jan. 8 in the editorial on page 8 entitled Hoover's Opportunity.

I think we will have a great movement of potatoes in the Northern states as soon as the present severe weather is succeeded by shipping weather. I think this movement will last well into May and that Southern potatoes shipped in Northern markets before May 15 will prove to be very unprofitable to the grower and shipper. If you can arrange to plant your potato crop so it will mature about June 1 and reach the Northern markets about June 15, I think you will then find our markets bare of

home grown stock and that your growers will receive adequate returns.

In view of the critical conditions which now confront the potato grower and the perishable character of his product, my thought is that I would urge you farming friends to grow cotton, instead of potatoes, if cotton can be successfully produced in your locality. E. A. Stowe.

Lucedale, Jan. 31—Thanks very much for yours of the 21 I have read the article in question since writing you on the 17th.

So far as we are concerned, we ship the most of our potatoes early in June and could easily hold the greater part of them until that time.

We expect to grow considerable cotton and will cut our Irish potato planting one-half and advise farmers here to do the same and try and grow more sweet potatoes as they are going to be badly needed and the Government report on the sweet potato crop was much more than was actually produced. G. M. Luce.

Washington, D. C., Feb. 4—Referring to your letter, addressed to Mr. Hoover, I personally want to express my appreciation for the article published in your paper. In reference to the Food Administration's advising Southern growers to plant varieties to market in June and July, I beg leave to state that this would be impractical, even if in line with the policy of the Food Administration, for in Texas it will not be possible to produce potatoes in June or July; that is, the latter part of June. During those months the weather is very hot and potatoes for that time yield very unsatisfactorily. Texas for those months is in the market to buy potatoes from other sections.

I realize that the present situation is serious and we are taking what steps we can to increase consumption, feeling that this is necessary in order that the present crop in the North may be consumed. As you have stated, farmers were not willing to take a fair price in the fall, and the result has been that consumption has been checked. It is now up to us to do all that we can to encourage and bring about an increase in consumption. Up to this time it has been impossible to do this with the surety of any satisfactory results, for transportation difficulties have been such that any increased demand for potatoes could hardly be cared for. Shippers in all sections, generally, have been loading as fast as they can get cars. We hope now, however, to secure some consideration for the requirements of potato shippers, especially as relating to your State, which has been in a bad way for cars this year, and in fact, always is. E. P. Miller, U. S. Food Administration.

### Annual Meeting of Cadillac Merchants' Association.

Cadillac, Feb. 4—The regular annual meeting and election of officers of the Cadillac Merchants' Association was held on the evening of Jan. 31, at the Chamber of Commerce rooms. Meeting was called to order by President, Henry Boersma.

Oscar Johnson acted as secretary in the absence of Secretary L. Burritt. Reports for the year were made and special committees reported on the work they had to do.

The conditions surrounding the distribution of food stuffs, owing to the war and transportation difficulties, was a subject of much discussion and the following resolutions were unanimously adopted:

Whereas—War conditions made advisable the appointment of a Food Administrator by Congress; and

Whereas—The conservations of foods became a part of the duty of the retail grocers and meat dealers as direct distributors to the consuming public; and

Whereas—This duty made it necessary that we refuse the demands of some of our best customers; now therefore be it

Resolved, that the Cadillac Merchants' Association heartily commend the methods adopted by the Food Administration and thank their customers for their co-operation and help in efforts to supply their wants acceptably and in keeping with the rules of the Food Administrator; and be it further

Resolved—That this Association continue to open and close their places of business at the hours recommended by the State Food Administration and in every other way adhere to the prescribed rules as being a help to "winning the war;" be it further

Resolved—That copies of the resolutions be sent to the National Grocer Bulletin, the Michigan Tradesman and the Cadillac Evening News.

A communication from the Secretary of the League to Enforce Peace was read and the following resolutions thereon adopted:

Whereas—The President of the United States has declared that our present and immediate task is to win the war; and,

Whereas—He has set forth that the chief aim of the war is to secure permanent peace, guaranteed by a partnership of free nations; therefore be it

Resolved—That the Cadillac Merchants' Association pledge its loyal support to the Government of the United States in the prosecution of the war; and further be it

Resolved—That the Cadillac Merchants' Association, individually and as a body, in every available manner, make known the high purpose and object of the war, to the end that at its conclusion a League of Nations to safeguard an enduring peace may be established; and be it further

Resolved—That copies of this reso-

lution be sent to the President of the United States, the Senators representing the State of Michigan at Washington, and to Hon. William H. Taft, President of the League to Enforce Peace, 70 Fifth Avenue, New York.

Election of officers for the ensuing year was a part of the evening's business with the following result:

President—Victor Given.  
Vice-President—E. Gus Johnson.  
Treasurer—A. Lindstrom.  
Corresponding Secretary—Bert Curtis.  
Credit Secretary—J. M. Bothwell.  
Delegate to State Convention—H. Boersma.  
J. M. Bothwell.

### Open Letter to Mr. Herbert Hoover.

Grand Rapids, Feb. 4—As the publisher of a food trade journal for nearly thirty-five years, I believe this is an opportune time to lessen the cost of food to the consumer by abolishing the use of trading stamps and manufacturers' coupons. These subterfuges have no proper place in the movement of food from the producer and manufacturer to the consumer, either through the jobber and retailer or directly through the retailer. Their use necessarily adds to the cost of the food which is sold in combination with the stamps, because the stamps represent a tangible equivalent which must be paid for.

The enormous profits piled up by the trading stamp companies shows very plainly that there is a large margin in the business—and the only avenue from which this margin can be drawn is the pocket of the consumer.

I therefor write to enquire if you would be willing to consider the elimination of this wholly unnecessary factor from the sole of food during the war?

E. A. Stowe.

The fellow who does the most is going to get the most pay, provided he shows equal intelligence.

## MICHIGAN HARDWARE CO.

Exclusively Wholesale  
Grand Rapids, Michigan

### To the Hardware Trade of Michigan:

You, of course, are going to attend the State Hardware Convention at Saginaw, February 12, 13, 14 and 15, and we will be glad to see you. Our booth number is two (2) and we ask you to be sure to call and see us.

We have always aimed to extend all accommodations possible to the retail hardware dealers of Michigan. Have always made our booth a convenient place for leaving your wraps or parcels, and we again extend this invitation to the trade.

In extending this invitation we beg leave to call your attention to the SPECIAL HARDWARE CONVENTION PACKAGE of Tulip Enameled Ware which we are going to exhibit in our booth. No member of the Association should miss the opportunity of looking over this assortment, for we are going to make it interesting to merchants who visit our booth and make themselves known.

This means \$35.64 to you if you happen to be the lucky recipient.

We sincerely hope you will take advantage of this opportunity to call upon us at the convention.

MICHIGAN HARDWARE COMPANY.

All orders shipped the same day they are received.

This is Michigan Hardware service.



# Opportunity of a Lifetime

Do you know you can purchase treasury  
stock in the

## Petoskey Portland Cement Co.

for the original price of \$10 per share until February 15, after which date the price will be \$11 per share? Later in the year further advances in price will be made.

Do you know that some of the best business men in Michigan are already stock holders in this corporation?

Do you know that cement manufacturing, as a business, has been a profitable undertaking?

There are two features about the cement business which commend it to the careful thinker—the permanence of the product and the profitableness of investments in cement stocks. Several fortunes have already been made manufacturing lime and kindred products in and around Petoskey and the

## Petoskey Portland Cement Co.

will make millions of dollars for those who are so fortunate as to invest in the stock while it can be secured at the present price.

This company is not dependent upon the manufacture of cement for paying dividends. It has demonstrated that it can pay handsome dividends from the sale of crushed lime stone.

Other companies are making large profits from the manufacture of cement. The Petoskey Portland Cement Co. will carry on both businesses; therefore we are safe in saying there is no speculation in this undertaking. It is time tried and fire tested. Investments in cement factories are as profitable as the product produced is permanent. Better buy now while the stock can be purchased at par.

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## F. A. Sawall Company, Inc.

Financial Agents

405-6-7 Murray Building

Grand Rapids, Michigan

Harbridge & Co., 69 Buhl block, Detroit

Representative in Eastern Michigan

# MICHIGAN TRADESMAN

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

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Extra copies of current issues, 5 cents; issues a month or more old, 10 cents; issues a year or more old, 25 cents; issues five years or more old, \$1.

Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

February 6, 1918.

## ABRAHAM LINCOLN.

"History can furnish no match for the romance of his life and biography will be searched in vain for such startling vicissitudes of fortune, so great power and glory won out of such humble beginnings and adverse circumstances."

This is the estimate placed upon Abraham Lincoln by one of the greatest scholars and statesmen of our time.

It bears out in part the estimate the writer of this article places upon the first American martyr President, the greatest American of his day, the largest human entity of any time in any part of the civilized world.

From nothing in a family way to the highest office in the gift of the American people is no small leap in the short space of a few years. From the humble surroundings of Pigeon Creek, Indiana, to the halls of Congress! From the floorless Kentucky log cabin to the Presidency of the greatest Nation on earth! Is there nothing surprising in that?

Go where you will, seek the round world over, you will find not another such a character as that of the martyred Lincoln. His life is worthy the study of all boys from their teens upward. The lonely Kentucky lad, studying his few books by the light of a pine torch or the glow of the fireplace is enough to inspire every youth in the land with a desire to emulate the character of Abraham Lincoln.

Uneducated so far as books go, the young man Lincoln entered the law, pitting himself against some of the most able men of the time in which he lived and traveled the circuits of Illinois. One year at school we are told was the extent of his education. That such a man should reach the highest place in all our land is something at which to marvel.

There are many immortal sayings of Lincoln which will live for all time. Every schoolboy has recited his Gettysburg address and his last inaugural is a masterpiece of eloquence nowhere excelled.

Not another character in history, ancient or modern, compares in the least degree with our American Lincoln. He was a student of the Bible until he became saturated with Biblical knowledge, yet he never became

a communicant of any church. It was well that this was so, since he was too great to be bound down by the narrow creeds of churcharity. He was as broad as the universe. His great heart went out in sympathy to the poor enslaved black man whose fetters were destined to be shattered by his act.

His Emancipation Proclamation freeing the bondmen of the South is second to no great state paper of ancient or modern times.

Just forty days before his assassination he gave utterance to these immortal words: "With malice toward none, with charity for all; with firmness in the right as God gives us to see the right, let us strive on to finish the work we are in; to bind up the Nation's wounds; to care for him who shall have borne the battle and for his widow and his orphan—to do all which may achieve and cherish a just and lasting peace among ourselves and with all nations."

Even though his country had been scourged with four long years of fratricidal war, brought about by madmen in the interest of human slavery, yet he could still say from his heart that "The judgments of the Lord are true and righteous altogether."

Lives there a man in all history the like of this man; as humble, as tender of heart as the great Nazarene Himself, looking out for the needs of his suffering countrymen, anxious to heal the Nation's wounds, to care for the widows and orphans made by the great war; ready and more than willing to retire to private life at the end of his term of office? The heart of many a mother was made glad by his tender mercy where a poor soldier boy had been condemned to death by the stern exigencies of military discipline.

We may search history in vain for one like the great son of Illinois, who sprung from the loins of an ignorant Southern white whose lot was of that class looked down upon by even meanest of the black slaves. He was coined from mother earth for the greatest undertaking ever bequeathed a human soul—the liberation of a race!

Standing at the foot of the Emancipation Monument in Lincoln park, Washington, one spring afternoon, the writer felt renewed love of country as he contemplated that master man offering freedom to the slave, which at the same time gave new lease of life to the great declaration of the fathers that all men are born with inalienable rights to life, liberty and the pursuit of happiness.

This monument of Abraham Lincoln was unveiled April 14, 1876, an anniversary of his assassination. The cost was met by the contributors of that race to which he had given freedom. It is a splendid tribute to the first martyr occupant of the Presidential chair.

To such as he there is no death. Far up among the stars our Lincoln wears his immortal crown. We have never seen his like. It is doubtful if another such shall ever again wear the mortal garb of man. Look where you will, throughout the history of every nation in the world, you fail to meet

with another with the stature of our loved and martyred President, Abraham Lincoln, the greatest human soul that ever came to earth.

## POSITION OF THE RETAILER.

Two items stood up prominently in the annual report, recently made public, of one of the largest concerns in the garment manufacturing trade. The first of these showed among the assets over \$6,000,000 worth of materials on hand, manufactured or otherwise. The other was the corollary, of an indebtedness of \$2,500,000 set down among the liabilities. Where the significance of these figures came in was in the comparison with former annual statements of the same company. In previous years, for example, only about \$3,000,000 was set down as the value of the materials on hand, and the indebtedness item was wanting. The general impression is that the added amount of materials represents fabrics that have not been made up and form a kind of reserve bought in anticipation of the rise in prices of cloths which has been so marked within a year or so. The indebtedness, on the other hand, is presumed to represent loans obtained for the purpose of paying for these materials. In a sense, therefore, the transaction, if the surmise given is correct, was a speculative one. From another standpoint, however, it was simply a matter of business prevision amply justified by the circumstances. The presumption is that the goods bought were staple fabrics, for which there is always a market and the prices of which have been steadily mounting. The cost of carrying the loan for a house enjoying as good credit as the one in question is only a small fraction of the rise in the market value of the goods. So a profit in the transaction is readily perceptible.

There is also another aspect to be considered. Ever since the declaration of war by this country the matter of obtaining delivery of goods has become increasingly difficult. It is not wholly due to the breakdown of the transportation system because of overload, which has been so emphasized in the past two or three months, but it goes beyond this to the sources of production. When it became apparent that clothing and other accoutrement for an army of millions would have to be provided in a hurry, it was also evident that the textile mills would be obliged to drop all other business until the Government's needs were attended to. It looked very dubious for a while whether much business could be taken for the general trade. There was also considerable doubt expressed as to whether an adequate supply of wool would be available after the military requirements had been filled. One thing seemed certain, and that was that prices of woolen goods were bound to rise, while it was questionable if there could be enough of staples produced at any price to satisfy the civilian demand. Under such circumstances it seemed the part of prudence for garment manufacturers to secure supplies as soon as possible to meet needs far in advance. Many did this to their advantage. It has enabled them to produce clothing at lower prices than they otherwise could have done, and it has postponed the payment by the public of the higher

prices which enhanced values in the primary markets would seem to call for.

To a certain extent the retailers of the country in different lines of business pursued the same course for similar reasons. But they were under a handicap. When it came to finished products, especially in things to wear, whose sale so often depends on the fashion of the moment, it was a rather risky thing to load up with too much stock in advance. This was brought forcibly to their attention by bankers and credit men, who have been singularly alert in trying to check speculation under the present abnormal conditions, which require that capital shall be kept as liquid as possible. The constant pressure has resulted in a restriction of buying to cover the wants of the immediate future. While some of this buying is due to the need of keeping up with the style changes in certain kinds of goods, more of it is owing to the cautious spirit inculcated by repeated warnings against too much buying in advance. The retailers are not yet sure as to how the public is disposed in regard to both the volume and quality of its purchases, and, until that is cleared up, the hand-to-mouth buying is likely to continue.

Scarcity and the continued advance of the prices of many articles in this country and Europe make it certain that further measures will be taken by the Government to conserve our supplies. The next step will show probably a better discrimination among industries than the one that Fuel Administrator Garfield took recently. We shall not be in tolerable condition until there is a decided improvement in transportation. To that end the railroad administration must have more time and eventually considerable amounts of money will have to be spent for equipment and terminals. At the present time the roads are in bad physical and financial condition. The iron and steel industry is more directly in most of these things than any other for it is on that industry that the Government places its most imperative demands. The furnaces are turning out little more product than heretofore as they still lack coke. Steel works are operating to about 50 per cent. of capacity but that is not different from the status for some weeks past. Large quantities of material are required for the manufacture of ordnance and the supply for munitions appears to be as great as the Government can use for the present. Of copper there is likely to be an abundance, perhaps even more than will be called for in the near future, inasmuch as the mines are allowed to operate under the Garfield order. The President has fixed the price not only to our Government and its Allies but to the public until June 1 at 23½ cents, the same that has prevailed heretofore.

Merchants are again advised to look over their fire insurance policies to determine whether they have any policies issued by German or Austrian companies. If they have, the sooner the policies are transferred to solvent companies organized in America, England or France, the better it will be for the policy holder.



# Mayer's HONORBILT SHOES

## MARTHA WASHINGTON SHOES

### *New Styles*

**T**HIS famous line, long established and nationally known for its supreme quality, offers you a wide array of many new, handsome styles and patterns.

The six shoes here described are but a very small part of the new line.

Shoes will be ready March first.

Order now and be sure to have these most popular shoes in stock and get the full benefit of the big Spring advertising campaign now being arranged.

Quality and selling support count now—much more than ever before and our **Martha Washington** proposition fills every requirement for profitable business.

Get the 1918 Martha Washington Catalog.

**F. Mayer Boot & Shoe Co.**

Milwaukee, Wis., U. S. A.

**No. 91**—Glazed Dongola Martha Washington, Polish, 8 in. High Cut, Tip, Narrow Recede Toe, 1½ inch Military Heel, Single Sole, Welt, A-D, 4-8.

**No. 99**—Coco Brown, same as No. 91.  
**No. 95**—Steel Grey, same as No. 91.



No. 91

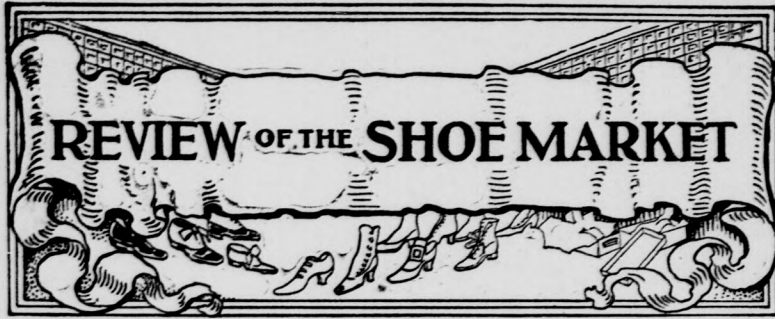
**No. 81**—Glazed Dongola Martha Washington, Polish, 8 inch High Cut, Imitation Tip, Narrow Recede Toe, 1⅞ inch Cuban Heel, Single Sole, Welt, A-D, 4-8.

**No. 88**—Coco Brown, same as No. 81.

**No. 83**—Steel Grey, same as No. 81.



No. 81



### Vital Features of Shoe Store Service.

Written for the Tradesman.

The loss of a customer from any other than a natural one; namely death, removal from the community, or financial reverses, should be sufficient to cause the retail shoe dealer to make a careful scrutiny of his store policy and service. It is no light matter. On the other hand it is a symptom that may well give the dealer pause. Evidently something is wrong, or the store wouldn't have lost its patron. What is it?

That quite a large per cent. of people in every community, both large and small, are switching from one shoe store to another, is a fact that cannot be denied.

The most exact and informing way, as well as the most immediate one, is to get an expression—preferably a written one—from the customer who has quit, stating his or her reason for having done so. In order to gather up sufficient data to enable one to see his service as others see it, communications enclosing a self-addressed and stamped envelope for reply should be mailed out to each customer who has quit the store. And it is a safe bet to assume that a patron has quit the store if he hasn't been to make some purchase or other for a period of six or eight months.

Stores that do not extend credit—and that includes most retail shoe establishments both large and small—should adopt some system whereby a sales record is kept, showing the date, article and amount of sale, as well as the name and address of the customer. Without some system whereby this information is easily accessible at any time, of course no sort of follow-up process is possible. In such a store customers may come and go without anybody being the wiser—unless, perchance, the proprietor or one of the salesforce happens to miss some individual customer personally well known.

When a shoe store loses a patron the reason is pretty apt to be a breakdown at some vital feature of the store's service. The customer failed to get prompt and courteous treatment. Some stores lose customers through the indifference of their salespeople, through insolence of employes, attempts at substitution, over-insistence, untruthful claims about merchandise etc. But some of these offenses against service will be taken up separately. Here I want to call attention to the fact that the customer is entitled to prompt and courteous treatment—always and under all considerations.

The customer is a guest of the store. You should treat him as such. He should not be kept waiting if it can be

avoided; and even where you cannot at once attend to the wants of a customer, there are ways of making it less disappointing for him to wait. You can get him comfortably seated, and you can let him know that you haven't forgotten his presence, and if you have the knack of it, you can make him feel that you are very anxious to get around to him especially.

Another vital feature of the service that the shoe dealer cannot afford to minimize is truth in advertising and selling.

It is both foolish and unbusinesslike to make extravagant claims for merchandise. Sooner or later the falsity of such claims will be realized. It isn't any longer necessary to make such claims about shoes in order to sell them.

The third vital feature of the service which every retail shoe store should strive to develop is, correct fitting.

A shoe is no better than the fit—and it doesn't matter of what high grade material it is made nor how well.

More and more people are coming to realize the importance of getting a shoe that really fits. Short-fitting is less common to-day than it used to be.

When the people of a community come to understand that the shoe dealer and his clerks are really solicitous about fitting—that they make a hobby of exact, correct fitting, they'll fall for it every time.

I like the slogan of the Wichita, Kansas, dealer who has a sign in his window reading, "Don't Ask for Your Size; Let Us Fit Your Feet."

Careless fitting is inexcusable, and deliberate misfitting, because one is out of the proper size in the style of shoe preferred by one's patron, is a species of cupidity and folly that carries in itself the seeds of its own undoing.

Another very important feature of service is conscientious regard to the most trivial request for alterations.

If one promises to have the top lift removed, see that it is done before the shoes are sent out.

If one promises to put in a pair of insoles, see that they go in.

Many a customer is annoyed and peeved because something or other that was specially requested hasn't been done.

To you it may seem a very inconsequential matter; but inasmuch as it was requested (and you promised to comply), see that your part of the contract is lived up to.

The sum total of good will is made up of many features, and some of them seem to be of very slight importance when considered singly. But that is no reason they are not important when taken in the aggregate. Not one of them should be slighted.

# We Are

the largest distributors of Whittemore's polish in Michigan. **WE BUY** and **SELL** for less.

Further, when you include your finding order with your shoe order, you buy for less as you save freight and drayage.

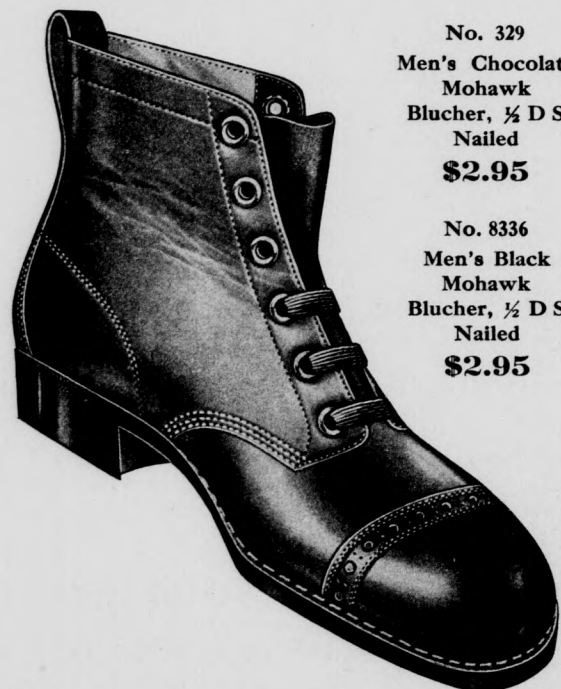
Don't forget the Soft Soles and First-Step Shoes. Include them in your next order.

## Hirth-Krause Co.

Hide to Shoe

Grand Rapids, Mich.

### One of Our Own Make Long Wearing Foot Fitters



No. 329  
Men's Chocolate  
Mohawk  
Blucher, ½ D S  
Nailed  
**\$2.95**

No. 8336  
Men's Black  
Mohawk  
Blucher, ½ D S  
Nailed  
**\$2.95**

**Rindge, Kalmbach, Logie Company**  
Grand Rapids, Mich.

Another feature is prompt delivery. In the first place, don't promise delivery until you are sure you can make good your promise.

But when you make a promise, live up to it even if you must send them out by a messenger boy.

And the sixth feature of service—and the last of the series—is satisfactory adjustment of complaints.

Some dealers seem to have it in for customers who complain. But which is better, to have a customer quit you cold, or to have him come in and register a complaint.

Remember that a little explanation goes a long way.

Maybe your customer is unreasonable, arbitrary, dead wrong.

It was a slogan of the Marshall Field store—and one they endeavored conscientiously to live up to—that the customer was always right.

They might be—and doubtless often were wrong; but the store went on the assumption that they were right.

That made for goodwill.

The difference between the really successful shoe store and the one that isn't, is not so much in the merchandise; it's in the service.

Make a critical inspection of your store service with a view to discovering its weak points; and then strive to bring them up to the highest level possible.

Cid McKay.

**Cooked Foods Sold By California Grocers.**

San Francisco, Feb. 4—Retailers of groceries in the cities of California sell large quantities of cooked foods, including meats, fish, game and pastry. A majority of the citizens are "cliff dwellers" or occupants of apartment houses. On account of their employments, these people have little time to give to their kitchens, and the grocers provide about all that is needed as cheaply as they could purchase the raw material and cook the same. The grocers use the product they purchase for regular stock, therefore the losses usually sustained by merchants of their class are slight. When a piece of meat has remained in the refrigerator overtime, it is sent to the basement and reappears as a component part of hash. Decaying fruits make good pies. Vegetables unsold are worked into salads. In the preparation of hash and mince pies, scraps of meat are included in the mixtures. Occasionally one finds a delicatessen shop where the best of food materials are cooked properly and such shops enjoy a very large patronage. A Mrs. Hayward and her mother, formerly of Grand Rapids, have established a very prosperous business in cooked foods. Mrs. Hayward is a niece to T. Spencer Etheridge and a granddaughter of Mrs. Shook, of Harlan street, Grand Rapids.

The food laws of California require dealers in groceries who sell cold storage eggs to display a sign plainly stating that fact. Eggs are graded as "strictly fresh ranch," "strictly fresh pullets" and "cold storage." The prices charged at present for the first grade is 75 cents per dozen, for the second 70 cents and 65 cents for the third. The market is controlled by a trust composed of producers. It is never overstocked and high prices prevail throughout the year.

It might be stated in this connection that all the marketing of all kinds of ranch products is regulated by organizations which are maintained for that purpose.

Very large crops of field and orchard products were grown in California during the year 1917, but the

prospects are not encouraging for the current year on account of the prevailing drouth.

On account of the great scarcity of labor, Californians are feeling more kindly toward the Chinese and Japs. A movement is on foot to import with all possible dispatch 40,000 Japanese to work on the ranches. One reads very amusing signs of business houses in this cosmopolitan city. "Sing High" is a laundryman. A haberdasher advertises "togs for father and son." A woman's tailor calls himself a "habit maker." Such signs are almost innumerable.

Arthur S. White.

**Some Insects Which Ought to Be Exterminated.**

The girl who insists on looking in a 2 x 4 mirror in a crowded car to see if there is a young man behind her who is interested in her.

The guy on the elevated platform who is always yelling, "Move up; there is plenty of room in the center of the car."

The gink who writes the editorials in a certain big city daily telling how to win the war.

The telephone girl who says she'll "ring 'em again" when she has not rung 'em at all.

The animated prune who doesn't know we are at war and puts four lumps in his coffee.

The "busy" man who thinks he is the only man in the world who is busy.

The salesman who is always telling of the business he is "going" to get.

The fellow who can't wait to get out of the car, but has to bulge through.

The poet who tries out his poetry on me.

The man who manicures in public.

**An Arrangement That's New.**

The conventional rows of seats in a shoe store have been discarded by a merchant who goes after the high class trade in a fashionable shopping district. He has placed comfortable wicker chairs throughout his salesroom. The salesman's stool is similar. In a pocket at the side of the customer's chair is always a copy of a recent magazine.

At first sight one might imagine that the chairs are scattered at random throughout the shop. Actually, they are in a circle, facing out from a fernery in the middle. The least possible floor space is thus wasted. The customer feels a sense of privacy and attention that is lacking in the more usual arrangement.

F. M. Swan.

**A Ready Seller That Will Repeat**

**B e z o**

A new and positive waterproofing for shoes and all leather goods

Now being introduced thru national publicity. All mail orders will be routed thru dealers who promptly stock it. Most effectively waterproofs, softens, and preserves leather, is pleasant to use and free from objectional qualities. Retail 25c. Sample dozen to the trade \$1.75 prepaid. Counter cards free.

GATES MANUFACTURING COMPANY  
1831 East 13th Street Cleveland, Ohio

**The Name "BERTSCH" on a Shoe**

is day by day meaning more in the minds of the people. The qualities it stands for are so uniformly good that every man will instinctively insist upon another pair of

**Bertsch Goodyear Welt Shoes**

when again in need of footwear.

You can rely on every pair to give that satisfaction . . . because they have those SERVICE and SATISFACTION giving qualities built right into them. In styles and lasts they are right up to date, making a combination that is HARD TO BEAT.

The BERTSCH Shoes are made from the very best material obtainable—Upper-Sole-Linings and Findings—for the service required. They are made in our own factory—a factory that has built up a reputation for quality, style and satisfaction, because every pair of shoes turned out by it has possessed these good qualifications.

In supplying the BERTSCH shoes to their trade, dealers are not only making friends and profit for themselves—they have also the personal satisfaction of knowing that they have given more than a dollar in value for every dollar spent in their place of business.

If you are not now handling this line you should investigate fully.

THEY WEAR LIKE IRON

HEROLD-BERTSCH SHOE CO.

Manufacturers of Serviceable Footwear GRAND RAPIDS, MICH.

**Logan Shoes**  
with  
**Rinex Soles**  
**Goodyear Welt**



Here are  
Three Good Ones  
In Stock Now

No. 452, Blucher,  
like cut . . . \$2.75

No. 453, Button,  
of same . . . \$2.80

No. 451, English  
last, lace. . . \$2.75

Try Them  
You will be pleased

**Grand Rapids Shoe & Rubber Co.**

The Michigan People

Grand Rapids



### Enormous Sums Required to Prosecute the War.

Much has been written regarding the United States now being the world's financial center, attention being called to our immense gold accumulation and record breaking foreign trade balance, but slight attention upon the part of the public has been paid to the responsibility this situation entails. At present we are facing the largest and most important financial problem in the history of the country, that of providing ample funds for the Government and at the same time supplying the financial needs of essential private business. Attention is called to this, not to create a spirit of pessimism, nor to cause alarm, but to enable the people to know the need of fully co-operating with financial interests in order that both of these needs may be provided for. Estimates of the total expenditures for the fiscal year ending June 30, 1918, contained in the report of the Secretary of the Treasury, amounts to the huge sum of \$18,775,919,555. The report shows that, in addition to \$3,666,233,850 from Liberty Bonds already authorized, but yet to be issued; \$663,200,000 expected from war savings certificates and about \$3,000,000,000 from war taxes, Congress will be compelled to devise means for collecting \$5,640,000,000 before July 1. In addition to this, nearly \$2,000,000,000 worth of railroad, industrial, public utilities and municipal securities will mature this year, most of which will have to be refunded and added to these financial burdens. Capital must also be furnished for necessary enterprises and extensions of established industries. In 1916 corporate and municipal borrowing amounted to \$2,900,000,000. The aggregate in 1917 was also very large and 1918 promises to run well toward the maximum. While these hard cold facts are not pleasant to contemplate, there should be a courageous and calm view taken of the situation. The man who, through timidity and fear, throws his securities on the market is not only injuring himself, but is aiding in precipitating a situation injurious to the Nation. The best minds in the financial world are at work on the problem in co-operation with the Government and we may expect that so far as possible, the industries of the United States will be supported and protected from damage. We must, however, look for the passing of dividends and low prices for securities on this account.

Due to a tacit agreement among banks and banking interests to accept no engagements to finance any

operations requiring fresh capital while Liberty Loan campaigns are on, public utility companies having security maturities to meet this year will encounter some difficulty in meeting these maturities unless they make considerable sacrifices in the way of paying much higher interest rates than have ruled heretofore. A remedy that would meet this situation would be a Federal act empowering solvent corporations to arrange with banking interests for the extension of maturing securities for two or three years or for the duration of the war at terms to be mutually agreed upon and approved by the Federal Reserve Board. It is estimated that there are \$158,000,000 of such maturities during this year that are pressing and which must be arranged for at an early date. Co-operation by business interests naturally entails co-operation by the Government to the extent of retaining public confidence, and a Federal act of the character mentioned would injure no one and would at once relieve a tension which promises to become serious if some such step is not taken. Electrical power has demonstrated its importance as one of the factors in the successful prosecution of the war, as well as one of the very necessities of urban life, as has gas for domestic use as well as industrial, and from a practical standpoint there should be no discrimination between public utilities and the railroads. Congress could well include in its appropriation for the railroads one for public utilities. England has already recognized the vital necessity of electrical energy. Announcement has just been made of a gigantic project proposed in England by the Coal Economy Commission. It is nothing less than the universal electrification of Great Britain, including the railroads, all factories and the use of electricity for all domestic purposes. The proposition is to consolidate all electrical establishments of the United Kingdom and create six gigantic central super power stations to supply their districts through trunk lines. It is calculated the project will save the country half a billion dollars in coal annually and put an end to London smoke. An immense cheapening of power is also promised, which will greatly increase industrial output.

A glimmer of light on the public utility situation has appeared since the above was written in the proposition by the Federal Reserve Board that a special Government corporation be formed with abundant resources to procure or supply funds to public utility corporations which under ordinary circumstances would be com-

## Have You Considered

The many advantages which might accrue to you thru connection with

### The Old National Bank of Grand Rapids?

Entirely aside from its prestige as a strong financial institution, it has a personality which wins and holds strong friendships. There is nothing about good banking methods that you won't find at

## THE OLD NATIONAL BANK

MONROE, AT PEARL



NO BRANCHES

## 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.

## A Simple and Effective Financial Arrangement

You Can Give Your Country Better Service  
If Your Mind is Relieved of  
Financial Responsibilities

For a very moderate fee you can turn over to this Company any or all of your financial affairs, including:

Safekeeping of securities which might otherwise be inaccessible in a safe deposit box.

Selling securities and reinvesting the proceeds, on written or telegraphic order.

Collecting coupons and mortgage interest or principal when due.

Collecting dividends.

Attending to stock holdings, rights of subscription, stock dividends, reorganizations, etc.

Paying rent, insurance premiums, notes, clubs and fraternal dues, taxes and assessments, when due.

Remitting income or proceeds of collections, to yourself, to your family, or to any other designated person.

Our long experience has enabled us to perfect a most competent organization for these lines of service.

Send for blank form of will and booklet on Descent and Distribution of Property

## THE MICHIGAN TRUST CO.

OF GRAND RAPIDS

pelled to do their financing in the competitive markets. Bankers have suggested the organization of a corporation with \$500,000,000 capital and it is understood tentative plans are being completed for the introduction in Congress of a bill providing for the establishment of such an agency. The proposed corporation would be empowered to lend money to public utility and other corporations provided investigation will show the money is needed for essential industries, and provided the credit and standing of the applicant corporation is satisfactory. Loans could be secured by collateral, and due diligence given to appropriation of funds in approved channels. The plan, if carried out, would not only help the public utility companies, but would be of great help to savings banks, which would be able to borrow on collateral through the state and National banks with the assistance of the new National corporation. In a tight money market such banks would be indisposed to make loans and, consequently, to make it easy for savings institutions to secure accommodations, should they need it, it is proposed that the deposits of the Federal corporation be maintained with National banks until such time as the loan to the savings bank is liquidated. Bankers say this would solve the problem confronting savings banks, some of which have feared that investors in Liberty Bonds might be inclined to withdraw their funds for the purpose of buying war loan bonds, in which case they would be compelled to carry a larger cash reserve. Because of the depressed condition of the bond market, savings banks hesitate to sell their security holdings and are likely to increase their ready cash by borrowing on the securities held by them. The Federal Reserve Board, in its report to Congress referring to corporate financing, declared it was its opinion some plan for Government intervention or aid can be worked out. It is hoped that such may be the case, as it means much to all bread-winners to have the industries of the country continue in active operation.

Due to freight embargoes, severe weather and the coal situation, the industrial outlook is less cheerful, lack of raw material being an additional drawback. February, with its Monday closing and batch of holidays, is bound to be a small month from an industrial standpoint, there being only eighteen working days in the month, but there is one consolation—relief will come with the spring. Investors must not be disappointed if the dividends for the first quarter of the year are not up to expectations. This situation is reflected in the attitude of the New York banks, which are distinctly favoring call loans as against time loans. This is due to their desire to maintain themselves in a liquid state and to be prepared for any emergency which may arise in connection with Government war financing. This, however, is well taken by the business interests which are showing a splendid spirit of patriotic co-operation which speaks volumes for the future. Many business

lessons taught by this war will never be forgotten.

A warning has been sounded by Secretary of the Treasury McAdoo, which is well worth heeding, that is as to the inadvisability of trading Liberty bonds for other securities bearing a higher rate of interest. "Get rich quick" promoters of oil, mining and other companies of like doubtful value have been active in coaxing holders of Liberty Bonds to trade for their securities, using the argument that Liberty Bond holders would thus secure a higher return on the money invested. Does it seem reasonable that if the securities offered for trade are sound and sure of higher return than the Liberty Bonds, that the promoters would trade for a security bearing a low rate of interest? Notwithstanding our admirable "blue sky law," which regulates the sale of securities in Michigan, the mails are flooded with oil, mining and other propositions, all of which should be investigated before any investment is made, and in no case would a trade in Liberty Bonds be profitable. Paul Leake.

**Making War Notes Legal Tender For War Purposes.**

Detroit, Feb. 4.—An article in a recent issue of the Tradesman under the caption "Our Third War Loan," prompts me to make a suggestion to which, in private discussion, no weakness has been disclosed, but which has been met with the single objection, "It has never been done," the flimsiest possible objection to any project.

Why should not the necessity for funds for war purposes be met by legislation creating "war notes," legal tender for war purposes in the United States, made with a definite maturity date, bearing a nominal rate of interest, say 1 per cent., payable quarterly by detachable coupons? These could be used by the Administration in the payment of its bills, and subsequently pass from hand to hand, just as the ordinary banknotes do. The objection of "flat" money cannot be raised, since the notes would be a definitely maturing obligation, issued for the needs of the time, just as the notes of firms and corporations are used. A plethora of money undoubtedly operates to maintain or even increase the price of debentures, stocks, and bonds, in obedience to the sovereign law of supply and demand. There can be no objection, however, on the ground of rising commodity prices, since commodity prices bear no relation to the dearth or abundance of money, but are determined purely by the demand for commodities. Is this not attested by the fact that such staple commodities as wheat and corn have at times of the greatest "ease" in money been at low, if not the lowest, prices?

The advantages of the plan would, however, be manifold: (a) Provide the increased supply of money—for the notes would virtually be money—necessitated by war conditions; (b) prevent the paralyzing of ordinary business from the pressure attending the exchange of war bonds for cash; (c) provide the Administration with cheaper financing, since the notes need only bear a nominal rate of interest; (d) enable the Nation to continue ordinary activities, so far as these depend on money and not on labor, which is impossible while Government requirements demand all funds; (e) prevent the depreciation of securities held by the insurance companies, loan, and trust companies, and similar institutions, which is otherwise inevitable when United States Government bonds are issued at a rate of in-

terest approximating that of municipals or public utilities.

The system might be applied by all the Allied nations for their "internal" financing, but, irrespective of this, as the world's greatest creditor Nation, the United States might independently adopt this system. Henry Timmis.

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


**Kent State Bank**  
 Main Office Ottawa Ave.  
 Facing Monroe  
 Grand Rapids, Mich.  
 Capital - - - - \$500,000  
 Surplus and Profits - \$700,000  
 Resources  
**10 Million Dollars**  
**3½ Per Cent.**  
 Paid on Certificates of Deposit  
**The Home for Savings**

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

There are unusual  
**Inducements to Investors**  
 to purchase some of the best  
*Short Time*  
**Bonds and Notes**  
 because of the very liberal income returns to be obtained from such investments.  
*Circulars on request*  
**Hodenpyl, Hardy & Co.**  
 Incorporated  
 Securities for Investment  
 14 Wall St., New York  
 First National Bank Bldg., Chicago

**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**

**For Permanent Improvements.**

I firmly believe," says a banker of wide experience, "that additions to plant or equipment should always be obtained either by the investment of the actual earnings of the business or by the acquisition of new capital. Borrowing new money for plant or equipment, except by mortgaging the old plant, is dangerous. The plant and equipment are fixed investments, and if furnished with borrowed money, the loan should be long dated, something like a five-year mortgage. Putting into plant or equipment money borrowed for other purposes, such as bank money, is always dangerous.

"No moneys borrowed from a bank should ever be put into a plant without the knowledge and consent of the bank, a most difficult thing to obtain. I have known money to be obtained for additions to the plant by selling mortgage bonds at low interest and in small amounts entirely to people working in the plant or living within a very short distance. In other words, by appealing for sup-

word 'sign' sounds big. It has a legal flavor that suggests bondage, attorneys, judges, and judgments. There seem to be strings tied to it, although there may be none.

"That is why 'merely fill in the enclosed card,' or something to that effect, trots home with orders faster than 'merely sign.' The more loose and careless the wording, where an effort is made to get a signature, the greater the chance of getting the signature." A. S. Ginsler.

**A New Typewriter Tool.**

A flat file—not a cabinet for letters, but the kind of file a carpenter or machinist uses—is a handy thing for the stenographers in his office, one executive finds. For one thing, he says, they use it to keep points on their pencils, and find it useful, too, in making minor repairs on the typewriters.

When paper slips on the cylinder of a typewriter, he has found, the rubber can be roughened by rubbing it with the file. Instead of cutting

**THE FRIENDLIEST FRIEND.**

Written for the Tradesman.

The friendliest friend I know walks not with loud acclaim  
Yet his love does overflow some sacrifice to gain;  
I thought his heart severe, with warmth did never glow,  
Until I got right near that friendliest friend I know.

By some is friendship shown when all is well; and you  
Misfortune have not known for all your skies are blue.  
It's easy quite to say, when bright your sun does shine,  
"I am your friend always, my gold is ever thine."

They're glad that me they know, if many too know me,  
But will their friendship grow with my adversity?  
Yet if when falls the night one gives a candle's glow  
To make my dark path light, he's the friendliest friend I know.

If absent I should be and rumor false did grow  
One then befriended me—avowed 'twas never so;  
If sore my heart did bleed—I knew not where to go—  
Unknown one met my need, he's the friendliest friend I know.

Charles A. Heath.

port to the people who knew the plant best, the management has raised the necessary funds." R. T. Riley.

**Reducing Clerical Costs.**

Small banks belonging to the Federal Reserve system re-discount a greater amount of customers' paper in a number of separate pieces than do some of the larger banks, which pass only a few of their biggest and best customers' notes to the nearest branch for re-discounting. This means a large number of individual financial statements to be prepared and copied to go with the notes re-discounted by the small bank.

To shorten the routine of getting these statements ready a North Dakota bank has all its customer statement blanks printed in duplicate. Whenever a customer submits a statement, he automatically furnishes a carbon copy, too. Thus, the original is sent on to the reserve branch with the customer's note and the duplicate is retained by the bank for its information. James Stanley.

**To Avoid the "Legal Sound."**

"Nearly everybody shies at 'signing' anything, even if it is only a post-card that will bring by return mail a box of cookies on approval," says a man experienced in mail selling. "The

the rubber, it gives the surface of the cylinder just the right degree of roughness.

Sandpaper or emery cloth might serve, too, but there is the risk of ruining the typewriter with particles of grit. N. G. Near.

**These Seeds Brought Accounts.**

To anyone opening a savings account of \$1 or more, a bank last spring offered free enough seeds to plant 300 square feet of garden.

"In thirty days," says the assistant cashier, "we won 300 new customers by this offer. The amount deposited averaged over \$10 for each customer and we had the satisfaction, too, of helping to increase the country's food supply. We are sure that this spring the plan will be just as effective, because of the need for raising as much food as possible." J. S. Baley.

**Gives Away Good Checks.**

Checks good for 50 cents are distributed from door to door by a savings bank in an Ohio city. They are payable to the bearer in the form of a credit of 50 cents added to \$1 or more, deposited to open a savings account. These checks, the bank believes, are less costly, more striking, and more appropriate than the metal disks sometimes used for the same purpose. A. H. Dreher.

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

**CAMPAU SQUARE**

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

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

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

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

# 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



**CASH-AND-CARRY.**

**Leading Allegan Grocery House Adopts New System.**

The Goodman-Akom Co., one of the leading grocery houses of Allegan, has adopted the cash-and-carry system. Its newspaper announcement of the change is so well worded and contains so much argument of interest to every retail merchant who is casting about for some relief from the present intolerable conditions that the Tradesman takes pleasure in presenting it verbatim, as follows:

**The High Cost of Living.**

Hoover says, in his orders fixing prices on staples in foodstuffs, that no account has been taken of the increased cost of doing business, and that dealers should cut out all waste and unnecessary overhead charges in the conduct of business, so that they may be enabled to sell to the consumer the necessaries of life at the lowest possible cost.

In looking about for a way in which our overhead expenses might be reduced, our attention was first brought to the city delivery business as being one of the largest items of expense. This charge was based on three and one half cents per stop, and approximates for the entire city about \$5,000, of which our share is \$520, besides the baskets and goods we lose. Who pays this expense? Is it the consumer or the dealer? In either case the merchant, if he makes a living, must necessarily fix his prices at such figure that he will be able to meet this expense, and his prices are the same to all. Now, the cash buyer who pays for his goods and carries them away with him—where does he come in? We have heard the point raised on more than one occasion that he helps pay this expense. We had to admit that the argument was good. The same is true of the credit business. Thousands of dollars in uncollectable accounts are each year charged to profit and loss by merchants of this city, while money tied up in accounts which are collectable can not be used in discounting bills as it should be.

**Trading Stamps.**

Trading stamps, one of the biggest nuisances that ever a mercantile business was hampered with, and one that would make more people believe that they could get two for one, or something for nothing, were originally intended to give the cash buyer an advantage over the credit buyer as an inducement for him to pay cash; but when such stamps came to be given promiscuously as an inducement to pay an account, the inducement to the cash buyer was not very apparent. Stamps are an item of expense in a business, and, whether they are bought of a concern that redeems them with articles of uncertain value, or whether the dealer redeems them himself, in either case they cost money; that is, the cost to the dealer is greater than the benefit to the customer; they therefore constitute an item of waste and useless expense.

**Baskets.**

Another item of waste are the baskets used in delivering fruit or vegetables to customers. You can find

them all over town with the merchants' initials plastered over their sides. You can find them in cellars and garrets. You can find them filled with ashes or garbage, because the merchant made no charge for baskets when sending out his wares, good business would dictate that he should. They are not so sure to come back as the proverbial cat. We found that to pay 95 cents for patoes, throw in a ten-cent basket, and deliver them for \$1.10, was doing business at a loss, even though it was a cash sale and no stamps.

Believing that by eliminating some of this waste and expense we will be able to give our customers better value for their money, we have decided, beginning Monday, Feb. 4, to eliminate the trading stamps and delivery system, and practically place our business on a cash and carry system, charging for baskets, oil cans, and jugs where they are required by customers.

In lieu of stamps, etc., we shall give each customer 5 per cent. discount on his purchase, making no exception on sugar and flour. This will give the people \$1,000 in cash on every \$20,000 worth of business.

We realize that some of our friends and customers may not approve of this change in method of doing business, and that others may find it a little inconvenient, but it is the system to which the business interests of the country, both wholesale and retail, are more and more drifting each day.

We thank our friends for business given us in the past and invite a continuance of their good-will and patronage, believing that it will be for their benefit as well as for ourselves. Goodman-Akom Company.

**National Retail Grocers May Go to New York.**

The plan for holding the annual convention of the National Retail Grocers' Association at Washington, in May, has fallen down, owing to congested hotels and the extraordinary complicated situation in Washington generally and President Schaefer has wired each of the directors asking their advice. Although it does not appear that any formal invitation has been extended as is usual, Frank B. Connolly, of San Francisco, in the official organ of the California retail grocers, has nominated New York for the honor, with a side suggestion that since the mountain cannot go to Mahomet Hoover, the Mountain, in the form of the convention, hold a one-day session in Washington and then retire to New York. He says:

As Washington appears to be impossible New York City would be a most suitable place, since no convention of our National Association has yet been held there, and also because of its close proximity to Washington. In fact one day's session could be held at the National Capital devoted entirely to addresses by Government officials. Very little entertainment would be necessary in New York, because of the many attractions there and besides these are war times with no necessity for elaborate entertainment.

Let us hold a Liberty convention

such as the wholesalers did in Chicago—let the delegates buy their own tickets to the convention banquet. Really a convention hall is all that is necessary and this the hotel that is selected as convention headquarters would gladly furnish.

There are some who in view of the situation are suggesting that the convention be held in Washington even if it be necessary to camp out and take chances. Outside of that New York City is the place. We have two or three good local associations there who would be pleased to welcome us.

Work is anything one dislike to do.

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



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

THE BANK WHERE YOU FEEL AT HOME

**GRAND RAPIDS SAVINGS BANK**

WE WILL APPRECIATE YOUR ACCOUNT TRY US!

Assets \$2,500,000.00      Insurance in Force \$57,000,000.00

**MERCHANTS LIFE INSURANCE COMPANY**  
 Offices—Grand Rapids, Mich.

Has an unexcelled reputation for its  
**Service to Policyholders**  
**\$3,644,311.70**  
**Paid in Claims Since Organization**

|                                |                           |                             |
|--------------------------------|---------------------------|-----------------------------|
| CLAUDE HAMILTON<br>Vice-Pres.  | WM. A. WATTS<br>President | RELL S. WILSON<br>Sec'y     |
| JOHN A. MCKELLAR<br>Vice-Pres. |                           | CLAY H. HOLLISTER<br>Treas. |

OPERATING IN TWENTY-FIVE STATES

**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.**



**Putnam's**  
**Menthol**  
**Cough Drops**

Packed 40 five cent packages  
 in carton

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



During the year 1917 farmers of the United States harvested crops and produce worth over \$21,000,000,000.

This makes the farmers the most powerful class of buyers during the coming year.

Never before has the farmer been so well able to gratify his desires as he is now.

This will lead to sending boys to college. It will mean more and better clothing, new carpets and rugs, talking machines and other musical instruments, etc. The farmer this year will be a customer for many things he never before thought of buying, and what is more, he will have the money to enable him to gratify his desires.

What is it that induces people to buy?

First:—It is sight, it is seeing things, it is the constant suggestions of what these things mean and what they will do for the consumer.

The dealer who this year folds his arms and stands pat is going to lose out, but the dealer who takes advantage of these things will reap a big profit.

How can the dealer in the small town best arouse the buying desire of its customers?

He can best do this by using every avenue for advertising that is open to him. He can use newspapers, dodgers, circulars, sales letters, bill-boards, street car cards, attractively trimmed show windows, attractive display of merchandise in his store, etc., etc.

**21  
BILLION  
Dollars**



Every retail merchant should have a definite plan of advertising for several months in advance and should religiously live up to such plan.

When he does this he will not be buying so much special advertising, which in many instances is practically valueless.

All successful advertising campaigns are built up by planning months in advance and then living up to the actual plans.

The value of farm products as estimated by the department of agriculture at Washington for 1917 was \$21,000,000,000 which is a 50 per cent. increase over 1916 and a 100 per cent. over 1915.

In 1897 the value of farm products in this country was \$4,000,000,000. This shows an increase in twenty years of over 500 per cent.

With such greatly increased income as these figures show, things that were formerly luxuries have now become necessities. This in itself offers the American merchant unusual big business opportunities if he will but grasp them.

The Grand Rapids Wholesale Dealers Association sees this possibility. Grand Rapids wholesalers are prepared to supply a trade that such an increase will demand. They are centrally located in Western Michigan territory. Shipping facilities are good and every merchant can best serve his own interest by getting his supplies from Grand Rapids Wholesalers.

This is ad. No. 10 of a series of ads. appearing in this publication.

***Grand Rapids Wholesale Dealers Association.***



#### Michigan Poultry, Butter and Egg Association.

President—J. W. Lyons, Jackson.  
Vice-President—Patrick Hurley, Detroit.

Secretary and Treasurer—D. A. Bentley, Saginaw.

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

#### Controlling Unlicensed Grocer Through the Jobber.

That phase of the Food Administration authority which contemplates requiring the wholesalers holding licenses to shut off supplies to offending retailers not licensed under the control law is being tested in Pittsburg for the first time.

Three unlicensed retail grocers of that city—M. Shapiro, B. Block, and Sam Gelman—have had their supplies of licensed food commodities cut off by order of the United States Food Administrator because of making unjust and unreasonable charges in handling and dealing in necessities. This order has been sent to all persons in Pennsylvania, Virginia and Ohio holding licenses under the food control act, forbidding them "in anywise to deal with, buy from, sell to, or make any sale or agreements for the sale of any licensed commodity directly or indirectly to" the parties concerned. The State Food Administrator of Pennsylvania is authorized, at his discretion, provided these retailers comply with the rules of the Food Administration, to revoke this order of the United States Food Administrator. Clear cases of profiteering in sugar have been made out against each of the accused. Sam Gelman, although conducting only an ordinary retail grocery and fish business, about November 26, when the sugar shortage was acute, purchased over 25,000 pounds of beet sugar at prices running from \$7.66 to \$7.86 per 100 pounds; and sold practically all of this sugar in wholesale quantities to manufacturers at prices far beyond the retail price at the time prevailing in Pittsburg. One lot of 11,500 pounds he sold at 14½¢ per pound, and the rest at prices running from 12½¢ to 13¾¢ per pound.

Some day it will dawn on the occasional offender who cannot resist the temptation to profiteer that, although retailers were exempted from licensing, the Food Control law really has teeth.

#### Maintained Prices Make "Goat" of Retailer.

Even those who have always favored the principle of price protection have admitted that it was only potentially a remedy for the lost profits due to the price cutter; that it could only accomplish the protection of

profits in case the manufacture was willing to provide them in his scale and then see that his scale was enforced. There was no assurance, however, that the profit would be taken care of by manufacturers, and now comes testimony from a Philadelphia critic that shows that this criticism was all well taken. This writer says in a letter to this paper:

"I have just seen a price list sent out by a manufacturer of shredded coconut, to jobbers, which induces me to write this article. The retailer has for years paid 29c a pound or less for shredded coconut in ¼ pound packages, 15 pounds to the case. He paid 30c for ⅓ pound packages, 15 pounds to the case.

"This price list to which I refer was made for the jobber, whose profit used to be 60c a case, and offers him a discount of 15 per cent., which means that the jobber will now make on package coconut from 76c to 78c per case.

"The retailer's profit heretofore on these goods has been about 25 per cent. on his selling price. As the increased profit to the jobber carries with it an increased price to the retailer, who will now pay 34c per pound for ¼s and 35c per pound for ⅓s—and as these have always been 5c and 10c sellers, the retailer's profit is reduced to 12½ per cent. on the 5c packages and 15 per cent. on the 10c packages.

"In other words, the jobber is paid from 75c to 78c for one operation—the handling of one case, one time. The retailer is paid 75c for handling 120 individual transactions on the ⅓s; and on the ¼s he is paid 90c for sixty individual transactions. How do you like this, Mr. Retailer?"

#### Approves of the Adoption of Sugar Card.

Tecumseh, Feb. 4.—I want to second what you say about the sugar card on the first page of the Michigan Tradesman last week. The sugar problem is the hardest proposition I have ever been up against during my twenty-seven years' experience in the grocery business. If there is any way you can influence the Food Administrator to give us this system very soon, and regulate it so we can get a sufficient supply to carry the plan out, you should receive the approbation of every grocer in the United States.

I have tried all the ways I can think of to divide my stock of sugar among my customers and it is absolutely impossible to make an equal distribution or satisfy the people.

By all means do all you can to hasten the day when we have the sugar card. Frank D. Avery.

"Do as your mother did—carry a basket," advertises a small store in a residence district.

**SEEDS**  
**Reed & Cheney Co.**  
GRAND RAPIDS, MICH.

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

**Turkeys**  
Geese, Ducks and Chickens

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

**Wilson & Co.**

20-22 Ottawa Ave., N. W.  
Grand Rapids Michigan

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

Wholesale

**BEANS, POTATOES, SEEDS**

Telephones 1217, or write when have stock to offer

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

**Miller Michigan Potato Co.**

WHOLESALE PRODUCE SHIPPERS

**Potatoes, Apples, Onions**

Correspondence Solicited

Wm. Alden Smith Bldg.

Grand Rapids, Mich.

**LOVELAND & HINYAN CO.**

CAR LOT SHIPPERS

**Potatoes, Apples and Beans**

Write or telephone when you have anything to offer

Association of Commerce Bldg.

Grand Rapids, Michigan

WE COVER MICHIGAN

**M. PIOWATY & SONS**

Distributors of Reliable Fruits and Vegetables

MAIN OFFICE, GRAND RAPIDS

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

**Onions, Apples and Potatoes**

Car Lots or Less

We Are Headquarters

Correspondence Solicited



**Vinkemulder Company**

GRAND RAPIDS

:-:

MICHIGAN

**Canada Finds Package Cereals Safe and Sane.**

Some of the best friends of specialties have always argued that the best thing that could happen to manufacturers would be to have a full and careful investigation of the position specialties occupy in trade and in the public economy; that such an investigation, intelligently conducted, would clear away much of the misconception which now exists and would prevent the persistent efforts to suppress package goods as uneconomical. It would seem as though, under the impetus of an official investigation in Canada, undertaken by a special Government committee, has been proved the soundness of this logic.

On the other hand, however, there appears, in the Canadian decree, much confirmation of the well known prophecy, made by Fred Mason three or four years ago at a Philadelphia banquet, when he frankly predicted that, if the Stevens bill was pushed and that the right to price maintenance was secured at the cost of allowing overmuch of governmental supervision, it would be a very dubious blessing to the specialty man, and might prove a privilege dearly bought. For instance, here is the nub of the committee's suggestion:

1. Package cereals of less weight than twenty pounds are both desirable and economical when considered from the angle of value, sanitation and convenience.

2. The present profits on package cereals are much smaller than before the war. Many package cereals are now sold at cost, and there are at present no profiteers in the business.

3. The manufacturers' contention that package cereals are as cheap as bulk cereals is not borne out, but the two are much closer together than formerly.

4. Packages are practically indispensable and the convenience and sanitation fully justify the increase in cost.

5. The quality of bulk and package cereals is practically the same.

6. A package sealed at the factory is the only safe and satisfactory way of handling cooked products.

Therefore the committee decided to grant licenses to everybody to sell package cereals under twenty pounds in weight, on certain conditions, among which are that packages bear name and license number of the manufacturer, and net weight; prices charged must not exceed such an amount as will pay for cost of contents plus reasonable profit and cost of container; no coupons or premiums permitted; applications for licenses must state in terms per pound, and also per package cost of finished product, cost of package and cost of packing consignments of packages, etc., cost of advertising and selling, overhead cost exclusive of dividend, and cost of distribution (i. e., transportation). To the total of the foregoing items must be added the net profit out of which dividend and war tax are payable, and the total then should give the net price of the product to the jobber. Further, the manufacturers must state net price to jobber

of each product for which he seeks license, net price from jobber to retailer and net price from retailer to consumer.

Manufacturers' licenses for package cereals may be refused if cost of selling, packing and distribution is in Food Controller's view excessive in proportion to the value of the food contents of packing. Wheat based cereal products are licensed subject to cancellation at one month's notice, but a flour other than wheat flour may be substituted in that case if approved by the Food Controller from the point of view of the public interest.

Canada's experiences in the war—and somehow Canada appears to be delving into the co-ordination of trade factors more than we are here—appear to be resulting in the adjustment of class relations in the food trades along lines which trade associations and leaders have long sought to accomplish, but without legal authority. For instance, it is evident that the Government proposes to require that grocers shall be more uniformly qualified for their work than some of them have been in the past. Here are some of the recommended changes in the grocery trade included in Food Controller Hanna's plans:

Every grocer in Canada to be licensed.

All dealers now in business are to obtain licenses quite easily, but the plan makes it harder for new men to enter the business.

New dealers must have previous experience and at least \$1,000 capital.

Status of retailer, wholesaler and manufacturer to be clearly defined.

The plan further involves that licensed businesses be compelled to maintain a certain standard, to be kept in sanitary condition and be provided with certain standard equipment. This involves inspection.

The new man must show that he has served an apprenticeship. Two years has been suggested.

**Using Fish to Save Meat.**

In order to promote the conservation of beef and bacon, the Government of the Province of Ontario has announced that it will undertake to furnish at cost to the people of the Province one-fifth of the fish caught within Ontario waters during 1918. This, it is expected, will be more than sufficient to supply the demand. Every fisherman is required to place one-fifth of his catch at the disposal of the Government, failing which his license may be canceled. A fair price to the fishermen has been fixed by the Government and, by offering the supply at cost to the people, it is believed that an appreciable saving of meats will result.

**MCCRAY**

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

**SKINNER'S MACARONI** 187<sup>1</sup>/<sub>2</sub>  
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.

**T Most Economical Flavoring**



No other flavoring goes as far as Mapleine. No other flavoring is as rich. And among fine flavorings, it is the least costly. These factors have created a big nation-wide demand for Mapleine. \* \* Crescent Mfg. Co., Seattle, Wash. Order of your jobber or Louis Hilfer Co., 1205 Peoples Life Bldg., Chicago. (M-96)

**Crescent Mapleine**

The Delicious Golden Flavor

**Rea & Witzig**

PRODUCE COMMISSION MERCHANTS

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

Established 1873

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

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

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

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

**Fieglers**

**Chocolates**

Package Goods of Paramount Quality and Artistic Design

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

**Merchant Millers**

Owned by Merchants

Products sold by Merchants

Brand Recommended by Merchants



**New Perfection Flour**

Packed in SAXOLIN Paper-lined Cotton, Sanitary Sacks

**G. B. READER**

Jobber of

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

1052 N. Ottawa Ave.

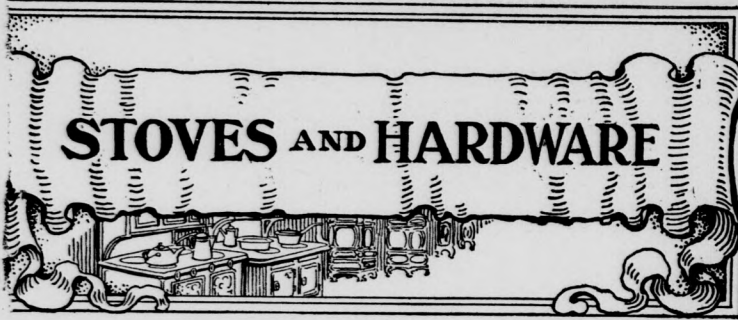
Grand Rapids, Michigan

**Bevo**  
THE BEVERAGE

—with the season's offerings of sea food. Preferred everywhere with lobster, oysters, clams or fish dishes for its appetizing, zestful, healthful properties.

ANHEUSER-BUSCH  
St. Louis, U. S. A.

**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.

#### The Human Element in the Hardware Store.

Written for the Tradesman.

The efficiency and success of the hardware store depend very largely upon the human element. The best bought and most carefully selected stock in the world will count for little in the hands of an inefficient sales staff. Good buying and good selling go hand in hand; and without a well trained and well organized sales staff, the hardware store is badly handicapped.

The difficulty of securing and retaining capable salespeople is one of the troubles against which some hardware dealers endlessly complain. Others have told me that they have little trouble in this respect. On closer enquiry I have found, however, that with both classes the trouble is almost identical; the difference is largely in the way in which they approach and deal with a difficult problem.

Even under the most favorable conditions in the hardware business, clerks will come and clerks will go. There is a constant process of securing and training new recruits to fill the places of the experienced men who have left to take better positions for which your training has qualified them. There doesn't seem to be much use in crying out against this condition. It exists. The best thing seems to be, to admit its existence, and to be as cheerful as possible under the circumstances, and to go on working to minimize the problem, by making the very most and best of the human material which comes to hand.

Not long ago I had the benefit of the views of a very successful hardware dealer who has developed a first class store organization under rather difficult conditions. He carries on business in a city of 20,000 within a few hours' journey of another place of close to 500,000 people. Thus he has constantly to combat the lure of the large city.

"The human element of a business must be given the first attention," he told me. "Once that is working smoothly and at maximum efficiency, other departments swing into line quite as a matter of course. If you have a good buyer, he buys well; a good salesman sells well; a good porter keeps stock in good shape. Reverse the problem: a poor buyer coming into a well bought stock follows his natural bent, and buys badly in spite of the good example before him; the poor salesman may have a high grade of goods to sell but he does not sell them; the indifferent porter soon allows a well kept stock-room to deteriorate. In the

last analysis, the success of a business rests with the human element.

"Now, my policy in dealing with the human element has been to encourage the individual development of my employees by piling responsibility upon them. This policy brings out in them the habit of self-reliance and the ability to grasp and solve the problems that arise. The division of responsibility frees me from the petty annoyances of settling every trivial matter, enables me to give my undivided attention to the larger matters that come within the manager's true sphere, and educates the employees so that they do their work better and incidentally prepare themselves for a better position.

"We constantly get new ideas from one another that vary in value from a big saving on the purchase of a bill of goods or a new selling idea, to our warehouse scheme of piling nail kegs on their sides instead of end, in consequence of which we can pile higher and still tell at a glance what size nails are in any keg.

"One would be surprised at the manner in which the slackest of men will develop under a system that allows full play for his imagination and initiative. No man is any good until he has been tried out, and it is only through his first mistakes that he learns to avoid them in the future. It is easy to warn men; but few of us pay much attention to what we are told. It is our experiences that we remember.

"I discourage any dependence upon authority. If a man comes to me for directions regarding some comparatively trivial matter, I say, 'Don't bother me with the details of the work you are paid to do. Go ahead and do the best I you can.' And then I watch and I am seldom disappointed in the results. If the result is good, I am satisfied; if it is bad, the clerk probably knows it as well as I do. At any rate, any harping of mine on the error would do more harm than good, and assuredly if any complaint is made, it is done in private, so that no feeling of humiliation will result. The satisfied man works best, and that is one way of keeping him in such condition."

Another man puts his policy thus:

"I try to emphasize the fact that we are all working together for a common purpose; that the interests of the salespeople are identical with mine; that they are as vitally affected by the success or failure of the business as I am; and that I am as interested in the success or failure of their individual efforts as they are. If a man makes a mistake, I never find fault or nag. Instead, I say, 'Let's see, isn't there some way we could do this better?' We talk things over; I make a suggestion or two; then

**HARNESSES 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

**The cMc System of SHELF PRICING**  
 is the most efficient and economical.



Holder fits any shelf. Cards slip in and out instantly without injuring cards or holder. No defacing of shelves. No fussing with gummed stickers or labels.  
 Price Cards: 50 cents per 100  
 Holders: \$1.50 per box of 100  
**Samples free on request**  
 Dept. k, **CARNELL MFG. CO.**  
 338 Broadway, New York

**Valid Insurance at One-third Less Than Stock Company Rates**

Merchants insure your stocks, store buildings and residences in the

**Grand Rapids Merchants Mutual Fire Insurance Co. of Michigan**

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

Home Office, Grand Rapids

**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

**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

**Foster, Stevens & Co.**

**Wholesale Hardware**



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

**Grand Rapids, Mich.**

the chap, like as not, gets the idea and fetches it out as his own; and I say, "That's fine. That's the way to do it." He's pleased as much, and so am I, for I have got him thinking along right lines. That's a whole lot better than telling him in so many words just what the right lines are. A man will turn right around and forget the next minute what you tell him; but he never forgets the things he thinks out for himself."

It is this development of individual initiative that renders the staff conference so great a help in store organization. Of course, there are conferences that are not helpful; the conference that resolves itself into a gathering of silent salespeople listening to a monolog from the boss. The sort of conference that does help is that where the boss sits back and lets the salespeople do the greater part of the talking, butting in himself only where it is absolutely necessary to set things right.

The day has gone by when discipline alone made a sales-force. You must have individual initiative as well as discipline. That fact has been illustrated in the present war. The colonials—Canadians and Anzacs—are among the best fighters on the west front because with a necessary modicum of discipline they combine a lot of initiative. One of the products of that initiative is the trench raid. The American soldiers are counted on to bring with them the same dashing qualities and the same effective individuality. Discipline alone is illustrated in Russia, where the army went to pieces when discipline was removed.

Train your salespeople to think for themselves by giving them the opportunity to develop their initiative.

Now is a good season to get to work, not on your sales force, but with it; and to develop a store organization that will produce bigger and better results.

Victor Lauriston.

**Read a Trade Journal.**

All good merchants read trade journals as a matter of business preparedness and necessity.

They know that they cannot continue to keep up with the times unless they know the latest developments in the lines in which they are, as merchants, interested.

He is a wise merchant indeed who is a constant reader of a good trade journal dealing with the lines which he sells.

From his journal he may learn how other merchants in his line have made a success.

Every week he may glean something from his journal of direct helpfulness.

In every issue he will find and may read interesting, enlightening and enlivening editorials.

Enthusiasm has a place in business—the proprietor needs its tonic as well as the salespeople and a good trade journal will help him to keep up high pressure enthusiasm.

From the trade journal in the many ways it serves him he will get new ideas—new vistas of thought which may mean new fields of opportunity.

The trade journals gather the news and present to the retailer the impor-

tant happenings in business circles—they survey the big field of business—they interpret the big movements in Commerce and place at his command valuable information.

It is practically impossible for the merchant to be well informed about his own business without a careful and regular reading of one or more good trade journals. E. B. Moon.

**Flagrant Violations of the Sugar Ruling.**

Atlanta, Feb. 4—Enclosed please find an advertisement which I find in a paper given out through our Sunday Schools. In view of the fact that we retailers are only allowed to sell our customers two pounds of sugar at a time, and that we are not to sell in combination sales, it would seem that we are either being legislated out of business or the Moneyworth Wholesaler Grocers are exceeding their privilege. No doubt there has been a good many thousand of these papers distributed in Michigan during the past week, and if this advertisement is according to law, I fail to see where we retailers can continue to do business and live up to the laws laid down for us. If it is not asking too much, would like to hear from you in regard to the legality of the enclosed advertisement. A. J. Crago.

The publication in question is the Young People's Weekly, issue of Jan. 26. The advertisement referred to occupies three-fourths of a page and is headed with a large engraved plate reading:

SUGAR ALWAYS ON HAND TO FILL ORDERS.

The quotations on sugar are as follows:

BEST PURE GRANULATED SUGAR 5 lb. limit

1 lb. . . . . 73c  
2 lbs. . . . . 15c  
5 lbs. . . . . 39c

This is a clear violation of the Government ruling regarding the sale of sugar in two respects—Uncle Sam says sugar must not be advertised and the prices quoted are not in accordance with the law. The Tradesman is pleased to bring this violation to the attention of both the State and Federal Food Controllers, with a view to securing the punishment of the offender if the law is really meant to be enforced, as the Tradesman believes is the case.

**Get Together.**

One of the essentials to Community Development, to the uniting of town and country, to the progress of the Home Town, is that the merchants and business men in general in the Home Town shall get together and work together.

Merchants can not hope to get very far in making the Home Town a social center for all the community until they themselves learn the spirit of Service, until they begin to do things in a whole-hearted, united way, divorced from profit aims, for the good of all in the community. They, above all others, should set the example of getting together and working for the common weal.

Two good, strong horses pulling in opposite directions do not get as far as one poor jackass going one way.

E. B. Moon.

A piece of clean white pine, printed exactly like a business card, serves as the "pasteboard" of representatives of an Ohio lumber company.

**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.

**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

**United Agency**

Reliable Credit Information  
General Rating Books  
Superior Special Reporting Service

**Current Edition Rating Book now ready**

Comprising 1,750,000 names—eight points of vital credit information on each name—no blanks.

**THE UP-TO-DATE SERVICE**

Gunther Building

CHICAGO :: ILLINOIS  
1018-24 South Wabash Avenue

**Automobile Robes**

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

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

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

**Sherwood Hall Co., Ltd.**

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

**Pere Marquette Railway Co.**

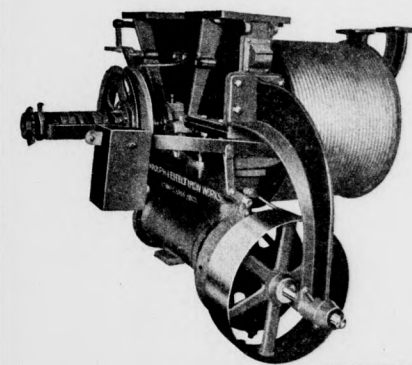
**FACTORY SITES**

**AND Locations for Industrial Enterprises in Michigan**

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

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

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



**Leitelt Elevators**

For Store, Factory  
Warehouse or Garage

**Built for Service**

Send for proposal on your requirements

**Adolph Leitelt Iron Works**

213 Erie Street

Grand Rapids, Michigan



### Explanations Are Sometimes Better Than Dunning.

One of the hardest problems faced by owners of retail stores all over the country, particularly dry goods stores in which charge accounts are given, is to find a safe method of speeding up payments on the part of customers who have let themselves get into the "slow pay" class. Executives of these stores, and especially managers of the credit departments, have spent a great deal of time and mental energy in trying to solve that problem.

Probably there have been almost as many solutions as there have been men seeking them, but the manager of the credit department of a store in this city has found the work of stimulating collections, in the comparatively few instances where it is necessary, made much easier by working on the theory that the average customer of the "slow pay" type did not settle his or her account more promptly because the need of this action was not thoroughly understood. Consequently, he began a collection campaign based on the proposition that what was necessary was more explaining and less dunning.

"It is a matter of some hesitation on the part of the average credit manager," he told a Tradesman reporter recently, "to call the attention of customers, whose payments are not as prompt as they should be, to what may seem to them like a small matter. But the real importance of this has been driven home to me many times, particularly by the recent experience of a department store in a certain large city which, after going into bankruptcy a few years ago, was placed under new management, but again failed.

"For more than ten years the owners of this concern tried in every way to overcome the handicap which they were subjected to by many slow pay accounts, tried efficiency methods, and, as a result of all these things, made some progress. Still, they did not see why they were not getting ahead faster—why men no abler than they in other lines of endeavor were forging ahead of them further and further every year.

"Finally, the junior member of the firm met one of the store's charge customers one day. This woman, while 'good,' was slow pay. She complained to him regarding the continual requests for payment that she was getting from his store. He knew this customer was well able to pay any ordinary household bill and, after talking with her for a while, he was impressed with the fact that her attitude was due more than anything else to

a lack of understanding of the need for prompt payments. She seemed to feel that, because she was responsible, the store should be perfectly satisfied to wait until she could find it convenient to give the account her attention.

"After considering the matter carefully, he came to the conclusion that there were undoubtedly many others of the store's customers in the same position as this one, and that what was necessary was more explaining and less dunning. Accordingly, letters were thereafter written from the new angle—with startling results. Payments immediately began to come in more promptly, and it took just a short time to bring practically all the accounts down to a prompt monthly settlement basis.

"The point made in these letters was not that the account was overdue, but the important fact that in not settling promptly the customer was making a deduction, although not visibly, from the price of the store's goods. In other words, it was shown that the added cost of carrying the account had to be borne by all the store's customers, including those who pay promptly. The letter asserted the belief that the delinquent customer would not want to do that intentionally and that the store was also sure that the customer would be pleased to know that the situation was set forth so frankly in order that the real need of meeting bills promptly would be appreciated. This appreciation, it was also pointed out, would tend to make the store more truly than ever one of a single price to all customers."

In order to show that the number of slow accounts was not really as large as thought by the average person, nor as large as might be intimated by the foregoing, the credit man said that only 3 per cent. of the accounts that come to his attention take ninety days or longer for settlement.

"These are the accounts of the habitual slow-pay customers," he went on, "and it is these whom we are trying by educational work to get into the prompt-pay division. In this education we explain to them how small our net profits are, and while on this point it may be well to shed a little light on just what the average department store can hope to return on the money invested in it.

"It is a fact that the average store is considered to be doing very well when it makes 5 per cent. net on sales. Many stores clear only 1 and 2 per cent. A well-known business publication says that a large store, over a period of seven years, made only 3.1

per cent., and this, it is contended, is typical.

"From this it will be seen that, where a store is making 5 per cent., and a charge customer takes two months in which to settle her account, she has actually taken 20 per cent. of the store's profits just as much as though she had put her hand into a cash drawer and taken it.

"The policy of this store is to exact under ordinary circumstances strict observance of the monthly settlement terms. Of course, there is reserved a special time privilege for the unfortunate customer who is in need of it, but under ordinary circumstances a close collection policy is pursued, all with the object of keeping cost down to the store and, of course, to the customer. In other

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

*President Suspenders*  
for comfort

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

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

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

## Hallmark Shirts Produce Profits

On the basis of the present market **HALLMARK SHIRTS** are way underpriced. The materials used in their manufacture are far below replacement values.

All you have to do is to study market conditions to realize that Hallmark Shirts offer a merchant's opportunity.

Our selling attitude is the result of extensive and judicious early buying.

To take advantage of this opportunity you should place your orders without delay. Don't wait until the chance has slipped away.

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

SERVICE

QUALITY

## Many New Complete Lines Added

**OUR FALL LINES ARE ON THE ROAD** and are **WELL WORTH WAITING TO SEE.**

**SNAP, STYLE, CHARACTER AND POPULAR PRICES** are features which make our line **STAND OUT CONSPICUOUSLY** at all times.

**DON'T FAIL TO SEE OUR LINE FIRST.**

**OUR PRICES ARE RIGHT.**

Mail orders have prompt attention.

**Grand Rapids Dry Goods Co**

Exclusively Wholesale

QUALITY

Grand Rapids, Mich.

SERVICE



words, while there is maintained a financial emergency hospital for the benefit of customers who have suffered reverses, an emergency hospital cannot be expected to take care of chronic cases.

"This we have endeavored to point out, in the collection letters which it is necessary to write, and we have endeavored to show more frankly, probably, than the average store does just how beneficial prompt observance of terms is to all concerned. The results that have been obtained under this policy show that we are on the right track."

#### No Linens to Be Obtained For 1919.

With the announcement recently made that the British government has placed orders for between thirty-five and forty million yards of linen for use in airplane construction, it is now apparent that the future supply of linen will have to be reckoned on a rapidly diminishing scale. Both the American and British governments have already prohibited the sale of linen piece goods not already contracted for and have practically stopped the spinning of the finer grades of yarn in order not to interfere with the airplane programme. The entire production of Irish flax, as well as a portion of the Russian, will be required for the British government alone and when the demands of the other allied governments, as well as our own, is added to this, it seems not unlikely that for some time to come practically the entire world's output of flax will be required for the vast and growing air fleets.

Several flax raising projects are under way in this country, but even though they meet with success, it is bound to be some time before the production amounts to anything substantial. The substitution of cotton for linen and the bringing out of many mixtures, often with only enough linen to justify the name of cotton-linen, appears now to be fully meeting the demand. Dress linens, handkerchiefs, table linens, etc., are apt to be largely of cotton during the balance of the war, at least. Some authorities believe that linen handkerchiefs will be practically out of the market in another year.

This is only a little information for you that will enable you to intelligently put before your readers the necessity of keeping posted on these items and buying intelligently, with these things in view.

Did you know that the initial order from the Government for bandage cloth was ninety-three million yards? Notice that was the initial order. Khaki Twills, over forty million yards of one grade alone was contracted for within a short time.

A few other items that the Government is buying in amounts in proportion to the above are: Shirts, sheets and pillow cases, coats and surgeon aprons, towels, canvas for tents, aero wings and hangers, uniforms, automobile supplies, nurses equipment and operating gowns, gas masks, leggings, belts, tarpaulins, cots, mattresses and pads, pillows, mosquito netting, pajama checks, canteen cov-

ers, water bottles, gun cases, haversacks, horse equipage, bayonet and sabre scabbards, linings for overcoats, target cloth, ponchos. In fact the list is so long that you would become tired of reading it.

The amount of cotton held in consuming establishments at the first of November only equals 60 per cent. of the amount held one year previous. The amount of cotton from Public Store Houses and Compresses one year ago was over 20 per cent. more than the amount this year.

Just notice this if you want to see where cotton is going. There are 1,019,205 more spindles active than one year ago. The consumption in 1917 was 20 per cent. greater than ever before. With a shorter crop and a growing demand, where are you this year?

Low price cotton goods are out of the question for a long time to come.

Just drive this fact home to everyone. Let them appreciate some of the prices you are giving them and explain to them that if we took the profit on replacement cost to-day, there would be some sensational advances, far and above anything you have yet seen.

Harold Sears.

Grand Rapids Dry Goods Co.

#### Women's Coats Sought.

While there have been many indications that the coming spring is to be a strong suit season, there is so far no evidence that coats are to be neglected. The large number of buyers that have been in this city since the first of the year have placed some very liberal orders for spring coats and, according to reports from several authorities in the local trade, there is much more business coming. Among the materials which have been most popular so far, serges and poplins are said to lead, although gabardines, broadcloth, and tricotines are also well taken. More or less straight lines seem to be favored, and coats are somewhat narrower this year than formerly. Various military features are attracting considerable attention from some buyers.

#### Like Snug Spring Suits.

Local manufacturers of suits for women feel that the new Eton jacket and pony coat styles which they have introduced this year have given just the necessary touch of something distinctly different and attractive which buyers maintained last fall was so conspicuous by its absence. During the last few weeks, the reception which some of these new creations have received from the many buyers who are in town seems to have been very satisfactory, and from all reports there has been a good volume of orders placed. Apparently the smartly tailored, snug and narrow shouldered suits are to be the features of the coming season.

A baby-carriage entrance, to accommodate the mothers who bring their families with them on their shopping tours, is one of the conveniences of a department store in a Northern Michigan town.

# DIAMOND CRYSTAL

The Salt  
that's all salt.

DIAMOND CRYSTAL SALT CO.,  
ST. CLAIR, MICHIGAN.

## PINE TREE

BRAND

# Timothy Seed

PINE TREE BRAND



TRADE MARK

IT STANDS ALONE

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



**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.

**Traveling Men as Affected by War Conditions.**

There is, perhaps, no class of men so hard hit by present war conditions as the commercial traveler. This is due to a series of conditions. Commensurate with conservation along all lines the traveling man finds himself in a position to submit to a condition of things that not only go to hamper his progress in pursuit of business, but in many ways, deprives him of the enjoyment of health and safety, not only in transit but conditions existing in many of the hotels throughout the State.

It has been brought to my attention within the past thirty days that many of the traveling men have been forced to abandon the road, due to traveling facilities. In many other cases, they are forced to call upon their firms for an additional allowance of from ten to twenty five dollars per week for expense account. While this condition is true with every traveling man, it is an exceptional hardship on the man known as a commission salesman, or in other words, the man selling goods, on a straight commission, paying his own expenses, and deriving the benefit of his efforts only in cases where his firm is justified in accepting the orders and shipping the goods sold.

In the face of these facts, the traveling men has been loyal to the cause, responsive to every call and demand made upon him, and it is only fair to him and the firm he represents as well as to his family that he be given every consideration pertaining to his comfort, health and safety in the matter of hotel accommodations, as well as consideration by the railroads operating throughout the State.

In 1913 the Henry Act known as Public Act No. 188 was passed by the Legislature. This act was intended to provide for the department of hotel inspector, but which failed to carry with it the provisions of an appropriation sufficient to carry into effect the purpose of the act, in the absence of which the provisions of same were allowed to go by default.

The Michigan State hotel men, in convention at Saginaw, went on record in support of an act creating the department of hotel inspection with an appropriation for the maintenance of such a department in the department of State. The hotel men at the same time appointed a committee to co-operate with a similar committee of the United Commercial Travelers for the purpose of using all honorable means to bring about the passage of this act.

In justice to our cause, I would here refer to a copy of the Washington law, pertaining to hotel inspection, which I have just received from the hotel inspector at Tacoma, Washington. This law provides for an appropriation of twenty five thousand dollars a year, for the maintenance of the department of hotel inspection, which is comprised of the hotel inspector, and three deputy inspectors. It further provides that each hotel in the State shall be visited at least once a year by the inspector or one of the deputies, for the purpose of inspecting such hotel, which if found, complying with the provisions of the act a certificate shall be issued to him by the inspector or the deputy inspector, making such inspection, which shall be evidence of such compliance with the law. The inspector shall collect an annual inspection fee from every hotel at the time of inspection in accordance with a schedule as follows:

Hotels from five to ten sleeping rooms, \$3.00, from eleven to twenty sleeping rooms, \$4.00, twenty one to sixty rooms \$7.00, sixty one to one hundred rooms, \$10.00, and hotels containing over one hundred sleeping rooms, \$12.50.

This provision of the act practically makes the department self sustaining, and we have every reason to believe that there is no fairminded hotel man that will take exception to this section of the act inasmuch as the inspection feels naturally derived from the patrons of the hotel.

When it is considered that the State of Washington with a resident population of less than forty per cent. a transient population of less than 25 per cent. of the State of Michigan, is there any good reason why the great State of Michigan, with its army of over 25,000 commercial travelers should refuse through its legislature that which means comfort and safety and adds to the health and convenience of the traveling man who on the average spends at least five days out of the week in the hotels, which he has come to regard as his second home?

About a year ago an organization of 400,000 men held up the destiny of the entire Nation in their efforts to secure consideration of an eight hour working day. If an army of 400,000 men can accomplish this by virtue of their organization, what would be the possibility of the Grand Commercial Army of over five million of men, if they were to live up to their moral obligations to advance their interests as commercial travelers. This they can demonstrate in the very near future through the selection of men to represent their respective districts in the upper and lower house of the next legislature. It should be the duty of every traveling man, as well as the firms they represent, to see that none are put on guard in the next legislature unless he or they have agreed to return or give their co-operation to our cause, in exchange for our suffrage.

To the employers of commercial travelers this appeal should receive serious consideration from the fact that every act pertaining to the welfare of the commercial traveler, means an item in the expense account of every traveling man in their employ, and we hope to have a ready response, not only from the traveling men, but from the firms they represent, in aid of our cause through legislation.

John A. Hach.

**What She Saw.**

Mr. Van Blair: Paid \$50 for a new hat! Are you mad?

Mrs. Van Blair: Not at all, but I see you are.

**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

**OCCIDENTAL HOTEL**

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

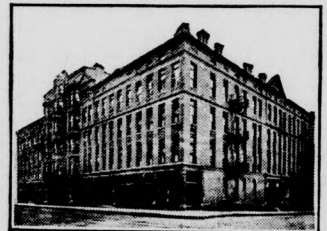
**HOTEL HERKIMER**

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

**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

**CODY HOTEL**



IN THE HEART OF THE CITY  
 Division and Fulton

RATES { \$1.00 without bath  
 \$1.50 up with bath

**CODY CAFETERIA IN CONNECTION**

**New Hotel Mertens**

GRAND RAPIDS

Union Station

ROOMS  
 WITHOUT BATH \$1.00  
 WITH BATH (shower or tub) \$1.50  
 MEALS 50 CENTS



75 Steps East

Fire Proof

## ON TO SAGINAW.

## Programme Prepared For the Annual Meeting Next Week.

Marine City, Feb. 4.—The annual conventions of the Michigan Retail Hardware Association have gotten to be so well attended, so interesting and so productive of real benefit to those who attend that it seem superfluous to comment upon the reasons why every retail hardware man in the State should make his plans to attend our twenty-fourth annual meeting which will be held in Saginaw on February 12-13-14 and 15, 1918.

Some of the best conventions that we have ever held have been in the city of Saginaw. The facilities there are ideal both as regards the accommodations for our business meetings and for our exhibits and it is safe to predict that a new high record will be established in features connected with the convention this year.

The convention will be held in the New Bancroft Hotel and exhibits will be located in the immense Auditorium building.

A business programme has been arranged for along lines which take into consideration the problems that affect the retail hardware man at this particular time and the speakers who have been secured are men who can speak with authority on the various subjects assigned to them.

There will be ample entertainment features to provide that relaxation which is necessary between business sessions and delegates who attend will enjoy a period of healthful mental and physical diversion from the cares of business that is bound to send them back home better than ever prepared to assume the responsibilities which are incident to handling of an up-to-date hardware store to-day.

Every hardware man in Michigan will be accorded a hearty reception at the convention. It matters not whether he is at present a member of the organization or not.

Make your plans now and come to the convention prepared to spend the entire four days at the meetings.

The programme to be observed at the convention will be as follows:

## Tuesday Morning.

9 a. m.—The doors will be opened to the exhibits in the main hall of the Auditorium. The office of the secretary will be found at the right of the main entrance and members are requested to register here immediately upon arrival and receive identification badges, theater tickets, etc.

Clerks will be on hand to receive applications for membership and dues from both active and associate members.

11 a. m.—Meeting of the Executive Committee in Room 212, Hotel Bancroft.

12 noon—The Exhibit Hall will be closed.

## Tuesday Afternoon.

(Open Session in the Convention Hall, Hotel Bancroft)

1:30 p. m.—Everybody who is in any way interested in any branch of the hardware business is invited to be present.

Meeting called to order by President James W. Tyre, Detroit.

## Invocation.

Song, "America." Sung by the delegates, led by Wm. Moore, Detroit.

Address of Welcome by Hon. H. F. Paddock.

Response to Address of Welcome by Charles A. Ireland, Ionia.

Annual Address of the President.

Announcement of committees.

Address, "The Saginaw of To-day," Julius B. Kirby.

Song by the delegates.

Patriotic Address, Rev. J. A. Dunkel.

Remarks by manufacturers, wholesalers, and the press.

Adjournment at 4:00 p. m.

All members appointed for com-

mittee work should remain and arrange for meetings of their committees.

4 p. m.—The Exhibit Hall will open until 6:30.

## Tuesday Evening.

Big Time Vaudeville. Jeffers-Strand Theater.

## Wednesday Morning.

(Open Session. Everybody Welcome)

8:30 a. m.—Meeting called to order.

Opening song by the delegates.

Address, "The Determining Factor in Business," E. G. Weir, Dowagiac.

Discussion of the above subject.

Address, "A Merchant's Duty to His Community," T. N. Witten, Trenton, Mo.

Adjournment at 12 o'clock.

12:30 p. m.—The Exhibit Hall will be opened at this time and will remain so until 6 o'clock.

7:30 p. m.—Exhibit Hall will be open to the public until 10:30.

## Wednesday Evening.

(Closed Session in the Convention Hall for Hardware Dealers Only)

7:30 p. m.—Annual Report of Secretary Arthur J. Scott, Marine City.

Annual Report of Treasurer Wm. Moore, Detroit.

Address, "Stock Arrangement," Geo. W. Leedle, Marshall.

Discussion.

The balance of the evening will be devoted entirely to the Question Box in charge of J. Charles Ross, Kalamazoo, Walter C. Rechlin, Bay City, and J. B. Draper, Detroit.

## Thursday Morning.

(Open Session)

8:30 a. m.—Opening song by the delegates.

Address, "Finding and Solving Hardware Problems," M. L. Corey, National Secretary.

Discussion.

Address, "The Training of Salespeople," Thomas A. Knapp, Chicago.

Discussion.

Adjournment at 12 o'clock.

## Thursday Afternoon.

12:30 p. m.—Exhibit Hall will again be open until 6. Try and have a personal talk with every exhibitor and don't forget the prizes offered in the Buyers' contest.

## Thursday Evening.

6:30 p. m.—Banquet for hardware men at the Masonic Temple (music by Saginaw Orchestra).

Patriotic Address by B. W. Pullinger, Detroit.

Vocal Selections by Mueller Bros. Quartette. Vaudeville Acts.

## Friday Morning.

8 a. m.—The Exhibit hall will be open until 12 o'clock. Don't go away without placing an order with every exhibitor whose lines of goods you can use to advantage. Turn in your buyers register at the Secretary's office.

## Friday Afternoon.

(Executive session for retail hardware dealers only).

1:30 p. m.—Reports of committees on Constitution and By-Laws, Auditing and Resolutions.

Consideration of committee reports.

Reports of committee on Nominations.

Election of officers.

Report of the committee on next Place of Meeting.

Selection of next convention city.

Unfinished and new business.

Question box.

Adjournment.

The new Executive Committee will hold a meeting in room 212 at the Bancroft Hotel after the adjournment of the regular meeting.

## Entertainment Programme.

Monday, February 11—Reception to visiting hardware men in the lobby of the Bancroft Hotel. Music by the Saginaw orchestra.

Tuesday, February 12—Theater party to visiting members and ladies at Jeffers-strand theater. (Vaudeville).

Wednesday, February 13—Exhibit hall

open to the public. Organ recital at the Auditorium.

Motion picture party for visiting ladies at Mecca-Palace theater.

Thursday, February 14—Banquet for hardware men at the Masonic Temple, 6:30 p. m. Music by the Saginaw orchestra. Patriotic address by B. W. Pullinger, Detroit. Vocal selections by Mueller Bros. Quartette.

Vaudeville acts from Jeffers-Strand theater.

Reception and card party for visiting ladies in banquet room at Hotel Bancroft. Music, luncheon and good prizes.

Arthur J. Scott, Secretary.

## Government Warning Regarding Wheat Flour Substitutes.

Washington, Feb. 5.—Warning against unwarranted increase in the price of wheat flour substitutes was given to-day by the United States Food Administration. This action followed the receipt of numerous complaints that dealers in the various ingredients used in place of wheat flour are taking advantage of the new wheat conservation programme to raise prices.

Mills of the country are prepared to meet the greater demand of housewives and bakers for other cereals during the next few months. Lack of transportation is the only factor that will stand in the way of proper distribution throughout the country.

At least one of the substitutes is produced in quantity in almost every section of the country. If any shortages occur, they will be local and not due so much to lack of supplies as difficulty in transporting them. The supply of substitutes is ample to meet our needs and it is confidently expected that with the freer movement of grains to the mills and of the finished product to the consumer, lower prices than those now prevailing will result.

The normal tendency of local scarcities would be to advance prices out of line with cost of production and distribution. Under the Food Control Act this will not happen. All licenses dealing in food commodities who do not give their customers the benefit of fair and moderate prices, selling at no more than a reasonable profit above cost, will have their licenses revoked. Unlicensed food retailers who sell at more than a reasonable profit will have their supplies cut off through the notification of all licenses by the Food Administration forbidding them to receive orders for food from such retailers.

## Butter, Eggs, Poultry, Beans and Potatoes.

Buffalo, Feb. 6.—Creamery butter extras, 51@52c; 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, 26c; choice, 25c; held 27@28c.

Eggs—Choice, new laid, 60@62c; fancy hennery, 63@65c; storage candled 50c; at mark, 47@48c.

Poultry (live)—Fowls, 30@34c; chicks, 28@33c; old cox, 20@22c; ducks, 28@30c.

Poultry (dressed)—Turkey, fancy, 36@37c; choice, 35c; geese, fancy, 24@25c; choice, 23@24c; ducks, fancy, 30@32c; choice, 28@29c; chickens, roasting fancy, 32@34c; choice, 30c; 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.

Thomas Bromley, Manager of the United Home Telephone Co., Muskegon, has been elected a director of the Parker Rust Proof Co., of Detroit.

About \$75,000 stock of the Parker Co. is owned by Muskegon investors.

## UPPER PENINSULA.

## Recent News of the Cloverland of Michigan.

Sault Ste. Marie, Feb. 4.—Friends of Dr. Bennie are sorry to learn that he is very low at the Mayo Hospital, Rochester, where he went a short time ago to have a serious operation.

The Roe market, on Ahmun street, which has been closed for the past few weeks, was re-opened Saturday by Salo & Johnson, who have remodeled the building, fitting it up in a first-class manner and stocking the place with a new line of groceries and meats. The purpose to run the new venture on the cash-and-carry plan. The new proprietors need no introduction to Sooiters, as Mr. Salo is also proprietor of the Salo meat market, one of the best in the Soo, while Mr. Johnson has been with the Erikson Grocery Co. for the past year and made many friends.

O. E. Pickering, for the past few years manager of the Woolworth 5 and 10c store, has been transferred to one of the larger stores at another place. His departure from the city will be regretted by many friends here and Mrs. Pickering made while here.

The zero weather hanging around 30 below is not helping the coal conservation much this winter and keeps the merchants shoveling coal, instead of keeping open.

D. H. Moloney, proprietor of the Man store, left last week for Dade, Florida, with Mrs. Moloney to spend the winter.

Raber had some excitement last week when the wedding of Mr. and Mrs. Thomas M. Butler occurred. The newly weds were popular and the event was celebrated in fitting style, lasting from Friday until Monday. There is no coal shortage at Raber and the time limit was overlooked. After making an extended wedding trip through Pickford, Stalwart, Parkerville, the Soo and other points of interest, the party returned to Raber, which is to be their future home.

A man is just as big as his regard for his own word.

Dave Eleishof, the well-known manager of the Leader is spending the cold spell at Chicago and New York. He must be having a breezy time, judging by the weather reports.

C. J. Goppelt, the Wilbur chocolate salesman, was a Soo visitor last week. He lined trade up again and from present indications there will be no shortage of chocolate and cocoa in the Soo this winter.

F. M. Wheeler, the well-known lumber man at Shingleton, has moved his camps back to Dick, where he intends to continue the business.

Some men decline to look at the wine when it is red, because they prefer another color.

William G. Tapert.



Five Stories Completed April, 1917

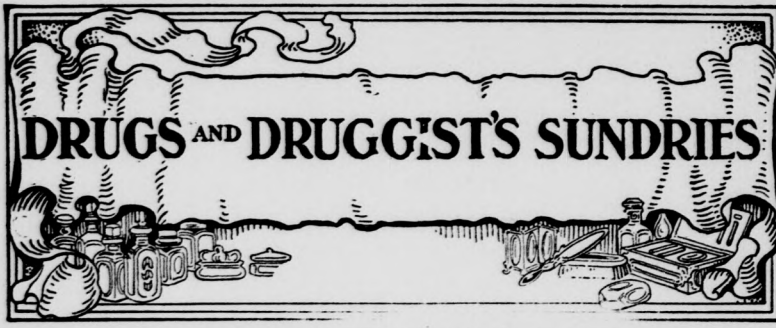
HOTEL BROWNING  
GRAND RAPIDS NEWEST

Fire Proof. At Sheldon and Oakes.

Every Room with Bath.

Our Best Rooms \$2.00; others at \$1.50.

Cafeteria - Cafe - Garage



#### Michigan Board of Pharmacy.

President—Leonard A. Seltzer, Detroit.  
Secretary—Edwin T. Boden, Bay City.  
Treasurer—George F. Snyder, Detroit.  
Other Members—Herbert H. Hoffman,  
Sandusky; Charles S. Koon, Muskegon.

#### Michigan State Pharmaceutical Association.

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

#### Michigan Pharmaceutical Travelers' Association.

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

#### Suggests a Novel Lincoln's Birthday Window.

In planning window displays to be used in connection with some holiday, I always take advantage of the opportunity in the holiday spirit, be it at Christmas time or circus day. It has paid me often to depart from the conventional idea of suitable trims and get up what I sometimes call an impressionistic design—that is, a trim which, while not based upon the general motive of the occasion, parallels it so closely that the day and the design are quite readily linked in the thoughts of those who view the window. So it was that I came upon the idea of a display of absorbent cotton for Lincoln's Birthday.

Now, some may at once jump to the conclusion that I rigged up a battlefield scene and played up the wounded-soldier stuff. Not I. 'Twas a scene of peace I had in mind when I sketched out a rough draft of the trim. Briefly, may I describe the result thus:

Paralleling the window glass at front and side was laid out a road with yellow sand, running completely around the open sides of the window and reaching right up to the frame in which the glass plates were set. This road was about six inches wide. Beginning at the back of the window at the inside of the road and following the inner edge of the sandy strip across the side space and about two-thirds across the front of the window, stretched a "stone wall." This wall was two strips of planed lumber, two inches wide and one inch thick, laid on edge and joined at the corner of the road. The top edge of these strips had been irregularly notched with a jack-knife to simulate the uneven top of a stone wall, and the strips were painted with burnt sienna mixed with a thin mucilage of acacia. The outlines of the stones were marked on the face of the strips in black, and daubs of gray paint here and there, simulated patches of lichens on the stones. Here and there along the wall was a scraggly bush or a straggling vine cut out of stiff green paper.

Running from the end of the wall, which was about two feet from the side of the window opposite the side glass, to the back of the window, was a snake fence made out of rough split box-lumber stained with dark gray dye. Another stretch of snake fence ran across the back of the window from the end of the first fence to the other end of the wall.

Within the fenced enclosure was a ground of brown sand. Planted in this were rows of green paper stalks, each bearing several tufts of cotton. This was the cotton field.

Along the side of the window opposite the side glass the floor was covered with sand, continued from the road in front to the back of the window. Along the side wall were four cabins, built of strips of light wood to resemble logs, and whitewashed. Each cabin had a large chimney at the rear.

The cabins faced the cotton field and, being about ten inches long, left a sandy strip about a foot wide between the doors and the fence. In this strip were several small trees (pine branches and small bushes with green paper leaves) and a couple of benches. On the benches and under the trees in characteristic indolent attitudes were male and female negro figures. These were chiefly heads and clothes. The heads were home-made, being boluses of lampblack and powdered extract of licorice, massed with glue water and roughly fashioned into faces. Spots of white paint accentuated the eyes, and red and white paint gave the figures lips and teeth. Their hair—or ha'—was originally a handful of sheep's wool. This had been cut up into fine shreds with the scissors, and some dyed black, some dark gray, and some left in the natural color. Before the heads had dried each was pressed into a bunch of the shreds of the desired color and enough of these adhered to produce a quite lifelike woolly pate. The bodies of the figures were simply wires. These were clothed in blue overalls and shirts of various patterns or in gaudy dresses, the garments being of that simplicity so common to the vestments of the negro field-hand. Some of the figures were bareheaded, some had bandana turbans, and some had hats of strawboard or felt. Several of them played on strawboard banjos.

Roaming about the strip before the cabin doors were toy pigs, dogs, and chickens.

As a background to the scene was hung a curtain of skyblue silkateen with wisps of white and gray cotton to simulate clouds.

Above the center of the trim hung

a placard with this inscription: "A Noon-Day Spell in Dixie." In the front of the window at the bend in the road was a billboard with the following legend: "Our Absorbent Cotton Is the Finest Product of the Southland, Prepared Under Scrupulously Aseptic Conditions and Kept in Sanitary Closets. Sealed Packages, from Half an Ounce to One Pound."—Billie Barrie in N. A. R. D. Journal.

#### Help Grow Food or You're a Slacker.

Written for the Tradesman.

Please, Mr. Hoover, we are ready for Lesson No. 2. We have studied: "Food Will Win the War—Don't Waste It," until we know what it means just the same as when some one says: "A gallon of gasoline will carry me ten miles." An auto in perfect running order with an experienced chauffeur won't carry any one anywhere with an empty tank. And a fully equipped, well officered army is of little avail without sufficient food.

We feel confident that we have everything needful for victory except food. Hence, save food. But why not go a step farther—begin on Lesson No. 2? We have much unused land and we could have plenty of food to win the war if we had enough farm workers. We didn't have enough last year and thousands of those who helped on the farms then have gone to the army. Russia destroyed an organized government before she had another made to replace it. Hence, anarchy, chaos. It looks as though the farm situation here had been handled the same way. That the Michigan Agricultural College has 470 stars on its service flag is an advertisement of a stupendous blunder. Every star represents a teacher, a destined leader or a to-be-successful farmer.

Lesson No. 1—(food saving) has served its purpose in enlisting all who will respond. It will be gratifying and encouraging to those who are doing their very best to see the other class compelled to fare as meagerly as the volunteer food savers.

Unless there is a well-organized, Nation-wide plan in operation within sixty days to supply the deficiency of farm labor, there will not next winter be any need of appeals to save food. The individual's hunger will be all-potent for the purpose. On or before April 1, 1918, farmers will have plans all made for the season, according to the help then available. They will plant all that they can reasonably expect to obtain help for harvesting, but not any more.

We respectfully suggest the title of Lesson No. 2 to take the place of the words in the present postal cancellation stamp: "Help Grow Food or You're a Slacker." Minion.

#### Lively Notes From a Lively City.

Owosso, Feb. 4—We are in somewhat of a perplexed frame of mind this morning regarding our annual weather prognostication. Formerly we have had implicit confidence in our wood chuck, but from now on we evidently will not have anything to go by. We have in our city a cold water enthusiast by the name of Herbert Hawcroft, who holds down the quite responsible chair of City Clerk, but Herb. has another fad that he has been springing on us for several sea-

sons by taking weekly plunges in the river. Regardless of weather, this morning our wood chuck came out on schedule time and about the first thing he saw of any particular consequence was Herb. swimming in the Shiawassee River, down by the waterworks. Mr. Woodchuck sat up and began to take observations, scratched his ear, and must have concluded that there was something wrong with the universe or that he was about ninety days late, for he dove back into his hole and cheerily brought up the whole family. In thirty minutes they were all frozen stiff. If the readers of the Tradesman don't get the kind of weather they anticipated, don't lay it to us, for from now on we haven't a blamed thing to go by except a few dry weeds in our back yard and a neighbor's chimney, which both lean to the North.

Fred Hanifan, who has put in overtime shoveling snow banks off his porch for the last ten days, says he has so much snow piled up in his yard that it has settled the front end of his lot so badly that his front door won't latch and he can prove it to any one who cares to stop and look at the door.

Cates & Blossom, of Morrice, are adding a stock of shelf groceries to their meat market. The Worden Grocer Company furnished the stock.

The observation of Mondayless day puts a crimp in the affairs of most of the grocery salesmen on that day.

Geo. Luly, traveling salesman for the Miller & Hadley wholesale dry goods concern, of Toledo, in Central Michigan territory, has severed his connection with the house and joined his brother in a manufacturing box factory located at Monroe. George is an old standby in U. C. T. work and Owosso Council regrets his departure. Here's all kinds of good luck, old boy!

We just heard a story on Bill Sawyer, and as the fellow who told it didn't smile and seemed to believe it himself, and as it also looked reasonable to us, we accepted it as founded on facts. The gentleman said he didn't remember the name of the town, but thought it was up around Mears somewhere. Bill got sidetracked some way, as most of us occasionally have been in the last few weeks, and landed in a country tavern where the office was heated with a wood stove and the sleeping rooms with a kerosene lamp. Bill was cold and went to bed to get warm, but the more he tried to warm up the colder he got. He tried straightening out, curling up and rolling over, but nothing came of it but cold chills. Bill suffered in silence until about midnight and listened to the loose boards in the side walk creak beneath the feet of belated pedestrians ambling homeward, who had probably been out trying to borrow coal from empty coal cars. Then a clock in a neighboring church tower struck 13. Bill's teeth chattered, a dog howled in the distance and Bill could stand it no longer and slid out of bed and put on that part of his clothes he wasn't already wearing and noiselessly hiked for the office, filled up the one wood stove with next day's kindling, pulled up the most comfortable looking office chair in front of the stove, sat down and gradually warmed up and slept. An hour or so later, the old village doctor who had been out on a drive, drove into town, saw the light in the office and came in to warm up. Doc's gray flowing whiskers were profusely decorated with ice-sicles, eye-brows covered with frost and snow on his coat collar. Doc's stamping his feet woke Bill up, who gaped a couple of time, gave Doc the once over and said, "For Heaven's sake, Mister, what room was you in?"

Honest Groceryman.

"Art for your sake," is the slogan of a commercial artist.



# 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   |  |
|--|--|--|--|
| Fruit Jars<br>Jelly Glasses<br>Solar Salt  |  | Hominy   |  |
| <b>AMMONIA</b><br>Arctic Brand<br>12 oz. ovals, 2 doz. box 2 40  |  | <b>Clams</b><br>Little Neck, 1 lb. .... 1 60<br>Clam Bouillon<br>Burnham's 1/2 pt. .... 2 25<br>Burnham's pts. .... 3 75<br>Burnham's qts. .... 7 50   |  |
| <b>AXLE GREASE</b><br>Frazer's<br>1lb. wood boxes, 4 doz. 3 00<br>1lb. tin boxes, 3 doz. 2 35<br>3 1/2 lb. tin boxes, 2 dz. 4 25<br>10lb. pails, per doz. .... 6 00<br>15lb. pails, per doz. .... 7 20<br>25lb. pails, per doz. .... 12 00   |  | <b>Corn</b><br>Fair .....<br>Good ..... 1 85<br>Fancy .....<br><b>French Peas</b><br>Mombadon (Natural)<br>per doz. ....<br>Gooseberries<br>No. 2, Fair .....<br>No. 2, Fancy .....<br><b>Hominy</b><br>Standard ..... 1 25  |  |
| <b>BAKED BEANS</b><br>No. 1, per doz. .... 1 35<br>No. 2, per doz. .... 2 25<br>No. 3, per doz. .... 2 75  |  | <b>CHOCOLATE</b><br>Walter Baker & Co.<br>German's Sweet ..... 24<br>Premium ..... 35<br>Caracas ..... 28<br>Walter M. Lowney Co.<br>Premium, 1/4s ..... 35<br>Premium, 1/2s ..... 35  |  |
| <b>BATH BRICK</b><br>English ..... 95  |  | <b>CHEWING GUM</b><br>Adams Black Jack ..... 65<br>Adams Sappota ..... 70<br>Beeman's Pepsin ..... 65<br>Beechnut ..... 65<br>Doublemint ..... 67<br>Flag Spruce ..... 65<br>Hershey Gum ..... 50<br>Juicy Fruit ..... 67<br>Sterling Gum Pep. .... 65<br>Spearmint, Wrigleys ..... 67<br>Spearmint, 6 box jars 3 85<br>Yucatan ..... 65<br>Zeno ..... 65<br>O. K. Gum ..... 70<br>Wrigleys (5 box asstd.) 65                                |  |
| <b>BLUING</b><br>Jennings'<br>Condensed Pearl Bluing<br>Small, 3 doz. box .... 1 95<br>Large, 2 doz. box .... 2 40   |  | <b>CLOTHES LINE</b><br>Per doz.<br>No. 40 Twisted Cotton 1 65<br>No. 50 Twisted Cotton 2 00<br>No. 60 Twisted Cotton 2 50<br>No. 80 Twisted Cotton 2 65<br>No. 50 Braided Cotton 2 25<br>No. 60 Braided Cotton 2 40<br>No. 80 Braided Cotton 2 90<br>No. 50 Sash Cord ..... 3 00<br>No. 60 Sash Cord ..... 3 50<br>No. 60 Jute ..... 1 25<br>No. 72 Jute ..... 1 40<br>No. 60 Sisal ..... 1 30   |  |
| <b>BREAKFAST FOODS</b><br>Bear Food, Pettijohns 2 85<br>Cracked Wheat, 24-2 ..... 4 60<br>Cream of Wheat ..... 7 50<br>Quaker Puffed Rice ..... 4 30<br>Quaker Puffed Wheat 4 30<br>Quaker Bkfst Biscuit 1 90<br>Quaker Corn Flakes ..... 2 75<br>Washington Crisps ..... 3 30<br>Wheatena ..... 5 10<br>Grape Nuts ..... 2 85<br>Sugar Corn Flakes ..... 2 80<br>Holland Rusk ..... 3 80<br>Krinkle Corn Flakes ..... 2 80<br>Mapl-Flake, Whole<br>Wheat ..... 4 05<br>Minn. Wheat Food ..... 6 50<br>Ralston Wheat Food<br>Large, 18s ..... 2 90<br>Ralston Wht Food 18s 1 95<br>Ross's Whole Wheat<br>Biscuit .....<br>Saxon Wheat Food ..... 4 50<br>Shred Wheat Biscuit 4 25<br>Triscuit, 18 ..... 2 25<br>Pillsbury's Best Cer'l 2 50<br>Post Toasties, T-2 ..... 3 30<br>Post Toasties, T-3 ..... 3 30<br>Post Tavern Porridge 2 80   |  | <b>COCONUT</b><br>Dunham's per lb.<br>1/2s, 5 lb. case ..... 32<br>1/4s, 5 lb. case ..... 31<br>1/2s, 15 lb. case ..... 31<br>1/4s, 15 lb. case ..... 30<br>1/2s, 15 lb. case ..... 29<br>5 and 10c pails ..... 4 25<br>Bulk, pails ..... 23<br>Bulk, barrels ..... 22<br>Baker's Brazil Shredded<br>70 5c pkgs., per case 3 00<br>36 10c pkgs., per case 3 00<br>16 10c and 33 5c pkgs.,<br>per case ..... 3 00<br>Bakers Canned, doz. 1 10 |  |
| <b>BROOMS</b><br>Fancy Parlor, 25 lb. .... 9 50<br>Parlor, 5 String, 25 lb. 8 75<br>Standard Parlor, 23 lb. 8 00<br>Common, 23 lb. .... 8 50<br>Special, 23 lb. .... 7 75<br>Warehouse, 23 lb. .... 10 50  |  | <b>COFFEE ROASTED</b><br>Rio<br>Common ..... 19<br>Fair ..... 19 1/2<br>Choice ..... 20<br>Fancy ..... 21<br>Peaberry ..... 23<br>Santos<br>Common ..... 20<br>Fair ..... 20 1/2<br>Choice ..... 21<br>Fancy ..... 23<br>Peaberry ..... 23<br>Maracaibo<br>Fair ..... 24<br>Choice ..... 25<br>Mexican<br>Choice ..... 25<br>Fancy ..... 26<br>Guatemala<br>Fair ..... 25<br>Fancy ..... 28  |  |
| <b>BRUSHES</b><br>Scrub<br>Solid Back, 8 in. .... 1 00<br>Solid Back, 11 in. .... 1 25<br>Pointed Ends ..... 1 00<br>Stove<br>No. 3 ..... 1 00<br>No. 2 ..... 1 50<br>No. 1 ..... 2 00<br>Shoe<br>No. 1 ..... 1 00<br>No. 2 ..... 1 30<br>No. 3 ..... 1 70<br>No. 4 ..... 1 90   |  | <b>CONDENSED MILK</b><br>Carnation, Tall ..... 6 20<br>Carnation, Baby ..... 6 10<br>Dundee, Tall ..... 6 50<br>Dundee, Baby ..... 5 40<br>Hebe, Tall ..... 5 10<br>Hebe, Baby ..... 5 00  |  |
| <b>BUTTER COLOR</b><br>Dandelion, 25c size .. 2 00   |  | <b>CONDENSED MILK</b><br>Carnation, Tall ..... 6 20<br>Carnation, Baby ..... 6 10<br>Dundee, Tall ..... 6 50<br>Dundee, Baby ..... 5 40<br>Hebe, Tall ..... 5 10<br>Hebe, Baby ..... 5 00  |  |
| <b>CANDLES</b><br>Paraffine, 6s ..... 12 1/2<br>Paraffine, 12s ..... 13 1/2<br>Wicking ..... 46  |  | <b>CONDENSED MILK</b><br>Carnation, Tall ..... 6 20<br>Carnation, Baby ..... 6 10<br>Dundee, Tall ..... 6 50<br>Dundee, Baby ..... 5 40<br>Hebe, Tall ..... 5 10<br>Hebe, Baby ..... 5 00  |  |
| <b>CANNED GOODS</b><br>Apples<br>3 lb. Standards .. @ 5 25<br>No. 10 .....<br>Blackberries<br>2 lb. .... @ 2 25<br>Standard No. 10 .. @ 9 50<br>Beans<br>Baked ..... 1 25 @ 2 25<br>Red Kidney ..... 1 25 @ 1 35<br>String ..... 1 50 @ 2 00<br>Wax ..... 1 50 @ 2 00<br>Blueberries<br>Standard ..... @ 1 75<br>No. 10 ..... @ 8 00   |  | <b>CONDENSED MILK</b><br>Carnation, Tall ..... 6 20<br>Carnation, Baby ..... 6 10<br>Dundee, Tall ..... 6 50<br>Dundee, Baby ..... 5 40<br>Hebe, Tall ..... 5 10<br>Hebe, Baby ..... 5 00  |  |
| <b>CHEESE</b><br>Acme ..... @ 29<br>Carson City ..... @ 28<br>Brick ..... @ 32<br>Leiden ..... @<br>Limburger ..... @ 32<br>Pineapple ..... @<br>Edam ..... @<br>Sap Sago ..... @<br>Swiss, Domestic ..... @   |  | <b>CONDENSED MILK</b><br>Carnation, Tall ..... 6 20<br>Carnation, Baby ..... 6 10<br>Dundee, Tall ..... 6 50<br>Dundee, Baby ..... 5 40<br>Hebe, Tall ..... 5 10<br>Hebe, Baby ..... 5 00  |  |
| <b>CONFECTIONERY</b><br>Stick Candy Pails<br>Horehound ..... 18<br>Standard ..... 18<br>Cases<br>Jumbo ..... 19<br>Big Stick ..... 19<br>Boston Sugar Stick .. 22<br>Mixed Candy Pails<br>Broken ..... 18<br>Cut Loaf ..... 18<br>French Cream ..... 20<br>Gingers ..... 13<br>Kindergarten ..... 19<br>Leader ..... 17<br>Monarch ..... 15<br>Novelty ..... 18<br>Paris Creams ..... 19<br>Premio Creams ..... 22<br>Royal ..... 16<br>Special ..... 16<br>X L O ..... 14<br>Specialties Pails<br>Auto Kisses (baskets) 19<br>Bonnie Butter Bites .. 23<br>Butter Cream Corn .. 21<br>Caramel Bon Bons ..... 20<br>Coconut Croquettes ..... 20<br>Coffy Toffy ..... 22<br>National Mints 7 lb tin 24<br>Fudge, Walnut ..... 22<br>Fudge, Choc Peanut 21<br>Fudge, White Center 21<br>Fudge, Cherry ..... 22<br>Fudge, Coconut ..... 22<br>Honey-Suckle Candy .. 22<br>Iced Maroons ..... 22<br>Iced Orange Jellies .. 19<br>Italian Bon Bons ..... 20<br>AA Licorice Drops ..... 1 85<br>Lozenges, Pep. .... 20<br>Lozenges, Pink ..... 20<br>Manchus ..... 20<br>Molasses Kisses, 10<br>lb. box ..... 20<br>Nut Butter Puffs ..... 20<br>Star Patties, Asst. .... 22<br>Chocolates Pails<br>Assorted Choc. .... 22<br>Amazon Caramels ..... 23<br>Champion ..... 19<br>Choc. Chips, Eureka 26<br>Climax ..... 20<br>Eclipse, Assorted ..... 21<br>Ideal Chocolates ..... 21<br>Klondike Chocolates 27<br>Nabobs ..... 27<br>Nibble Sticks, box .. 1 75<br>1s, 15 lb. case ..... 25<br>Ooro Choc Caramels 25<br>Peanut Clusters ..... 22<br>Quintette ..... 22<br>Regina ..... 18<br>Star Chocolates ..... 20<br>Superior Choc. (light) 22  |  | <b>CONDENSED MILK</b><br>Carnation, Tall ..... 6 20<br>Carnation, Baby ..... 6 10<br>Dundee, Tall ..... 6 50<br>Dundee, Baby ..... 5 40<br>Hebe, Tall ..... 5 10<br>Hebe, Baby ..... 5 00  |  |
| <b>CREAM TARTAR</b><br>Barrels or Drums ..... 63<br>Boxes ..... 15   |  | <b>CONDENSED MILK</b><br>Carnation, Tall ..... 6 20<br>Carnation, Baby ..... 6 10<br>Dundee, Tall ..... 6 50<br>Dundee, Baby ..... 5 40<br>Hebe, Tall ..... 5 10<br>Hebe, Baby ..... 5 00  |  |
| <b>DRIED FRUITS</b><br>Apples<br>Evap'd, Choice, blk @ 16<br>Evap'd Fancy blk. .. @<br>Apricots<br>California ..... @ 21<br>Citron<br>Corsican ..... @ 27<br>Currants<br>Imported, 1 lb. pkg. .. 26<br>Imported, bulk ..... 25 1/2<br>Peaches<br>Muir's-Choice, 25 lb. .. 12<br>Muir's-Fancy, 25 lb. .. 13<br>Fancy, Peeled, 25 lb. .. 16<br>Peel<br>Lemon, American ..... 22<br>Orange, American ..... 23<br>Raisins<br>Cluster, 20 cartons ...<br>Loose Muscatels, 4 Cr. 9<br>Loose Muscatels, 3 Cr. 8 1/2<br>L. M. Seeded 1lb. 10% @ 11<br>California Prunes<br>90-100 25 lb. boxes .. @ 10 1/2<br>80-90 25 lb. boxes .. @ 11<br>70-80 25 lb. boxes .. @ 12<br>60-70 25 lb. boxes .. @ 13 1/2<br>50-60 25 lb. boxes .. @ 14<br>40-50 25 lb. boxes .. @ 15   |  | <b>CONDENSED MILK</b><br>Carnation, Tall ..... 6 20<br>Carnation, Baby ..... 6 10<br>Dundee, Tall ..... 6 50<br>Dundee, Baby ..... 5 40<br>Hebe, Tall ..... 5 10<br>Hebe, Baby ..... 5 00  |  |
| <b>FLOUR AND FEED</b><br>Grand Rapids Grain & Milling Co.<br>Winter Wheat<br>Purity Patent ..... 11 75<br>Fancy Spring ..... 12 50<br>Wizard Graham ..... 11 00<br>Wizard, Gran. Meal 12 00<br>Wizard Buckw't cwt. 8 00<br>Rye ..... 12 00<br>Kaw's Best ..... 11 50<br>valley City Milling Co.<br>Lily White ..... 12 00<br>Graham ..... 5 40<br>Granena Health ..... 5 50<br>Gran. Meal ..... 5 60<br>Bolted Meal ..... 5 50<br>Watson-Higgins Milling Co.<br>New Perfection .... 11 50<br>Worden Grocer Co.<br>Quaker, 1/2s cloth ..... None<br>Quaker, 1/4s cloth ..... None<br>Quaker, 1/2s cloth ..... None<br>Quaker, 1/2s paper ..... None<br>Quaker, 1/4s paper ..... None<br>Kansas Hard Wheat<br>Worden Grocer Co.<br>American Eagle, 1/2s 12 20<br>American Eagle, 1/4s 12 10<br>American Eagle, 1/2s 12 00<br>Spring Wheat<br>Judson Grocer Co.<br>Ceresota, 1/2s cloth ..... None<br>Ceresota, 1/4s cloth ..... None<br>Ceresota, 1/2s cloth ..... None<br>Worden Grocer Co.<br>Wingold, 1/2s cloth Sold Out<br>Wingold, 1/4s cloth Sold Out<br>Wingold, 1/2s cloth Sold Out<br>Meal<br>Bolted ..... 11 80<br>Golden Granulated .. 12 00<br>Wheat<br>Red ..... 2 08<br>White ..... 2 05<br>Oats<br>Michigan carlots ..... 90<br>Less than carlots ..... 93<br>Corn<br>Carlots ..... 2 05<br>Less than carlots ..... 2 10<br>Hay<br>Carlots ..... 28 00<br>Less than carlots ..... 30 00<br>Feed<br>Street Car Feed .... 73 00<br>No. 1 Corn & Oat Fd 73 00<br>Cracked Corn ..... 78 00<br>Coarse Corn Meal .. 78 00<br>FRUIT JARS<br>Mason, pts., per gro. 7 20<br>Mason, qts., per gro. 7 60<br>Mason, 1/2 gal. per gro. 9 95<br>Mason, can tops, gro. 2 80<br>GELATINE<br>Cox's, 1 doz. large ... 1 45<br>Cox's, 1 doz. small .. 90<br>Knox's Sparkling, doz. 1 75<br>Knox's Sparkling, gr. 20 50<br>Knox's Acidu'd doz. ... 1 85<br>Minute, 1 doz. .... 1 25<br>Minute, 3 doz. .... 3 75<br>Nelson's ..... 1 50<br>Oxford ..... 75<br>Plymouth Rock, Phos. 1 40<br>Plymouth Rock, Plain 1 25<br>Waukesha ..... 1 60<br>GRAIN BAGS<br>Broad Gauge, 12 oz. .. 24<br>Climax, 14 oz. .... 29<br>Stark, A, 16 oz. .... |  | <b>CONDENSED MILK</b><br>Carnation, Tall ..... 6 20<br>Carnation, Baby ..... 6 10<br>Dundee, Tall ..... 6 50<br>Dundee, Baby ..... 5 40<br>Hebe, Tall ..... 5 10<br>Hebe, Baby ..... 5 00  |  |
| <b>FISHING TACKLE</b><br>1/2 to 1 in. .... 6<br>1 1/2 to 2 in. .... 7<br>1 1/2 to 2 in. .... 9<br>1 1/2 to 2 in. .... 11<br>2 in. .... 15<br>3 in. .... 20<br>Cotton Lines<br>No. 1, 10 feet ..... 5<br>No. 2, 15 feet ..... 7<br>No. 3, 15 feet ..... 9<br>No. 4, 15 feet ..... 10<br>No. 5, 15 feet ..... 11<br>No. 6, 15 feet ..... 12<br>No. 7, 15 feet ..... 15<br>No. 8, 15 feet ..... 18<br>No. 9, 15 feet ..... 20<br>Linen Lines<br>Small ..... 20<br>Medium ..... 26<br>Large ..... 34<br>Poles<br>Bamboo, 15 ft., per doz. 60<br>Bamboo, 14 ft., per doz. 55<br>Bamboo, 18 ft., per doz. 60   |  | <b>CONDENSED MILK</b><br>Carnation, Tall ..... 6 20<br>Carnation, Baby ..... 6 10<br>Dundee, Tall ..... 6 50<br>Dundee, Baby ..... 5 40<br>Hebe, Tall ..... 5 10<br>Hebe, Baby ..... 5 00  |  |
| <b>HERBS</b><br>Sage ..... 15<br>Hops ..... 15<br>Laurel Leaves ..... 15<br>Senna Leaves ..... 25<br>HIDES AND PELTS<br>Hides<br>Green, No. 1 ..... 15<br>Green, No. 2 ..... 14<br>Cured, No. 1 ..... 17<br>Cured, No. 2 ..... 16<br>Calfskin, green, No. 1 24<br>Calfskin, green, No. 2 22 1/2<br>Calfskin, cured, No. 1 26<br>Calfskin, cured, No. 2 24 1/2<br>Horse, No. 1 ..... 6 00<br>Horse, No. 2 ..... 5 00<br>Pelts<br>Old Wool ..... 75 @ 2 00<br>Lambs ..... 50 @ 1 50<br>Shearlings ..... 50 @ 1 50<br>Tallow<br>Prime ..... @ 13<br>No. 1 ..... @ 12<br>No. 2 ..... @ 11  |  | <b>CONDENSED MILK</b><br>Carnation, Tall ..... 6 20<br>Carnation, Baby ..... 6 10<br>Dundee, Tall ..... 6 50<br>Dundee, Baby ..... 5 40<br>Hebe, Tall ..... 5 10<br>Hebe, Baby ..... 5 00  |  |

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

**FURS**  
Coon, large ..... 4 00  
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, kits ..... 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, Pine-apple, Mint.

**JELLY GLASSES**  
1/4 pt. in bbls., per doz. 32  
1/2 pt. in bbls., per doz. 34  
8 oz. capped in bbls., per doz. .... 34

**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

**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  
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, 1 lb. .... 2 50  
Pitted (not stuffed)  
14 oz. .... 2 50  
Manzanilla, 8 oz. .... 1 10  
Lunch, 10 oz. .... 1 50  
Lunch, 16 oz. .... 2 60  
Queen, Mammoth, 19 oz. .... 5 00  
Queen, Mammoth, 28 oz. .... 6 25  
Olive Chow, 2 doz. cs. per doz. .... 2 25

**PEANUT BUTTER**  
Bel-Car-Mo Brand  
4 oz. 4 doz. in case ..... 3 60  
7 oz. 2 doz. in case ..... 2 90  
8 oz. 2 doz. in case ..... 3 30  
18 oz. 1 doz. in case ..... 3 00  
12 2 lb. pail s. .... 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 80  
Cob, 3 doz. in box ..... 1 25

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

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

**PROVISIONS**  
**Barreled Pork**  
Clear Back ..... 52 00@53 00  
Short Cut Clr 50 00@51 00  
Bean ..... 47 00@48 00  
Brisket, Clear 55 00@56 00  
Pig  
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 1/2  
60 lb. tubs ..... advance 1/2  
50 lb. tubs ..... advance 1/2  
20 lb. pails ..... advance 1/2  
10 lb. pails ..... advance 1/2  
5 lb. pails ..... advance 1/2  
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 28 @23 1/2  
Picnic Balled  
Hams ..... 31 @32  
Boiled Hams ..... 41 @42  
Minced Hams ..... 20 @21  
Bacon ..... 37 @42

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

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

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

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

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

**Uncolored Oleomargarine**  
Solid Dairy ..... 23 @ 26  
Country Rolls ..... 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, 1/4s ..... 52  
Deviled Meat, Ham  
Flavor, 1/4s ..... 52  
Deviled Meat, Ham  
Flavor, 1/4s ..... 1 00  
Potted Tongue, 1/4s ..... 55  
Potted Tongue, 1/4s ..... 1 00

**RICE**  
Fancy .....  
Blue Rose ..... 3 1/2@3 1/2  
Broken ..... 7 @7 1/4

**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 ..... 1 60

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

**SALERATUS**  
Packed 60 lbs. in box.  
Arm and Hammer ..... 3 10  
Wyandotte, 100 1/4s ..... 3 00

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

**SALT**  
**Diamond Crystal**  
150 2 lb. sacks ..... 4 85  
75 4 lb. sacks ..... 4 60  
24 12 lb. sacks ..... 4 25  
280 lb. bulk butter ..... 3 02  
280 lb. bulk cheese ..... 3 02  
280 lb. bulk Shaker ..... 3 42  
28 lb. cotton sk. butter 37 1/2  
56 lb. linen sk. butter 80  
24 2 lbs. Shaker ..... 1 70  
D. C. Table, 30 2 lbs. .... 1 30  
D. C. Cooking, 24 4 lbs. 1 70  
D. C. Meat, 35 lb. bags 4 10  
D. C. Meat, 70 lb. bags 80  
D. C. Stock briquettes  
18s ..... 1 20  
D. C. Block Stock 50 lb. 40

**Solar Rook**  
56 lb. sacks ..... 45

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

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

**Holland Herring**  
Standards, bbls. ....  
Y. M. bbls. ....  
Standard, kegs .....  
Y. M. kegs .....  
**Herring**  
Full Fat Herring, 350 to 400 count ..... 13 50  
Spiced, 8 lb. pails ..... 95

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

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

**Lake Herring**  
8 lbs. .... 54

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

**SHOE BLACKING**  
Handy Box, large 3 dz. 5 50  
Handy Box, small ..... 1 25  
Bixby's Royal Polish 85  
Miller's Crown Polish 85

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

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

**SPICES**  
**Whole Spices**  
Allspice, Jamaica ..... 9@10  
Allspice, lg. Garden @11  
Cloves, Zanzibar ..... @50  
Cassia, Canton ..... @20  
Cassia, 5c pkg. doz. @35  
Ginger, African ..... @15  
Ginger, Cochin ..... @20  
Mace, Penang ..... @90  
Mixed, No. 1 ..... @17  
Mixed, No. 2 ..... @16  
Mixed, 5c pkgs. dz. @45  
Nutmegs, 70-80 ..... @35  
Nutmegs, 105-110 ..... @30  
Pepper, Black ..... @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 @40  
Pepper, Cayenne @30  
Paprika, Hungarian @45

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

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

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

**SYRUPS**  
**Corn**  
Barrels ..... 72  
Half barrels ..... 75  
Blue Karo, No. 1 1/2 ..... 2 65  
2 doz. .... 3 30  
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 doz. 4 40  
Red Karo, No. 5, 1 dz. 4 25  
Red Karo, No. 10 1/2 doz. .... 4 00

**Pure Cane**  
Fair .....  
Good .....  
Choice ..... 70

**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**  
Dornbos Single ..... 37 00  
Binder ..... 37 00  
Dornbos, Perfectos ..... 37 00  
Dornbos, Bismarck 73 00  
Allan D. Grant ..... 65 00  
Allan D. .... 35 00

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

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

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

**TWINE**  
Cotton, 3 ply ..... 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 pickles 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 ..... 1 20  
Bushels, wide band ..... 1 45  
Market, drop handle ..... 55  
Market, single handle 60  
Splint, large ..... 4 00  
Splint, medium ..... 3 50  
Splint, small ..... 3 00

**Willow, Clothes, large**  
Willow, Clothes, small  
Willow, Clothes, me'm

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

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

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

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

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

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

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

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

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

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

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

**WRAPPING PAPER**  
Fibre, Manila, white .. 5  
Fibre, Manila, colored  
No. 1 Manila ..... 6 1/2  
Butchers' Manila ..... 6  
Kraft ..... 8 1/2  
Wax Butter, short c't 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  
Chimax ..... 4 60  
Lautz Naphtha ..... 5 50  
Queen White ..... 4 95  
Oak Leaf ..... 5 00  
Queen Anne ..... 5 00

**Proctor & Gamble Co.**  
Lenox ..... 4 75  
Ivory, 6 oz. .... 5 65  
Ivory, 10 oz. .... 9 20  
Star ..... 4 85

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

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

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

**SPECIAL Price Current**

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

**BAKING POWDER**  
**K C**  
10c, 4 doz. in case .... 95  
15c, 4 doz. in case .... 1 40  
25c, 4 doz. in case .... 2 35  
50c, 2 doz. plain top 4 50  
80c, 1 doz. plain top 7 00  
10 lb. 1/2 dz., plain top 14 00  
K C Baking Powder is guaranteed to comply with ALL Pure Food Laws, both State and National.

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



**AXLE GREASE**



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

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

**THE ONLY 5c CLEANSER**



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

**SALT**  
**MORTON'S**  
FREE RUNNING  
SALT  
IT POURS  
MORTON SALT COMPANY

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

### Pickings Picked Up in the Windy City.

Chicago, Feb. 4.—Three cheers! One Saturday gone by without snow.

The auto show came to a close Feb. 2. It is said that the sale of pleasure and commercial cars was very heavy.

Roy Youngs, of Detroit, spent the past week in Chicago on business, staying at the Palmer House.

C. J. Oswald, of Grand Rapids, was a Chicago visitor last week, stopping at the Morrison Hotel.

One of the popular young salesman who gave the auto show the "once over" last week was L. C. MacGregor, of Detroit. Mac is the branch manager of the Portage Rubber Co., at Detroit. More power to you, Mac!

The crooks of the city are now getting their bit—not only in money, but in human lives. Most every night there is someone murdered by a crook. It seems that at the present time they are picking on the police.

Real estate business in Chicago is showing a little improvement, but not much.

Charles Cartier, of Grand Rapids, with his son, spent Sunday in Chicago visiting his brother, George Cartier, who is at Mercy Hospital. George Cartier makes his home in South Bend, Wash., formerly of Grand Rapids, Mich.

David M. Zolla, of 370 East Twenty-sixth street, is now in New York City on business as well as pleasure. Mr. Zolla is one of the Chicago jobbers of Dutch Master cigars.

The roads throughout the outskirts of Chicago are still in very bad condition on account of the heavy snows. Dealers and jobbers find it almost impossible to make deliveries.

One of the pretty sights along the Lake Shore at this time which one ought to see is the different designs which have been formed by the ice, as it has been washed up along the shores. One could hardly believe it, but some of the designs form houses, animals, etc. People of Chicago are very much interested. Anyone would think people were on their way to take a dip, if it wasn't known that the weather was so cold.

One of the big conventions now going on in Chicago is the toy manufacturers of this country. Every toy on display is made in this country. The hotels look like toy shops.

Business in Chicago, considering the weather, and the fuelless days, is very good. All dealers report this January much better than a year ago.

Carl Carlson, of Carlson Bros., wholesale tobacco and cigar dealers, has gone to Los Angeles to spend the winter.

The Rosehill Cemetery property, lying between Ravenswood and Western, Bryn Mawr, Balmoral and Peterson avenues, is valued at \$8,000,000. This fact was disclosed in the LaSalle Trust and Savings Bank hearing before Master-in-Chancery Louis J. Behan. Arthur W. Vercoe, a banker of Highland Park and treasurer of the cemetery company, declared that to be the value of the property, above all liabilities of the owning company, the sale of the lots representing clear profit, as the expenses are said to be met from other sources of income.

The city building department has issued a permit for Butler Brothers' fourteen story annex in Canal street, between Washington and Randolph streets, 3 west front, 382 x 151 feet, the cost being placed at \$2,500,000. Attention has been called this improvement frequently. The structure is being erected by the Chicago Union Station Company as part of the deal by which the company acquired two old buildings formerly occupied by Butler Brothers and sold to Edward B. Butler and William R. Linn the site between Washington and Randolph for \$1,700,000, in January, 1916 and agreed to erect the new building.

Work upon the building will be rushed to completion as rapidly as possible, but it is not definitely known just when it will be finished because of prevailing abnormal conditions.

Robert R. Forgan, Vice-President of the National City Bank, and a son of David R. Forgan, President of the bank, has returned to Chicago, after four weeks in Washington, where he assisted in the organization of the War Credits Board, which has to do with lending Government aid to manufacturers of army supplies and equipment. The work of organizing the board is now finished and he will remain here the greater part of the time. He thought that his association with the banking business in Chicago had given him an idea of volume, but the magnitude of the transactions of the Government, he states, is staggering. Much of the delay in the departments at the present time is due to red tape, and the law with which the officials are compelled to comply or violate their oath of office.

With Wilbur D. Nesbit as publicity director of the next Liberty loan in this district, the affair should move rhythmically. Mr. Nesbit will have a publicity organization in every one of the 500 or more counties in the district. The campaign will be directed from the sixth floor of the Standard Trust and Savings Bank building, 105 West Monroe street.

Charles W. Reattoir.

### Lip Reading For the Deaf.

Detroit, Feb. 4.—You have in the past taken a good deal of kindly interest in the problems of those who lose their hearing in adult life, for I have read several interesting contributions on this subject in your paper during the last year or two.

It is perhaps not so generally known that the present age has brought the dawn of a new era for the hard of hearing and deaf. Whereas in the past they often became outcasts from human society because of their inability to perceive with rapidity the more or less inane talk of their fellow-beings, they are now trained to understand natural conversation by watching the movements of the lips of the speaker. And, oh, what a difference there is between the deaf man or woman who reads the lips and the non-lip-reading deaf person.

At a recent lip-reading "bee" of the Manhattan School for the Hard of Hearing, a "lipodrama," entitled "None So Deaf As Those Who Won't see," was produced, and understood by the hard of hearing portion of the audience by sight alone. I never saw such a happy audience, by the way.

So many of my fellow-sufferers, however, are still so sensitive about their defect in hearing that I would like to point out to them how very much the losers they are by their lack of interest and prejudice towards the study of lip-reading—a study that has a vitalizing power in restoring the despondent deaf to a normal life.

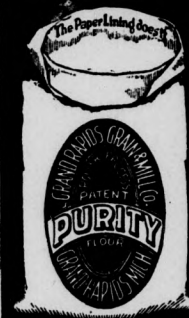
Mary D. Somers.

Western agricultural products are well past anything sensational in the line of Government control, but cotton is in the midst of that sort of thing, or at least the traders have elected to be scared. The announcement that President Wilson intended to get legislation giving him power to regulate the prices of food and other commodities was thought to hit the cotton trade, and there was a drop of nearly  $\frac{3}{4}$  of a cent in the New York quotations. Holders, especially those of the South, who had been talking the highest figures surrendered to this report. It is a long way from the present alleged intention of the President to anything actual but control of

cotton, which heretofore has been left almost entirely to itself, is one of the probabilities of the future. The Government having taken charge of other raw materials, such as iron and copper, there is no reason why cotton should not come into the same category. Prices of middling uplands in New York this week have had a range of 31.75 to 32.30 against 31.75 to 32.65 last week. Changes in the price of cotton seemingly have little effect on fabrics. The list is quite as strong as ever. Standard print cloths at the primary markets are quoted at  $9\frac{3}{4}$  against 6 a year ago. Distributors are considerably worried in regard to the supply of goods in view of curtailment in production. The export trade would suffer particularly in that case. The domestic demand appears to be as great as ever, the buying for fall as active as at any time since the war began.

The important place that silver has taken in the finances of the world is one of the interesting incidents of the war. The entente powers must have more silver, partly because that is a convenient medium for the payment of troops and the purchase of supplies, but also because it is a money metal and anything hard back of the paper money of the time is much needed. Legislation is now proposed in this country under which the major portion of the 568,000,000 standard silver dollars shall be exported to our Allies, the silver certificates issued against this metal to be converted into Federal reserve notes. If the metal were sold at \$1 per ounce pure it would leave the Government a little profit, allowance being made for seigniorage. Meanwhile the subject of an arbitrary price for silver purchased by the Government is under consideration. It is presumed that price will be \$1 per ounce. The country can well spare this metal now that we have means of easily converting the circulation into bank notes. The dollars themselves have circulated little except in the smaller towns and particularly in the South. They are too big for convenience. We might just as well be handling Federal reserve notes as silver certificates. A price such as is now contemplated for the silver production of this country. Mexico and Canada will probably stimulate the mining of the metal. Europe wants it and we can get along without it.

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



Write us today for exclusive sale proposition covering your market for

**Purity Patent Flour**

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

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

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

## Guaranteed Prices on Good Goods

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

## Butler Brothers

Exclusive Wholesalers of  
General Merchandise

New York Chicago  
St. Louis Minneapolis  
Dallas



WHILE there is no food that will replace bread in the American home, a careful use of it will bring about a tremendous saving in the wheat supply.

The best bread is made with  
**FLEISCHMANN'S YEAST**

**The Fleischmann Company**



# 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.

**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

## 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 8½ acres of land, two good dwellings, cattle barn, horse barn, large silo, etc.

Correspondence solicited.

W. H. Hood, Portland, Indiana.

**For Sale—**One of the best grocery and confectionery stores in this city. Stock and fixtures inventory around \$1,400. Will sell store building or rent it. This is a paying proposition. Average sales, \$300 per week. No delivery expense. Address No. 543, care Michigan Tradesman. 543

**Bakery For Sale—**Good town in heart of fruit and berry country. Bargain if taken soon. Address 112 W. Spring St., Neosho, Missouri. 537

**Wanted—**To hear from owner of good business for sale. State cash price, full description. D. F. Bush, Minneapolis, Minnesota. 538

**Bargains—**Bargains—Send for free magazine of General Merchandise store for sale, any kind anywhere. Western Sales Agency, Minneapolis, Minn. 539

**Hardware Business—**For sale, account dissolution partnership. Leading hardware business city 2,500; farming community; \$15,000 cash will swing; over \$12,000 net profits in 1917; clean stock, efficient help; present owners started without experience, cleared \$40,000 in last six years. Box M, David City, Nebraska. 540

**Beautiful 160-acre farm** to exchange for large general Mercantile Business. 160 acres, best soil, plenty buildings, partly tiled, two miles from State Normal. Business must be in good town and good location. Good chance for some one wishing to retire as I would take real estate and stock. Send full particulars with first letter. N. D. Gover, Mt. Pleasant, Michigan. 541

**General Merchant Wanted—**Exceptional opportunity for a general store business in a small North Dakota town, in Benson county. Store building and fixtures can be bought or rented. For particulars address Powers Elevator Co., 1004 Flour Exchange, Minneapolis, Minn. 542

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

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

**For Sale—**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 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 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

**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 Egly counter registers, five eight foot cloak racks, one large revolving lace rack, one Lampson cable cash carrier system, one large triplicate floor mirror. Fletcher-Alderman Co., Jackson, Mich. 520

**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

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

## Collections.

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

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

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

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

**For Sale—**Having decided to quit business I will sell at a liberal discount all or any part of my drug stock consisting of drugs, sundries, patent medicines, Nyal line, stationery, wall paper, window shades, furniture and fixtures, consisting of McCourt label cabinet, safe, counter balances, prescription balances, post card rack, shelf bottles, National cash register, desk and floor cases, etc. Theo. G. DePeel, Onondaga, Mich. 475

## POSITION WANTED.

**Wanted—**Position by young married man past draft age. Experience in general line such as dry goods, boots and shoes, groceries and gents' furnishings. Can give very best of references. Address 426 Court street, Hastings, Mich. 544

## SEE NEXT PAGE.

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

## 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.

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**Made In Grand Rapids**

### THE THIRD LIBERTY LOAN.

The continued decline of the Liberty bonds, and the fall of all issues last week to new low records, has rendered the problem of the next loan increasingly acute. Can the next loan be floated at 4 per cent.? Is it to be expected that a man who can buy a Government bond in the open market for \$96 will pay the Government \$100 for a bond exactly similar, and how many men will do this? One condition must be fulfilled—the rate must be high enough to ensure that the whole next issue will be taken. But a second condition is almost equally desirable. The rate—and by this must be understood the actual, not simply the nominal, rate—should not be the slightest bit higher than is necessary to make the loan a success. It would be unfortunate to have it so. It would cost the Government more money, and, more important than that, it would bring an unnecessary further decline in all other fixed-rate securities.

Will a rate of 4½ per cent. be necessary? The bonds are selling now on about a 4¼ per cent. basis. To fix 4¼ per cent. as the rate for the next loan would be clumsy, cumbersome to figure, and the ¼ of 1 per cent. additional would make no popular appeal. If the loan be offered below par, as are the European war loans, it would meet the complication of loans already outstanding to be converted; and in order to keep the spirit of its contract the Government would have to issue conversion loans at par on a basis to correspond with the actual rate of the bonds offered below par. Nor is this to speak of the fetish for par which persists among American legislators, which would perhaps create an insurmountable opposition to any offer under par.

There remains the device of making the bonds redeemable at a premium. A twenty-year 4 per cent. bond, redeemable at 105, for instance, would actually bear 4¼ per cent. interest. The Government would save the extra payment until the end of the period for which the bonds run. A finer adjustment would be possible than with a straight interest rate. For instance, if it were thought that the rate needed to be higher than 4¼ per cent., but not so high as 4½ (which on a twenty-year 4 per cent. bond would be equivalent to a redemption price of 110), the redemption could be fixed somewhere between, as 108. And a popular appeal could be made, featuring the redemption price of the bonds, somewhat along the lines of the lines of the War Savings Stamp appeal: "\$5 for \$4.12."

The country is expected this year to sow well over 60,000,000 acres of wheat; and as the farmers, although sowing a million acres more winter wheat than ever before, have fallen short of the 44,500,000 acres asked of them, and much has been winter-killed, the spring planting must be correspondingly large—over 20,000,000 acres. The farmers last fall were asked to put 5,000,000 acres in winter rye, and the South to plant winter oats to the extent to which suitable seed was available. It is planned

to maintain the bean acreage of 1917, greater by 85 per cent. than in 1916, and the greatly increased potato acreage. Recommendations concerning the corn and oats acreage have not yet been given out. Mr. Hoover has told us that the world's shortage of live stock amounted last fall to about 115,000,000 cattle, hogs, and sheep; and National and state Governments are already eagerly encouraging hog production and the slower raising of sheep and beef. Hog cholera is being fought with increased energy, and the farmers urged to use pasture and forage as far as possible in growing pork, to save grain; to get more beef the Government is making a further drive against the cattle tick, encouraging the transfer of live stock from areas liable to drought to those of plentiful feed, using all Federal grazing lands, forming more boys' beef clubs, and appointing many more agents to demonstrate the possibilities of extending cattle growing. State and national agencies are preaching the development of truck farming in neglected areas so as to minimize the shipment of perishables. The Government's plans to facilitate marketing and distribution are meanwhile being developed to give every farmer just returns and stabilized prices.

The news that sixteen big German liners are now carrying large numbers of American troops to France will be sorry reading in Germany. Here is a clear case where Yankee wits and Yankee ingenuity have been superior to long-planned German machinations that were to have disabled these ships for the duration of the war. There have been many romances of the seas since this war began—the cruises of the Emden, the Ayesha, the remarkable voyage of the Appam with a handful of Germans standing guard over a hundred and fifty British, and the sailing of some survivors of Spee's fleet in small boats from the Falkland Islands all the way to Germany. But surely nothing is more dramatic than the way the American engineers took hold of these wrecked German ships and repaired them by devices not deemed possible, in some cases even improving upon the engines as originally built. Some day Kipling, perhaps, will turn his genius to the telling of this story. As it is, the failure of the Germans at the Hoboken and Manhattan piers has put the United States in possession of 600,000 tons of shipping—perhaps all they need for the transporting of troops—and this without interfering with the rest of our merchant fleet. It is a case where "German thoroughness" absolutely failed. Berlin had better take warning. A nation which can do a job like this in six months is not to be sneered at.

If any one thinks the men behind the grocery counter keep their families supplied with sugar, just listen. The wife of a grocery clerk who has worked seven or eight years in one store remarked the other day she had had only two pounds of sugar in over eight weeks.

An indexed memory is to the thinker what a well ordered tool chest is to the artisan.

### INCENTIVE TO WIN THE WAR.

The muscle and money that turn the wheels of industry, that support the soldiers and that will bring victory in the end must come from the great mass of the people. The United States is rich in resources. It is rich in man-power. It is richest of all in the spirit of its people. The people of the United States are awakening to their own great capabilities. Shown the need for supporting the war, even beyond what they have already done, there can be no question of the response of the whole population.

To-day the eyes of all mankind are directed upon us, "the eyes of the earth," as one of our statesmen has expressed it, "with hope and expectancy, the eyes of the military autocracy of Germany with outward contempt but inward fear."

Therefore, while carrying on the Nation's war business at the highest possible speed, can there be any reason why we should not reduce our expenditure for things that do not promote efficiency in mind or body, and turn what we save into the Government purse? The man who believes in his country and in himself will find no hesitancy in making his reply.

Economy must be general, and all must save for victory as one man. All must work with a single object in view; the object of manifesting complete loyalty to and support of a noble cause. There is no one so poor that he cannot do his part. Thrift is called the foundation of the power of nations; as such it is absolutely vital to the welfare of the American people.

We must be ungrudging in what we do, for if our most bitter war experiences are still to come, only thus shall we have prepared for them. It is a keen incentive we have for economy, for saving and for work.

We are pledged to keep this incentive constantly before us, to hold ourselves steadfastly to it. It is the incentive to win the war.

### Wholesale Grocer Closed For a Month.

Promises that sugar would be given away with tickets to a theater in Paterson, N. J., have led to another suspension of a Food Administration license. D. Nochimson, a wholesale grocer, will be forced to close his doors for the entire month of February and has been forbidden to deal in any commodities licensed under the Food Control Act. Should he fail to observe this order, his license will be permanently revoked, according to an announcement issued to-day by the United States Food Administration.

Nochimson was tried on the specific charge of having sold to a individual more sugar than was required for a reasonable length of time. The sale was made to Lew Watson, manager of the Orpheum theater. In his defense Nochimson claimed that a man unknown to him had asked for a price on 400 pounds of sugar. He said he took for granted that the man was a dealer. The price being satis-

factory, Watson purchased and advertised in December that one pound would be given away with each 375 tickets bearing lucky numbers.

Many restaurant proprietors as well as some housekeepers allege that they do not live up to Mr. Hoover's wheat-saving regulations more faithfully because the substitutes for wheat are difficult to obtain and at the same time more expensive than white flour. In all likelihood the people who advance this excuse are, for the most part, persons too indolent and too little patriotic to meet the Food Administrator's very moderate demands. But, nevertheless, they should be given no basis of fact for their complaints. Rye, oats, corn, and graham ought to be cheaper and more easily obtainable than wheat flour, and if, at the present time, in certain localities this is not the case, that is probably due to lack of foresight on the part of dealers and retailers and to present congestion of transportation. Our corn crop has been the greatest ever harvested in this country, and even if a very small fraction of it was spoiled in storage, enough still remains to feed the whole country. Recent reports state that all the grains, exclusive of wheat, have come down in price. That indicates a desirable trend. Mr. Hoover should, and undoubtedly he will, see to it that every large center is provided with ample quantities of these cheap substitutes.

Figures and estimates have been published of the economic loss through "heatless Mondays," but the value and accuracy of the estimates are more than dubious. An extra holiday may conceivably increase a worker's capacity for production during the remainder of the week. Often, in fact, the loss on Monday is being made up by overtime during the rest of the week. But take, for example, the question of sales. It is a delicate problem how much of the business is actually lost, and how much merely deferred. If a restaurant is closed on a heatless day, that is a loss, and cannot be made up. If a general store is closed, that is in the main a mere deferment. If a man wishes a suit or a cravat, and he cannot get it Monday, he will wait until Tuesday. His needs remain and must be filled. Between the extremes of these examples are a gradation of businesses where business is partly lost and partly deferred.

The programme prepared for the twenty-fourth annual convention of the Michigan Retail Hardware Association, to be held at Saginaw next week, is a model publication and reflects much credit on Secretary Scott, under whose auspices the programme was issued.

### BUSINESS CHANCES.

For Sale—Champion Account Register, holds 220 accounts, besides miscellaneous. Used six months, good as new. Cost \$180; will sell for \$125. Reason, going out of business. Guaranteed fireproof. E. J. Kline, Kent, Ohio. 545

Attractive paying clothing, furnishing, shoe business. Owner to sell. Splendid lines, clean stock, best location, window fixtures, business increasing, small expenses. Start with well established, substantial trade; rich farms surrounding; factories. Town 5,000. Enjoy living here; money maker. Write L. Robinson, Charlotte, Michigan. 546