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Feb 13 1918

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS. EST. 1883

Thirty-Fifth Year

GRAND RAPIDS, WEDNESDAY, FEBRUARY 13, 1918

Number 1795



These Three Real Letters

comprising an inquiry, our reply and the resulting order, explain quite fully

The "Hilco" Profit Sharing System

The Perfect Premium Plan for Merchants

If you are at all interested in solving the *two great problems* of the average merchant—viz: "How to Increase Cash Business" and "How to Compete With Mail Order Houses" you will be wise to investigate this Plan at once.

Please Read These Letters

Letter No. 1—The Inquiry

THE PHYSICIANS PHARMACY CO., Prescription Pharmacists, 230 North Phelps Street
HINKLE-LEADSTONE CO., Chicago, Ill. Youngstown, Ohio, January 21, 1918.
Gentlemen:—Please furnish the following: Specimen Catalog and details regarding Premium Service.
Yours very truly, THE PHYSICIANS PHARMACY CO.

Letter No. 2—Our Reply

HINKLE-LEADSTONE CO.—Trade Building System
THE PHYSICIANS PHARMACY CO., Youngstown, Ohio Chicago, Ill., January 23, 1918.
Gentlemen:—Noting your interest in the Premium Method of Merchandising as evidenced by your request of the 21st for details of the "Hilco" Profit Sharing System, we are glad to acquaint you with what is recognized by Trade Journals everywhere to be the PERFECT PREMIUM PLAN. We mention Trade Journals because as a rule they are antagonistic to the use of Premiums, but they find nothing objectionable in the "Hilco" Plan — on the contrary are pleased to recommend it.
Under separate cover we are mailing you specimen copy of our Premium Catalog, Coupons and Circulars, also one of our booklets entitled "Cash in Your Till versus Accounts on Your Books," which explains the plan and TELLS YOU HOW TO GET THE BUSINESS.
In a nutshell, however, gentlemen, the "Hilco" Trade Building System was devised expressly to provide a merchant with a Premium Plan which he could conduct under his own name at a cost so low that any business could afford it. While not quite six years old this "Merchants' Own Plan" has become so popular that we have already installed it in over thirty-five different states and are answering inquiries from points in Hawaii, Philippine Islands, South America, Mexico and Canada, as well as from all parts of the United States.
The secret of its popularity is in the fact that it is operated on a 3% redemption basis—that actual results only are paid for. When the merchant is required to buy a premium he has the satisfaction of knowing he has had 33-1/3 times the cost of the premium in cash trade from that particular customer.
INCREASED CASH SALES, DECREASED CREDIT ACCOUNTS, NEW BUSINESS FROM CUSTOMERS OF MAIL ORDER HOUSES, follow just as naturally as water runs down hill.
You can secure the exclusive use of this plan for your business in Youngstown, by sending us the enclosed postal order for the necessary supplies. This calls for an assortment costing \$29.50 F. O. B. Chicago, subject to 2% cash discount. Half the quantity shipped for \$15.00 net.
Yours very truly, HINKLE-LEADSTONE CO.

Letter No. 3—The Resulting Order

THE PHYSICIANS PHARMACY CO., Prescription Pharmacists, 230 North Phelps Street
HINKLE-LEADSTONE CO., Chicago, Ill. Youngstown, Ohio, January 26, 1918.
Gentlemen:—We have your letter of the 23rd, also your specimen catalog and general information which arrived this morning. We have gone over this proposition in detail and have decided to give your plan a fair trial. We have considered using a "profit sharing" plan for some time but this is the first "gilt edge" proposition that we have come in contact with.
We note in yours of the 23rd that you will ship half the quantity of supplies for \$15.00 net, and have filled out the enclosed card for that amount, but desire that you send the full amount of printed circulars (500 each), and should there be an extra charge for this we will be willing to stand it.
We desire to inaugurate this system on February 1st, and will appreciate your co-operation in getting these supplies to us on that date.
Yours very truly, THE PHYSICIANS PHARMACY CO.



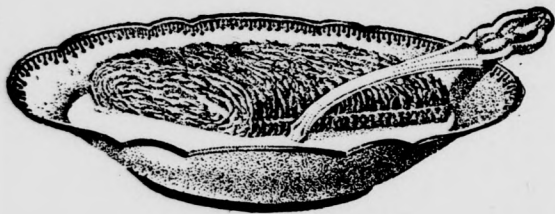
MAIL THIS COUPON

HINKLE-LEADSTONE CO.,
180 N. Wabash Ave., Chicago
Gentlemen: Please mail us FREE of charge your new booklet, *Cash in Your Till Versus Accounts on Your Books*, and other information.
Firm
Town..... State.....

We have published a little book entitled "Cash in Your Till Versus Accounts on Your Books" which describes the "Hilco" Plan in detail. Fill in the coupon and get a copy FREE.

HINKLE-LEADSTONE CO.
180 N. Wabash Ave., Chicago

Your Real "Liberty Loaf"



You are not only conserving a great food staple, but you are promoting the health, happiness and working efficiency of your customers when you sell them

Shredded Wheat Biscuit

It is the real "liberty loaf," because it is 100 per cent. pure whole wheat grain prepared in a digestible form. Thousands of families substitute it for meat and eggs and other expensive foods. It is *all* food. It is backed by twenty years of world-wide advertising and by a broad, fair trade policy. Two or three of these crisp little loaves of baked whole wheat with milk and with sliced bananas, baked apples, prunes, or other fruits, make a nourishing, satisfying meal at a cost of a few cents.

Made only by

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

PINE TREE

BRAND

Timothy Seed



AN EXTRA
RECLEANED AND
PURE SEED
AT
MODERATE COST

DEALERS
WRITE FOR
SAMPLE, TEST
AND PRICE

The Albert Dickinson Co
SEED MERCHANTS

Established 1855

CHICAGO

MINNEAPOLIS

Three Sure Winners



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.

MICHIGAN TRADESMAN

Thirty-Fifth Year

GRAND RAPIDS, WEDNESDAY, FEBRUARY 13, 1918

Number 1795

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THE WAR AND BROTHERHOOD

Two ideals have met in the great international crisis: one to be cultivated as the furthering of our own ideals, and the other to be avoided as enmeshing us in the conditions which have caused the downfall of other nations.

Slowly, but forcefully, the larger part of the world has been made to realize its solidarity against any people who would ruthlessly destroy the resources of mankind, and dimly, but no less forcefully, the larger part of the world is being made to see the enslavement and ultimate destruction residing in intense nationality.

Men have thought to harness the material resources of the world for their ease, comfort, and luxury, but just as surely does all history teach that man can exercise but a stewardship of such resources. The use and development of the world's resources is limited, without exchange; and the activities of exchange establish interests and create relations which become more binding than those of the trade which aroused and stimulated them.

The recognition of the rights of the other man to live and to enjoy, which results from contact with him, can not be avoided even by those on selfish missions; and, in the pathological conditions produced by the unlimited exercise of power in a single direction of dominance and control of other men, either carries its own corrective, or it ends in the death of the nation which is too blind to see the truth.

The conditions which have arisen in Europe must show us the folly and self-destruction of a vainglorious nation. All men are literally brothers, and they have arisen from the remote corners of the earth to smite the hideous thing which has arisen in their midst; a thing which despises that brotherhood and ridicules their sympathy.

Color, caste, wealth, and all artificial distinctions have disappeared in the face of the common danger and the basic human instincts. A great democracy of the world has arisen in the form of an armed host and its

attendant activities, back to the fire-side of the humblest home and beneath the thatched roof of the African Kraal. In single and lonely opposition to it all stands the people whose blindness has made them victims of the very nationality from which they expected so much.

Brotherhood is moral and eternal, while nationality is the product of the minds of men and is temporal. Brotherhood is unselfish and can suffer, while nationality is grasping, unfeeling, and is destroyed by what it loses as by what it takes.

Surely we can strive for "A new birth of freedom, and here highly resolve, that a nation of the people, for the people, by the people, shall not perish from the earth."

The solemn declarations of America, backed up by her deeds, and inspired and reinforced by her practices at home, all indicate the realization of brotherhood and the decline of that intense national idea which has proved the stumbling block of all the peoples of the earth. America is an ideal, and the supreme good of the great war has been its enshrinement.

That the workman now has greater opportunity than for years to choose the type and conditions of work he wants is tacitly emphasized by the report of the Federal Employment Service. It sees the balance a fair one between labor supply and labor demand: "every able and willing worker can be well employed during the current year, and the needs of every industry can in a reasonable time be filled." There are local shortages which should encourage the justly discontented to seek a situation with better wages, better hours, or better housing; thus the East wants shipyard workers, the industrial cities of the Great Lakes automobile workers and machinists, and "Omaha has two jobs open to every person seeking work." But there is no such general shortage as to encourage demand for the special importation of labor, unless we are to use Porto Ricans to answer strictly seasonal agricultural needs in the East and bring in a half million Japs and Chinamen to cultivate the fields, orchards and vineries of the Pacific coast.

When you see a clerk or salesman—or any kind of an employe, for that matter—who fails to make good, you will note that he is working for a concern, instead of working with it. He lives for what he can get out of life, not for what life would give him.

Persistency is characteristic of all men who have accomplished anything great.

COLD STORAGE AGREEMENT.

People who watch the gradual evolution of trade co-ordination under the official sanction of governmental control—especially those who regard the wartime measures as likely to pave the way for permanent principles of fair trading—will find more than usual interest in the rules agreed upon, last week, at a conference in Washington, for the control of cold storage products.

Incidentally, it only emphasizes again the effect of Mr. Hoover's attitude toward the business man and his practices. That the much-discussed, much condemned cold storage "barons" should voluntarily abandon the speculative opportunities of cold storage and adopt the theory that their goods are, in a mercantile sense, non-perishable, is going far in testing the spirit of co-operation and patriotic sacrifice. It would seem as though in doing that, Mr. Hoover had accomplished more in a single conference than millions of columns of newspaper prattle and untold volumes of reformer-evolved hot air have wrought in years and misdirected and misconceived agitation.

In the agreement lies many significant features, such as the determination of what a "wholesaler," a "retailer," a "commission man," a "jobber," a "producer" and (new factor discovered) a "supplier" are, and what functional part of the distributive plan each must perform to justify his existence. It sets up the rightful percentage of each in the margin of price between producer and consumer. It even assures the rightful place of the "broker" in the scheme and, above all, it sets in position the functional public service of the cold storage warehouse.

All this is progress in the line of co-ordinating trade and in making clear the frequently camouflaged place of "middlemen." Backed by the assent of the trade it will be useful in constructing whatever measure of organized system shall survive after the war. But it has in it also the point of possible peril, in allowing official dictation of price and reward for service, rather than leaving room for the play of individual opinion and the competitive tribunal. In time of war such regulation doubtless is desirable and necessary, but as a hard and fast basis for future exercise of Governmental domination of business it might be well to have a caution, lest business be wholly of the slot machine order.

THE LANGUAGE OF BUTCHERY

Form all parts of the country come reports of revolts against the German language in the public schools. Even in Grand Rapids the pro-German influence is not sufficiently strong to stem the tide against the language of butchery.

The Tradesman would go the limit in this matter by enacting a law forbidding the use of the German language anywhere in the United States and imprisoning any person having a German cook or manuscript in his possession. No action we can take can be too severe or far-reaching. Germany promulgated an iron-clad law prohibiting the use of the French language in the provinces torn from France after the Franco-Prussian war precipitated by Bismarck and the least we can do is to give Germany a taste of her own medicine by banishing forever the tongue of infamy and placing the brand of treason on any person who insists on perpetuating the least vestige of Germanic thought or influence.

The strain on the business of this country is not great, although some lines are showing curtailment and there is less courage to make plans for the distant future than heretofore. Whether it is war or peace, the uncertainties of the next few months, even years, are great. The pressure is most clearly visible in the money market where rates are high in the face of some artificial measures for keeping them down at the centers. The sale of new securities on the basis of 8 or 10 per cent. is common, although the Government is discouraging all issues not necessary to the maintenance of a strong front in the country's business. The two things that most pointedly interest Americans, whether in the merchandising or financial line, are the telegraph letter of the Secretary of the Treasury to all the banks in the country announcing his plan up to April for acquiring funds and the proposition of the President for legislation which will throw much more power into his hands in the prosecution of the war.

"Who will pay the bills of Socialism?" That famous question appears now to need changing so as to read, Who will pay the bills of the Bolsheviki? The Bolsheviki themselves are asking it. There is something almost pathetic in Lenine's confession of impending bankruptcy, unless his Government can get three or four times the income at present in sight. To obtain more money, it would seem that there must be property to tax, but Lenine calls upon his followers to seize all the property they can lay their hands upon. This includes what is owned by the "rich peasants," who are, to the thorough-going Bolsheviki mind, fully as offensive as the bourgeois. In plain language, the "dictatorship of the proletarians" contemplates reducing peasants and everybody else to one dead Marxian level, where everybody will be so fraternally poor as to be exempt from taxation. This is magnificent doctrinaireism, but it certainly is not public finance.

FELL BY THE WAYSIDE.

Collapse of Another Automatic Government Cure-All.

One more beautiful theory has gone by the board—unfortunate in itself, but illuminating of the fact that high-brow ideas rarely comport with hard-headed practice when they seek to run counter with the normal operations of business built up out of long experience. It also suggests the wisdom of leaving the solution of some of our vexing economic problems to men experienced in studying the logic of cause and effect and not trusting too completely to the amateur diagnostician.

The cause of the coal scarcity was purely and simply twofold; inadequate railroad facilities and labor shortage at terminals. Both these were complicated by remarkably adverse weather conditions which froze coal into solid lumps the size and shape of the cars and blockaded the water routes of transportation so as to make movements in that way impossible or exasperatingly slow. Little or nothing was done in the direction of correcting these conditions to supplement the sacrifice of comfort on the part of industry and therefore, while there may have been some slackening of consumption, it did not in anywise make good the scarcity in supply. And in the end the conclusion has been inevitable that the cause of trouble was wrongly analyzed.

The same is true of most of the talk about the high cost of living in foodstuffs, and even if a small proportion of the suggested remedies to correct it were put into operation they would fail as completely as the coal curtailment, because they are the wrong remedies and applied in the wrong way. Happily the noble army of reformers appears to have lately retired from the light of publicity in the face of far greater impending problems, but a few are heard from: chiefly pursuing the will-o'-the-wisp of Governmental price fixing. And they have no more appreciation of the fallacy of that plan than the coal administration had with regard to heatless Mondays. And, just as was the case with coal, the men familiar with the distributive machinery knew it wouldn't work, just as the food distributors know that price fixing, or control of profits in any greater degree than already accomplished, will not solve the problem of high price. It has failed in every other country and it will here.

By contrast with this note the way Mr. Hoover tackled his problem. First of all he was a business man and knew enough to call business men to his aid. He appealed to their sense of patriotism and found it just as keen as his own or that of any critic of the food trade. Grocers, canners and others made sacrifices galore to reduce the cost of food by the elimination of unnecessary wastes—in fact, slowed down the efficiency of the trade materially to accomplish dollar saving—yet, it did not materially change prices.

The one great basis for misconception lies in the fact that people do

not know the real causes for the advancing costs of food. Finding that the farmer must be encouraged by high prices to produce, they turn to the distributor and try to unload onto him the responsibility for the advance. They forgot that, even if the whole cost of delivery were eliminated, it would save only about 3 per cent. on the dollar and would greatly inconvenience the customer. Even when we assent to a reasonable amount of adulteration—witness the mixed flour practice—the reduction in cost is not material. And every other thing possible to eliminate cost fails to materially bring down actual functional costs of distribution.

Not even the elimination of "middlemen" can relieve distribution of the functional burdens necessary to serve the public and the "direct traders" cannot do the work any more cheaply than the specializing "middlemen," nor as well. The only way to compensate for eliminating factors is doing it yourself, and we find the incon-

times to the other but always moving in obedience to the disparity between the two. The new rule didn't create any new supply nor did it curtail the demand, as a normal advance of prices would have done at some point when reached. For instance, when we came to the sugar famine it did not relieve the shortage but it did prevent the advance in prices. So, if keeping prices down was the end desired, Mr. Hoover's plan in the sugar shortage was a complete success.

But was price the end sought by the clamoring public? There came to the writer's attention, one day during the hardest of the scarcity of sugar, the case of a certain grocer in a high grade neighborhood who was seeking desperately to serve his clients by obtaining sugar for them. The sugar salesman who usually supplied him had nothing to offer until one day the grocer, in desperation, told one of them that if he could get him some sugar he would pay a cent a pound commission—not extra price but a

paid a dollar a ton above the regular price for two tons of coal and boasted of it.

"But you broke the law," said a friend.

"Well I got the coal and I don't care a fig for a law that compels me to freeze my family and endanger their health when a few more cents here and there will save them from it."

And yet the seller who yielded to the lure of the extra price was a "profiteer," no doubt. It is typical of much of the alleged profiteering that one hears of; not so much exacting the price as yielding to the temptation to take advantage of it when offered. Very commonly in the grocery trade this has been the cause of advancing prices, but in the public estimation it has been the seller who took the blame rather than the buyer whose insistence started the trouble.

All of which does not for a minute deny the existence of profiteers; people who take advantage of a situation. There have been such in the coal famine, no doubt. The "heatless Mondays" have doubtless been taken advantage of by landlords, who have obeyed with the semblance of sacrificial piety, but who secretly rejoiced in the banked fires and the curtailed lighting and skeletonized elevator service.

Unquestionably there are grocers who have made the conservation movement "the goat" for sundry curtailment of service, which they wanted to put across but did not have the nerve to under normal conditions; just as there were canners who withheld deliveries on the claim that the Government required them to make deliveries to the Government for the army and navy, when as a matter of fact it was the old spirit of the profiteer. The trade has never been satisfied with the way deliveries of California fruits were made this year or the excuses made for shortage on certain sizes.

But whatever advances and other annoyances there may have been under all the circumstances, they are small compared to what would have happened had not Mr. Hoover enforced the rule about making actual cost the basis of resale prices, rather than replacement. It has stabilized if not fixed prices. It has caused the sale of similar goods at varying prices at the same time; sometimes of less than cost of certain parallel goods bought less advantageously.

But it has eliminated the most prevalent cause of advancing prices—market fluctuation upward—and left behind just that part of inflation due to unavoidable burdens of service and increased essential cost that no end of fault finding and legislation and the application of countless theoretical nostrums can get rid of, any more than Mr. Garfield could solve the coal shortage without greasing the channels of distribution rather than plugging the consumption. As a remedy both ranks with the dietetic process by which Pat sought to train his horse to live without eating. When he got nicely trained he up and died.

HOOVER'S GOIN' TO GET YOU.

The darned Old Hoover pledge has come to our house to stay;
To frown our breakfast bacon down, and take our steak away;
It cans our morning waffles, and our sausage, too, it seems.
And dilates on the succulence of corn, and spuds and beans.
So skimp the sugar in your cake and leave the butter out.
Or Hoover's goin' to get you if you
Don't

Watch
Out!

Oh, gone are the good old days of hot cakes thickly spread;
And meatless, wheatless, hopeless days are reigning in their stead;
And gone the days of fat rib roasts, and two-inch T-bone steaks,
And doughnuts plump and golden brown, the kind that mother makes.
And when it comes to pie and cake, just learn to cut it out.
Or Hoover's goin' to get you if you
Don't

Watch
Out!

So spread your buckwheats sparingly and peel your taters thin;
And tighten up your belt a notch and don't forget to grin.
And if, sometimes, your whole soul yearns for shortcake high and wide,
And biscuits drenched with honey, and chicken butter fried,
Remember then that Kaiser Bill is short on sauer kraut,
And Hoover's goin' to get him if we'll

All
Help
Out!

venience far more burdensome than the cost, once we have tried it; just as we have found the heatless Mondays not worth what they cost. The remedy for the coal situation was needed in transportation directions, anything else was either camouflage or essentially fallacious.

The one thing that has tended to reduce food costs—and that was not so much reducing them as preventing them from soaring as they would otherwise—has been Mr. Hoover's early discernment of the "speculative" element in merchandise; just as true of everything else as of groceries. When he decreed that hereafter all selling prices must be based on actual cost, rather than on replacement values, he uprooted the fundamentals of mercantile life running back thousands of years; also he did hit the exact sore spot and to a very considerable extent set the old law of supply and demand at naught.

Prices have always responded to scarcity and to demand; the motive sometimes due to the one and some-

personal commission—for the service. In the course of three or four hours the salesman phoned that if the grocer would send his truck over to "Blankville" to a certain address he could get a barrel on the terms named. And he did. That sugar cost him the established price, plus the commission of about \$3.50, plus the cost of a motor truck for half a day.

When asked who paid the extra cost he replied that he passed it a long to his customers, of course; that he couldn't think of paying it out of his own meager profit and he knew that if the whole story was told his customers they would gladly pay it and more if necessary. To them—and it is true of thousands of others—price was not the real measure of their sentiment; they wanted sugar; that was all.

In other words, in that case the law of supply and demand was not set at naught. If it couldn't assert itself in one way it did in another, in spite of regulations. Same way in coal. The writer knew a man who

We Must Use Corn, Oats and Barley

The Food Administration has formulated suggestions which if followed will enable us to meet this great responsibility without any inconvenience on our part.

- 1 Corn and Oats are the surplus crops this year and both are very wholesome and palatable cooked separate or mixed with Wheat Flour.
- 2 There is an immense crop of Corn and Oats on the farms waiting to be moved to market. The first Corn moving is so full of moisture that it is a long process before it is fit for the consumer.
- 3 There is a slow movement of Corn and Oats from the farms and this is due to the snow blockade. The movement of Corn Meal and Rolled Oats from mills is held up by the fuel shortage and the railroad blockade. This will be very much relieved in 60 days.
- 4 We will not ship any Rye or Wheat Flour to anyone who is not willing to get into line and abide by Mr. Hoover's suggestions. (See the two inserts).

THE REASONS FOR THE REGULATIONS

Washington, D. C., Feb. 1—Lord Rhondda, British food controller, who speaks in behalf of the wheat control of the French, Italian and English governments, sent the following cablegram to the United States Food Administration:

"Unless you are able to send the Allies at least 75,000,000 bushels of wheat over and above what you have exported up to January 1, and in addition to the total exportable surplus from Canada, I can not take the responsibility of assuring our people that there will be food enough to win the war. Imperative necessity compels me to cable you in this blunt way.

"No one knows better than I that the American people, regardless of national and individual sacrifice, have so far refused nothing that is needed for the war, but it now lies with America to decide whether or not the Allies in Europe shall have enough bread to hold out until the United States is able to throw its force into the field. I have not minced words, because I am convinced that the American people, if they know the truth, will not hesitate to meet the emergency."

To which the Food Administration replied:

"We will export every grain that the American people save from their normal consumption. We believe our people will not fail to meet the emergency."

Flour would be \$50.00 (fifty dollars) per barrel at the mill to-day if it was not for Mr. Hoover. It would retail at \$7.50 per 24½ lb. sack, to-day were it not for Food Control. You can well afford to buy pound for pound of substitute and the substitute and wheat flour together pound for pound will cost the consumer less than half what the same amount would cost if it were not for this same Government Control.

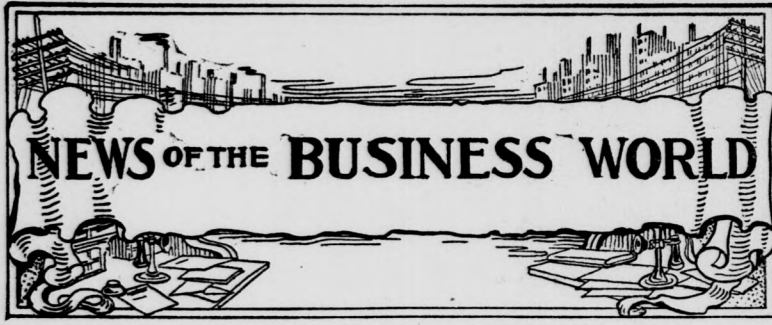
- 5 We positively will discontinue shipments of Wheat Flour to anyone who is reported as not living up to the rules and suggestions laid down by the Food Administration. For ourselves we are not asking any exceptions, but feel like "going them one better."
- 6 There are a few who are too shiftless and disloyal to help. They will get no consideration from us. But there is another class, the foreigner who has lately come to us, who are ignorant of our language and ways, who have found in the Best White Flour the most economical and wholesome food and a food that had been deprived them in the old country. This class, and it is a large consumer of Wheat Flour, is having their principle food supply deprived them here and their first thought is to lay in an extra supply. Don't condemn this class. But we would suggest local committees in each community to teach them how to use the substitutes.
- 7 We are learning many good and wholesome lessons just now, which will be of lasting benefit to those who are wise enough to get into line and Help Win The War With Conservation of Foods.

JUDSON GROCER CO.

WHOLESALE FOOD DISTRIBUTORS

THE PURE FOODS HOUSE

GRAND RAPIDS, MICH.



Movements of Merchants.

Saginaw—The Nash Motor Sales Co. has been organized with a capitalization of \$15,000.

Clare—Shumway & Rogers succeed William Adams in the cigar and tobacco business.

Belding—French Arnold succeeds Guy Smith in the plumbing and heating business.

Lansing—Fire damaged the grocery stock of E. J. Pierce Feb. 11, entailing a loss of about \$50.

Greenville—L. H. Christoffersen has closed out his stock of groceries and retired from business.

Detroit—The Machinery Sales and Electric Co. has increased its capital stock from \$15,000 to \$35,000.

Kalamazoo—The Modern Art Poster Co. has been incorporated with an authorized capitalization of \$3,000.

Nashville—F. M. Quick, shoe dealer, is erecting a store building to replace the one destroyed by fire Dec. 9.

Marinette—The Escanaba Grocer Co., of Escanaba, has opened a wholesale establishment in the Gearits building, on Hall avenue.

Otsego—J. A. Collins has purchased the H. R. Walters grocery stock and will consolidate it with his stock of general merchandise.

Central Lake—Fire destroyed the J. D. Lashbrook stock of general merchandise Feb. 6, entailing a loss of about \$2,000, with \$900 insurance.

Conklin—N. B. Sawyer has resumed the management of the meat market which he leased to Rosema Bros., of Muskegon, several months ago.

Buchanan—E. B. Weaver has sold his stock of men's furnishing goods to Glenn E. Smith, who will consolidate it with his stock of boots and shoes.

Jackson—Yeggmen wrecked the safe in the office of J. W. Marks, wholesale hay and grain dealer, Feb. 11, carrying away many important papers and about \$30 in cash.

Mt. Pleasant—Charles F. Marsh, who has conducted a grocery store here for the past twenty years, died at his home Feb. 7 of pneumonia, having been ill but a few days.

Lawton—R. W. Mitchell will remove his stock of groceries to the Crystal theater building about March 1 and add lines of dry goods and notions to the stock.

Muskegon—P. C. Ammond & Son, meat dealers at 15 East Western avenue, have opened a branch market at 179 West Western avenue under the style of the U. S. Market.

Detroit—The Detroit Grain Drier Corporation has been incorporated with an authorized capital stock of \$15,000

all of which has been subscribed and \$5,100 paid in in cash.

Bangor—F. A. Burger, trustee for the James A. Yates bankrupt stock of groceries, has sold it to Joe Getz, who will consolidate it with his stock of general merchandise.

Otsego—W. A. Scougale has purchased a half interest in the furniture and undertaking stock of H. M. Murray & Co. The business will be continued under the style of Murray & Scougale.

Detroit—The Walker Shoe Co. has been incorporated with an authorized capital stock of \$6,000, of which amount \$5,100 has been subscribed, \$700 paid in in cash and \$1300 in property.

Detroit—The Greek American Cigar Co., dealer in confectionery, has been incorporated with an authorized capital stock of \$15,000, all of which has been subscribed and paid in in property.

Muskegon—The Muskegon Overland Co., dealing in automobiles, has been incorporated with an authorized capital stock of \$8,000 all of which has been subscribed and \$3,900 paid in in cash.

Detroit—The Universal Supply Co., dealing in manufacturers supplies, has been incorporated with an authorized capital stock of \$1,000, of which amount \$510 has been subscribed and paid in in cash.

Saginaw—Frank G. Williams has purchased the drug stock and store fixtures of the Kessel-Friers Co., at the corner of Hancock street and Michigan avenue, and will continue the business under his own name.

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

Niles—John Baumann, dealer in flour, feed, grain and seed, has purchased the E. E. Woodford store building and stock of flour and seed and will consolidate it with his own, removing to the new location at once.

Freeland—Fire destroyed the bean elevator of the A. B. Laur Co., causing a loss of about \$2,000. The fire spread to a shed owned by the Freeland Elevator Co., destroying 300 barrels of cement and about \$800 worth of lumber, Feb. 11.

Ashley—Fire destroyed the store building and hardware stock of J. L. Cornwell Feb. 10. Both were partially covered by insurance. The fire also destroyed the Charles Barnes store building and stock of general merchandise. The loss is partially covered by insurance.

Ludington—The Mason County Retail Grocers and Butchers' Association has been organized here. The sugar card system will be inaugurated on a basis of half a pound of sugar per person each week. Charles Brandt was elected President and M. F. Quigley, Secretary.

Ypsilanti—The General Stores Corporation has been incorporated with an authorized capital stock of \$35,000 common and \$25,000 preferred, of which amount \$37,800 has been subscribed, \$3,900 paid in in cash and \$33,900 in property. It will handle general merchandise.

Kalamazoo—Sam Poelstra, of Lake street, Harry L. Hubbard, 1231 Portage street, and Grover B. H. Hall, of West Main street, have been named delegates to the annual convention of the Michigan Retail Grocers and General Merchants' Association, which will be held at Ann Arbor February 19, 20 and 21.

Lansing—Explosives dropped down the chimney of the Millstein Bros. grocery store, 740 Pennsylvania avenue, Feb. 8, and set off with a time fuse, caused about \$300 damage to the stock and store building. Enforcement of restrictions as to distribution of food stuff and the anger of some customer at failure to get some desired articles is the only theory that the owners of the store can advance.

Manufacturing Matters.

Detroit—The Peninsular Smelting Co. has increased its capital stock from \$25,000 to \$300,000.

Benton Harbor—The Higman Package Co. has increased its capital stock from \$10,000 to \$15,000.

St. Johns—The Triangle Motor Truck Co. has increased its capital stock from \$50,000 to \$100,000.

Charlotte—The Hancock Manufacturing Co., manufacturer of automobile sundries, has increased its capital stock from \$100,000 to \$200,000.

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

Detroit—The Derm-A-Way Chemical Co. has been incorporated with an authorized capital stock of \$25,000 of which amount \$12,600 has been subscribed and \$2,500 paid in in cash.

Detroit—The Polonia Baking Co., 420 Thirtieth street, has been incorporated with an authorized capital stock of \$100,000, of which amount \$50,000 has been subscribed and \$11,000 paid in in cash.

Traverse City—The Victor Peterl Manufacturing Co., woodenware factory, has been incorporated with an authorized capital stock of \$80,000, all of which has been subscribed and paid in in property.

Detroit—The Congress Manufacturing Co., machine shop, has been incorporated with an authorized capital stock of \$25,000, of which amount \$12,500 has been subscribed and \$8,171.54 paid in in property.

Marquette—The Marquette Potash Co., manufacturing and selling potash and by-products, has been incorporated with an authorized capital stock of \$2,000, all of which has been subscribed and \$600 paid in in cash.

Detroit—The Block Manufacturing Co., manufacturing auto parts and accessories, has been incorporated with an authorized capital stock of \$6,000, of which amount \$4,100 has been subscribed and \$2,100 paid in in cash.

Bay City—The United States Bridge and Pipe Co., manufacturing bridges, metal culverts, etc., has been incorporated with an authorized capital stock of \$50,000, of which amount \$41,800 has been subscribed and paid in in property.

Late News From Michigan's Metropolis.

Detroit, Feb. 12—Eugene Crane, for the past ten years agent for Bunte Bros., has severed his connection with that house to accept a position with the A. G. Morse Co. and will have part of Detroit with surrounding towns.

Frank B. Kramer, of the Frank W. Kerr Co., is on a six weeks vacation and will visit the principal cities West, ending up in California, where he will spend some time.

J. M. Hackett was recently held up in his drug store at Beaubien and High streets, Sunday evening January 6, and at the point of a gun was forced to hand over the contents of the cash register, amounting to a neat sum.

B. F. Gain has purchased the Willis Pharmacy, at Fourteenth and McGraw avenue.

Frank Eagen recently purchased the drug store known as the Linwood Pharmacy, at 579 Linwood avenue. Mr. Eagen recently sold his old business at Mt. Elliott and Medbury avenues to the Stormont Drug Co. Frank is also owner of a large garage at Seward and Hamilton avenue, but he cannot keep away from the drug business.

Butter, Eggs, Poultry, Beans and Potatoes.

Buffalo, Feb. 13—Creamery butter extras, 51@52; first, 50@51c; common, 48@49c; dairy, common to choice, 35@45; dairy, poor to common, all kinds, 34@36c.

Cheese—No. 1 new, fancy, 27c; choice, 26c; held 28c.

Eggs—Choice, new laid, 53@54c; fancy hennery, 55@57c.

Poultry (live)—Fowls, 30@34c; chicks, 30@33c; old cox, 22@24c; ducks, 28@32c. The Food Commission forbids the sale of hens or pullets after Feb. 11, 1918.

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

Beans—Medium, \$13.50 per hundred lbs.; Peas, \$13.50 per hundred lbs.; Red Kidney, \$15.00@15.50 per hundred lbs.; White Kidney, \$15.00@15.50 per hundred lbs.; Marrow, \$15.50 per hundred lbs.

Potatoes—\$2.25@2.50 per 100 lbs. Rea & Witzig.

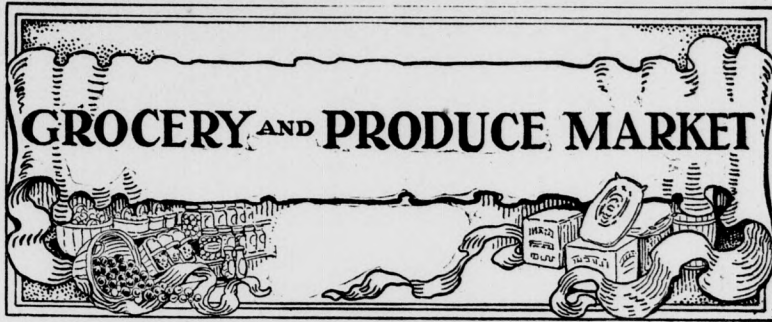
Late Banking News.

Fowler—The State Savings Bank has increased its capital stock from \$15,000 to \$30,000.

Eaton Rapids—E. S. Harris, age 72 years, for the past fifteen years Cashier of the Michigan State Bank of this city, died here Tuesday at the home of his daughter, Mrs. J. B. Hendee. He had been connected with the business life of Eaton Rapids nearly forty years.

Manistee—Oscar F. Lundbom has been elected Assistant Cashier of the Manistee County Savings Bank.

Holland—The following changes have been made by the Peoples State Bank: John G. Rutgers, Cashier, has been made Vice-President; Henry Winter has been promoted from Assistant Cashier to Cashier; Alex Van Zanten has been made Assistant Cashier.



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—Local dealers hold extra fancy creamery at 49c for fresh and 45c for June cold storage; centralized brings 1@2c less. Local dealers pay 40c for No. 1 dairy in jars and 32c for packing stock.

Cabbage—\$5 per 100 lbs.

Carrots—75c per bu.

Cauliflower—\$2.50 per case of 1 doz.

Eggs—Receipts of fresh are increasing and the paying price for fresh has declined to 50c. loss off, including cases. Cold storage stock are getting very low, extras being entirely exhausted. Dealers hold candled firsts at 47c and seconds at 44c. for California.

Figs—12 10 oz. packages, \$1.46.

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

Green Onions—Shallots, 65c per bunch.

Green Peppers—70c per basket for Southern grown.

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

Lemons—California selling at \$7.25 for choice and \$7.75 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 \$2.75 per 100 lb. sack; Spanish \$1.65 per crate.

Oranges—California Navals, \$5@7.25; Floridas, \$5.75@6.

Potatoes—Up State buyers are paying \$1@1.25 per 100 lbs. The market is looking a little better on account of the advants of warmer weather.

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

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

Tomatoes—30c per lb. for hot house.

Combination Sales of Potatoes and Flour.

John A. Lake (Smith & Lake, Petoskey), President of the Retail Grocers and General Merchants' Association of Michigan, has sent the following suggestive letter to State Food Administrator Prescott:

"In order to relieve the potato situation of Michigan and stimulate sales the idea has occurred to me that a sale of

a certain amount of potatoes with each sack of flour as a substitute for some of the cereals now necessary to sell would prove beneficial to our farmers and meet with the approval of the people. If you think favorably of this suggestion and care to take it up with the National Food Board and such an action became general, I believe the surplus crop of potatoes would be taken care of in Michigan.

"As it is an impossibility to keep potatoes over from one year to another and the cereals now substituted can be kept, such action should prove real economy under the present food situation."

Another way to increase the consumption of potatoes would be to regulate the prices charged for cooked potatoes on the dining cars and at some hotels and restaurants. It is by no means uncommon to see potato dishes of the simplest kind listed at 30 to 50 cents; in fact, such is now the case at several of the best eating establishments in Grand Rapids. These prices were established when potatoes retailed at \$5@6 per bushel about a year ago, and the decline in the retail prices of \$1.50@2 was not followed by a revision of prices for cooked potatoes. Such exorbitant prices, of course, discourage the use of potatoes except by very rich people who have money to throw away.

Sugar Cards Coming Into General Use.

Sugar cards are in successful operation at Ludington, Alma, Douglas and many other places in the State. In most cases, customers are permitted to purchase one pound per week per person, but it frequently happens that people find they can get along with less than the established portions and regulate their purchases accordingly. At Douglas, for instance, Mr. McDonald states that one of his customers took six pounds per week for his family of six. Actual experience disclosed that they could get along on four pounds and since the second week the sugar card was put into effect the family has taken only four pounds of sugar, instead of the full quota allowed under the Hoover ruling.

Of course, the piggish and crafty side of human nature crops out occasionally in the case of individuals who seek to secure more sugar than the law allows by purchasing goods of more than one dealer, instead of confining all purchases at one store. Such individuals will soon come to be marked men in each community and may be deprived of the privilege of purchasing sugar altogether.

The Tisch Auto Supply Co. has increased its capital stock from \$20,000 to \$50,000.

The Grocery Market.

Sugar—Price and conditions are unchanged.

Tea—The lower grades of Javas have been very closely absorbed by recent demands of consumption and prices for them have consequently an upward trend. With continued mild weather the trade looks forward to an increased demand for all teas during this week, particularly as the intervention of the holidays will prevent the prompt replacing of stocks, which with distributors everywhere are estimated to be exceedingly light.

Canned Fruit—Offerings continue light and the market nominal because of the absence of desirable offers.

Canned Vegetables—The market is at a standstill for the time being, owing to the lack of buying interest. Prices, however, are maintained on a firm basis. Southern canners are still asking \$2 in some instances for standard No. 3 Maryland tomatoes, although some are willing to sell for less. Corn and peas are not being offered.

Canned Fish—There is no change in the salmon situation so far as the local market is concerned. There is practically nothing being offered and new arrivals are few and far between. Prices are quoted nominally on the maximum basis.

Dried Fruits—The history of the dried fruit trade during the past week has merely been a daily reiteration of exceptionally quiet conditions. Not that business is not possible, if there were any stock here, but supplies on the spot are so light that holders fear to let go of them until they are able to form some sort of an estimate of future conditions. This incidentally does not mean very far ahead, for no one in these days permits himself to think very far ahead, and the Food Administration itself has laid down sixty days as the extreme boundary of the jobber's horizon. Business nowadays is merely moving along from day to day and making the best of conditions as they develop. With the arbitrary power of the Government likely to be exerted at any time and with the railroad situation in such lamentable condition, it is absolutely impossible to trade along the old lines. In the meantime the market is nominally firm for all items on the list. Even seedless raisins now show an upward tendency, although they are still below a parity with the Coast. There are very few large sized prunes available, and as for peaches and apricots the offerings are inadequate.

Corn Syrup—Manufacturing consumers are still placing orders freely and demand for the grocery grades is also good. Very little stock is yet available for prompt delivery on new business. The market remains firm on the basis of previous quotations.

Molasses—With little spot stock to work on and the bulk of the goods arriving or in transit already sold the market presents a tame appearance. While prices are no higher and, it is said, hardly likely to further advance, they represent probably the minimum that can be expected this season.

Rice—Business has assumed fairly large proportions and with greatly diminished spot supplies caused by this increased demand together with rela-

tively small and irregular arrivals a decidedly strong tone, augmented by the character of advice from the South, has developed and promises to speedily put prices on higher levels.

Flour Combinations For the Grocer. Written for the Tradesman.

To avoid loss of time while customers are puzzling over what and how much of flour substitutes to order with their flour, every grocer should have lists posted with various combinations to suit the needs of different patrons. Such lists might also be included in newspaper advertisements giving people opportunity beforehand to select what they need. This would help much when groceries are ordered by telephone.

The following lists are offered as suggestions, to be modified according to the kinds and number of substitutes in stock or the preference of customers. By ordering first one and then another combination customers can secure a variety of all kinds of flour substitutes and the grocer sell in larger quantities of one or two instead of small dabs of many.

- | | |
|---------|----------------------|
| No. 1. | 12 lbs. Flour |
| | 3 lbs. Corn Meal |
| No. 2. | 12 lbs. Flour |
| | 3 lbs. Buckwheat |
| No. 3. | 12 lbs. Flour |
| | 3 lbs. Rolled Oats |
| No. 4. | 12 lbs. Flour |
| | 3 lbs. Rice |
| No. 5. | 12 lbs. Flour |
| | 2 lbs. Macaroni |
| | 1 lb. Hominy |
| No. 6. | 24 lbs. Flour |
| | 5 lbs. Corn Meal |
| | 1 lb. Rice |
| No. 7. | 24 lbs. Flour |
| | 5 lbs. Rolled Oats |
| | 1 lb. Hominy |
| No. 8. | 24 lbs. Flour |
| | 5 lbs. Buckwheat |
| | 1 lb. Rice |
| No. 9. | 24 lbs. Flour |
| | 4 pkg. Pancake Flour |
| | 2 lbs. Rice |
| No. 10. | 24 lbs. Flour |
| | 2 lbs. Macaroni |
| | 2 lbs. Hominy |
| | 2 lbs. Rice |

Other combinations may be made, if desired, and price extended after each item. The grocer should not omit the ¼ or ½ lb. of flour, as is done here for convenience. He should sell unbroken packages, if possible, like five pounds of corn meal, buckwheat flour and self-rising pancake flour.

Grocers should not go to much expense for these placards of Flour Combinations, as proportions may be changed any day, as well as prices. Have sets in windows, in show cases and on the walls. Minion.

The A. B. Allport Roofing Co., dealing in roofing materials and constructing roofs, has been incorporated with an authorized capital stock of \$5,000 all of which has been subscribed and paid in in cash.

When feeling well, we usually wear our best clothes.

If you peddle gloom, advertise it with a smile.

CLARION CALL FOR CONVENTION ATTENDANCE

Last Appeal to Attend the Ann Arbor Meeting

Petoskey, Feb. 9—I desire to urge a duty upon you which you owe to yourself and every retailer of Michigan, namely, to attend the annual convention of the Retail Grocers and General Merchants' Association of Michigan to be held at Ann Arbor on February 19, 20 and 21. This convention is important to you and your business. It is the only organized body of retail dealers of food products in our State and you owe it to your business to lend your support to this organization in every way possible. Many of the hardest battles fought to give you and your business an honorable existence have been headed by this organization. It has helped to place many important laws upon our statute books. It has defeated others which would have proven serious to us. For years it has endeavored to look after your business in both Lansing and Washington and the merchant who does not keep track of those things would be surprised to know the work accomplished in order to give us better foods, better service, better protection, better methods, better insurance and to place our business generally upon a higher level.

We have many merchants in business to-day who received their inspiration, business principals and methods, to a large extent from attending our meetings, coming in contact with other merchants and hearing the speakers at our conventions. We have endeavored in every way to make this convention a real benefit to the average retailer and an examination of the programme will prove conclusively that the subjects to be discussed are subjects of vital interests to the average retailer and those which he can not afford to miss at the present time. These subjects will be handled by the best men possible to obtain in our State.

Your annual inventory taught you many things this year. Among them was that most of the reports in the press regarding exorbitant profits were false; that it was simply our misfortune to occupy the position next to the consumer in the distribution of foods. The reports of the mercantile officers disclose the fact that the retail grocers and meat dealers of our country have increased their liabilities over one and one-third million dollars in one year. This shows that we have not sold our goods for enough to pay the cost of operating and replace them and should prove to us, conclusively, that in order to stay in business we must start a campaign of real economy. Therefore, the subject of Cash and Carry, Limited Delivery, Short Credit, Discounts, Premiums, Insurance, Food Control etc., will receive the closest possible attention. Our duty to our country under the trying circumstances demands that we must do our best, for no body of men outside of our fighting forces can and will exert more influence than the retailers of our country. We have speakers to handle these subjects for us.

Every retailer should occasionally drop his work and see how his neighbor does business. A visit to Ann Arbor will prove a real and lasting benefit and every citizen of our great State should know something of this beautiful city. This convention offers the rare opportunity of combining business and pleasure in a single vacation, therefore let me urge you to make plans to attend. Be on hand the first day. Don't miss a single session and I assure you that both you and your business will be greatly benefited. If you have not a programme write our Secretary, J. M. Bothwell, of Cadillac, for it and any other information you may desire.

JOHN A. LAKE,

President Retail Grocers and General Merchants' Association.

Bankruptcy Proceedings in the Western District of Michigan.

Grand Rapids, Feb. 12—Leonard Schafer and William Schafer, doing business as Schafer Brothers and conducting a plumbing business at Ionia, have filed a voluntary petition in bankruptcy. Adjudication has been made and the matter preferred to Referee Corwin. The first meeting of creditors has been called for Feb. 15, at which time creditors may appear, prove their claims and elect a trustee. The schedules filed by the bankrupts show liabilities amounting to \$2,365.90 and assets amounting to \$2,213.58, of which \$900 is claimed as exempt to the bankrupts. Following is a list of the creditors of the bankrupts: Am. Radiator Co., Detroit \$413.36 Barclay, Ayers & Bertsch, Grand Rapids 73.63 Bond Supply Co., Kalamazoo 140.00

James B. Clow & Sons, Chicago .. 272.15 Crane Company, Detroit 100.00 Detroit Stove Works, Detroit 194.45 G. R. Supply Co., Grand Rapids 22.52 W. C. Hopson & Co., Grand Rapids 136.00 H. W. John Manville Co., Cleveland 154.00 The Kellogg-Sackey Co., Chicago 289.98 Leader Specialty Co., Indianapolis 31.42 Leader Iron Works, Decatur, Ill. 310.65 Wolverine Brass Works, Grand Rapids 33.56 L. Wolff Mfg. Co., Chicago 20.98 Anna Koerber, Akron, Ohio 145.00 R. L. Dedemsky, Ionia 27.40 The Holland City Gas Company has filed a voluntary petition in bankruptcy. Adjudication has been made and the matter referred to Referee Corwin. An order has been entered authorizing the Grand Rapids Trust Company, the receiver herein, to continue to operate the plant of the bankrupt and manufacture and distribute gas to the consumers in the city

of Holland and Zeeland. The liabilities of the company amount to \$328,206.99 and the assets amount to \$319,245, consisting of real estate scheduled at \$310,000; stock in trade, \$4,500; carriages and other vehicles, \$145; debts due on open accounts, \$4,600. Following is a list of the creditors of the company:

Secured Creditors.
Michigan Trust Co., Trustee, Grand Rapids \$309,822.90
1st mortgage, 5 per cent. 20 year gold bonds maturing Sept. 1, 1925.
Unsecured Creditors.
Am. Public Utilities Co., Grand Rapids \$16,933.17
Elkhart Gas & Fuel Co., Elkhart 1,034.29
Kelsey Brewer & Co., Grand Rapids 43.92
Wyatt Coal Co., Charleston, West Virginia 372.71
The first meeting of creditors in this matter has been called for Feb. 15.
Calvin C. Brattain, a merchant of Cedar Springs, has filed a voluntary petition in bankruptcy. Adjudication has been made and the matter referred to Referee Corwin. The first meeting of creditors has been called for Feb. 20, at which time creditors should appear, prove their claims, elect a trustee and transact such other business as may come before such meeting. The liabilities of the bankrupt amount to \$1,931.81 and the assets amount to \$950, consisting of grocery stock scheduled at \$700 and household furniture scheduled at \$250, and out of which the bankrupt claims \$250 stock in trade exemptions and \$250 household furniture exemptions. Following is a list of the creditors listed by the bankrupt:
Moulton Grocer Co., Muskegon \$306.50
Hume Grocer Co., Muskegon 104.00
Cornwell Company, Saginaw 93.22
Armour & Company, Chicago 32.20
Vinkemulder & Co., Grand Rapids 23.75
Tower Milling Co., Ionia 140.00
Watson-Higgins Co., Grand Rapids 23.70
C. W. Mills Paper Co., Grand Rapids 35.55
Badger Candy Co., Milwaukee .. 96.86
Toledo Scales Co., Toledo 75.00
Milwaukee Seed Co., Milwaukee .. 100.31
All Steel Mfg. Co., Battle Creek 26.50
I. Van Westenbrugge, Grand Rapids 38.25
Kuppenheimer Cigar Co., Grand Rapids 27.50
Kalamazoo Bread Co., Kalamazoo 42.57
Fleishman Yeast Co., Chicago 20.78
Wolson Spice Co., Chicago 24.50
Arbuckle Bros., Chicago 96.63
Hanselman Candy Co., Muskegon 42.00
Sherer-Gillett Co., Chicago 51.55
Gardner Broom Company 21.25
Francis Jirock, Muskegon 2.70
J. G. Gardella, Grand Rapids 127.35
H. E. Messick 6.50
Valley City Milling Co., Grand Rapids 15.00
Jacob Vanden Berge, Grand Rapids 108.88
Alfred Brown Seed Co., Grand Rapids 25.92
Walker Candy Co., Muskegon 92.19
J. H. Hale & Sons, Ionia 80.01
W. F. McLaughlin Co., Chicago .. 15.00
Clark & Host Co., Milwaukee 42.63
In the matter of the City Dairy, Inc. bankrupt, Muskegon, a special meeting has just been held. The trustee's report and account, showing a balance on hand, after the sale of property and paying all expenses of conducting business, of \$3,013.73, was approved and allowed. Certain administration expenses were then ordered paid and a first dividend of 5 per cent. was declared and ordered paid.
In the matter of Cecil J. Larcom, bankrupt, Harrietta, the final meeting of creditors has been held. The final report and account of the trustee, showing balance on hand as per first report and account, \$380.59, disbursements for administration expenses, preferred claims and a first dividend of 5 per cent., aggregating \$275.22, leaving a balance on hand of \$105.37, was approved and allowed. Made order for distribution, payment of certain administration expenses and a final dividend, the amount of which has not yet been determined.

Final Appeal From Secretary Bothwell.

Cadillac, Feb. 12—From the Central part of the State comes the query, Are non-members permitted in the convention hall at Ann Arbor?

To all merchants the meetings are free; not only free, but you are cordially invited to come. If you are not a member, your vote will not be counted. The invitation is extended to you all. You will meet men from the North, South, East and West. You will meet men who do a big business. You will meet men who do a small business. You will meet men who do a profitable business and you will meet men who are not making any profit. If your problem is deciding on whether to adopt a cash-and-carry system, you will get information that may help you. If your problem is that your customers think you are the cause of the high cost of living, you may find a solution. Your help and suggestions are necessary in order that publications like Collier's Weekly may learn that characterizing the grocer as Captain Kidd, Jr., will not be tolerated without a protest. What can you do to place your business before the public in the right light, if you do not make yourself heard through the convention and association of merchants like yourself? What would France have done without the co-operation of England and what would either have done without the co-operation of the United States?

Next Tuesday is the opening day of the convention. Have your mail and telegrams sent to 109 E. Washington street, Ann Arbor, and decide now that you will attend. A copy of the programme appeared in a recent issue of the Tradesman. If you have mislaid it, write the Secretary at Cadillac for another.

J. M. Bothwell, Sec'y.

Bloomers Gaining in Favor.

Underskirt buyers are said to have been particularly plentiful of late, and apparently there has been considerable business placed. Split skirts, or bloomers, seem to be gaining popularity this year and have been taken by a number of retailers in greatly increased quantities. Satins and tafetas are said to be the leading fabrics in these lines. They are taken in a wide range of light and dark colors, although it is said that the lighter shades slightly predominate. Black, which last fall suddenly became so much in demand, seems now to be more or less neglected. Rather plain and simple trimmings are preferred and, where ruffles are used at all, they are usually small.

Michigan Hardware Co.

Exclusively Wholesale

Grand Rapids :: Michigan

Pickings Picked Up in the Windy City.

Chicago, Feb. 12—Chicago is now enjoying a February thaw. The streets are like running rivers. The only things that prevents a serious flood is that it has been thawing and freezing alternately for the past week.

The coal situation in Chicago has been very bad. No doubt this applies all over the country, but on account of the streets being in the condition they have been with snow and ice, it has been most impossible to make coal deliveries. People of means have been delivering coal in their own cars, on sleds and any way to keep the fires going. There has been plenty of coal in the railroad yards but their delivery system has been handicapped.

Real estate deals in Chicago for the past week have been very dull. There have been no big transactions. The only large real estate deal talked of at this time is the Western Union Telegraph Co. It is their intention to build a skyscraper in the loop district to take care of their growing business.

It is now nearing the time that the city will have to take up the matter of telephone rates with the Telephone Co. This applies every five years in the city of Chicago. As everyone knows, Chicago has what is known as the meter system—nickel in the slot phones. It has not been decided to date as to what recommendations the city will make.

We all know that the United States is the great melting pot of the world. The stars and stripes represent more races and nationalities than any other flag, not excepting the Union Jack, although it is said that the sun never sets on the possessions of the British empire. Recently an American flag was raised over a worsted mill in Jamestown, and this is what the owners of the mill said of its production: "The flag was made of wool from an

American sheep, carded by an Italian, spun by a Swede, warped by a German, dressed by an Englishman, drawn by a Scotchman, woven by a Belgian, supervised by a Frenchman, inspected by an American, secured by an Albanian, dyed by a Turk, examined by an Irishman, pressed by a Pole and, when soiled, it will be laundered by a Chinaman."

The street car service in Chicago is just getting back to normal, after being most completely tied up for the last month. Fortunately, the Chicago people had the elevated lines. They were always in service.

Samual May, of the Samuel May Cigar Co., 3252 Cottage Grove avenue, an El Portana jobber for the G. J. Johnson Cigar Co. in Chicago, was taken by death last Wednesday evening. Mr. May had never known a sick day; worked right up until 5 o'clock of the afternoon of the day he died. On arrival home at 5 o'clock he complained of feeling badly. On removing his overcoat he laid down on the couch and immediately passed away. Mr. May is survived by a widow and two sons, 16 and 7 years of age, respectively. He had a host of friends in the city of Chicago and will be greatly missed by all.

David M. Zolla, of the David M. Zolla Co., has just returned from an Eastern visit. He reports business more at a standstill in the East than in the West.

Chicago soon should be free of crooks and murderers from the way the police department are gathering in this class of leeches and the way the judges are co-operating with the police department. It seems that the majority of arrests being made is of paroled convicts. Owing to this, the State and city authorities are getting very much at loggerheads. Some of the officials favor the parole law, while others do not. No doubt they will have to come to some understanding, because the police depart-

ment are doing all they can to eliminate crime.

The Chicago Lodge of Elks has been completed and is now occupying one of the finest buildings in the country. It is located at 174 West Washington street. It is twelve stories high, fully equipped throughout, with club rooms, rest rooms, dining room, bowling alleys, billiard hall and ball room.

Charles W. Reattoir.

Muskegon Grocers and Butchers Getting Together.

Muskegon, Feb. 12—A meeting of the grocers and butchers was held on the evening of Feb. 5 and was well attended. The programme was one of unusual interest and was started with music by the orchestra. A. Tuuk President of the Association, then told of the purpose of the meeting to interest every retail grocer and meat man in the Association. He then introduced Mr. Sessions, who in a forceful manner, with well chosen words, told of the value of association and co-operation; that all kinds of business was necessarily guided through the help of organization and closed with a strong plea to those present to be united for the good resulting to them as individuals. J. M. Bothwell, Secretary of the State Association, was next called on, using as the basis of his talk a safe and sane method of starting in business, illustrating very plainly the advantage gained in taking discounts, and closed with an explanation of the activities of the National, State and local associations. Mr. Anderson was next called on and pictured the value of an association in Muskegon, using as an illustration the city's greatness as a manufacturing center. He plainly presented the need of more carefully guarding of credits, owing to the great number of strangers coming to the city, and advised the constant use of the credit rating bureau as a safeguard. After more music, the meeting broke up at a late hour.

Mercantile Side Lights on the Celery City.

Kalamazoo, Feb. 12—The eighth annual auto show of the Kalamazoo Auto Dealers' Association came to a close Saturday night, Feb. 9, and was reported a grand success by the dealers in charge.

The Masonic minstrels staged in this city Wednesday and Thursday evenings was attended by capacity houses at both shows. Big time attractions on the best circuits had to take a back seat when compared with the bill as presented by our local artists. Friday night the troupe went to Camp Custer and played before an enthusiastic audience of Sammies in the new Liberty theater.

Both the Dalton and Burroughs adding machine offices in this city have taken new locations recently. The Dalton office is now located at 304 West Main street, while the Burroughs' office is at 330 East Main street.

J. Elsinga, grocer at Cork and South Burdick streets, who recently lost his store by fire, has purchased a new stock of the Worden Grocer Company and is now open for business near his old location.

Edwin R. Burrell passed away suddenly last Friday at his late home, 449 Academy street. Mr. Burrell was a life-long resident of Kalamazoo and was at his desk at the Lane Motor Truck Co. up to the morning of his death.

Charles M. Newton passed away at Bronson Hospital, where he had recently been operated upon. Mr. Newton was chemist at the Kalamazoo Soap Co. and was widely known in this vicinity, having lived his entire life in this city.

R. Bell, grocer at Washington avenue and Portage street, who was recently removed from his home to Borgess Hospital, is reported to be improving. Frank A. Saville.



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

Barney says—

"Worden's reached its present size—

By Knowing How to Merchandise."

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO

THE PROMPT SHIPPERS

MICHIGAN TRADESMAN

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

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E. A. STOWE, Editor.

February 13, 1918.

THE FREIGHT CONGESTION.

When the subject of freight congestion is taken up at any time or in any form, the mental picture is always that of a terminal piled up with cars, which extend for miles back into the country, covering up the tracks and preventing movement. It is like a number of streams going into a reservoir which has no outlet or an insufficient one. The remedy in the case of water is to provide a spillway, so that broken dams and inundations may be avoided. In the case of freight the only remedy must be similar in character, because all congestion results from lack of flow from the terminal. As a contribution toward a solution of the problem, the plan suggested by the Railway Committee of the New York Board of Trade and Transportation is entitled to respectful consideration. That body urges, for less than carload lots, what is called "store door" delivery. In other words, it would have the railway carriers deliver the freight to the real destination, instead of to the nearest railway terminus. This would involve the aid of trucks, which, it is suggested, should be pooled, so that there would be no lost motion, different ones being assigned to take goods to different portions of the city, which would be restricted into zones. One feature, also, would be that trucks bringing goods to be sent out should be utilized for distribution on their return trips, instead of coming back empty, and should always have full loads. It is conceded that this plan is only a temporary make shift, and that, for the future, adequate provision should be made by the construction of adequate terminals connecting with all the railways and supplying proper facilities for reaching the cars and ample storage for their contents when required.

CANNED GOODS SITUATION.

This is certainly a period of inactivity and the canned goods trade is in suspense. The market is in a peculiar condition that there is a demand on the spot but no chance to supply it, while offerings from out of town points are equally light with no disposition on the part of jobbers to take up such efforts as there may be. The key to the present dullness is the railroad situation and the general demoralization of business, due to the frequent holidays, the coal famine and the occasional days of zero

weather such as were experienced last week. Jobbers say also that there is some let up in the demand from retailers who are fairly well supplied so far as immediate demands are concerned, but who have not as yet been able to obtain full deliveries on their contracts. It is to fill in gaps that jobbers are willing to pick up some occasional lots and it is to provide for later demands that anything available would be quickly taken. As to the future situation, there is a general opinion that new prices will be no lower than those now prevailing because of the probable requirements of the Government and the generally higher costs for everything connected with canning operations. For this reason both canners and jobbers are inclined to move slowly in committing themselves for the future.

THE FLOUR PANIC.

During the past two weeks the demand for flour has been beyond all precedent, reminding the trade of the unseemly scramble for sugar during the sugar scare last spring. Proof is not lacking that the consumer is hoarding flour beyond all reason and making purchases contrary to the letter and spirit of the Hoover ruling. Any retail dealer who favors any customer with more than the law permits—twenty-five pounds to a small family and fifty pounds to a large family, with 25 per cent. of cereal in all cases—commits a crime against his country and writes himself down as a cohort of the Kaiser.

When the next Government war-loan will come, we do not yet know. A continual loan, however, is offered to the public, especially to the small investor, in the shape of war-saving stamps. The scheme is admirably devised. It combines convenience with absolute security. The details are known to all our readers, and it is not necessary to explain them. What is necessary is united and persistent effort to make the plan familiar and to make it successful. Wonderful results can be obtained by preaching the gospel of small savings for the war, as in that Michigan town where every family is the owner of a thrift-stamps certificate. If all is done that can be done by the widest publicity and urgent solicitation, many millions will be placed at the disposal of the Government, while individual thrift will be encouraged and rewarded.

This is the shortest month ever known to business men. February has twenty-eight days, but after four Sundays, four workless Mondays, four Saturday half-holidays, Lincoln's birthday and Washington's birthday are deducted there remain only eighteen unbroken business days.

The Spanish Government has prohibited by royal order the exportation of fresh olives, with the exception of lots already contracted for and in transit to points of shipment before Jan. 26, according to the American Consul General in Barcelona.

Quick service not only makes more sales, but it pleases more customers.

WHAT THE WAR IS COSTING.

The announcement by the Secretary of the Treasury that he proposes to offer at least \$500,000,000 in short-term bills each fortnight threw interesting light on the financial plans of the Government. It apparently meant postponement of the next war loan until somewhere near May 9, when those certificates mature.

But there is other current information, bearing on the amount of that loan. Six or eight weeks ago, the Secretary of the Treasury estimated that \$10,000,000,000 must be raised before June 30, outside of revenue from taxation already voted. This estimate was based on the calculation, in the Treasury's annual report of last December, that total public expenditure for the fiscal year would be \$18,776,000,000. But with seven months of that fiscal year completed, less than \$6,300,000,000 has been spent.

Continued monthly expenditure at the net average of these seven months would result in only \$10,600,000,000 total outlay for the fiscal year, instead of \$18,776,000,000. But the above table also shows a progressively rising rate of monthly expenditure. Allowing increase of \$100,000,000 monthly during the rest of the fiscal year, the total outlay for that period would be \$12,260,000,000, or less by \$6,516,000,000 than the Treasury estimate.

Probably the discrepancy will not be as great as that; for larger exports to the Allies may call for larger advances by our Government to them, and important work on our own war contracts, held up by fuel shortage and freight blockade, may cause a more rapid monthly increase in Treasury payments. In May and June, moreover, semi-annual interest on the \$5,800,000,000 bonds of the two last Liberty Loans falls due. Making no allowance for 3½% converted into 4s, this will call for \$111,160,000, as against only \$35,000,000 paid at the December interest date. Yet even so, a shrinkage of four to five thousand millions, from the Treasury's December estimate and from the \$10,000,000,000 calculation for the rest of the fiscal year, is possible.

THE GROCER'S PLEDGE.

Four hundred thousand dealers in food commodities throughout the United States will be asked to sign the wheat saving pledge to carry out the order of the Food Administration in its effort to conserve the supply of wheat flour. The display of this pledge will assist the patriotic merchant in curbing the tendency of disloyal consumers who may attempt to obtain flour in greater quantities than necessary for immediate needs. This poster reads, "We pledge ourselves loyally to carry out the Food Administration's programme. In accordance with this order we will not sell any wheat flour except where the purchaser buys an equal weight of one or more of the following substitutes, the greater use of which in the home will save wheat." Displayed prominently on the poster is a list of ingredients which may be substituted for wheat flour. The only exception to this ruling, that whole meat and graham flour may be sold on the basis of five pounds of flour to three pounds of substitutes,

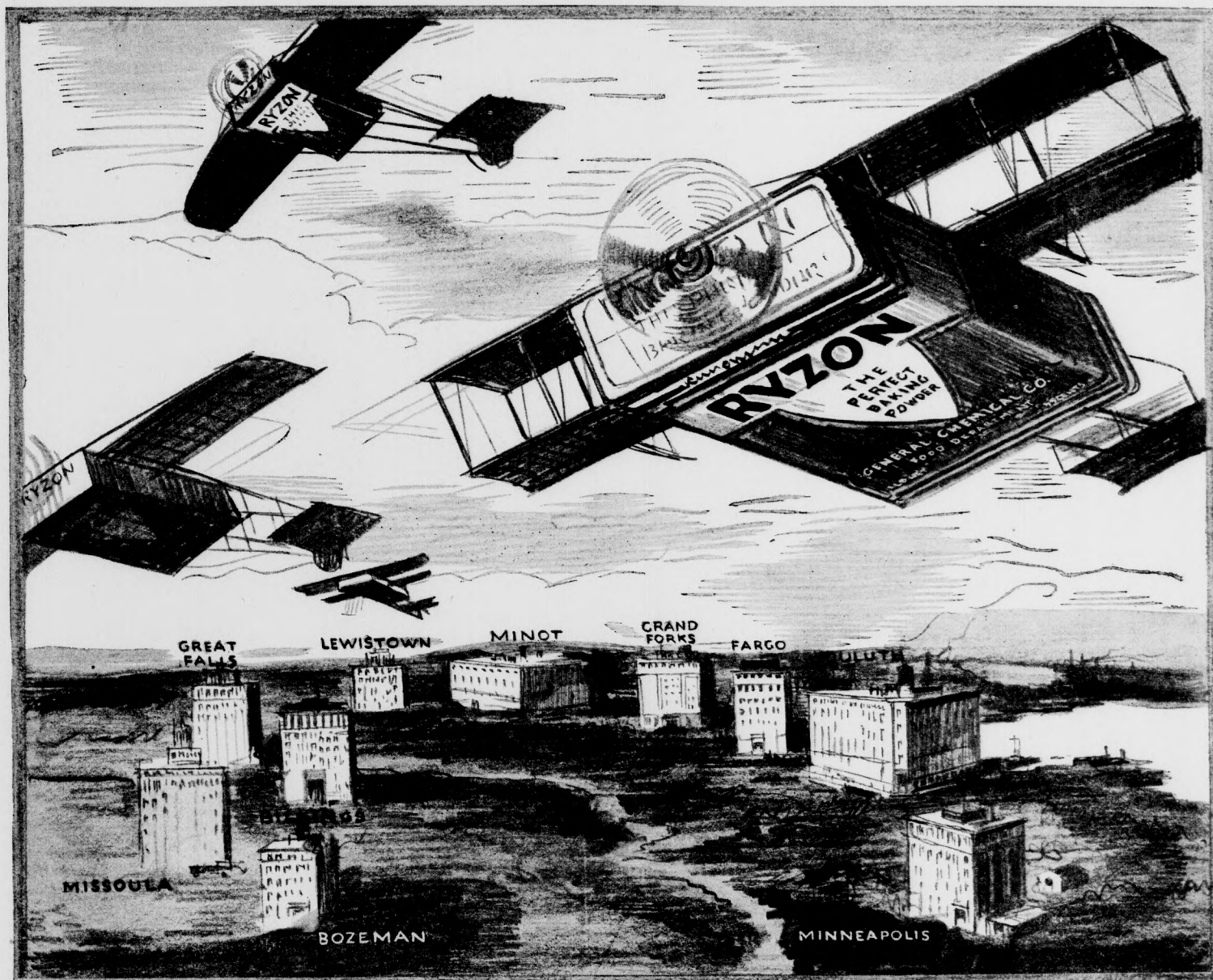
is incorporated in the poster. This exception is made because approximately 25 per cent. more of the wheat berry is used in the manufacture of whole wheat and graham flour than in the manufacture of standard wheat flour. Space is provided at the bottom of the pledge for the signature of the dealer. It is believed that every retail dealer in food commodities will have this displayed in his place of business March 1.

GO TO ANN ARBOR.

This is the last opportunity the Tradesman will have to urge its grocery and general merchandise readers to attend the twentieth annual meeting of the Retail Grocers and General Merchants' Association, which will be held at Ann Arbor next Tuesday, Wednesday and Thursday. The programme is sufficiently varied and attractive to meet the requirements of every member of the organization and the attendance already pledged indicates that each subject presented will be discussed intelligently before final action is taken thereon. Clarence A. Day, formerly editor of Trade, will represent the Tradesman on that occasion and compile a complete report of the proceedings for the Feb. 27 edition of the Tradesman.

Throughout our country—place regions and our emulous suburbs, always exponents of English elegance without its discomfort, there is spreading in the wake of the coal shortage a decree that the really smart home must have fire-places in every room. One may now retire preceded by a basket of kindling, even as a duchess, and rise amid the brushing-up of ashes. And ladies may again indulge in firelit reveries, Meditation "after the ball" is out of the question with a built-in radiator, but embers to "stir dreamily" will make it common again. The genuine war-time function of the open fire, however, is not to warm nor to decorate; it is to soothe and to harmonize. A capable log fire will efface social distinctions and political disagreements; it has a soporific effect upon the over-talkative; it charms the diffident into speech; it persuades the children to mingle with their elders; and it is as the votive flame before the family pet, be he soldier or Pekinese. The most painful conversational pause can be filled by a poke at the fire. A fire-place is a treasury of small talk. It makes photographs, phonographs, and bridge unnecessary and simplifies refreshments to red apples and chestnuts. Its devotees sit in a circle, symbol of democracy.

We do not realize the hour in the world's life in which we are living—that people never do—but a thousand, and more thousands, of years from now all human history will be divided into two epochs—that before the Kaiser's War and that after. All things will be dated from this time—the most stupendous moment in the history of man. And what the second epoch is to be will be determined by what and how we do now, and especially by what and how America does.



STONE, Ordean, Wells Company of Duluth sent us this drawing as expressing their idea of the way RYZON has captured the Northwest. Their orders for the first ninety days exceeded seven carloads of RYZON—which shows what a progressive wholesale grocer with a really modern sales organization can do with RYZON. Hats off to Stone, Ordean, Wells Company—and to RYZON, The Perfect Baking Powder.



The Retail Shoe Store's Equipment.

Written for the Tradesman.

Architects specializing in the construction of store rooms have developed some splendid new ideas of recent years—plans whereby the shoe store beautiful may become an actuality—ideal arrangements wherein such important features as convenience and accessibility of stock arrangement, the separation of the women's and the men's department of the same floor, the installation of interior display accessories, and the introduction of artistic embellishments are not forgotten.

Strictly speaking, the equipment of a retail shoe store begins with the front: i. e. no shoe store can properly be said to be number 1 in its equipment which does not have a modern front. Which leads me to make some general statements about the kind of a front every progressive shoe store should aspire to possess.

In the first place the windows should be of plate glass and metal, with the floors built from sixteen to twenty inches above the street level. The old-fashioned high-built window does not display footwear at the proper angle. There is no occasion for having the windows built deep. The arcade entrance is growing in favor—not merely because it is new and different, but mainly because it practically doubles the window display capacity of the store. The plan can be satisfactorily work out in the construction of a narrow front. An island cabinet in the center of the arcade entrance, and flush with the front of the windows on either side, is a fetching adaptation of the plan.

The hardwood floor and the panelled back is the best kind of a window for the display of footwear, hosiery and shoe store accessories; and the niftiest windows are those with small four-inch glass prisms above the door and the plate glass of the windows. The arcade entrance should have a tessellated floor, if possible.

And it goes without saying that the windows should be equipped with illuminative units of the right size, properly placed so as to throw a clear, white light down on the merchandise, for a niftily trimmed shoe window can draw when the dealer and his salespeople have gone home for the evening. (Let us hope that Dr. Garfield's ban on store illumination shall not continue indefinitely.)

And while on the subject of display, I may as well call attention to the fact that the best equipped shoe stores of to-day are making far more of display on their interiors than used to be the case. For this purpose glass

counters built on the sectional plan have been introduced; also interior cases and cabinets. The traditional custom of concealing footwear in cartons and disposing of them a la the wall arrangement, has given way to more up-to-date methods of putting them—or at least specimens of the more attractive leathers and lasts—in conspicuous places within dust-proof glass cases where they can be seen and admired.

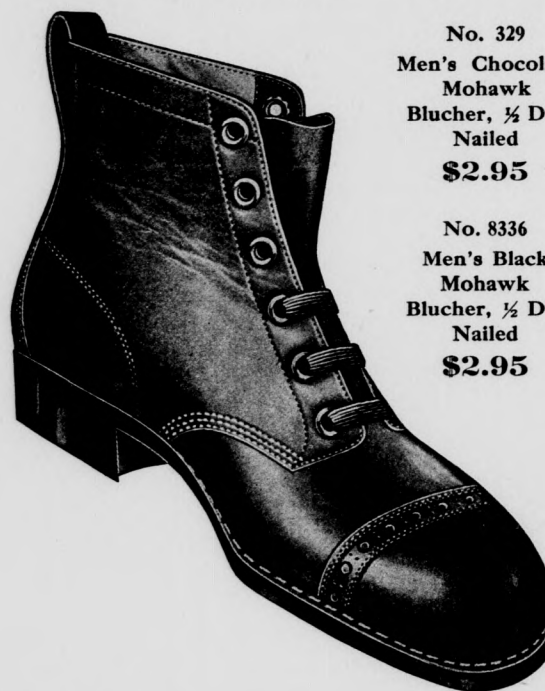
And, in the opinion of the writer, this is one of the most important departures made of recent years in the equipment of the retail shoe store. Why doesn't the average shoe dealer make more of it? Why does he limit himself to a single interior showcase or cabinet, as he not infrequently does? Why does he carry this perfectly splendid idea out to further lengths? Findings, hosiery, footwear ornaments and accessories all should be displayed. Sales depend largely upon display. The same applies to many types of shoes: such, for example, as millinery shoes so-called, pumps and slippers for evening wear, and many kinds of special wear footwear.

Introduce color, sparkle and pep into your store. Tone up the drab and prosaic environment of "just shoes." Why should a retail shoe store be dull and uninviting—especially when there are so many bright, fetching and colorful things nowadays in footwear and subsidiary lines commonly carried by retail shoe dealers? If one doesn't brighten up his place of business, the fault is all his own.

And the idea of brightening up the interior of one's shoe store, logically brings one to the subject of shoe store furniture and fixtures. And what an interesting and varied theme! Merely to repeat the phrase, "shoe store furniture," suggests to one's mind those delightfully convenient and comfortable opera chairs in oak, of some soft rich finish in keeping with the woodwork of the store, upholstered in leather—chairs that are built for economizing space, yet do not fail to provide for the requirements of the human body! And one thinks also of easy, cozy settees with graceful curved backs! One thinks of cunningly devised partitions built low so that one can look over, yet providing a measure of privacy; or of partitions formed by specially built panelwork surmounted with display cases!

The manufacturers of shoe store furniture have devised many beautiful and convenient types of showcases, cabinets, chairs, settees and what not, for the man who desires to make his

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.

You Are

going to have demand for **SPATS** this spring. We have them in several colors and grades.

PUTTEES for those in the army and out.

LEGGINGS for this fall.

We are selling them now for a lot less than you will buy them later, then there is the possibility of not getting them at all. We advise early buying in all lines.

Include your findings with your shoe orders and **SAVE** freight and drayage.

Hirth-Krause Co.

Tanners and
Shoe Manufacturers

Grand Rapids

:::

Michigan

shoe store the most attractive little old shop in town.

But of course the writer does not fool himself with the silly idea that every retail shoe dealer in the country is able to equip his store on perfectly lavish lines. Many of them have a hard enough time meeting their bills even in normal times, let alone during these days of wartime uncertainty.

But the point I am endeavoring to make is this: namely, equipment is a good investment. Other things being equal, about the best sort of an investment a retail shoe dealer can make. But if he hasn't the wherewith to invest, then of course he can pass this up. It doesn't apply to him.
Cid McKay.

Review of the Past—Forecast of the Future.

In reviewing the past year we are impressed with the success which will stand as a monument in honor of 1917. The story of 1917 has been very peculiar. Chaos and confusion have reigned supreme and the activities of business life have been more of a scramble than anything else, rather than the routine of a well-prepared programme or premeditated scheme of business experts. It has been a scramble in which we have, fortunately, come out on the top of the heap. Conditions have been very abnormal and past records and percentages could not be used as a basis for future ventures. Scarcity of raw materials and finished products have thoroughly demoralized business standards, have practically wiped out competition, have boosted prices sky-high and methods of catch-as-catch-can have been adhered to and relied upon. The early months of the year represented a period of suspense. Market conditions were kept unbalanced by alternating peace and war clamors until an existence of state of war was announced by our Government on April 6, since which time business has quickened its pace until it reached a state of feverish frenzy and frantic excitement, and this excitement has not yet abated. Due to the serious fuel shortage and lack of transportation facilities, business is still kept on a keen edge of uncertainty.

One of the biggest problems of the new year will, therefore, be the adjustment of existing conditions to a normal basis, to which each and every man in the country will have to lend his most urgent efforts. Much has been done by the Government to avoid further points of danger by direct controllership of the food and fuel situation and by dictating in terse terms proper regulations of the railroad and transportation predicament. The Federal Reserve Bank system has shown itself to be a most reliable governor of the financial problem and in the same degree will Government control tend to ultimately help the other branches find their bearings also. Although and nevertheless a general effect toward a sound basis of the present confusion will result, it will remain to each and everyone of us to do his share toward

the re-organization of present methods by hearty co-operation in settling the details under his supervision. The entire monster machine cannot be expected to run smoothly until each and every little cog and gear and clutch and tumbler will run likewise. Now, we are these little cogs and gears and clutches and tumblers and if we are not in earnest in doing our share we have no right to be in the business fray of to-day or any part thereof. This in other words is again co-operation.

It will in the first place be necessary to keep business on its highest level, which will always remain the backbone of a country's resources. To do this supreme efforts are necessary. By supreme efforts we mean gilt edged efforts that will produce gilt edged results. In all of our duties, in every department, in every branch thereof, let us show the gilt edge of perfection, so that it may be traced like a red line through a conglomeration of obscure records. This is not very easy. Unforseen events and abnormal conditions—due to unusual periods of prosperity or to a business depression—will always cause a deviation, because facilities and requirements are always out of balance in such a case.

In making business forecasts, predictions show a certain line of normal activities, based upon statistics of everything that effects business, namely, growth of population, yield of crops, normal supplies and demand, which, when materialized, should show a certain result. Nevertheless we find great deviations, either due to prosperity waves or business depressions, as, for instance, now we are experiencing a wave of prosperity due to the unusual large demand of supplies necessary for the war. This means that our facilities are out of balance with present requirements and we cannot expect satisfactory results until facilities can be brought up to where they will meet requirements. As this pertains to a country as a whole, it pertains to an individual business and person.

M. A. Salvner.

Overhead and Underfoot.

Two non-competing retail merchants in a New York State town have arranged to help each other. One deals in umbrellas and parasols; his store is over a shoe and rubber house. So the umbrella man inserts circulars and other advertising in his deliveries directing attention to the shoe man "underfoot," while the footwear firm reciprocates with similar inserts announcing the line of the fellow "overhead." Both concerns have become better known as "Overhead and Underfoot" than by their actual names.

The Hood White Rock
Absolutely
THE LEADER



Velvet Finish with
White Semi-Rolled
Edge Soles
Genuine Hood Pressure
Cured Process
Wide Full Last

	Plain Over	Storm Waverly
Men's	\$1.15	\$1.20
Boys'98	1.08
Youths'90	.97

IN STOCK

Grand Rapids Shoe & Rubber Co.
The Michigan People Grand Rapids

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.**



Small Prospects of Dictatorial Price Fixing Bill.

There has been considerable anxiety upon the part of the public relative to the "price fixing" bill said to be in preparation for presentation to Congress. A well-informed and reliable Washington correspondent says the President is desirous of going slowly in this matter, "realizing that the system of price fixing on the necessities of life by the Government must result from a popular demand for Governmental interference, rather than any sense of forearmedness on the part of the administration." If this is true, and it seems likely that it is the correct interpretation of the President's attitude, there is small prospect of a price fixing law being passed, definitely fixing prices on necessities of life. The methods of the Fuel administration in regulating coal distribution and fixing the prices has not had any stimulating influence in this respect. Very properly, and at an opportune time, the Food administration has issued a notice giving an explanation of "Food Control." This statement says the public has conceived a notion that the radical reduction of wholesale and retail prices was the object sought, whereas the object was to feed America and her allies at the most reasonable prices obtainable, and since reasonable prices are not necessarily low, and war necessarily pushes to higher levels, the real question is to get produced and distributed enough food to feed the people. "Low prices in America," says the statement, "will not win the war, but increased production in America will." Elimination of speculative profits has almost been completed and actual profiteering in food products is rapidly being stopped, and for the first time in American history a genuine attempt, now apparently assured of success, has been made to curb the greed of speculators during a time of National peril.

So far as can be ascertained, there is no public clamor for further dictatorial powers to be conferred upon the Food Administrator who is to be praised—and praised highly—for his appeal to the patriotism and reason of the people along the lines of economy and elimination of waste: lessons sorely needed in this Nation: lessons which will bear permanent fruit. Of course, in every large aggregation of people, there are persons who will neither heed appeals nor be swayed by patriotic sentiments. These can be controlled by public opinion, and what they would not do from a sense of right they will do from pressure of criticism by friends

and neighbors in their respective communities. It would seem there is at present no need for legislation conferring further despotic power upon the Food Administration.

The principal and interest on the \$100,000,000 one year 5½ per cent. secured convertible gold notes of the British government are being paid off at the office of J. P. Morgan & Co., at New York. There were, approximately, \$92,000,000 of these notes outstanding, the remainder being accounted for by conversion into 5½ per cent. bonds due in 1937. This \$100,000,000 is part of \$250,000,000 placed in this country in January, 1917, by a syndicate headed by J. P. Morgan & Co. The remaining \$150,000,000 becomes due Feb. 1, 1919. This is of special interest, for the reason that many thousands of dollars worth of these notes were purchased by Michigan investors.

Further particulars are at hand relative to the scope of the proposed \$500,000,000 "War Finance Corporation" to be described in a bill fathered by Secretary of the Treasury McAdoo. The bill introduced in Congress empowers the War Finance Corporation to advance capital to any bank, banker or trust company which has outstanding loans that are necessary or contributory to the war. This move may be assailed as an inflation scheme, and dangerous to the country as inviting a long run of high prices, as it provides for issuance of notes or obligations which may be dealt in by the Federal Reserve banks as rediscount paper, against which Federal Reserve notes may be issued. In other words, the securities of the corporation will be the collateral back of Federal Reserve notes. The bill authorizes a total issuance of notes eight times in excess of the \$500,000,000 capitalization of the War Finance Corporation. This rediscount paper will not resemble the commercial paper, now the backbone of the Federal Reserve rediscount system, and would inject \$4,000,000,000 additional money into our circulating medium, forming a basis for reckless ventures and tend to cheapen our currency. These are the objections, but, on the other hand, the situation demands a remedy. Mr. McAdoo, finding the war has virtually stripped corporations of sources of credit and has concentrated the use of capital in the Government, was obliged to devise a remedy to take the situation as he found it. We all must realize that industry cannot be abandoned to take care of itself when deprived of its channels of credit, if the war is to be pressed and won. If there is



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

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.

Fourth National Bank

United States Depository



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

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

LAVANT Z. CAUKIN, Vice President
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Of Course You Know

That this bank is a part (branch of) the Federal Reserve Bank. When you have an account in such a bank you are about as close to leaving your money with Uncle Sam himself as anyone ever will be.

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MONROE AT PEARL



NO BRANCHES

any better plan than that suggested by Secretary of the Treasury to meet the situation, it is up to those who can devise it to come forward. In the absence of the War Finance Corporation or some plan to take its place is that suggested by the Federal Reserve Board for the creation of a "Capital Issues Commission," designated to pass upon proposed capital issues, based on voluntary co-operation of banks and business enterprises. One of McAdoo's suggestions is for Federal Reserve banks to make ninety day loans to savings banks which put up 125 per cent. of the face value of the loans. Under Mr. McAdoo's measure all corporations seeking financial aid would be subject to investigation and, if found satisfactory, would be licensed to borrow on its securities through the War Finance Corporation, which would make the necessary advances to any banking interest that had rendered financial assistance, directly or indirectly, to any person, firm or corporation, that has engaged in war business. Under this measure the advances or bonds or other obligations issued by the corporation shall in no case be more than 75 per cent. of the face value of the issue of securities. Most loans would be made for five years or less and in no case, except where loans could not be procured through ordinary banking channels. The corporation would have a life of ten years, but would be compelled to begin the liquidation of its affairs within six months after the end of the war. The measure, as a whole, is entitled to careful and prompt attention at the hands of Congress.

An official bulletin issued by the U. S. Food Administration recently is of particular interest to Michigan. It is to the effect that the U. S. Food Administration has secured the release of sufficient tin plate to permit canners to begin operations on an additional 25 per cent. of their indicated pack of dry white, colored or lima beans. They had already been granted permits to can an initial 25 per cent. of the amounts they had indicated would be packed by March 1.

"In addition to amounts canned under permits for dried beans," says the bulletin, "the Food Administration is urging canners to pack the greatest possible quantity of wet beans. Beans containing more than 20 per cent. of moisture are included in this class. Unless they are canned before warm weather they will be lost. Special permits must be secured for wet beans. The Food Administration will grant these as freely as possible. The pig tin situation is still serious. With part of it utilized to save wet beans now in storage, there is some question as to when the Food Administration can secure an additional release of tin plate. Every possible effort is being made, however, to save the wet bean crop. Late summer rains and early frost explain the large proportion of wet beans resulting from last summer's crop. In food value, they are equal to the dried beans, and the Food Administration will endeavor to have the entire crop made available in the form of canned

goods. Federal Food Administrators in every state have been notified by telegraph to grant authority to begin canning immediately, sending receipt of official permits from Washington. Paul Leake.

Attitude of Real American on Kaiser's War.

Chicago, Feb. 12.—The real American is one who will fight for America "first, last and all the time," but the incentive must be born through a desire for and love of liberty. He is not a fighter in the true sense without that characteristic.

Each American soldier who takes up arms against Germany should say, "I am going to fight against domination and even though I shoot steel bullets, they will be tipped with love, for they are sent to kill all hatred, malice, revenge, aggrandizement, selfish motives and desire for conquest." If man stands for these things and defies the power of justice, then he should "take heed lest he fall." Right shall surely and ultimately prevail in this war.

The Nation that is striving to be free from militarism through a sense of right desire will win. God will be only on the side of right thought and motive, for the day of conquest for selfish gain must end.

The day of loving our neighbor as ourselves must come nearer to every nation than ever before in all history, else the conflict will continue until it apparently dies from exhaustion. Such an ending is not death—it only slumbers on to awaken at some future period with renewed or educated fury.

The whole world needs to be liberated, but it can be so only through love. Jealousy and a desire for conquest sooner or later ripen into action and we war against our neighbor. This state of consciousness is far from the Kingdom of Heaven.

The desire for place and power has been growing greater and greater for many centuries, but when a thing becomes too topheavy, it naturally falls by its own weight.

"The muddy river bottom" is being stirred more than ever before in the history of mankind and this action will tend to purify, only as "man's uncertain sense of right, yields to spiritual sense, which is always right."

The ordinary mortal loves his home and country and we admire him for it, but the time is passing swiftly when one part of the world can wage war against another from purely selfish motives and conquest as the incentive. It must cease, for the day is close at hand when brother will not war against brother, nor listen to the dictates of a mercenary or egotistic ruler.

Desire for place and power must be second to justice, for only as we love our neighbor as ourselves, can "the earth be filled with the knowledge of the glory of the Lord as the waters cover the sea."

T. R. French.

The Scotch of It.

An English, Irish and Scottish soldier were returning to camp after a stroll. They were footsore and tired, and a kindly farmer on his way home from market gave them a lift on the road.

The soldiers were very grateful and wished to reward the farmer for his kindness.

Said the Englishman: "Let's stand him a drink!"

"Sure!" Said Pat, "that is again the law. Let's give him some baccy."

"Hoot, ma laddies!" interjected the Scot. Don't be extravagant. Let's shake hands with the man and wish him good night!"

A man gets a great deal of comfort from the contemplation of the fact that upon his death his estate is to be administered by a competent Trust Company.

The accumulation of property during a man's lifetime is a task that requires the expenditure of much energy and effort.

If the property be small in amount it is infinitely precious to those for whom it is to be a competence.

It is with satisfaction, therefore, that a man realizes that the results of his labor are to be wisely conserved, and the benefits equitably distributed among relatives and friends, through the medium of a Will naming this strong Company as his Executor.

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

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SUGAR AND AMMONIA.

Absolute Necessity of Governing Both Great Staples.

Washington, D. C., Feb. 11—While it is vitally necessary to regulate the consumption of food in public eating places, they consume on various estimates, from 12 to 20 per cent. of the total foodstuffs and if they were reduced out of all reason they would not solve the problem. Some method must be devised which will cover a much wider area of consumption.

It appears to me that we should attack the non-essential uses of foodstuffs, and that we should attack the points of unnecessary consumption of foodstuffs. By these means we can place the burden where it belongs—on the luxurious and greedy and not upon the poor. This implies some further measures of control in distribution and in non-essential use. If you will give the whole problem study, I believe you will find that somewhere in the Nation we consume or destroy over 30 per cent. more food than we need for health and strength and that this margin, if it can be implemented, will supply all Allied demands. But we should not draw it from that class to which economy and moderate use is a daily necessity.

Take, for example, the case of sugar, the shortage in which will, we hope, not exceed 10 per cent. We should be able to accomplish this by a reduction in the manufacture of confectionery and sweet drinks of, say 20 per cent., and these very manufacturers could substitute other things and maintain their volume of production. During the recent shortage we made a patriotic appeal to such manufacturers to reduce their consumption of sugar by 50 per cent. and placed it at this figure because we did not wish to destroy the livelihood of 250,000 women and girls pending fuller supplies of sugar. I have specifically before me the case of one very large manufacturer who followed this suggestion implicitly, only to find that over a score of manufacturers of imitation goods sprang up on all sides, supplied the trade to his great damage and loss, and we were powerless to give him any protection in his patriotic action. Surely it is better that the conservation of sugar should be made in the luxury trades and that they should have protection in making it, than that we should draw upon household supplies.

The recent experience with sugar also serves to prove the necessity to have some further powers in distribution. During the entire recent sugar shortage the gross supply amounted to 80 per cent. of normal consumption, yet we had sporadic famines and privation all over the country because no organized distribution could be effected. The greedy got sugar and others went without.

As to conservation measures necessary to apply to commodities needed for the production and preservation of foodstuffs, I may cite the case of ammonia, which is critically necessary to maintain our cold storage warehouses, in which must repose over \$500,000,000 worth of food from time to time. The production of ammonia in 1917 was about 130,000,000 pounds; of this, the demands of the Army and Navy for explosive purposes are estimated to us as being 150,000,000 pounds per annum and the amount necessary to maintain cold storage warehouses is 40,000,000 pounds per annum. In other words, there is an absolute shortage of 60,000,000 pounds per annum at the present moment, which may, later on, be partially reduced by increased production. Yet ammonia is being used to a very considerable extent in the maintenance of skating rinks, in cold storage of furs, alcoholic drinks, household ammonia, etc. I think the

War Department has recognized that the maintenance of the cold storage warehouses is vital to the food supply of our people and that it may, therefore, be obliged to reduce the amount of explosives manufactured and thereby possibly jeopardize our military possibilities until production can be built up.

Another typical case of this kind lies in the question of tin cans. The amount of pig tin produced in the world to-day is too little for the total demands. We are able to obtain only a proportion of the requirements for manufacturing tin plate. The increased demands for tin containers for our own and the Allied armies render it absolutely impossible to maintain the supply of the whole of the tin container users. It would seem to effect no great hardship on the American people if the use of tin plate and tin foil in toilet articles, and for containers for such other articles which can be established in either glass or paper cartons, were limited. We are, however, powerless to-day to effect these measures, except so far as they can be done voluntarily. I feel certain that unless some effective control of the matter is taken that we will yet be unable to preserve the very large amount of fruit, vegetables and meat which must necessarily go into tin containers.

I will not weary you with more than these typical cases which lie outside of the authorities which you propose should be conferred upon the President. Not only do more exist at the present moment, but as the war goes on, new ones will arise from day to day.

We have carried on an extensive campaign for voluntary conservation. This effort has brought beneficial results in many directions, through the fine sense of service and self-denial in our people. The great majority of trades co-operate with us in the most patriotic manner, but the minority who will not follow not only prejudice the patriotic, but discourage and undermine their efforts. The demands, as they have developed during the last sixty days, are, I believe, greater than can be borne on a purely voluntary basis. I am perfectly willing to go on and make every effort to succeed with voluntary methods. In fact, the situation is one of such gravity that we are now sending out further and further requests for more self-denial, for more voluntary action amongst the trades in support of conservation. I hope that it will succeed, but I think it only right to point out that if it shall fail, the grave responsibilities can not be left upon my shoulders, if Congress should consider that nothing further is necessary by way of legislation.

Herbert Hoover.

Canada to Make a New Flour.

A new flour standard went into effect in Canada on Monday last, and all the mills in the Dominion now must manufacture it on the basis of one barrel from each 265 pounds of wheat. This calls for thirty-five pounds less wheat per barrel than the old standard. Former standard grades of flour will be replaced by a new standard of 74 per cent. extraction. The mills will be permitted to grind different grades of wheat, as well as mixtures; but in all cases the 74 per cent. standard will hold. The new flour will probably sell at \$11 or \$11.10 a barrel in carload lots.

The poorest way to help the poor is to pauperize them. No man can pay his obligations to society with a check book.

NOW READY Corporation Income Tax Return

(Form 1031)

This form (revised January, 1918) is for the use of all corporations, except Railroads and Insurance Companies.

New Booklet on Excess Profits Tax

Much of the uncertainty regarding the interpretation of the War Excess Profits Tax is removed by the rulings of the Treasury Department recently issued which are carefully analyzed and illustrated in our new 50-page booklet, "1918 War Excess Profits Tax Regulations," now ready for distribution.

Copy of either, or both of the above, will be sent without charge upon application.

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SURPLUS TO POLICY HOLDERS \$479,058.61

PRESIDENT TOO PARTISAN.

Time to Quit Pinhead Politicians and Peanut Politics.

Written for the Tradesman.

Party lines were obliterated long ago.

When we entered this war every man in America, aside from the pro-German slacker and the I. W. W., stood behind the President in this war for world democracy. This is, of course, as it should be, and yet is it not as truly incumbent upon the Administration to forget party, think only of country in the greatest crisis that has befallen us since 1861?

When Abraham Lincoln found the Southern half of the Union up in arms to destroy the Nation with a big N, he cast aside partisan prejudice, forming a composite cabinet, refusing to listen to political dopesters, entering upon his task with an eye single to the country's interests.

Stephen A. Douglas, Lincoln's opponent for the presidency, came in for a share of the new President's activities by being proffered a major generalship in the volunteer army, although he did not live to accept the place. John A. Logan, a member of the opposition party, was made a Major General, also Benjamin F. Butler, than whom no more bitter partisan in the party opposed to Lincoln lived.

From Buchanan's own cabinet we may mention Edwin M. Stanton, whom Lincoln appointed Secretary of War to succeed Simon Cameron, and who proved to be the greatest Secretary of War this country ever had, thus vindicating the policy pursued by President Lincoln in choosing his helpers from all factions.

It is the proper and patriotic thing to stand behind President Wilson in the present crisis. It is also the patriotic thing for the President himself to reciprocate and stand by the country by placing in important positions men of caliber, men whose qualities for certain positions are well known. It is unseemly and narrow minded in the President to continue in high official positions men who, perhaps, might do well enough in time of peace, but who have fallen woefully short of fulfilling the demands of the hour.

To continue a pacifist in the war portfolio when the country needs a man of iron, a man of judgment, a man filled to the brim with patriotic desire to win the war, and who does not trust to the distance of the war from our shores to save us from the humiliation of defeat, is, to say the least, a dangerous and unwise policy.

Any administration that will shelve a man like General Leonard Wood because of personal pique or for party reasons is treading the wine press that leads very close to the danger line. All the great men of this country are not members of one political party, and the sooner our most excellent Chief Magistrate comes to his senses the more certain is he to win the plaudits of present day patriots and the worthy commendation of the future historian.

Why confine himself to the narrow gagepolicy which has already been

productive of scandals and lack of energy on the part of the War Department? For the good of the country the President should step out from the self-centered few who surround him, take a sweeping view of the whole Nation from horizon to horizon, and choose from the statesmen therein focalized men of eminence, both in civil and military life, and press them into the service of the United States.

Let it not be said that Old Glory floats only for pinhead politicians and peanut politics, but that the old flag is big enough and broad enough to float for old America, for young America, for all America, and that every effort shall from this time forward be exerted to win this world war, regardless of what men or measures come to the top.

In a crisis like the present there is room for Roosevelt, for Hughes, for Root, et al. Why not put them at work, Mr. President, that the weal of our country may be subserved to its uttermost confines?

We are all citizens of one great country. There should be no Democrats, Republicans or Progressives while the flag of infernal Hunism floats defiantly in the breeze. When you hear a man prating about paty, spot him, because he is a traitor! The country is behind the President; let the President accept that leadership that knows no party, no East, no West, no North, no South, knows only the needs of the good old United States and works steadily to the end that every honest man seeks, which is a complete victory over the Hohenzollerns, a new birth of Democratic-Republicanism, not only here in America but in all the monarch-riden lands of the old world.

We are behind you, Mr. President, and we want you to stand with us in putting the last Prussian to the sword, to do it in the most expeditious manner possible, with the least expense of life and treasure. To make a success in the least possible time it seems to one of the integers of this American people that it is necessary to pick men whom the Nation trusts to take hold on the duties of the military and civil departments of Government that it may be faithfully and acceptably administered.

Old Timer.

[The Tradesman wishes to express its approval of every word in the above contribution from its long-time contributor. President Wilson is getting pretty near the border line in retaining as his advisors and executives men of small vision and inferior ability, when great minds like Root, Hughes, Reynolds, Leonard Wood and Roosevelt are at his command. The President is not dealing fairly with the country in asking the people to stand by him so long as he is not standing by the people.—Editor Tradesman.]

Business is a game of skill, in which a knowledge of its rules, with the mind, body, and soul-stamina to play it to the end, will win the greatest reward.

The Higher Life.

Written for the Tradesman.

I stood upon a mountain top,
God's footstool 'neath the sky,
I saw the nether shower drop,
I touched a cloud close by.

I saw the river in the vale—
So lowly it did seem
Where when a boy I set my sail
Or fished along that stream.

Where moved the rustic with his plow—
Once acres broad and fair;
But so diminutive looked now
My boyhood home down there.

Afar beneath the wood and hill—
I saw through clearing rain,
The water-wheel and old red mill
Where oft I brought the grain.

There in that little quiet vale—
A stream—a home—the wheat—
Where bounteous harvests did not fail
My world seemed all complete.

But now from lofty mountain height
O'er beetling cliff and crest,
I watch the fearless eagle's flight
Encircling round its nest.

And here I find another sphere
Till now to me unknown,
Where narrow confines disappear
Each peak a stepping stone.

The world within the yonder vale
Did satisfy youth's dream,
But now its limitations fail
How changed it all does seem!

Upon a mountain let me stand
A wider vision see!
More firmly clasp that Guiding Hand
That's waiting there for me!

When darkness gathers I confess
The stars but brighter shine
While twinkling down Heaven's loveliness
Upon your life and mine.
Charles A. Heath.

Profit Permitted on Flour Sales.

It is the opinion of the United States Food Administration that the gross maximum profit for wholesalers in flour should not exceed from 50 to 75 cents per barrel. The profit to retail dealers in original mill packages should not exceed from 80 cents to

\$1.20 per barrel, depending upon the character of service performed. Where retailers sell in amounts less than the original mill packages, the gross profit should not exceed 1 cent per pound.

Any profits in excess of these or in excess of those obtained in pre-war times will be considered cause for investigation. Substitutes for wheat flour should not be sold at more than a reasonable advance over actual purchase price of the particular goods sold, without regard to market or replacement value at the time of such sale.

How long since you had your mailing list corrected? Every wrong address or dead name on it costs you money.

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

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

Michigan State



Telephone Company



Worsted Spinners Not Seeking Civilian Trade.

Spinners of worsted yarns show more interest in the likelihood of Government business in the near future than they have in pressing the development of civilian trade. It is the general impression on the goods market that Washington has cleared up many of the hindrances in the way of further orders for uniform cloth and that the re-organized departments are ready to go forward with new business.

It is not unlikely that slightly different methods may obtain in the buying of worsted yarn for weaving into military goods than were in vogue during 1917. At that time the authorities had a maximum price on fabrics and weavers who bought part of their yarn on the open market found that the steady rise in yarn prices was pressing their margin of profit to a point where it was difficult or impossible to maintain the full quality of the cloth.

A step in the solution of the problem is to be found in the formation of an association among worsted spinners. This was in part inspired by Government suggestion and it offers a centralized organization to distribute orders to best advantage and to collect any data from the industry which the Government may need. It is evident that yarns for army cloths must not be allowed an unrestricted rise unless at the same time higher prices be paid for the woven fabric. From which side the authorities will approach the problem is not generally known. On the market, however, reports are circulated to the effect that mills have been approached tentatively regarding the weaving of 16-ounce goods at \$2.85.

If the prices lately noted in opening of men's wear for next fall is any criterion that figure on army goods is considerably under the market. For sixteen ounce all-worsted suitings \$3.50 to \$4.50 is about the range with the majority over \$4, while woolen suitings of two to four ounces lighter weight are \$2.50 to \$3.

Spinners of worsted yarns are, however, preferring Government work, and the weaver of civilian goods does not get the usual favors from dealers and agents. Silk mills may try to turn part of their production to fabrics with worsted warp but they will find themselves limited by the worsted yarns available. Prices are still largely nominal and trade quiet, but 40s two-ply half-blood are noted at \$2.80 to \$2.90 from spinners and odd lots from stock are said to be 15 to 20 cents less.

Worsted yarn mills are still largely running on 12s singles and 24s two-ply, which have been the standard counts for uniform cloth. Prices on these are reported at \$2.05 and \$2.10 respectively.

The freight congestion has tied up those customers of yarn mills which have been running close and counted upon a weekly intake of that material. Spinners also have been getting only a reduced production because of fuel and labor scarcity and freight delays as they affect any necessary supplies or materials in which spinners stand in need.

Many Lines Withdrawn in the Primary Market.

A great many lines of cotton goods have been withdrawn from sale to give manufacturers and finishers an opportunity to catch up with delayed deliveries and to adjust their plans to further idle days in production. Very slow progress is being made in some directions with shipments of merchandise, the export possibilities being rather better, relatively, than home trade, largely because so many goods are held awaiting any vessels that are available.

Buyers are present in the markets in very large numbers. Ready-to-wear buyers are here looking over new offerings and retailers have come to town to see what can be done about picking up further lots for spring distribution. Many of the retailers claim to be well provided for on staple goods in fabrics, but they are unable to secure their usual full lines of novelties and art goods. Those who passed such goods as unlikely to prove salable are willing to take on odd lots wherever found.

There are some jobbers who are either short of merchandise that is overdue or who now feel that more goods must be ordered at some price to keep trade moving. They are offering to place orders for quick deliveries at the last quoted prices of agents and are nonplussed to find that their business is not attracting attention. Doubtless if shipping conditions were anything like normal more trading would be seen.

Buyers are placing very few limits on prices they will pay for cotton goods when they are able to secure what they seek. Some of the smaller jobbers will pay 19c for bleached cottons they would not order at 15c in October and November. Others seem to have forgotten that they haggled desperately about paying 9c for gingham they now want to buy for spot shipment at 22½c. While there is caution enough in many places it

does not prevent business being done when goods can be had.

Worsted yarn spinners are not seeking civilian trade with any show of eagerness. They prefer to take on Government orders, as they feel that the difficulties of getting wool and fuel are too numerous to warrant taking up the chances and the worries that are attending the completion of orders that are not essential in war making.

There are rumors in the men's wear markets that further business will soon come forward on uniform cloths, following the readjustment of buying organizations in the War Department. The quiet that has prevailed in some lines of cotton goods used by the Government is also said to be passing and further orders are pre-

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No. 17—Unbleached Crash..... 11c	64 inch Mercerized Damask..... 50c
No. 300—Unbleached Crash..... 11½c	58 inch Mayflower Damask..... 25c
No. 400—Bleached Crash..... 11c	32 inch Shepherd Check Dress
36 inch Wool Serge..... 75c	Goods..... 19½c
27 inch Staple Gingham..... 17½c	24 inch Shirting Prints..... 11c

A Special Lot of Men's Dress Shirts—Laundered and Soft Cuffs—Not All Sizes—To close, \$9.00 per dozen.

Broken Lines of Gents' Neckwear—Good Patterns—Look them over—At \$2.00 and \$4.25 per dozen.

No. 800 Fisheye Button Cabinet—144 cards—assorted sizes in 24-30-36—at \$5.50 per cabinet. Just the button for children's spring suits and dresses.

Ladies Cover—All Aprons in Pink, Medium, Blue and Light Percales. Assorted one dozen of three sizes to the box—at \$7.50 per dozen.

Quality Merchandise—Right Prices—Prompt Service

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Wholesale Dry Goods Grand Rapids, Michigan

dicted before the end of the month. While many manufacturers find that having Government orders does not help them much in the matter of fuel for operations on Monday, they do find that more attention is given to Government protests that arise from delays in completing goods wanted by the various Government departments.

The last foreign trade figures (for November), showed a total of cotton goods exports amounting to as large a sum as the total of the twelvemonth shipments of the last fiscal year. The yardage of cotton goods sent out for November was 700,000,000 in round numbers.

The trend of textile foreign trade is steadily in the direction of increasing the balance in favor of this country. But this is being brought about by a reduction of imports rather than by any material expansion in exports. The latter have not fallen to the low levels predicted by those who feared the interference of war boards and other restrictions, save in the matter of wool goods. They give little immediate promise of rising to the high levels of a year or two ago. A few houses are still working steadily on exports of wool goods while others have virtually abandoned the field.

Loyalty pledges might be exacted from school teachers. Why should they be distasteful to any loyal American citizen? An American who is so sensitive that he or she is unwilling to affirm it under oath is a citizen who will bear watching.

Hearty Welcome to the University City.

Ann Arbor, Feb. 11.—The Tradesman recently printed a list of ten reasons why merchants should attend the twentieth annual convention of the Retail Grocers and General Merchants' Association, which will be held in Ann Arbor, Tuesday, Wednesday and Thursday, February 19, 20 and 21.

This week we might add ten more reasons, but the ground has been fairly well covered by the State officers in their appeal for a big attendance, and every live merchant in Michigan should, we believe, by this time, have a full appreciation of the benefits which he will derive through joining with the several hundred other dealers in his line, who will be present, prepared to discuss and act upon the innumerable important trade problems which will come before this convention for consideration.

Some grocers may be working short handed at the present time. Others may feel that they can not get away just now on account of the fact that business is not exactly normal, but what is there of more importance to the business man to-day than to have the benefit of the experience and advice of his fellow merchants in making plans to meet present existing conditions and thus prepare himself to adjust his business to conform with these conditions where necessary.

This is the first time that the retailers of Ann Arbor have had the privilege of entertaining a State convention of grocers and general merchants. We are well aware of the grade of hospitality which has been extended to the delegates to previous conventions by the business men of other cities and we have set ourselves the task of seeing to it that when this coming convention is over, those who attend will concede that it was the best, the most helpful, the most con-

structive and the most enjoyable of the annual conventions held since the State association was organized.

When we say the business men of Ann Arbor extend a cordial invitation to the merchants of the State, we mean all the business men of the city. Each one will act as a committee of one to co-ordinate with the convention committees in seeing to it that the delegates are made to feel at home, and leave here, with a higher regard for the hospitality of the city than they ever had before.

Ann Arbor is somewhat proud of its local association. It feels that it successfully solved some of the problems which are met with by the retailers in every city of the State. We have confidence in our ability to prove this statement to you when you come here. But we, in turn, are looking forward to the meetings with anticipation of what we can learn from the merchants in other parts of the State and we know that this exchange of experiences is going to be mutually beneficial.

We believe that this is a critical time in the history of organization work in Michigan. We have the nucleus for a strong State organization, but what we need is the active co-operation of all those who benefit by the work of the organization. How better can this be accomplished than by getting the suggestions of you who have kept in touch with the organization movement and who have formed ideas as to what problems are now uppermost in the minds of the grocers of this and other states?

Don't get the impression that any one is better able than you are to exercise a potent influence at this convention.

You are an up-to-date retailer or you wouldn't be paying your good money for a paper like the Tradesman to keep you posted on the details of your business. Then stop and think of the responsibility which devolves

upon you to lend your active influence in moulding the tendency of the business in which you are engaged.

Don't hesitate. Don't procrastinate. Say to yourself, "I am going over to Ann Arbor and do everything I can to place my business upon a higher and a firmer foundation."

Let us know when you are coming and we'll be there to meet you.

Theo. H. Frost, Sec'y.

Place Small Orders at First.

Jobbers of fancy underwear for women report that, although their volume of business during January of this year was lower than during the same month in 1917, the total in dollars and cents for January of 1918 is considerably more than the same period a year ago. It is pointed out that many retailers have attempted to keep within their usual money allotment for these lines at this time, although its purchasing power, due to higher prices, is greatly diminished. It is expected, however, that because of the smaller quantities purchased reorders will begin coming in earlier than usual and in all probability for larger quantities. By this means it is predicted that the total volume of business for this season after it is ended will amount to as much and perhaps more than the 1917 spring season.

Two-Toned Gloves Well Liked.

Among the advance sales of double silk gloves for women, for fall delivery, is a considerable proportion of two-tone effects. In these the linings contrast in shade with the outer portions of the gloves, the embroidered decorations on the backs generally being of the same shades as the linings.

QUALITY

SERVICE

**Another Real Addition
Watch For Us**

Don't buy until you see the largest and most complete line of

**Mackinaws, Duck Coats, Moleskin Coats,
Corduroy Coats, Sheep Lined Coats, Knitted Wool Vests
Hunting Shirts and Sport Clothing**

ever shown by any Jobber in the State.

We have the merchandise.

Prices are right.

Quality excellent.

Styles correct.

We will see you soon.

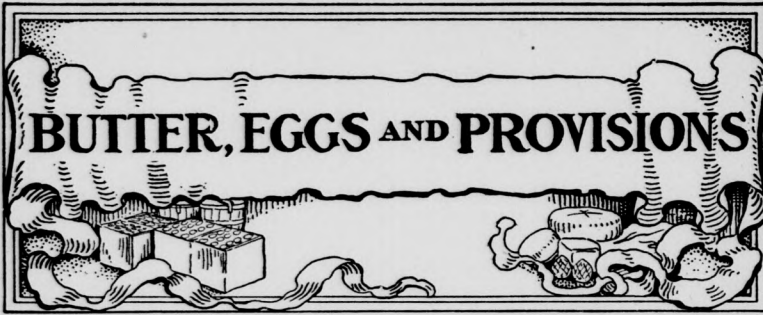
The Grand Rapids Dry Goods Co.

SERVICE

Exclusively Wholesale

Grand Rapids, Mich.

QUALITY



Must Not Take More Than Reasonable Profit.

Washington, D. C., Feb. 9.—Amendments and additions to the regulations governing the importation, storage and distribution of food commodities and feeding stuffs were to-day issued in pamphlet form by the United States Food Administration. These new rulings apply to all licensees except salt water fishermen whose business does not extend beyond primary consignment and millers of wheat and rye with plants having a daily capacity of less than seventy-five barrels. The amendments and additions given in this compilation became effective Jan. 28, except those governing manufactures and distributors of feeding stuffs, which will be in force Feb. 15.

Profiteering through unnecessary transactions is eliminated by the rule which forbids the resale of food commodities within the same trade, without reasonable justification. It is clear that the particular lot of goods whose resale is proposed will go through to the retailer at a lower price if the wholesaler who now owns them sells direct to the retailer instead of to another wholesaler, who would add a second wholesale profit on the same lot of goods.

The rules include specific regulations governing the acceptance and unloading of perishables. This will avoid an undue accumulation of perishable shipments at terminal points, tying up transportation, and will reduce the possibilities of waste to a minimum. The rules recommend the parties to make definite contracts so as to avoid disputes, and define clearly the right of shipper and receiver. The rules concerning fresh fruits and vegetables were prepared after a conference with shippers and receivers of perishable food commodities, and have been based on recommendations from them, in order to meet conditions which have resulted in great waste of these products throughout the country. These rules also apply to dried peas and beans.

The new rules provide that live poultry containing in their craws more than one ounce of feed for each two pounds in weight, or dressed poultry containing more than one-fifth ounce of feed for each two pounds in weight, shall not be offered for sale. They also provide that poultry feed must not contain any wheat fit for human consumption, and in no event shall the amount of wheat exceed 10 per cent.

Fresh meat and fresh meat products, fresh or frozen fish, eggs and butter held in cold storage for a period of thirty days or more must be marked "cold storage" and sold as such. Licensees are not permitted to remove "cold storage" stamps from such marked foods or their containers.

All manufacturers of lard substitutes are brought under license, with regulations which prohibit speculation and hoarding, at the same time shortening the channels of trade and eliminating unnecessary distributing expenses.

No edible oils used in manufacturing may be kept on hand or held under contract in excess of reasonable requirements for a reasonable length

of time. This of course makes allowances for amounts which must be carried in seasons of scant or no production. The licensee will not be allowed to have in his possession any lard substitute not of his own manufacture.

No manufacturer will be permitted to carry any lard substitute in stock for more than thirty days. At no time can he make contracts for the sale of his products in greater quantities than he can manufacture in that period; nor can he contract for shipment or delivery more than thirty days after contract is made, unless it is with a nation at war with Germany or with Federal, state, county or municipal governments.

The new regulations cover all importers, crushers, refiners and dealers in copra, copra oil, coconut oil, palm kernels, palm kernel oil, palm oil, imported peanuts and the oil from imported peanuts, and imported soya beans and their oil. Only with the written consent of the United States Food Administrator may a licensee have any of these materials on hand for more than sixty days after they reach the United States. He will not be allowed at any time to make contracts for the sale of any of these commodities or their products except against his actual purchases at the time. In order to check on this, the Food Administration requires from every importer a copy of all contracts, to be mailed to Washington within three days after they are made.

No licensee will be allowed to sell to any person, firm or association not regularly engaged in the distribution or use of these commodities, nor will resales within the trade be permitted. No crusher will be allowed to have under his control at any time raw materials in quantities above his normal crushing capacity for a period of six months, nor more of the oils than the equivalent of his production for two months. All refiners are required to adjust their processes to produce the largest practicable yield of edible oil, and are prohibited from having under control more oil than would meet their reasonable requirements for a reasonable length of time.

Unless permitted by the United States Food Administrator no licensee can sell wheat or rye, except mill feed, for feeding purposes or use wheat or rye in manufacturing or mixing feeds. There is an exception to this, however; poultry or pigeon feed may contain not more than 10 per cent. of wheat or rye unfit for human consumption.

In any sale of feeding stuffs the licensee must not take more than a reasonable profit over the average cost of his stock of any commodity on hand or under control, not at that time contracted to be sold. In arriving at the cost of corn or oats he must take into consideration the gain or loss resulting from any hedging transaction on a grain exchange.

The pamphlet is intended as a supplement to the rules and regulations issued in November and is being mailed to licensees to-day. One feature of considerable value is the interpretations and rulings which follow the amendments and additions.

Herbert Hoover.

SKINNER'S MACARONI **187½**
The Nationally Advertised Line.
On SPECIAL DEAL. See jobber's salesmen or write for particulars.
SKINNER MANUFACTURING COMPANY
Omaha, U. S. A.
24s per CASE

SEEDS
Reed & Cheney Co.
GRAND RAPIDS, MICH.

Turkeys
Geese, Ducks and Chickens
Telegraph, phone or write us for special prices before you sell

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

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

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

Wholesale

BEANS, POTATOES, SEEDS

Telephones 1217, or write when have stock to offer

Potato Crop Is Being Held Back.

Washington, Feb. 12—The potato marketing situation at this moment appears to be serious, according to a statement just issued by the United States department of agriculture. The total production in 1917 is estimated to have been 442,536,000 bushels, or the largest crop ever produced in the United States. Notwithstanding this fact, prices from the time of digging to the present have ruled higher than in any previous year of which we have record with the exception of 1916, when the crop was abnormally short.

The department of agriculture has been able to compute the movement of the present crop with more accuracy than has ever been possible before and from all the information available it appears that not more than one-third of the marketable surplus of the crop of 1917 had been moved up to December 31. In other words, there remained to be moved upon January 1, two cars of the crop of 1917 for every car marketed up to that time. The movement since January 1 has not been noticeably accelerated. The present reserve stocks are so widely distributed that the transportation problems presented do not appear to be acute. Generally speaking, more potatoes could be moved if offered for shipment.

The situation demands enlightened, patriotic and vigorous action on the part of all concerned in the movement of this crop. Unless large dealers promptly move the stocks on hand in order to speed up distribution and bring the large reserve still on the farms into the channels of trade, heavy wastage of the crop appears certain to result later in the season. It is believed that dealers will in the end find it wiser to move present holdings without profit or even at some loss rather than to risk destructive wastage later in the season. At the same time, present retail prices must be somewhat reduced if potato consumption is to be stimulated as it should be.

Prices at point of production have generally declined since digging began and many dealers are reputed to hold large stocks purchased at prices higher than those now prevailing. This may account in some measure for the present slow rate of movement out of some of the heaviest producing areas and for the abnormally wide difference between present and wholesale prices to the grower and retail prices to the consumer.

Under existing and prospective conditions no material quantity of potatoes can be exported or converted into non-perishable products this season. The crop cannot be carried over. It must be consumed or wasted. The food situation throughout the world demands that it must be consumed effectively to relieve the existing strain on the supply of cereals.

Three Unlicensed Retail Grocers Punished.

Three unlicensed retail grocers of Pittsburgh—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.

This case presents the first instance in which it has been necessary for the Food Administration to exercise its power of indirect control over the retailer doing a business of less than \$100,000 a year. 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 appears to have been the principal offender. Although conducting only an ordinary retail grocery and fish business, about Nov. 26, when the sugar shortage was acute, he 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 Pittsburgh. One lot of 11,500 pounds he sold at 14½¢ per pound and the rest at prices ranging from 12½¢@13¼¢ per pound.

The transactions of Block and Shapiro were much less extensive. With the exception of the purchase by Shapiro on Nov. 27, of 6,500 pounds of beet sugar and by Block on Nov. 20, and 27 of a total of 6,140 pounds, their purchases of sugar do not appear to have been very much in excess of what might reasonably be the requirements of their bona-fide retail business. But they sold to manufacturers in wholesale quantities at exorbitant prices. Beet sugar, for which they appear to have paid in no case over \$7.86 per 100 pounds, they sold in wholesale quantities at 12½¢ per pound, with the exception of one sale by Block on Nov. 9 of 2,000 pounds at 15¢ per pound. They took from the stocks of sugar with which they would ordinarily have supplied their retail trade, in order to secure for themselves the higher price they could exact from the manufacturer whose needs were great.

Although the retail and the wholesale dealer in food commodities doing a business of less than \$100,000 a year is not licensed, the Food Administration can control his supply of food stuffs. Where deliberate evasion of the Food Control Act is shown the Food Administration by cutting off the dealer's supply can effectively eliminate the unfair and unpatriotic from the competitive field of business.

"Talk is cheap," but printer's ink is cheaper. But cheap talk is not worth the ink to print it.

Dandelion Vegetable Butter Color

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

Manufactured by Wells & Richardson Co. Burlington, Vt.

SKINNER'S 1872
MACARONI
 The Nationally Advertised Line.
 On SPECIAL DEAL. See jobber's salesmen or write for particulars.
SKINNER MANUFACTURING COMPANY
 Omaha, U. S. A.
 24s per CASE

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.



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

The 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 Hiller Co., 1205 Peoples Life Bldg., Chicago. (M-96)

Crescent Mapleine

The Delicious Golden Flavor

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

Merchant Millers

Owned by Merchants

Products sold by Merchants

Brand Recommended by Merchants



New Perfection Flour

Packed in SAXOLIN Paper-lined Cotton, Sanitary Sacks

Fieglers' Chocolates

Chocolates

Package Goods of Paramount Quality and Artistic Design

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.

Perkins Perfect Salted Peanuts

are sold to those who demand high grade goods.

Order from your jobber today.

Perkins Brothers, Inc.

Bay City, Michigan

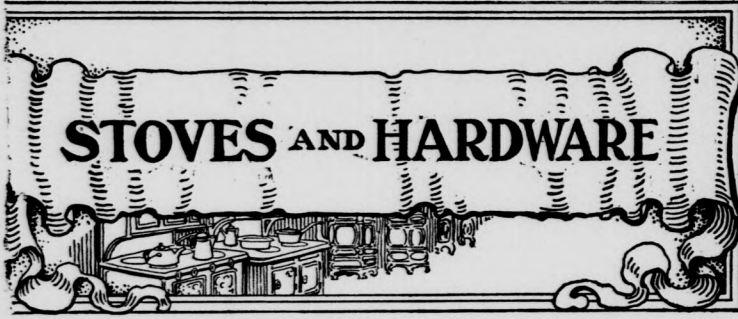
G. B. READER

Jobber of

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

1052 N. Ottawa Ave.

Grand Rapids, Michigan



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.

Planning For the Spring Paint Campaign.

Written for the Tradesman.

More paint is sold in the spring than at any other time of the year. There are logical reasons for this. First, the season is most favorable for painting. Second, there is the spring impulse to "paint up and clean up." Third, the dealers push their paint sales harder than at any other season.

This combination makes for big paint sales; and the hardware dealer naturally looks to the spring months to pile up big returns from the paint department.

The biggest returns will not be realized unless the dealer goes after them energetically, however. Paint business does not come unsolicited, as a rule. In fact, an energetic advertising campaign is prerequisite to a successful paint season.

Such a campaign should start early, and should be kept up continuously throughout the season. Persistence is a vital factor in making the paint department pay. The constant dropping of water will wear away a stone, as the old saying has it; but if the water quits dropping when the stone is merely dented a little, assuredly the stone will never be worn away. And if the paint advertising campaign stops before it is more than fairly started, it is not going to produce the results that a thorough-going merchant has a right to work for.

These things are fundamental in the paint business. If you want to do a big trade, you must go after the business energetically. You can't get the business by merely sitting in your store and waiting for paint customers to come. And if you start to go after the business, you must be prepared to keep after it until the last minute of the season.

A thorough-going paint campaign cannot be pulled off without adequate preparation beforehand. You should know two or three weeks before the campaign actually starts pretty much what you intend to do. In mid-winter, when trade is normally slack, is an excellent time to lay your plans for the spring paint campaign; and by the time the drive actually starts, you should have everything in readiness to carry it through to a successful finish.

The campaign should start early—at the latest, the last week in March. Paint prospects do not respond immediately. It takes quite a bit of

paint education in the way of advertising to get the average prospect warmed up to the buying point.

Between now and the middle of March, get your plans all shaped in readiness to start the drive.

In the first place, there is the prospect list. Go over this very carefully with your salespeople. Discuss the individual prospects. If you know, or if one of your staff knows, why So-and-So did not paint last year, that information is worth having; it will show the line of approach to adopt in canvassing that individual customer. The more the salespeople know about the individuals with whom they will be called on to deal, the more effective their salesmanship will be. Salesmanship is, after all, merely the adapting of sound arguments to the individual customer. It isn't a matter of using the identical argument on everybody. You have to find out what makes the prospect hesitate to buy, and then to counter with the one argument which will most effectively dispose of his objections.

So go over the prospect list with your salespeople, discuss your prospects individually, get a line on the individual wherever you can. That will help when it comes to selling.

One merchant spends a little time in February drumming up advance orders. It is hard to get people to think about paint in February or early March, when the snow is on the ground. Yet there are individuals whose paint orders can be booked ahead of time by shrewd personal solicitation. Get them. A half dozen or a dozen advance orders will give the campaign a good start. It is often a good advertising stunt, when you're talking paint to a prospect later in the season, to flash before him a goodly list of folks who have already bought your paint. "That shows what these people think of our paint. They're taking no chances on price advances later in the season; they know what's good and they want to make sure of having the work done early."

But the orders that can be picked up in this way are comparatively few. The bulk of your spring business will come only after persistent driving. In this driving, plan to use every weapon at your command. Use newspaper space, and use it early. It brings in prospects, and it helps to pave the way for your more direct circular and personal solicitation. Use your windows, with frequent changes of display. The window helps to remind the man on the street that he has been thinking of painting; that now is the time to go in



Sunbeam Auto Shawls and Robes

They are supplied in a large variety of patterns. The very attractive patterns in fast colors are appreciated.

Made expressly for the motor car trade, gasoline-driven or electric machines. These shawls can also be used by travelers, either by rail or boat.

They are also very convenient in the home as "slumber" robes, or as extra bed cover on cold nights.

BROWN & SEHLER CO.

Home of Sunbeam Goods
 GRAND RAPIDS, MICHIGAN

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

28-30 Louis St. Grand Rapids, Mich

HARNESS OUR OWN MAKE

Hand or Machine Made
 Out of No. 1 Oak leather. We guarantee them absolutely satisfactory. If your dealer does not handle them, write direct to us.

SHERWOOD HALL CO., LTD.
 Ionia Ave. and Louis St. Grand Rapids, Michigan

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

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

Foster, Stevens & Co. Wholesale Hardware

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

Grand Rapids, Mich.

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

and ask prices and look at color cards.

Then circularize. In conjunction with the manufacturer a thorough follow-up campaign can be planned and carried out. But don't leave it all to the manufacturer, or be satisfied to feature only the paint itself. Chip in some circulars of your own composition. Tell the prospect something of your store service, of the expert advice your staff is prepared to give in estimating costs, choosing color combinations, and the like. Put the personality of your paint department into your follow-up campaign.

I know one dealer who leads off his paint campaign with a personal letter to each and every prospect. Each letter is individually typewritten, signed by the merchant himself, and sent in a sealed envelope with full letter postage. No two letters are identical. In every one the merchant injects some personal reference that marks that letter as a little more personal than a mere circular. These letters take time to compose, and time to typewrite; but they are read, and they help to get the prospect's attention early in the campaign. The literature that follows is also read. Getting the prospect's attention is a big item in paint advertising.

It is better to send half a dozen or a dozen circulars, cards or booklets at short intervals than it is to concentrate all your paint arguments into a single effort. If your one shot misses in the latter case, you lose everything; but with a follow-up system, at least one shot out of half a dozen is bound to hit the target.

In all your advertising, aim to get your customer into the store, where you can talk to him, and influence him personally. Then, when you have got him where you can talk, put forth the sort of salesmanship that counts. Advertising is futile unless it is backed up with a good quality of personal salesmanship. Good advertising will attract prospects, it will often entirely convince them; but good personal salesmanship is required to clinch each and every sale.

Plan your campaign thoroughly in advance; and then put all your determination and persistence into the carrying out of your plan.

William Edward Park.

Most Remarkable Man in Michigan.

The Tradesman feels no hesitation in stating that the most remarkable man in Michigan, age considered, is Edward W. Barber, editorial writer of the Jackson Patriot. Although nearly 90 years of age Mr. Barber rises at daylight every morning, writes an average of sixteen editorials on general subjects every week and an occasional letter to his choice friends. He eats sparingly, exercises regularly and sleeps from eight to nine hours every night. His penmanship is clear and strong, being utterly devoid of the wavering lines which usually characterize men of his age. In fact, no one would discern in his handwriting a man of over 60 years of age.

Mr. Barber as a lad entered the printing office of the Marshall Expounder and started there his journalistic career. His common school education has been

supplemented by a wide experience and he has become a very finely educated man. He has a most remarkable memory of men and events. His political career began with the position of Reading Clerk in the Michigan House of Representatives, from which position he was called to the United States House of Representatives in the same capacity, and was with Congress during that most eventful period of the Civil War. Following the war he became Inspector of Internal Revenue for several states and was Assistant Postmaster General during the Grant administration. The first postal cards were issued from his Department when he was acting in this capacity for the Government.

During the Garfield administration he retired from politics and came back to his home state and has since that time been connected with the Jackson Patriot, and has made a name for himself among journalists by his fearlessness and wonderful knowledge of men and affairs which have been the historical basis of a great deal of his writings. Although the Patriot is a democratic paper it is a very independent paper, editorially, and Mr. Barber does not hesitate to criticize his own political friends if he thinks they are in error. He believes that President Wilson should have reconstructed his cabinet at the beginning of his second term along non-partisan lines to include such masterful men as Elihu Root as Attorney General and George M. Reynolds as Secretary of the Treasury.

Mr. Barber is a very companionable man and a bright and interesting conversationalist. Nobody enjoys a good visit more than he, and while he has lived a useful and eventful life and has reached a great age, his friends all hope that he may continue the use of his pen for many years to come. Mr. Barber is a long-time friend of our occasional contributor, Charles W. Garfield, and they have kept in close touch with each other through delightful correspondence covering a period of over forty years.

Another Way to Save Coal.

Written for the Tradesman.

No doubt one-tenth of the coal ordinarily used in city residences could be saved if window blinds had not gone out of style. Look at the amount of glass surface visible in modern houses and try to remember what our school books told us about glass conducting so much more cold than wood, stone or brick walls. Or go into an old house with window blinds closed in the evening and notice that you can remain near a window without feeling the cold coming through the glass.

The only thing to be done now, if blinds can not be procured and put on or another set of window sash fitted outside the permanent ones, is to have thick, close-fitting inside shades at every window, every one drawn at night and only as many open or partly open during the day as absolutely necessary. If one must depend entirely upon kerosene stoves for heating, he might as well keep lamps lighted late in the morning and draw shades early at night, because an ordinary lamp diffuses a con-

siderable heat. Before another winter have double-glass windows or outside blinds. Minion.

Americans Larger Now Than Fifty Years Ago.

It is a habit indulged in by some gentlemen who always refer to everything in the "good old times" as the best that ever was, to insist that as a Nation we are physically inferior to ourselves of forty or fifty years ago.

The equipping of our new soldiers disproves this very effectively. It has been found that the shoes and uniforms for the recent volunteers and the draft men average much larger than did the same articles for the regulars and even for the soldiers of the Civil war. There is no better evidence needed that our young adults of to-day are larger, at any rate, and, it is generally thought, better physically all around.

What has caused this improvement? A far greater participation in athletics and a higher standard of hygiene and living. These and other causes have combined to make absurd any claim that the American man is degenerating.

The Day of Days.

Oh, the coalless days and the heatless days.
The meatless days and the wheatless days.
And the days without sugar and sweet,
And the days without ham, and the days without lamb,
And the days with just nothing to eat,
And the days without rice, and the days without ice,
And the days without corn, beans, or bread;
But we'll never despair, we'll feed upon air,
And make soup of the old feather-bed.

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

COLEMAN (Brand)

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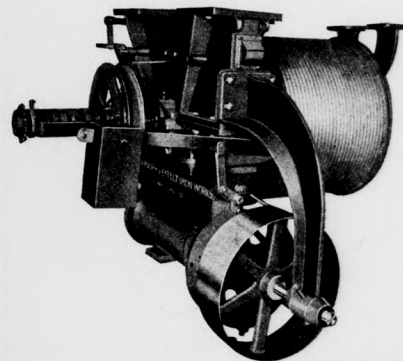
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Pure High Grade

VANILLA EXTRACTS

Made only by

FOOTE & JENKS Jackson, Mich.



Leitelt Elevators

For Store, Factory Warehouse or Garage

Built for Service

Send for proposal on your requirements

Adolph Leitelt Iron Works

213 Erie Street

Grand Rapids, Michigan

Pere Marquette Railway Co.

FACTORY SITES

AND

Locations for Industrial Enterprises in Michigan

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

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

Address

C. M. BOOTH,

General Freight Agent, Detroit, Michigan

Address of President Tyre to Hardware Dealers.

I feel that there is an unusually grave responsibility rests upon the President of this Association in presiding over a convention at this particular time.

When I contemplate the strength of the membership of this organization, and realize what a factor you men are as individuals in your respective communities, I can see what a powerful influence we must exercise on all matters affecting the cities, the State and the Nation in which we live.

What a great responsibility, therefore, devolves upon us to do something constructive in helping our Government to win the war and to win it just as quickly as possible, thereby minimizing the loss of life and the suffering which is bound to grow and increase the longer the war continues.

Most of us have bought Liberty bonds.

Many of our members have arranged to use their stores as distributing agencies for thrift stamps.

Probably every one of us has given more or less to the Y. M. C. A., the Red Cross, the Knights of Columbus and to other similarly worthy enterprises.

Creditable as these efforts are, I venture to say that anything we have done along this line has not entailed any hardship upon us.

We may have given to the limit of what we felt we were able to at this time, but how little that seems to be when we compare it with the supreme sacrifice which is being made by millions of men who have responded to the call to the colors and who are prepared to lay down their lives, that this great land in which we live may be maintained as an example to the world of the benefits to be derived from a true democracy, where each man, each woman and each child is guaranteed life, liberty and the pursuit of happiness!

Gentlemen, we are here, ostensibly to consider the problems which pertain to the details of the business in which we are engaged, but of far more importance is it, in my opinion, that during our deliberations, we set aside all the time that is necessary, to discuss ways and means by which we, as an organization and as individuals, may contribute the maximum service to our Government in every way that lays at our command.

Let us leave here feeling that one of the greatest attainments of this meeting was some tangible results accomplished along this line.

Let us each determine that in every call for financial support, we will give until it hurts.

Let us back up with a wall of gold those men who have offered their lives in our cause, so that there will be placed at their disposal every machine, every facility and every comfort they require to produce the maximum results from their efforts.

Your Secretary will tell you of the work and accomplishments of the Association during the past year and I will not take up your time by going into details in this connection, further than to say that in any way that presented itself your officers have sought to increase the efficiency of the organization and to bring it up to the point where no man in the retail hardware business can afford to stay outside the fold.

At our National convention, held in St. Louis, it was gratifying to the delegates to learn of the developments that have been made in that organization along the line of protecting the interests of the retail hardware trade and of extending the scope of the service maintained for our benefit.

The Price and Service Bureau has

been made invaluable to those who use it.

The National Bulletin has become a powerful educational instrument, through the medium of which we are kept constantly in touch with the latest developments in all matters affecting our interests. By its many other activities, the National Association has become a factor which we should feel constitutes our most effective form of business insurance.

I believe that we should give careful thought to the matter of having a field man who will devote his entire time traveling throughout the State, intensifying the service which this Association renders and keeping each member in close personal touch with the Secretary's office at all times. It seems to me that a plan might be evolved by which this department could be made nearly, if not entirely, self-sustaining.

While I have had opportunities this year to realize the conscientious efforts which your officers at all times put forth in behalf of this organization—many times at a personal sacrifice to themselves—I cannot refrain from mentioning especially the work of your most efficient Secretary, Arthur J. Scott. I don't think there is one of us but what has always had the utmost respect for Mr. Scott and we have felt ourselves extremely fortunate in having a man of his caliber looking after our interests in the Secretary's office. As President, I have had full opportunity this year to note the vast amount of detail work which devolves upon our Secretary, now that the Association has grown to its present size, and I want to tell you that I appreciate more than I ever did before that our growth in membership and effectiveness during recent years is largely attributable to the untiring efforts of Mr. Scott.

I want to personally thank all of the officers and members for the courtesies and consideration extended to me during my term of office. My experiences as President of this Association will always be filled with the fondest of memories and I am exceedingly grateful for the privilege I have enjoyed in having the opportunity to act in this capacity.

And now, gentlemen, in closing, let me once more appeal to you to radiate the WIN THE WAR spirit during this convention.

Let us each be present in the convention hall promptly at the hour assigned on the program for the opening of the meetings.

Let us each express himself fully, but concisely, on the various subjects which come before us for discussion and let us accomplish the work which we have at hand, so that as we return home, we will each feel prouder than we ever did before, that it is our privilege to be a member of the Michigan Retail Hardware Association.

Charge Customers Take Packages.

One of the features of local retail business during January is said to be the increased number of packages carried home by charge customers of the shops and stores. While some of this gain is attributed to the "carry your own" movement instigated by the Commercial Economy Board, the bulk of it is thought to be due to the bad weather experienced in the last several weeks and the consequent delays in deliveries. This theory is borne out somewhat by the fact that many suburban customers were noticeable among those who took their purchases with them.

Most of a lazy man's sins are on the side of omission.

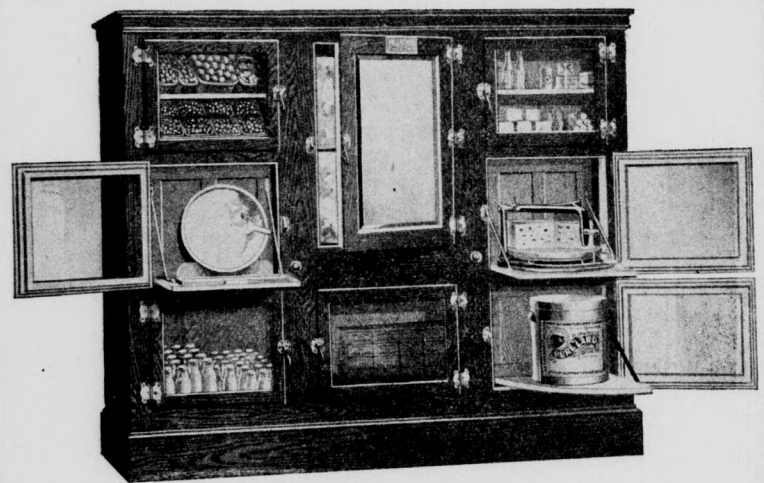
MORE
PEOPLE ARE ASKING FOR
MORE

WHITE HOUSE
DWINELL-WRIGHT CO.
BOSTON.—Principal Coffee Roasters.—CHICAGO.
COFFEE

THAN EVER BEFORE

With a wonderful record behind it, the *certainty of increasing popularity* makes *this splendid coffee THE* one brand no enterprising grocer can fail to regard as an *indispensable* item his good customers expect him to supply.

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



Serve by Saving

To American Grocers has been entrusted a great patriotic duty. Back of the lines—away from the terrible battle-fields—you can serve your country by preventing the waste of perishable foods.

MCCRAY SANITARY Refrigerators

Just think of it! If every Grocer in the United States only allows a dollar's worth of food to spoil every day—it means a loss of over \$150,000,000 a year to the 500,000 American Grocers. How much do you lose? Reliable authorities have estimated that the loss is much more than \$1.00 a day—but even that much loss means \$365 a year to every Grocer.

Write for Our Catalogue and Easy Payment Plan

Which explains how the McCRAY Patented System of Refrigeration prevents waste of perishable foods, and we will give you full information about our Easy Payment Plan which makes it easy for any Grocer to buy a McCRAY Refrigerator and pay for it while he is using it. Don't delay—write now. Stop your losses and increase your profits. Ask for the Catalog that interests you.

No. 71 for Grocers and Delicatessens.
No. 62 for Meat Markets and General Storage.
No. 93 for Residences.
No. 51 for Hotels and Restaurants.

MCCRAY REFRIGERATOR CO., 844 Lake St., Kendallville, Ind.
Detroit Salesroom, 14 E. Elizabeth St.

Annual Report of Secretary Arthur J. Scott.

This has been an unusual year for all of us and the new conditions which we have been called upon to meet have required our best thought and effort in order to enable us to maintain our economic position and entrench the business in which we are engaged so as to be able to meet all emergencies.

One tendency which it seems to me we should take every means to encourage is the placing of our business upon a basis just as near to the cash system as possible. Some of us feel that we can not operate strictly upon a cash basis but we can all of us improve upon our present credit system. A settlement by notes will reduce our open accounts and enable us to have the use of our capital so as to comply with the credit terms of those from whom we buy our goods. Jobbers and manufacturers are drawing the lines closer on credits and if we adjust our businesses accordingly, it will eventually place the entire hardware trade upon a better basis.

The use of trade acceptances evidently is going to become more general. This increases the working capital of the firm which employs that system of settlement. The acceptances are bankable and as we all know to our sorrow open accounts are not.

Too liberal extension of credit leads to over-buying and encourages loading up with unprofitable lines. The retailer who is extended too liberal accommodation by those from whom he buys, has a tendency too often to be equally lax in getting the money from his customers. Let us not resent the general tightening up of credit but proceed rather to turn this tendency to our own advantage by adjusting our own system accordingly.

Our Government has set in motion, a vast program of conservation. I take it that it devolves upon each one of us to co-operate in this movement by cutting out all unnecessary expenses and by avoiding waste in wrapping, delivery and other details. There are innumerable ways in which we can effect savings without materially impairing the service which we render.

We can find many ways in which to utilize whatever money we save in this manner for, with the commendable war contributions which we all want to encourage, the higher taxes we are called upon to pay, the income and excess profit taxes that we must expect will continue even after we have pushed the war to a successful conclusion, we must make every dollar in the expense account, justify its existence there.

The question "On what basis shall I take my inventory" has been a perplexing one, and in a way seems to place the retailer between the devil and the deep blue sea. If he inventories his goods at present market prices so as to protect himself in case through fire it becomes necessary for him to replace his stock, his statement will show large profits that are really not made until the goods have been sold over the counter, and payment made for them. On these profits that he has not yet made, he will also have to pay a tax.

If he inventories at cost price, he is jeopardizing his business in case of fire. My suggestions would be; to inventory your goods at as near market value as possible and to discount this inventory for entry in your books and for the making out of your profit and loss statement; so as not to fool yourself in a false profit, or a profit not made. By doing this, it will also put your business in better shape for the decline, which is sure to come later. I trust that this subject will receive attention under the question box heading for I believe that most of us would like enlightenment in this connection.

It would seem like good policy for us to be conservative in our buying under present conditions; help along the conservation plan by buying only for immediate wants and by ordering frequently, keep our stocks up to the point where we will not lose any sales.

Our business requires more brain work now than ever in the past. We are going to be successful according to the thought which we give and the planning which we do and this naturally suggests the development of a good accounting system so that we may know the exact condition of our business at all times. There is a big difference between "system" and "red tape" and I am afraid that some merchants stick to old accounting systems because they fear that a revolution in this department will involve extra clerical help. With a good concise accounting system such as many of our members are using, the slight cost of maintenance eventually results in an actual reduction rather than an increase in the cost for clerk hire. This is another fruitful field for discussion and I believe that many of our members would like to see it taken up at this convention.

Our bargain sheet has been sent out several times this year and many members have saved considerable money through taking advantage of the special offers which these bulletins contain.

You all undoubtedly read a detailed report of the National Convention and Secretary Corey will be with us at these

meetings to tell us some of the ways in which our National organization is developing its service for our benefit. I will not therefore attempt to go over the activities of that Association but I want to emphasize the work of the Price and Service Bureau. That branch of the work has possibly not been utilized by the individual members to the extent to which its importance entitles it.

It is an enormous task to keep in touch with changing prices and to know where special lines can be procured to the best advantage. This is particularly the case during present conditions and I would like to see all of our members making it a practice of keeping in touch with the Price and Service Bureau frequently. They will find that they can be benefited in a great many ways and have at their command a service that can be made invaluable.

Mr. Corey will no doubt give us the benefit of the research work which has been carried on by the National Association and this feature is another one which should have a vital interest for all of us and impress us with the practical benefits which we are deriving through the activities of the National body.

Michigan took an active part in our last National convention. Mr. Lee of Muskegon and Mr. Leedle of Marshall both contributing very able addresses on subjects of practical interest to all of the retail hardware men of the country.

The hardware mutual fire insurance companies have continued their creditable records and while fire losses increased in Michigan in 1917 as compared with 1916, the standing of the companies has improved and this form of insurance has been recognized as the strongest protection a hardware man can have against loss through fire. In addition to the enormous saving which these companies have effected for our members, we have found them anxious to make prompt and fair adjustments of all claims and without resorting to the technicalities which formerly were expected from the old line companies when a fire loss was to be adjusted.

Through the efforts of our National Association, the manufacturers of the country are developing plans to enable their salesmen to be of more service to the retailer than merely to come and take his orders. It is hoped that as a result of this movement, traveling men representing the manufacturers and I trust the jobbers also, will come prepared to offer suggestions to the retailer on matters in regard to which he needs assistance. There isn't one of us but what can learn something from these men and we can be greatly benefited by this point of contact. Let us be open-minded at all times therefore and give courteous attention to suggestions that come from this source. It opens up a broad field for closer co-operation between the manufacturer, jobber and his retail distributor.

The conference of hardware secretaries held in Chicago in October was a most constructive meeting. These conferences are having a greater influence each year upon the development of efficiency in handling the detail work of the several state associations and every secretary, judging by expressions which I have heard, feels that he derives benefits from these meetings that are invaluable to the organization which he represents. It is not necessary for me to elaborate upon the details of the work that comes before these meetings but I feel that their importance to us as an organization justifies recognition by being mentioned in a report of this kind.

Our membership has not shown the gain in numbers that has been shown in some other years but the standing is in better shape than it ever has been before. At the time of our last convention we reported a membership of 1,185. Of this number ninety-seven have either gone out of business, resigned or been dropped for non-payment of dues, leaving 1,088 of our old members still on our list. We have taken in 119 new members which brings our present membership up to 1,207 which is a very creditable showing.

In closing, I want to mention briefly the work of your officers and committees who have looked after your interests during the past year and who have given so freely of their time to insure the success of this convention.

Your officers have been always on the job where it could be shown that they could be of service to the organization and it has been a great pleasure to a man in the secretary's office to work with them. You, I believe thoroughly appreciate what it means to give to the work of an organization, time that might to advantage be employed in the details of one's own business and I trust these officers will feel that the results which have been accomplished through their work are appreciated by the membership.

I want to again thank the members for the consideration that they have shown to me at all times and to assure you that the work has been made very pleasant and congenial to me as a result of the knowledge that you are doing what lies within your power to make the organization what it is to-day.

American Sugar Refining Company

Every barrel of loose sugar you weigh and wrap means a pound or more lost through spillage or overweight.

Every carton or cotton bag of

Domino

Granulated Sugar

goes from the refinery to your customers without waste of sugar—without loss of your time—without chance of overweight. There is a saving also of paper bags and twine.

American Sugar Refining Company

"Sweeten it with Domino"

Granulated, Tablet, Powdered, Confectioners, Brown

**What We Might Do
What We Don't Do
What We Do Do
AND WHY**

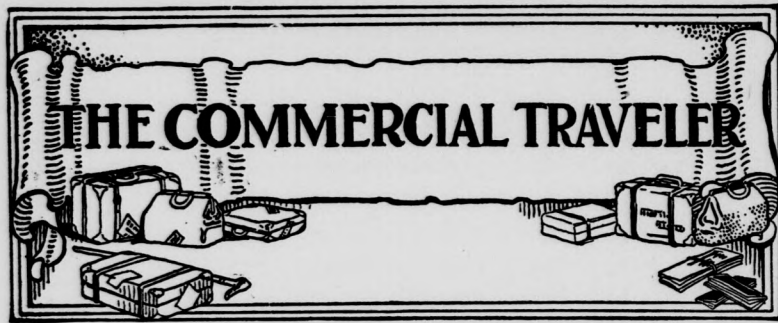
- We might make matches out of cheaper wood . . . *But We Don't.*
- We might save money by using cheaper chemicals . . . *But We Haven't.*
- We might shut down our scientific department and cease trying to make the BEST match ever made BETTER . . . *But We Won't.*

BECAUSE

- 40 years of pre-eminence as the leading match makers of the world is something to live up to, so . . . *We're Doing It.*
- The safest match science can produce is none too good for the greatest nation on Earth, and so . . . *That's What We Make.*
- There's no such thing as standing still if one is determined to march at the head of the procession nowadays, so . . . *We're On The Move.*

Any American grocer who is progressive enough to place duty and responsibility above a mere fraction of a cent in price, in giving his customers the best and the safest and the greatest value for the money will pin his destinies to

DIAMOND MATCHES



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

Cogent Reasons For Attending the Ann Arbor Convention.

Detroit, Feb. 12—The man who coined the expression, "In union there is strength," certainly did a good day's work.

He didn't have the grocers and general merchants of Michigan in mind when he grouped those words, but if he were here to-day and knew of the problems and difficulties which confront the dealers in those lines, he could not have more succinctly sounded a keynote containing a stronger inspiration for united effort on the part of the men engaged in the retail trade.

These thoughts are prompted by a realization of what it will mean to the grocers and general merchants of the State, as a class, if they will look at the broader requirements of their respective businesses and, instead of depending upon their own resources in seeking to place their businesses upon a higher level, will co-operate to the fullest extent all of the other units in their line and evolve practical methods for meeting each new condition as it arises.

Take, for instance, the twentieth annual convention of the State Association, which is to be held in Ann Arbor on Feb. 19, 20 and 21.

When or where have the retailers had a better opportunity to do something really constructive in their own behalf than by sending the best men in their line from each community to formulate plans that will, through the co-ordination of the local associations during the coming year, enable the State Association to procure for the retailer the consideration to which the importance of the business in which he is engaged entitles him.

When one looks over the roster of previous State conventions, he finds the names of men there who have made a success of their own individual businesses.

You will find there, men who, starting in a small way, have grown until they sell into the hundreds of thousands of dollars' worth of merchandise annually.

You will find, also, the young progressive merchants who know that success is not the result of accident, but follows the application of certain definite policies.

You will find there the men who are broad minded enough to realize that they can always learn something from a competitor and that it is to their own interest to swap ideas with the man who is facing problems similar to their own.

This, then, is the caliber of men who will spend three days on the above

dates, discussing ways and means by which the grocers and general merchants of this State can increase their efficiency, make a fair return for themselves on their investment of time and money and make the conditions surrounding their employment more congenial for themselves and their families.

Just think what it would cost the individual retail merchant to employ an advisory board as capable as these men are to help him solve his business problems!

Then remember that this service doesn't cost him a nickel, further than the nominal expense of attending the convention. It actually seems as though a dealer must figure that it is going to cost him real, good, hard dollars if he stays away.

The average man is, as a rule, willing to do his share in any movement originated for his benefit. Stop and ask yourself, therefore, retailer, who is there in the State who is going to benefit any more than you are through the results which will be accomplished at that Ann Arbor meeting? There is only one answer. That convention is YOUR convention.

It isn't for the big merchant on the next corner. It isn't for those two clerks of yours who started in business a while ago and are rapidly building up a nice business. It isn't for the fellow over in the next town.

It is partly for their benefit, to be sure, but primarily when YOU are giving the matter consideration, it offers one grand opportunity for YOU to do something that will definitely help YOU in YOUR own business.

Why do you carry fire insurance? It is because you want to protect your investment and put yourself in a position to continue in business in case you meet with misfortune.

But, you can lose your business through other means than as a result of fire loss.

You can lose it if you don't keep posted on the best ways to meet new and ever changing forms of competition.

You can lose it if you are not using modern methods in the different details of your store activities.

You can lose in through a great many other emergencies too numerous to mention.

Why not take out some business insurance therefore and remember that protection against fire isn't the only safeguard your business needs.

A good live association is the business protection that you require and the association will be just as live as you make it.

One of the first and most important things that you can do along this line is to be there at that Ann Arbor meeting and to lend your influence in making it even a bigger success than it is bound to be whether you attend or not.

The Tradesman has told you through the publication of the programme of the meeting that men like Food Commissioner Woodworth and Food Administrator Prescott will be there to enlighten you on ways in which you can co-operate with the State and Federal authorities in raising the standard of the grocery business and driving out the man who

seeks to take an unfair advantage through the sale of inferior goods.

Practical addresses will be delivered by such men as E. J. Mathews, of Petoskey; Charles Kyer, of Ann Arbor; W. R. Roach, of Hart; Frank Gainard, of Jackson; George Geisendorfer, of Ann Arbor; J. M. Bothwell, of Cadillac, and J. A. Cunningham, of Dubuque, Iowa. These men are not going there to talk politics, but to discuss with you the everyday problems that you meet with in your own business in Battle Creek, in Tecumseh, in Muskegon and in every other town or city in the State.

And then there will be the question box where you and every other retailer will have the opportunity to ask for information on some problem that is bothering you or to extend the benefit of your experience to some other merchant who wants to know whether he should inventory his stock on the basis of what it costs or what it is now worth or who is wondering how he can spend his money for advertising and get the best results or who is anxious to learn whether it pays to share his profits with employees or who needs enlightenment on some other phase of retailing in regard to which you have figured out a solution that has saved or made money for you.

Now, once more, Mr. Retailer, if you don't attend that convention, are you not withholding from yourself and from the business in which you are engaged, a source of practical benefit to which you and that business of yours are justly entitled.

The writer has had the privilege of attending every convention held by the Retail Grocers and General Merchants' Association of Michigan since it was first organized and he has never come away from one of these meetings without taking home some ideas which he gained there that were worth many times the amount expended in being present.

This year it seems as though the problems of the grocer are even more intricate and important than they have ever been and it would seem as though the best investment that any merchant can make at the present time is a round trip ticket to Ann Arbor and a reservation for a three day stay in that city from Feb. 19 to 21, inclusive.

I hope I'll meet you there. Your presence there will prove that you are a live retailer and that is what the grocery business needs to-day.

Clarence A. Day.

Coming Back.

"Willie, your master's report of your work is very bad. Do you know that when Woodrow Wilson was your age he was head of the school?"

"Yes, pa; and when he was your age he was President of the United States."

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

GRAND RAPIDS
 RATES \$1 without bath
 \$1.50 up with bath
 CAFETERIA IN CONNECTION

Bell Phone 596 Citz. Phone 61366

Joseph P. Lynch Sales Co. Special Sale Experts

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

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

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.

UPPER PENINSULA.

Recent News of the Cloverland of Michigan.

Sault Ste. Marie, Feb. 11—One of the busiest towns for its size is Newberry. With all of its factories running full blast, camps operating and the Newberry State Hospital housing about 1,200 patients there is not a finer lot of stores than there are at Newberry. The large general store of A. Westin & Co., is a good miniature of Marshall Field & Co. The place looks like a bee hive during the nine hours permitted by the fuel administration. A. Fair has charge of the meat department, while Robert Kerr, formally in charge of the D. N. McLeod store, at Garnet, manages the grocery department. Andrew Westin is kept busy looking after the financial end and manages to put a few thousands dollars of his surplus into Liberty bonds occasionally. Another up-to-the-minute store is that of Brown & Turnbull, both of whom are yet young men. Only a few years ago they both were clerking for Krempel & Taylor, at that time one of the leading stores, but who have since discontinued business, leaving the two clerks to shift elsewhere. They were soon convinced that Newberry could support another up-to-date market and, while they had only limited resources, they took a chance and by going to it they soon achieved success. They make a specialty of high-class trade and sell only the choicest meats and fancy groceries. Then there is the J. K. Jacobson grocery and meat market, one block off the main street. This is one of the nicest stores in the town. Mr. Jacobson is always on the job himself and has worked up a large foreign trade, of which he makes a specialty. Pakka Bros. are also two young men who have only been in the business about three years, moving to Newberry from the Soo, where Mr. Pakka was formerly manager of the Erickson grocery store. During their stay at Newberry they built up one of the largest retail stores in the East end, which is in the neighborhood of the Maple Flooring Co.'s plant. They are in a good location and last year were obliged to build on a large warehouse and basement for storing supplies, while the second store is being fitted up for the sale of tinware, specialties, etc. They deserve great credit for the progress they have made in such short a time. They carry a full line of groceries and meats and from present indications it will not be long before they will also be on Easy street. There are two good hotels, as well as good livery and other stores. The new jewelry store which was recently opened up by Mr. Trombley formerly of the Supe jewelry store, at the Soo, is also making rapid progress. Mr. Trombley has only been at Newberry for the past year and has worked up a nice business in this short period and says that the only regret he has is that he did not get started several years sooner, as he feels that he has missed several years of opportunity.

The many friends of Pat Murray, manager of the Murray Bros. store, at St. Ignace, were pained to hear of his severe illness last week. Mr. Murray was about as usual last Monday, at which time he was taken ill with pneumonia and forced to lay up. As Pat was the live wire of the firm, his absence was very much regretted and from the latest report he is doing as well as can be expected and it is hoped that he will soon be back on the job again.

Dave Lamere, well-known lumberman and stockholder in the Detour Supply Co., at Detour, was a business visitor here last week, looking after fixtures for the new firm.

L. J. LaBelle, manager of the Kreetan Company, Johnwood, was a business visitor here last week.

"A diplomat is the fellow who has acquired the art of going after what he wants while the other fellow is waiting."

A. H. Eddy, of the Eddy food emporium, has again opened his commodious lunch rooms, which are now in charge of Charles Paquin.

The Erickson Grocery Co., on Spruce street, is redecorating its store. When finished, it will be spick and span.

M. Newmark, of Detroit, formerly one of our Soo merchants, was a business visitor here last week. He says the Soo always looks good to him and it is possible that he will be back here in business later.

The Monday closing has resulted in considerable loss of Canadian business. Many of the Canadians have been in the habit of visiting here on Mondays and doing considerable shopping, which has fallen off in consequence of the early closing Monday.

"People with peppery tempers are not the salt of the earth."

We notice that horsemeat is likely to be used in New York. New York may be setting the pace, but so long as it is not a horse on us, we are satisfied to beef it.

W. R. Cowan, of the Cowan & Hunt Co., left for the East last week and will visit his daughter at the New England Conservatory of Music in Boston before returning to his home.

It may seem strange, but nevertheless it is true that there is a wood famine in many of the lumber camps. It is not uncommon to see a merchant in a half chilled store refusing to fire up after 5 o'clock in order to save wood. In many of the camps, they are forced to retire early in order to save the wood pile, and it is amusing to note how keen the chore-boy keeps his eye on the woodpile to see that no extra stick is consumed which can be avoided. It is different with food, as there seems to be an abundant supply of food stuffs in the camps. While the wheatless and meatless days are being observed in most cases, there is plenty of other foods which keeps the men happy.

"As a man grows older he has more sympathy for the chap who can't deliver the goods."

Pat Moher, representative of the Standard Oil Co., has been presented with a medal at St. Ignace for being the star chess player of the town. The only set back he had was one game last Friday, when Mine Host Stannus, of the Dunham House, put a kink in him for the first time in many weeks. Pat has not lost hope, however, and was willing to buy the cigars that he can hold the championship.

H. N. McEwen, who for the past ten years has been engaged as superintendent of the Escanaba Veneer Co., at Escanaba, has resigned his position with that company. Mr. McEwen has accepted a similar position with the Lippencott Glass Co., at Alexandria, Ind. He will take up his duties about March 1.

William G. Tapert.

The Valentine.

I dropped it at my Lady's door,
The thing I offered was my heart;
And long it had been hers before
I dropped it at my Lady's door.
It may have looked like nothing more
Than paper lace with Cupid's dart.
I dropped it at my Lady's door,
The thing I offered was my heart.
Blanche Elizabeth Wade.

Vallier House Temporarily Closed.

Elk Rapids, Feb. 11—Hotel Vallier must close temporarily on account of fuel shortage, frozen water system and no train service. L. Vallier.

Harry A. Spindler and James B. Shaugnessey (Michigan Hardware Co.) are in Saginaw this week attending the annual meeting of the Michigan Retail Hardware Association.

Gabby Gleanings From Grand Rapids

Grand Rapids, Feb. 12—William B. Holden, formerly manager of the Grand Rapids Dry Goods Co., is now city sales manager for Edson, Moore & Co., Detroit. He entered upon the duties of his new position about Feb. 1.

W. H. King, Michigan representative for the Lansing Silo Co., was marooned at the Vallier Hotel, Elk Rapids, from Saturday, Feb. 2, until last Friday, when he succeeded in getting over to Traverse City by private conveyance and thence home via rail. Mr. King is some sport, but he naturally draws the line at a six-day enforced lay-off with the coal bin empty and the water pipes frozen.

Fred D. Vos, who was connected with the Musselman Grocer Co. for nineteen years, during twelve of which he was credit man, has gone to Chicago to take a position in the auditing department of Armour & Company. He will make his headquarters in Chicago for the present. Later he expects to be transferred to New York City. Mr. Vos is an expert accountant and capable credit man and is to be congratulated on his new connection.

Adam Ehrman, proprietor of the Columbia Hotel, Kalamazoo, certainly gives the boys their money's worth—a good room for \$1, a room with private bath for \$2 and meals fit for a king at 50 cents per.

E. P. Monroe, (Sherwood Hall & Co.) is certainly meeting his share of sorrow. His oldest sister, Mrs. F. W. Humeston, of Gaylord, died Monday and will be buried Feb. 15. Deceased leaves four sisters, a husband and two daughters. E. P. was the only brother.

Thomas Cumpson, manager of the Eureka Coffee Co., Buffalo, is in the city this week to select a successor to Herman DeBoer, who dropped dead about a week ago. Mr. DeBoer had represented the Eureka Co. in this territory about fourteen years.

George F. Peck, who traveled Upper and Lower Michigan for James S. Kirk & Company, of Chicago, from about 1885 to 1909, at which time he was retired, died at his home in Allegan Monday, Feb. 11. Burial will be in Oakwood cemetery to-day. Mr. Peck was an old resident of Allegan. He was a graduate of an Eastern business college and studied law at the University of Michigan. He had many friends among the knights of the grip, his genial disposition making him a favorite among them. He had been confined to his bed only three days. A wife and two sons survive. One of the sons is C. F. Peck, Cashier of the Allegan State Savings Bank.

In the death of Barney E. Stratton, Grand Rapids Council loses one of its oldest members, in point of membership, but one of its youngest in good nature and companionship. He was one of those jovial, even tempered, good mixers whom after a few hours' acquaintance, it was more easy to address as Barney than Mister. He was born in Rotterdam, Holland in 1866 and came to Grand Rapids when 3 years old, where he has resided ever since. He has always been engaged in the meat and grocery business and for the past eighteen years he was a traveling salesman, traveling in that time for but two firms, the last of which was the Judson Grocer Company. He was initiated into the U. C. T.'s in 1901. He was also a member of the woodmen. Funeral services were held at his late residence, 511 Benjamin avenue, Tuesday afternoon, after which he was laid at rest in Garfield Park cemetery.

The annual meeting of Grand Rapids Council will be held Saturday, March 2, beginning at 9:30 o'clock a. m. in the Council rooms, 38-42 Ionla avenue. It is important that all who can be present do so. The success of your Council depends quite

largely upon the officers you elect and it is your duty to come out and by your vote elect those that will serve your interests best. The man whom you elect Sentinel is the man who a few years later will preside over your deliberations and you can afford to come to Council meeting at least once a year and see that you start the right man. That is much more loyal to your Council than to stay at home and sob about what those who did go have done.

Another U. C. T. dancing party was held last Saturday evening after several weeks of Garfieldizing and about sixty odd couples seemingly were vieing with each other to see who could unbottle the largest amount of pent up enthusiasm. That is sure some dance committee this year and they are showing us all a good time. Why don't some of you old foggies come up and see what fine times we are all having? The next dance will be a George Washington party and will take place Saturday night, Feb. 23. It will not be a costume party, but you can bet the last dime you ever won in a ruhm game that that committee will have something to offer that will make it worth your time to come.

We met J. A. Ziesse, 1343 Sigsbee street, on the street one day this week and he had on a pair of high top, three buckle arctics, which he says he is going to throw into the Gulf Stream soon now. He leaves Thursday evening of this week, in company with Mrs. Ziesse and his daughter-in-law, Mrs. K. L. Ziesse, for Miami, Florida, to be gone several weeks. This is strictly a pleasure trip and Mr. Ziesse expects to put in most of his time fishing and golfing. If there are any tarpons down there bigger than anybody else ever got, it is a safe gamble Ziesse will hook them. His son, Karl, will look after his business interests in his absence.

The troubles of the traveling men are not confined to taxes and enforced idleness on Mondays. One traveler who recently returned from a trip through the South says that on account of the curtailed passenger service on the railroads, he was delayed for three days in one town, and that in order to pay his hotel bill he had to pawn his watch. He explained that while his expense checks were mailed by his firm on the prescribed dates to various points along his route, it took him so much longer to get from one point to another that it was frequently impossible to make his last check cover expenses until he reached the town at which the next one was waiting.

A. F. Rockwell.

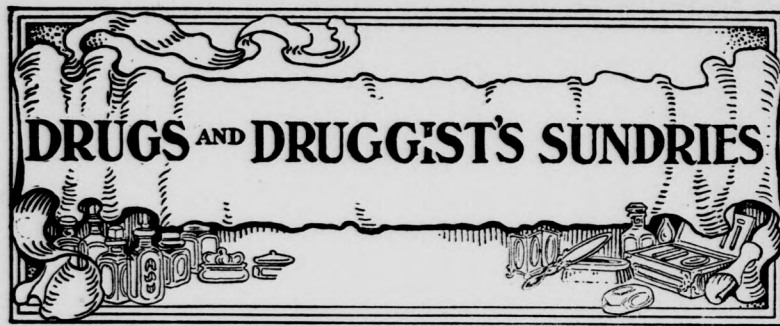
You can't tell the depth of grief by the noise.



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.

Shall I Start a New Drug Store Now?

There are always a number of people who have properly qualified and are financially equipped, who are looking about for a location in the drug business.

In the natural course of events, ill health, death, and special conditions constantly remove a number from the ranks every year. The population is steadily increasing and so to meet the needs of the people, a number of old stores must be taken over by new blood, and some new stores started every year.

Some people have earnestly advised against the starting of new business during the present international crisis, arguing that it was not a good thing to change horses while crossing the stream or to make an investment during a period of uncertainty as to what the future may hold.

This advice is conservative and good, but like all ready-made garments, will not fit everybody. In some places and under some circumstances, it is the only logical course to pursue, and in other places with different circumstances, it is not the plain pathway which will lead to the hilltop of prosperity.

Let us look at the matter calmly and consider just what factors should influence the man who is anticipating going into business for himself; what conditions should persuade him to keep his money on interest; and what others should prompt him to take the tide of fortune at its flood.

An individual who is contemplating going into business and who sees a thriving population of war-time workers, munition makers, specially gathered ship builders and contributory businesses, may say "Here is the place for me," but one has to consider whether the business is of the boom nature and will drop when the war is over, or whether it is a permanent community, which has grown up in a solid, logical way. A town in an exposed location on the coast, not important enough perhaps to be especially fortified, and which for reasons may be exposed to invaders from

under the water, on top of the water or in the air, will scarcely be attractive at present. The element of safety as well as permanency is not to be overlooked just now.

Any man going into business in a new location has to go through a certain period of waiting. His public must come to know him to have confidence in his reliability, efficiency, and integrity. Everybody does not have drug store needs every day and so the new druggist must wait until the people need his services, and be ready to attract them to his place of business when that need arises.

It costs money to pay rent and other overhead expenses during this period of waiting and the period may be prolonged by war time conditions. Remember, we do not say it will be. That depends wholly upon the clientele or class of patrons the store hopes to attract.

If it is located in a residential or suburban section surrounded by people who are living on salaries and who must make those inelastic salaries meet the high cost of living, drug store purchases will be reduced to a minimum; if on the other hand, the store is surrounded by day wage earners who are getting more work and higher prices than ever before, or by people of large means which are all ready augmented by the prosperity of big businesses, then the new store can expect a shorter period of waiting than in normal times.

The question of taking over a business or establishment is largely one of the personality of the proprietor. Some men will starve to death where others will get rich.

A case in point comes to mind of a man who inherited an established business from his father, with enough money in the bank to take his discounts and swing things nicely, but he sat down and waited for people to come to him. His competitors, in the meantime, were making bids for trade and won away many of his customers.

The man decided after a time that his location was poor—too far down the street; that the drug business was played out anyway—a sort of moon on a small scale; that the sales were too small and the profits rapidly diminishing; that the public made a poor mat of the drug store man anyway; that no self-respecting man wanted to work such long hours and every day in the week at that, especially when there was no chance for more than breaking even.

So our friend of the Goodly Inheritance decided to sell out. The place was in the market several years for

it bore the earmarks of being a squeezed lemon. To everybody's astonishment, a good-looking, affable young clerk from a drug store in the next block, announced his purchase of the business. He had saved up some money and he got a doctor friend to back him for the rest.

He refitted the place, put in a fresh stock, advertised consistently and steadily—that is to say, he did not make a great splurge but he kept himself before the public every day in the year in the same spot in the newspaper. It wasn't a very big spot, but it counted. To-day he is the leading druggist in his city—in fact, he is the fashion and the fad, for he has sold quality service with quality goods. He gets top-notch prices and is on Easy Street.

The man from whom he bought the store is working in a factory bemoaning his hard lot and the ill luck which were his. I'll luck, forsooth! What is it?

The factory man declares it to be a Nemesis which hovered above him tying his hands and warping his success. The man who bought says that ill luck is lack of good judgment, lack of pep, lack of courage and initiative, and lack of the grim determination to overcome obstacles and to win out in spite of handicaps. Take your choice!

Either starting a new business or taking over an old one may be a failure at any time. A man without personality, without an understanding of the public, without a desire to give that public a square deal, will fail at any time. The individual who goes into business with the main thought of what he can get out of it himself, regardless of what he gives the other fellow for his dollars, will soon be mighty lonesome. Just in proportion as he is interested in the best interests of his patrons and impresses them with the fact, will his own prosperity increase.

The day school teacher who has it all figured down to fraction of a cent how much she is getting for every five minutes of service, will never climb very high on the ladder. It is the one who is working for the development of the system and the improvement of the pupils, with comparatively little thought of self, who wins advance after advance and finally is put in charge of large interests.

There never was a time in the business lives of most of us when the American people were so close together as they are now, and when there was such an opportunity for serving our community and having that service appreciated.

The druggist who takes an interest in the soldier's family, in the family of the man who is serving in the great industrial army at home, or who takes a part in local patriotic work, is going to establish a place for himself in the hearts of the people.

There is more money in circulation than ever before and people are spending freely. Somebody is going to get this money. To be sure, none of us know just what is ahead but we have faith that whatever it is, America is not going to be dug up

by the roots and dumped into the bottom of the sea, nor is the continent going to be sunk where it stands like the fabled Atlantis. We have gone through wars before, fought on our own ground, and still the republic has marched on.

That the war will continue to disturb industrial conditions is not to be denied, but the more people who tie up their money in a canvas bag and sit on it, trembling for fear of what will happen next, the more opportunity will be left for other people to go ahead.

A grocer who has arisen unaided from a small clerkship in a village of three or four hundred to the proprietorship of a chain of seven progressive and up-to-date city establishments, recently faced the problem of furnishing his stores with cheese. He argued that in the very nature of things, cheese was going to go up in price but he didn't have money to buy a large stock of cheese. To borrow it was a risk—what if cheese went down?

He analyzed the situation carefully, went to the bank and borrowed the money, paying interest for its use of course. Cheese went up and up and up. To-day he is selling much lower than any of his competitors and still making a handsome profit for himself, and this in war times!

All money making is not confined to the days when National affairs run along smoothly and calmly. To be sure the man in business has a great advantage in that he knows his trade, knows what they will expect of him and what he can reasonably hope to place in the way of stock, and knows their buying capacity. But some men who have been in business a long time cannot give any very clear-cut or comprehensive analysis of their own affairs, whereas some of the alert and keen will analyze step by step and make good as they go.

In addition to permanency and safety, we must add the personal equation, and everybody who has everything in his favor or a reasonable number of conditions rightly placed, may determine with justice that he is an exception to the rule—not to go into business during war times.

Russell Wilmot.

The Meals of Long Ago.

I cannot eat the old meals
I ate long years ago
For all of us must save our bit,
And Hoover fusses so.
But tempting pictures of the past
Come flitting through my brain
I'd love to have a thick beefsteak
Or frosted cake again.

I cannot eat the old meals
I know it would not do:
For wheat and meat must be conserved,
And milk and sugar, too.
And all the fats we save, will make
Explosives, so they say:
I cannot eat the old meals,
It isn't done to-day.

I cannot eat the old meals,
Beans largely form my fare;
And butter, very thinly spread
On bread that isn't there.
A skim-milk soup, a sour-milk cheese,
They aren't very good;
I cannot eat the old meals,
But, Gee! I wish I could!

Caroline Wells.

Horsehide for Army's Gloves.

The supply committee of the War Industries Board is said to be taking options on horsehide to be made into gloves for the army in France.

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
<p>HOMINY Crisco Molasses Pearl Butter Pollock Poppy Seed</p> <p>AMMONIA Arctic Brand 12 oz. ovals, 2 doz. box 2 40</p> <p>AXLE GREASE Frazer's 1lb. wood boxes, 4 doz. 3 00 1lb. tin boxes, 3 doz. 2 35 3 1/2 lb. tin boxes, 2 dz. 4 25 10lb. pails, per doz. 6 00 15lb. pails, per doz. 7 20 25lb. pails, per doz. 12 00</p> <p>BAKED BEANS No. 1, per doz. 1 35 No. 2, per doz. 2 25 No. 3, per doz. 2 75</p> <p>BATH BRICK English 95</p> <p>BLUING Jennings' Condensed Pearl Bluing Small, 3 doz. box 1 95 Large, 2 doz. box 2 40</p> <p>BREAKFAST FOODS Bear Food, Pettijohns 2 85 Cracked Wheat, 24-2 4 60 Cream of Wheat 7 50 Quaker Puffed Rice 4 30 Quaker Puffed Wheat 4 30 Quaker Bkfst Biscuit 1 90 Quaker Corn Flakes 2 75 Washington Crisps 2 30 Wheatena 5 10 Grape Nuts 2 85 Sugar Corn Flakes 2 80 Holland Rusk 3 80 Krinkle Corn Flakes 2 80 Mapl-Flake, Whole Wheat 4 05 Minn. Wheat Food 6 50 Ralston Wheat Food Large, 18s 2 90 Ralston Wht Food 18s 1 95 Ross's Whole Wheat Biscuit 2 25 Saxon Wheat Food 4 50 Shred Wheat Biscuit 4 25 Triscuit, 18 2 25 Pillsbury's Best Cerl 2 50 Post Toasties, T-2 3 30 Post Toasties, T-3 3 30 Post Tavern Porridge 2 80</p> <p>BROOMS Fancy Parlor, 25 lb. 9 50 Parlor, 5 String, 25 lb. 8 75 Standard Parlor, 23 lb. 8 50 Common, 23 lb. 8 00 Special, 23 lb. 7 75 Warehouse, 23 lb. 10 50</p> <p>BRUSHES Scrub Solid Back, 8 in. 1 00 Solid Back, 11 in. 1 25 Pointed Ends 1 00</p> <p>Stove No. 3 1 00 No. 2 1 50 No. 1 2 00</p> <p>Shoe No. 1 1 00 No. 2 1 30 No. 3 1 70 No. 4 1 90</p> <p>BUTTER COLOR Dandelion, 25c size 2 00</p> <p>CANDLES Paraffine, 6s 12 1/2 Paraffine, 12s 13 1/2 Wicking 46</p> <p>CANNED GOODS Apples 3 lb. Standards 5 25 No. 10 5 25</p> <p>Blackberries 2 lb. 2 25 Standard No. 10 9 50</p> <p>Beans Baked 1 25@2 25 Red Kidney 1 25@1 35 String 1 50@2 00 Wax 1 50@2 00</p> <p>Blueberries Standard 1 75 No. 10 8 00</p> <p>Clams Little Neck, 1 lb. 1 60 Clam Bouillon Burnham's 1/2 pt. 2 25 Burnham's pts. 3 75 Burnham's qts. 7 50</p> <p>Corn Fair 1 85 Good 1 85 Fancy 1 85</p> <p>French Peas Monbadon (Natural) per doz. 3 00</p> <p>Gooseberries No. 2, Fair 1 85 No. 2, Fancy 1 85</p> <p>Hominy Standard 1 25</p> <p>Lobster 1/4 lb. 1 90 1/2 lb. 3 10 Picnic Flat 3 75</p> <p>Mackerel Mustard, 1 lb. 1 80 Mustard, 2 lb. 2 80 Soused, 1 1/2 lb. 1 60 Soused, 2 lb. 2 75 Tomato, 1 lb. 1 50 Tomato, 2 lb. 2 80</p> <p>Mushrooms Buttons, 1/2s 30 Buttons, 1s 25 Hotels, 1s 44</p> <p>Oysters Cove, 1 lb. 1 20 Cove, 2 lb. 1 80</p> <p>Plums Plums 1 50@2 00</p> <p>Pears in Syrup No. 3 can, per dz. 2 50@3 00</p> <p>Peas Marrowfat 1 25@1 35 Early June 1 50@1 60 Early June siftd 1 60@1 75</p> <p>Peaches Pie 1 25@1 50 No. 10 size can pie 3 75</p> <p>Pineapple Grated 1 75@2 10 Sliced 1 45@2 60</p> <p>Pumpkin Fair 1 30 Good 1 40 Fancy 1 50 No. 10 3 90</p> <p>Raspberries No. 2, Black Syrup 1 00 No. 10, Black 10 50 No. 2, Red Preserved 3 00 No. 10, Red, Water 10 50</p> <p>Salmon Warrens, 1 lb. Tall 3 35 Warren's, 1 lb. Flat 3 45 Red Alaska 2 85 Med. Red Alaska 2 60 Pink Alaska 2 20</p> <p>Sardines Domestic, 1/4s 6 50 Domestic, 1/2 Mustard 6 50 Domestic, 3/4 Mustard 6 25 Norwegian, 1/4s 15@18 Portuguese, 1/2s 30@35</p> <p>Sauer Kraut No. 3, cans 2 75 No. 10, cans 2 00</p> <p>Shrimps Dunbar, 1s doz. 1 25 Dunbar, 1 1/2s doz. 2 40</p> <p>Succotash Fair 1 90 Good 1 90 Fancy 1 90</p> <p>Strawberries Standard 2 00 Fancy 2 75</p> <p>Tomatoes No. 1 1/2 1 40 No. 2 1 75 No. 10 8 60</p> <p>Tuna 1/4s, 4 doz. in case 4 50 1/2s, 4 doz. in case 7 50 1s, 4 doz. in case 10 00</p> <p>CATSUP Van Camp's, 1/2 pints 1 90 Van Camp's pints 2 75</p> <p>CHEESE Acme 29 Carson City 28 Brick 32 Leiden 28 Limburger 32 Pineapple 28 Edam 28 Sap Sago 28 Swiss, Domestic 28</p> <p>CHEWING GUM Adams Black Jack 65 Adams Sappota 70 Beeman's Pepsin 65 Beechnut 65 Doublemint 67 Flag Spruce 65 Hershey Gum 65 Juicy Fruit 65 Sterling Gum Pep. 67 Spearmint, Wrigleys 67 Spearmint, 6 box jars 3 85 Yucatan 65 Zeno 65 O. K. Gum 65 Wrigleys (5 box asstd.) 70</p> <p>CHOCOLATE Walter Baker & Co. German's Sweet 24 Premium 35 Caracas 28 Walter M. Lowney Co. Premium, 1/4s 35 Premium, 1/2s 35</p> <p>CLOTHES LINE No. 40 Twisted Cotton 1 65 No. 50 Twisted Cotton 2 00 No. 60 Twisted Cotton 2 50 No. 80 Twisted Cotton 2 65 No. 50 Braided Cotton 2 25 No. 60 Braided Cotton 2 40 No. 80 Braided Cotton 2 90 No. 50 Sash Cord 3 00 No. 60 Sash Cord 3 50 No. 60 Jute 1 25 No. 72 Jute 1 40 No. 60 Sisal 1 30</p> <p>Galvanized Wire No. 20, each 100ft. long 1 90 No. 19, each 100ft. long 2 10 No. 20, each 100ft. long 1 00 No. 19, each 100ft. long 2 10</p> <p>COCOA Baker's 39 Cleveland 41 Colonial, 1/4s 35 Colonial, 1/2s 33 Epps 42 Hershey's, 1/4s 32 Hershey's, 1/2s 30 Huyler 36 Lowney, 1/4s 38 Lowney, 1/2s 37 Lowney, 5 lb. cans 37 Van Houten, 1/4s 12 Van Houten, 1/2s 18 Van Houten, 1s 36 Van Houten, 1s 36 Wan-Eta 36 Webb 33 Wilbur, 1/4s 33</p> <p>COCOANUT Dunham's per lb. 1/4s, 5 lb. case 32 1/4s, 5 lb. case 31 1/4s, 15 lb. case 31 1/4s, 15 lb. case 30 1s, 15 lb. case 29 1/4s & 1/2s, 15 lb. case 30 5 and 10c pails 4 25 Bulk, pails 23 Bulk, barrels 22 Baker's Brazil Shredded 70 5c pkgs., per case 3 00 36 10c pkgs., per case 3 00 16 10c and 33 5c pkgs., per case 3 00 Bakers Canned, doz. 1 10</p> <p>COFFEES ROASTED Rio Common 19 Fair 19 1/2 Choice 20 1/2 Peaberry 21</p> <p>Santos Common 20 Fair 20 1/2 Choice 21 Peaberry 23</p> <p>Maracalbo Fair 24 Choice 25</p> <p>Mexican Choice 25 Fancy 26</p> <p>Guatemala Fair 25 Fancy 28</p> <p>Java Private Growth 26@30 Mandling 31@35 Aukola 30@32</p> <p>Mocha Short Bean 25@27 Long Bean 24@25 H. L. O. G. 26@28</p> <p>Bogota Fair 24 Fancy 26 Exchange Market, Steady Spot Market, Strong</p> <p>Package New York Basis Arbuckle 20 50 McLaughlin's XXXX McLaughlin's XXXX package coffee is sold to retailers only. Mail all or- ders direct to W. F. Mc- Laughlin & Co., Chicago.</p> <p>Extracts Holland, 1/2 gro. bxs. 95 Felix, 1/2 gross 1 15 Hummel's foil, 1/2 gro. 85 Hummel's tin, 1/2 gro. 1 43</p> <p>CONDENSED MILK Carnation, Tall 6 30 Carnation, Baby 6 20 Hebe, Tall 5 00 Hebe, Baby 4 90 Pet, Tall 6 30 Pet, Baby 4 70 Van Kamp, Tall 6 30 Van Kamp, Baby 4 70</p> <p>CONFECTIONERY Stick Candy Pails Horehound 18 Standard 18</p> <p>Cases Jumbo 19 Big Stick 19 Boston Sugar Stick 22</p> <p>Mixed Candy Pails Broken 18 Cut Loaf 19 French Cream 20 Grocers 13 Kindergarten 20 Leader 18 Monarch 16 Novelty 19 Paris Creams 22 Premio Creams 24 Royal 17 Special 17 X L O 16</p> <p>Specialties Pails Auto Kisses (baskets) 21 Bonnie Butter Bites 23 Butter Cream Corn 24 Caramel Bon Bons 22 Caramel Croquettes 21 Cocoanut Waffles 20 Coffy Toffy 22 National Mints 7 lb tin 24 Fudge, Walnut 22 Fudge, Choc. Peanut 21 Fudge, White Center 21 Fudge, Cherry 22 Fudge, Cocoanut 22 Honeysuckle Candy 22 Iced Maroons 22 Iced Orange Jellies 19 Italian Bon Bons 20 AA Licorice Drops 5 lb. box 1 85 Lozenges, Pep. 21 Lozenges, Pink 21 Manchus 20 Molasses Kisses, 10 lb. box 20 Nut Butter Puffs 22 Star Patties, Asst. 24</p> <p>Chocolates Pails Assorted Choc. 23 Amazon Caramels 25 Champion 22 Choc. Chips, Eureka 27 Eclipse, Assorted 23 Klondike Chocolates 27 Nabobs 27 Nibble Sticks, box 1 75 Nut Wafers 27 Ocoro Choc Caramels 25 Peanut Clusters 31 Quintette 23 Regina 21 Star Chocolates 20</p> <p>Pop Corn Goods Cracker-Jack Prize 4 40 Checkers Prize 4 40</p> <p>Cough Drops Putnam Menthol 1 35 Smith Bros. 1 35</p> <p>COOKING COMPOUNDS Crisco 36 1 lb. cans 10 12 1/2 24 1 1/2 lb. cans 10 12 1/2 6 6 lb. cans 10 12 1/2 4 9 lb. cans 10 12 1/2</p> <p>Mazola 5 1/2 oz. bottles, 2 doz. 2 60 Pints, tin, 2 doz. 6 15 Quarts, tin, 1 doz. 6 75 1/2 gal. tins, 1 doz. 10 75 Gal. tins, 1/2 doz. 10 25 5 Gal. tins, 1-6 doz. 18 50</p> <p>NUTS—Whole lbs. Almonds, Tarragona 21 Almonds, California soft shell Drake 18 Brazilis 18</p> <p>Filberts 20 Cal No. 1 S. S. 24 Walnuts, Naples 22 Walnuts, Grenoble 22 Table nuts, fancy 16 1/2 Pecans, Large 17 Pecans, Ex. Large 20</p> <p>Shelled No. 1 Spanish Shelled Peanuts 16 @16 1/2 Ex. Lg. Va. Shelled Peanuts 16 1/2 @17 Pecan Halves @90 Walnut Halves 65 Filbert Meats @42 Almonds @60 Jordan Almonds</p> <p>Peanuts Fancy H P Suns Raw 17@17 1/2 Roasted 19@19 1/2 H P Jumbo Raw 18@18 1/2 Roasted 20@20 1/2 Spanish Shelled, No. 1 16 1/2 @17</p> <p>CREAM TARTAR Barrels or Drums 63 Boxes 15</p> <p>DRIED FRUITS Apples Evap'd, Choice, blk @16 Evap'd Fancy blk. @</p> <p>Apricots California @21</p> <p>Citron California 18@21</p> <p>Currants Imported, 1 lb. pkg. 26 Imported, bulk 25 1/2</p> <p>Peaches Muirs—Choice, 25 lb. 12 Muirs—Fancy, 25 lb. 13 Fancy, Peeled, 25 lb. 16</p> <p>Peel Lemon, American 22 Orange, American 23</p> <p>Raisins Cluster, 20 cartons Loose Muscatels, 4 Cr. 9 Loose Muscatels, 3 Cr. 8 1/2 L. M. Seeded 1lb. 10 1/2 @11</p> <p>California Prunes 90-100 25 lb. boxes @10 1/2 80-90 25 lb. boxes @11 70-80 25 lb. boxes @12 60-70 25 lb. boxes @13 1/2 50-60 25 lb. boxes @14 40-50 25 lb. boxes @15</p> <p>FARINACEOUS GOODS Beans California Limas 16 1/2 Med. Hand Picked 15 Brown, Holland</p> <p>Farina 25 1 lb. packages 2 65 Bulk, per 100 lb.</p> <p>Original Holland Rusk Packed 12 rolls to container 3 containers (40) rolls 3 80</p> <p>Hominy Pearl, 100 lb. sack 6 1/4</p> <p>Macaroni Domestic, 10 lb. box 1 30 Imported, 25 lb. box 1 30 Skinner's 24s, case 1 87 1/2</p> <p>Pearl Barley Chester 6 00 Portage 7 50</p> <p>Peas Green, Wisconsin, lb. 11 1/2 Split, lb. 11 1/2</p> <p>Sago East India 15 German, sacks 15 German, broken pkg.</p> <p>Taploca Flake, 100 lb. sacks 15 Pearl, 100 lb. sacks 15 Pearl, 36 pkgs. 2 75 Minute, 10c, 3 doz. 3 25</p> <p>FISHING TACKLE 1/2 to 1 in. 6 1 1/2 to 2 in. 7 1 1/2 to 2 in. 9 1 1/2 to 2 in. 11 2 in. 15 3 in. 20</p> <p>Cotton Lines No. 1, 10 feet 5 No. 2, 15 feet 7 No. 3, 15 feet 9 No. 4, 15 feet 10 No. 5, 15 feet 11 No. 6, 15 feet 12 No. 7, 15 feet 15 No. 8, 15 feet 18 No. 9, 15 feet 20</p> <p>Linen Lines Small 20 Medium 26 Large 34</p> <p>Poles Bamboo, 16 ft., per doz. 60 Bamboo, 14 ft., per doz. 55 Bamboo, 18 ft., per doz. 60</p> <p>FLAVORING EXTRACTS Jennings D C Brand Pure Vanilla Terpeneless Pure Lemon</p> <p>Per Doz. 7 Dram 15 Cent 1 20 1 1/4 Ounce 20 Cent 1 75 2 Ounce 30 Cent 2 60 2 1/4 Ounce 35 Cent 2 75 3 Ounce 40 Cent 3 00 4 Ounce 55 Cent 5 00 8 Ounce 90 Cent 8 50 7 Dram Assorted 1 25 1 1/4 Ounce Assorted 2 00</p> <p>FLOUR AND FEED Grand Rapids Grain & Milling Co. Winter Wheat Purity Patent 11 75 Fancy Spring 12 50 Wizard Graham 11 00 Wizard, Gran. Meal 12 00 Wizard Buckw't cwt. 8 00 Rye 12 00 Kaw's Best 11 50</p> <p>Valley City Milling Co. Lily White 12 00 Graham 5 40 Granena Health 5 50 Gran. Meal 5 60 Bolted Meal 5 50</p> <p>Watson-Higgins Milling Co. New Perfection 11 60</p> <p>Worden Grocer Co. Quaker, 1/8s cloth None Quaker, 1/4s cloth None Quaker, 1/2s cloth None Quaker, 3/4s paper None Quaker, 1/4s paper None</p> <p>Kansas Hard Wheat Worden Grocer Co. American Eagle, 1/8s None American Eagle, 1/4s None American Eagle, 1/2s None</p> <p>Spring Wheat Worden Grocer Co. Wingold, 1/8s cloth Sold Out Wingold, 1/4s cloth Sold Out Wingold, 1/2s cloth Sold Out</p> <p>Meal Bolted 11 80 Golden Granulated 12 00</p> <p>Wheat Red 2 08 White 2 05</p> <p>Oats Michigan carlots 92 Less than carlots 95</p> <p>Corn Carlots 2 05 Less than carlots 2 10</p> <p>Hay Carlots 29 00 Less than carlots 32 00</p> <p>Feed Street Car Feed 73 00 No. 1 Corn & Oat Fd 73 00 Cracked Corn 78 00 Coarse Corn Meal 78 00</p> <p>FRUIT JARS Mason, pts., per gro. 7 20 Mason, qts., per gro. 7 60 Mason, 1/2 gal. per gro. 9 95 Mason, can tops, gro. 2 80</p> <p>GELATINE Cox's, 1 doz. large 1 45 Cox's, 1 doz. small 1 90 Knox's Sparkling, doz. 1 75 Knox's Sparkling, gr. 20 50 Knox's Acidu'd doz. 1 85 Minute, 1 doz. 1 25 Minute, 3 doz. 3 75 Nelson's 1 50 Oxford 75 Plymouth Rock, Phos. 1 40 Plymouth Rock, Plain 1 25 Waukesha 1 60</p> <p>GRAIN BAGS Broad Gauge, 12 oz. 24 Climax, 14 oz. 29 Stark, A, 16 oz.</p> <p>HERBS Sage 15 Hops 15 Laurel Leaves 15 Senna Leaves 25</p> <p>HIDES AND PELTS Hides Green, No. 1 15 Green, No. 2 14 Cured, No. 1 17 Cured, No. 2 16 Calfskin, green, No. 1 24 Calfskin, green, No. 2 22 1/2 Calfskin, cured, No. 1 26 Calfskin, cured, No. 2 24 1/2 Horse, No. 1 6 00 Horse, No. 2 5 00</p> <p>Pelts Old Wool 75@2 00 Lambs 50@1 50 Shearlings 50@1 50</p> <p>Tallow Prime @13 No. 1 @12 No. 2 @11</p>	

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.

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, kitts ...	10
Skunk, No. 1 ...	4 50
Skunk, No. 2 ...	3 25
Skunk, No. 3 ...	2 00
Skunk, No. 4 ...	1 00
HONEY	
A. G. Woodman's Brand.	
7 oz., per doz.	3 90
20 oz., per doz.	3 90
HORSE RADISH	
Per doz.	90
JELLY	
5 lb. pails, per doz. ...	1 30
15 lb. pails, per pail ...	1 30
30 lb. pails, per pail ...	2 50
Jiffy-Jell	
Straight or Assorted	
Per doz.	1 15
Per case, per 4 doz. ...	4 60
Eight Flavors: Raspberry, Strawberry, Cherry, Lemon, Orange, Lime, Pine-apple, Mint.	
JELLY GLASSES	
1/2 pt. in bbls., per doz. 32	
1/4 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	66
Choice	58
Good	50
Stock	
Half barrels 2c extra	
Red Hen, No. 2 ...	2 30
Red Hen, No. 2 1/2 ...	2 85
Red Hen, No. 5 ...	2 75
Red Hen, No. 10 ...	2 60
Uncle Ben, No. 2 ...	2 30
Uncle Ben, No. 2 1/2 ...	2 85
Uncle Ben, No. 5 ...	2 75
Uncle Ben, No. 10 ...	2 60
Ginger Cake, No. 2 ...	2 65
Ginger Cake, No. 2 1/2 ...	3 20
Ginger Cake, No. 5 ...	3 10
O. & L. Open Kettle, No. 2 1/2 ...	4 25
MUSTARD	
1/2 lb. 6 lb. box ...	16
OLIVES	
Bulk, 1 gal. kegs 1 20@1 30	
Bulk, 2 gal. kegs 1 15@1 25	
Bulk, 5 gal. kegs 1 05@1 15	
Stuffed, 5 oz.	1 10
Stuffed, 5 oz.	1 15
Stuffed, 14 oz.	2 50
Pitted (not stuffed) 14 oz.	2 50
Manzanilla, 8 oz.	1 10
Lunch, 10 oz.	1 50
Lunch, 16 oz.	2 60
Queen, Mammoth, 19 oz.	5 00
Queen, Mammoth, 28 oz.	6 25
Olive Chow, 2 doz. cs. per doz.	2 25
PEANUT BUTTER	
Bel-Car-Mo Brand	
4 oz. 4 doz. in case ...	3 60
7 oz. 2 doz. in case ...	2 90
8 oz. 2 doz. in case ...	3 30
18 oz. 1 doz. in case ...	3 25
12 2 lb. pail s.	5 20
5 lb. pails, 6 in crate 6 25	
15 lb. pails ...	20 1/2
25 lb. pails ...	20
50 lb. pails ...	19 1/2
50 lb. tins ...	19
PETROLEUM PRODUCTS	
Iron Barrels	
Perfection ...	11.
Red Crown Gasoline ...	21.5
Gas Machine Gasoline ...	35.9
V M & P Naphtha ...	21.
Capitol Cylinder, Iron Bbls.	36.9
Atlantic Red Engine, Iron Bbls.	22.9
Winter Black, Iron Bbls.	12.9
Polarine, Iron Bbls.	40.9
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
20 lb. tubs ...	advance 1/2
15 lb. pails ...	advance 1/2
10 lb. pails ...	advance 1/2
5 lb. pails ...	advance 1/2
3 lb. pails ...	advance 1/2
Smoked Meats	
Hams, 14-16 lb. ...	28 @29
Hams, 16-18 lb. ...	27 @28
Hams, 18-20 lb. ...	26 @27
Ham, dried beef sets ...	29 @30
California Hams ...	23 1/2
Picnic Boiled	
Hams ...	31 @32
Boiled Hams ...	41 @42
Minc'd Hams ...	20 @21
Bacon ...	37 @42
Sausages	
Bologna ...	15
Liver ...	12
Frankfort ...	17
Pork ...	14@15
Veal ...	11
Tongue ...	11
Headcheese ...	14
Beef	
Boneless ...	25 00@27 00
Rump, new ...	30 00@31 00
Pig's Feet	
1/4 bbls.	1 75
3/4 bbls.	3 40
1/2 bbls.	9 00
1 bbl.	16 00
Tripe	
Kits, 15 lbs.	90
1/4 bbls., 40 lbs. ...	1 60
3/4 bbls., 80 lbs. ...	3 60
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, 1/2s ...	95
Deviled Meat, Ham Flavor, 1/4s ...	52
Deviled Meat, Ham Flavor, 1/2s ...	1 00
Potted Tongue, 1/4s ...	55
Potted Tongue, 1/2s ...	1 00
RICE	
Fancy ...	
Blue Rose ...	8 1/2@8 3/4
Broken ...	7 @7 1/4
ROLLED OATS	
Monarch, bbls.	10 50
Rolled Avena, bbls. ...	10 25
Steel Cut, 100 lb. sks. 5 10	
Monarch, 90 lb. sks. ...	4 90
Quaker, 18 Regular ...	1 75
Quaker, 20 Family ...	5 60
SALAD DRESSING	
Columbia, 1/2 pint ...	2 25
Columbia, 1 pint ...	4 00
Durkee's, large, 1 doz. 4 20	
Durkee's, small, 2 doz. 5 00	
Snider's, large, 1 doz. 2 40	
Snider's, small, 2 doz. 1 45	
SALERATUS	
Packed 50 lbs. in box. Arm and Hammer ...	3 10
Wyandotte, 100 3/4s ...	3 00
SAL SODA	
Granulated, bbls. ...	1 80
Granulated, 100 lbs. cs. 1 90	
Granulated, 36 pkgs. 1 80	
SALT	
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 41	
D. C. Meat, 70 lb. bags 50	
D. C. Stock briquettes 18s	
D. C. Block Stock 50 lb. 40	

Solar Rock	
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 ...	@11
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, 3 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
Cardamom, Malabar ...	20
Celery ...	45
Hemp, Russian ...	7 1/2
Mixed Bird ...	9
Mustard, white ...	22
Poppy ...	30
Rape ...	15
SHOE BLACKING	
Handy Box, large 3 dz. 3 50	
Handy Box, small ...	1 25
Bixby's Royal Polish ...	85
Miller's Crown Polish ...	85
SNUFF	
Scotch, in bladders ...	37
Maccaboy, in jars ...	35
French Rattle in jars ...	43
SODA	
Boxes ...	5 1/2
Kegs, English ...	4 1/4
SPICES	
Whole Spices	
Allspice, Jamaica ...	9@10
Allspice, lg. Garden ...	@11
Cloves, Zanzibar ...	@50
Cassia, Canton ...	@20
Cassia, 5c pkg. doz. ...	@35
Ginger, African ...	@15
Ginger, Cochin ...	@20
Mace, Penang ...	@90
Mixed, No. 1 ...	@17
Mixed, No. 2 ...	@16
Mixed, 5c pkgs. dz. ...	@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. ...	9 1/4
Muzzy, 48 lb. pkgs. ...	9 1/2
Kingsford	
Silver Gloss, 40 lb. ...	9 1/4
Gloss	
Argo, 48 5c pkgs. ...	2 40
Silver Gloss, 16 3lbs. ...	9 1/4
Silver Gloss, 12 6lbs. ...	9 1/4
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 doz. ...	2 65
Blue Karo, No. 2, 2 dz. 3 30	
Blue Karo, No. 2 1/2, 2 doz. ...	4 10
Blue Karo, No. 5, 1 dz. 3 95	
Blue Karo, No. 10, 1/2 doz. ...	3 70
Red Karo, No. 1 1/2, 2 doz. ...	2 80
Red Karo, No. 2, 2 dz. 3 55	
Red Karo, No. 2 1/2 2dz. 4 40	
Red Karo, No. 5, 1 dz. 4 25	
Red Karo, No. 10 1/2 doz. ...	4 00
Pure Cane	
Fair ...	
Good ...	
Choice ...	

TABLE SAUCES	
Halford, large ...	3 75
Halford, small ...	2 26
TEA	
Uncolored Japan	
Medium ...	20@25
Choice ...	28@33
Fancy ...	36@45
Basket-fired Med'm ...	28@30
Basket-fired Choice ...	35@37
Basket-fired Fancy ...	38@45
No. 1 Nibbs ...	@32
Siftings, bulk ...	@14
Siftings, 1 lb. pkgs. ...	@17
Gunpowder	
Moyune, Medium ...	28@33
Moyune, Choice ...	35@40
Ping Suey, Medium ...	25@30
Ping Suey, Choice ...	35@40
Ping Suey, Fancy ...	45@50
Young Hyson	
Choice ...	28@30
Fancy ...	45@56
Oolong	
Formosa, Medium ...	25@26
Formosa, Choice ...	32@35
Formosa, Fancy ...	50@60
English Breakfast	
Congou, Medium ...	25@30
Congou, Choice ...	30@35
Congou, Fancy ...	40@60
Congou, Ex. Fancy ...	60@80
Ceylon	
Pekoe, Medium ...	28@30
Dr. Pekoe, Choice ...	30@35
Flowery O. P. Fancy ...	40@50
CIGARS	
Peter Dornbos Brands	
Dornbos Single ...	
Binder ...	37 00
Dornbos, Perfectos ...	37 00
Dornbos, Bismarck ...	73 00
Allan D. Grant ...	65 00
Allan D. ...	35 00
Johnson Cigar Co.'s Brand	
Dutch Masters Club ...	75 00
Dutch Masters, Ban ...	75 00
Dutch Masters, Inv. ...	75 00
Dutch Masters, Pan. ...	75 00
Dutch Master Grande ...	72 00
El Portana ...	
Dutch Masters, 5c ...	
S. C. W. ...	
See Jay ...	
Above four brands are sold on following basis:	
Less than 300 ...	37 00
300 assorted ...	36 00
2500 assorted ...	35 00
2% cash discount on all purchases.	
Worden Grocer Co. Brands	
Boston Straight ...	37 00
Trans Michigan ...	37 50
C. P. L. ...	37 50
Court Royal ...	43 00
Hemmett's Cham-pion ...	42 50
Iroquois ...	42 50
La Azora Agreement ...	33 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
June, 2 ply ...	25
Hemp, 6 ply ...	34
Flax, medium ...	35
Wool, 100 lb. bales ...	18
VINEGAR	
White Wine, 40 grain 17	
White Wine, 80 grain 22	
White Wine, 100 grain 25	
Oakland Vinegar & Pickle Co.'s Brands	
Highland apple cider	
Oakland apple cider ...	
State Seal sugar ...	
Blue Ribbon Corn ...	
Oakland white picklg Packages free.	
WICKING	
No. 0, per gross ...	40
No. 1, per gross ...	50
No. 2, per gross ...	65
No. 3, per gross ...	95
WOODENWARE	
Baskets	
Bushels, wide band ...	1 20
Market, drop handle ...	1 45
Market, single handle ...	60
Splint, large ...	4 00
Splint, medium ...	3 50
Splint, small ...	3 00
Willow, Clothes, large	
Willow, Clothes, small	
Willow, Clothes, me'm	
Butter Plates	
Ovals	
1/4 lb., 250 in crate ...	45
1/2 lb., 250 in crate ...	45
1 lb., 250 in crate ...	50
2 lb., 250 in crate ...	55
3 lb., 250 in crate ...	70
5 lb., 250 in crate ...	90
Wire End	
1 lb., 250 in crate ...	45
2 lb., 250 in crate ...	50
3 lb., 250 in crate ...	67
5 lb., 250 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</

MALICIOUS MERCHANTS.

Ishpeming Retailers Defended By Local Editor.

Ishpeming, Feb. 12.—The mouthings of a kid are generally not worth mentioning, so when any of the merchants of Ishpeming are referred to as a malicious lot by the representative of the Woolworth store of this city, there need be no alarm that we really possess any such. We know them all.

Tim Hughes came to this city about the time the hills were placed here. He came into this region in the sixties. He is about eighty years of age, although he doesn't look it. His record of business is clean and, despite his years, no one will want to face him with the charge that there is anything malicious about him.

F. Braastad & Co. is a pioneer concern of the town, a good, forceful organization, that has spent its money where it made it and is still here giving out bargains and meeting the keenest competition. It's a splendid house.

The Joseph Sellwood Co. has always maintained a fine reputation because of the quality of the goods it carries and its fine treatment of its customers. It has been an Ishpeming fixture for very many years, one of the first, and one of the best.

The Myers Mercantile Co. is one of the oldest, and was a part of the original lot of concerns of Ishpeming. From the old Rock store it has graduated to an Iron store, is guided by good people and honest. It has a fine business that it well deserves.

E. A. Johnson used to be a miner at the old Cleveland hard ore before he went into business thirty years ago. He is dead, but his sons run the business and run it well. It is a good, clean establishment.

The Ishpeming Co-Operative is one of the biggest businesses in Ishpeming. Its managers are all old Lake Superior boys, clean and forceful, who know how to buy and sell and how to hold the trade. Nothing the matter with them.

The Scandinavian Co-Operative store is one of the successful mercantile houses in the city, doing a profitable business and enjoying the confidence of the community it serves.

The Peter Koski stores are well managed by honest men, not a malicious character connected with them, not one who would deal unfairly with anyone.

The J. L. Bradford Co. was here long before certain children were born. The house is standard among the very best in its line. It is law-abiding, loyal and patriotic.

The Johnson Bros., in the clothing line, handle the best goods and sell them for fair prices. They, too, are pioneers, having survived many a long winter and assisted in the upkeep of the town.

M. A. Kahn, clothier, is another of the old boys who came here many years ago to grow up with the place. He has thrived and made good, and everyone has unlimited confidence in him. He is for the American flag.

The Skud estate, dry goods, are of the old flock, too, Mr. Skud coming here in company with M. A. Kahn many years ago. The estate is handled by his wife and daughter and we never heard they were malicious or approaching that condition.

William Leininger, furniture dealer, is loyal to the core, a real American, a good business man, kind of heart and frank of expression. We never heard he wasn't fair and square in his treatment of anyone.

The Jochim Hardware Co. has been in business here since the seventies. It is the oldest hardware house in the city, and has always enjoyed the very best kind of a reputation.

Lindbom & Bjork also have an excellent hardware store, well stocked, and they can give you a decent

burial if you die. They are real people, fair and square and Bjork is our county treasurer, popular, too.

The Tillson Drug Co. is a descendant of the very first business house established in Ishpeming, this being in the late sixties. The fact that it has lived through all the vicissitudes of the city is proof enough that it has always been right.

Ed. Girzi is the oldest business man in the town. He is a jeweler. Otto Eger presides over another house of this kind that is nearly as old, while Johnny Roberts has long been in the same business with a good record all the time. Nothing malicious about any of these.

Lou Toutloff, operating the Red Cross drug store is a descendant of one of the pioneers of Ishpeming, his father being a splendid man and not a bit better than Lou. No better American anywhere. Not a drop of mean blood in him.

The Gately store is a good, clean concern, managed by a young man whose father was a pioneer, and one of the best railwaymen who ever came to this district. He could also call off at dances. His boys are all like him, real red-blooded fellows with the business wallop and loyal to the flag and country.

Matt Lofberg is another of Ishpeming's prominent businessmen. Nothing wrong with Matt that we know of.

There is August Sutinen, proprietor of the Finnish drug store, a real gentleman, a thorough business man, with hosts of friends.

There is John Skoglund, dealer in shoes, and a long-time resident of the city who is possessed of only kindly Christian spirit in his dealings with his fellow man, and the same can be said of Victor Eman, who also conducts a shoe business.

The Style Shop is another well-run store conducted by a gentleman well known for his progressiveness and amiability.

And so it goes through the whole list of Ishpeming's merchants. There isn't a malicious one among them all. They have been in business here many years, have helped to support the town and its institutions, have been foremost in advocating betterments for it, and have always willingly paid their share. They are all good, loyal American citizens. If you are in hard luck they will respond to your appeals. If you want to send a needy fellow to the hospital, make a collection for a poor widow, aid the church in paying its indebtedness, or the Red Cross or Y. M. C. A. or K. C. to raise funds, or to boom the Fourth of July celebration, or the ski tournament, or the dog races or anything else, you first go to the merchants and they always respond cheerfully and liberally.

They are not like this Woolworth concern that reduces its stock by the first of every May until they couldn't outfit a rag doll, this so the assessor can only tax them feebly, he taking their first of May inventory. With this taken the store is immediately filled to capacity. The stock at this time does not represent the average of the year, or anything like it, and we state this so the local assessor can be guided accordingly and make this outfit pay as do other merchants who do not manipulate their stocks that the minimum of taxation be secured. It's a fact, we talk about, and the proof can be readily obtained. This may not be a malicious action, but it's a scheming one. We have already stated that the concern pays the very shabbiest wages on which no girl can properly feed and clothe herself. We believe the public would rather deal with a store that pays its girls living wages than with one that doesn't. We wouldn't feel quite right saving a cent on an article bought in a place where the cent came out the wages of the girls.

The Woolworth stores of the coun-

try make millions of dollars profit annually, enough to pay living wages to its help, and it can also well afford to pay its share of the taxes just as do other stores in a community, and which it now avoids by reducing its stocks as we have stated.

As for the child who is in charge of their business here and who is attempting to libel the merchants of the place, he may not be responsible for his utterances and his company may not know of his actions.

Geo. A. Newett.

Milk Condenseries Rapidly Multiplying.

The rapid advance of the "tin cow" as an essential of a well-ordered American household is shown in the fact that there seems no sign of diminution in the clamor for condensed milk everywhere; not even the high prices causing the slightest decline. In fact, the demand has stimulated such an increase in condenseries that milk production is becoming a very serious problem with the manufacturers; almost as great a problem as that of obtaining the necessary machinery to keep pace with the demand.

Many new companies have lately entered the milk condensing business, and numbers of manufacturers of other dairy products who have command of a regular supply of whole milk are installing the necessary equipment to switch from their old lines to condensed milk. The prices commanded now appear attractive in comparison to those ruling for butter and cheese, and long-time contracts are reported being made by manufacturers in disposing of their products, the price being based upon present values, with clauses permitting adjustment according to changes in costs of milk and other materials used.

The total number of condenseries in operation in this country at present is not definitely known, but it runs well up in the hundreds. Two concerns which a few years ago maintained eleven plants now operate fifty-five under one management. The Borden company alone operates over seventy-five.

Many of the older plants have greatly increased their output. The prices paid dairymen have stimulated an increase in herds, and many cattle that have been sold off by less fortunately situated dairymen have been purchased by condensery patrons. Thus, while it may not be practical to erect condenseries in many sections of the country, it is always possible to move cattle from such sections to those which have proved capable of supporting a condensed milk plant.

Market prices for both sweetened and unsweetened condensed milk continue high. The demand for the sweetened article has been largely increased, both in this country and in Europe, by the scarcity of sugar.

Established Prices on Storage Creamery Butter.

Wholesale prices for storage creamery butter have been announced by the United States Food Administration for New York and Chicago, the New York prices to govern other points in seaboard territory. The

new scale has been established with the voluntary co-operation of the butter trade and all exchanges notified to observe the following wholesale quotations:

New York: 47 cents a pound "for the remainder of the season." This means about two months, when most of the present storage creamery butter will have been released. This price will remain unchanged, without allowances for accumulating storage charges.

Chicago: 45½ cents a pound. Beginning Feb. 1 the price will be advanced ¼c on the 1st and 15th of each month until practically all creamery butter is released from storage. This increase is designed to compensate for storage expenses.

The new scale of prices is based on a careful investigation of the cost of storage butter and allows a reasonable profit for the holders. The usual trade differentials are to be allowed the various classes of handlers.

Stable prices at these two principal butter centers, under voluntary agreements with principal butter exchanges, is regarded as sufficient assurance that corresponding prices will rule throughout the country.

What Sugar Regulation Has Accomplished.

Between \$180,000,000 and \$270,000,000 has been saved to the American consumer on his sugar bill by the U. S. Food Administration's regulation of profits and elimination of waste and speculation in the sugar trade in the last few months.

Every penny's increase in the retail price of sugar costs American consumers \$18,000,000. It is estimated by independent refiners that but for regulation and control of the sugar market, sugar would be selling to-day for not less than 20@25c per pound.

By securing an arbitrary wholesale price of 7½c per pound, the Food Administration has made it possible to hold the retail price to between 8@9c per pound, even in the face of an actual world shortage.

Compare this experience with that of the sugar market during the Civil war. At the beginning of that war in 1861 the price of sugar was 8½c per pound, retail. By 1864, although there was no actual shortage of sugar, the price had jumped to 35c per pound, retail. That was an unwarranted jump of 26c per pound. Such a jump to-day would take \$468,000,000—nearly half a billion dollars—out of the American consumer's pocketbook.

Laziness is responsible for more failures than mental deficiency.

Rare Chance

A rare chance for some city or town in Southern Michigan to establish a manufacturing plant, making high quality goods, with unlimited demand among farmers, fruit growers and tradesman. These goods have been tested out in thirty-seven states and proved to be leaders wherever known. If your town wants a factory and can form a good stock company, then address Lock box 95, Marcellus, Mich., for further information.

BUSINESS-WANTS DEPARTMENT

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

BUSINESS CHANCES.

For Sale—On account of wife's health. \$8,000 stock of general merchandise. Mostly cash business. Fine town of 600 people. New modern residence and 7 lots. \$3,000. Fred G. Hughson, Alta Vista, Kansas. 548

For Sale—Discontinuing clothing department; clean stock of men's and boys' suits, overcoats, mackinaws, pants, etc. for sale at invoice prices. Will invoice about \$4,000. S. Present & Co., Cadillac, Michigan. 549

For Sale—To close an estate, a clean stock of hardware in a good town. Frank Calkins, Gaylord, Michigan. 550

For Sale—Poolroom, cigars and confectionery in thriving summer resort with two living apartments above. Box 29, Lake Orion, Michigan. 551

For Sale—16 acres of Norton Co. land. Small improvements. 75 acres in wheat. Price \$30 per acre. Address Fred G. Hughson, Alta Vista, Kansas. 552

Store for rent, at Muskegon. Best location. Good opening for cloak store, drug or men's wear. Address H. Tyson, 29 W. Western Ave. 553

For Sale—An old established hardware business with five year lease brick store next door to post office. Every part of store all painted new. Will sell or trade for small farm near good town. Stock will invoice six thousand or more. Address No. 554, Michigan Tradesman. 554

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

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. 555, care Michigan Tradesman. 555

For Sale—Having decided to quit business I will sell at a liberal discount all or any part of my drug stock consisting of drugs, sundries, patent medicines, Nyal line, stationery, wall paper, window shades, furniture and fixtures, consisting of McCourt label cabinet, safe, counter balances, prescription balances, post card rack, shelf bottles, National cash register, desk and floor cases, etc. Theo. G. DePeel, Onondaga, Mich. 475

For Sale—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

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—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

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, Fort 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

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

Economic Coupon Books

- They prevent disputes.
- They save book-keeping.
- They limit the line of the customer.
- They give the merchant interest on past due accounts.
- They put all credit transactions on a cash basis.

Free Samples on Application

Tradesman Company

Grand Rapids - Michigan

Pleasant Recollections of a Meal

SCHULZE'S CREAM-NUT BREAD

"Rich as Cream-Sweet as a Nut"

AT ALL GROCERS

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



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



Putnam's Menthol Cough Drops

Packed 40 five cent packages in carton

Putnam Factory National Candy Co., Inc. MAKERS

Grand Rapids, Michigan

GRAND RAPIDS SAFE CO.

Agent for the Celebrated YORK MANGANESE BANK SAFE
 Taking an insurance rate of 50c per \$1,000 per year. What is your rate?
 Particulars mailed. Safe experts.

TRADESMAN BUILDING :::: GRAND RAPIDS, MICHIGAN

TWENTY-FOURTH MEETING.

Annual Convention Michigan Retail Hardware Association.

Saginaw, Feb. 12—Rain, sleet and impossible weather conditions failed to dampen the ardor of the delegates to the twenty-fourth annual convention of the Michigan Retail Hardware Association, which opened in the Bancroft Hotel, Saginaw, Tuesday afternoon, Feb. 12.

Several hundred retailers were present when President Tyre called the meeting to order at 2 p. m.

After the singing of America by the delegates and the invocation by William Moore, of Detroit, John Popp, of Saginaw, one of the charter members of the Association, introduced Hon. Hiram F. Paddock, Mayor of Saginaw, whose address of welcome was as sincere as it was cordial.

The Mayor congratulated the members in regard to the efficient manner displayed in getting down to business. He felt that the hardware men have exceptional problems, which he hoped would be successfully solved as a result of the deliberations in Saginaw.

Charles A. Ireland, of Ionia, Past President of both the Michigan and National Retail Hardware Associations, responded to the Mayor, assuring him that the hardware men know what Saginaw hospitality means, as a result of previous conventions in that city. He felt the hardware man gets out of an organization just what he puts into it and believed there is now more of a disposition on the part of the members to figure. What can I do for the Association rather than what can I get out of it.

Karl S. Judson, of Grand Rapids, then presented President Tyre with a gavel as a token of esteem from the members, the presentation speech and response both being framed in unusually well chosen words.

President Tyre then, in his annual address, sounded a patriotic keynote for the convention which was reflected throughout the remainder of the programme.

The President's address is published verbatim elsewhere in this week's paper.

Julius B. Kirby, the live-wire Secretary of the Saginaw Board of Trade, spoke on "Saginaw of To-day." He compared conditions now with those which formerly existed and called attention to the many ways in which nature had favored the territory in which Saginaw is located. Lumber, coal, salt and chemicals in abundance are some of the natural resources and the 1,200 men who constitute the Saginaw Board of Trade are working in unison to see that these resources are utilized to the best advantage. The city has a population of 60,000. It is well pleased with the commission form of government, has seventy-five miles of paved streets, twenty parks containing 300 acres of land, a reputation for the beauty of its women and the ability of its clergymen. Its 500 different industries embrace everything from toothpicks to ocean-going vessels. With the deepening of the Saginaw River, the speaker predicted a large increase in docking and terminal facilities. If the Saginaw of to-day is what Mr. Kirby claimed for it—and the delegates have so far found no evidence to dispute the accuracy of his statements—the opinion was promptly formed that Saginaw is "some city."

Rev. J. A. Dunkel, who was down on the programme for a patriotic address, lived up to his reputation as a forceful speaker. It is impossible to give in words even a fair idea of the way in which the speaker aroused the patriotic emotions of every man in the audience. He said in part:

We are living in the most important days politically in the history of the race. The battle lines are drawn; on the one side autocracy, lust and brutality;

on the other, democracy, righteousness and humanity. On the one side it is a war for territory, power, revenge and hatred, brought on by a company of insane degenerates, who delight in stretching not only the helpless forms of their own, but of the nations of the earth on the torture rack of suffering and anguish. On the other side it is not for oppression and enslavement, but a war for liberty and humanity, entered into hesitatingly by leaders who love peace and value life. May this entrance of the humane nations of the earth be the coming coronation of the common men as king among his fellows unto the ends of the earth.

It is the hour of world's struggle to bring forth the vital principle of the divine right of humanity as over against the fretted dogma of the divine right of kings. The God given principle that every individual has a right to live true to himself under the rising democracies of this forward generation. We Americans are feeling the mighty lift of our deepening and expanding National life. We have risen in our might to answer the call for help coming to us from the civilized and freedom loving nations of the earth. The rising strength and dynamic force of our National life was only dimly sensed by thousands of our people. But now our National being is like a mighty tidal wave, destined to sweep all before it that presumes to oppose.

We are taking our place on the battle line, resolved to do our part with those who battle for human liberty and human rights, for freedom in opposition to serfdom. We have taken our stand as freemen over against degenerate and powered autocracy.

The onrush of the centuries has made more and more clear the dawning day of the divine right of the common man, the man of clean living and high thinking. God grant that we may be even now standing the dawning of the glorious day of freedom that shall flood the world with new light of hope and joy.

In the fullness of time, this nation was born and dedicated to the cause of life, liberty and the pursuit of happiness; a Government of the people, by the people and for the people. It was the greatest conception ever conceived by mankind.

To our shores have come the oppressed and toiling millions of every land to find here a land of unlimited privilege. They have been fused into our National life, giving strength and character to our institutions, until America has become the land of promise to the peoples of the world.

To-day we are as a nation battling for divine cause of human liberty. Is the battle to be won or lost? Let us have a case; labor and capital should realize that if the battle is lost the men of wealth lose all and the laborer becomes an European serf. America awake, a relentless, brutal foe is flying at your throat. Stand and strike in freedom's name!

In the ranks of our army and navy march the sons of the nations to give the final answer whether freedom or slavery shall be our lot. We believe that old glory, the proudest and noblest banner of them all, will point the way to a permanent peace and victory.

The flag and army are the representatives of this wonderful nation, but they are far more, they are the flag and army of a liberty loving world. We have no song of hate, we do not make war upon women and children. We do not wantonly destroy the helpless wounded of our enemies. The spirit of those who go forth and will not return until victory has been won, is not the spirit of hatred. That spirit is unamerican. The military despots of Europe must not only be defeated but hurled from their power, before the world can be made safe for the divine right of humanity.

No greater blessing could come to the peoples of the central powers than the utter annihilation of the heartless masters who drive them like sheep into the shambles.

The blessed cause of victory which our soldiers know and love will come in renewed blessing to the people of all the earth. But freedom can not come until the insane, autocratic rulers, who think of human beings as cattle, are dethroned and hurled into oblivion and the common man enters into his rights.

By the conception of human liberty that our fathers breathe into our constitution, by the thought of freedom and the divine right of humanity which we hold to-day; by the mingled blood of every nation, the symbol of our National strength, in which strength we have grasped the sword, in the name of humanity, women and children, we fight this war. The sword of America according to the declaration of our President can not again be put aside until a lasting peace shall come to bless the people of the earth.

We have called our nation a "melting pot." So let it be, let the fires of patriotism burn until the nation shall be melted and pressed into one solid mass. Until no one shall prefix any name above that of America. When from the least to the greatest the privilege of being called an American citizen shall be the highest of human attainment and joy.

At the conclusion of Rev. Dunkel's address, he was given an ovation which lasted for several minutes and left no doubt as to the determination of purpose, with which the hardware men are possessed, to do everything they can to back up Uncle Sam in his battle for democracy.

Brief addresses were then made by National Secretary M. L. Corey, of Argos, Ind., who has two sons in the service and took the opportunity to speak along patriotic lines, and Ralph C. Morley, who in his remarks said a year ago we were all in the hardware business. Now we are all in the more important business of winning the war. He could see no possibility of lower prices on hardware for a long time, as the shortage of merchandise is not confined to the United States alone, but is apparent all over the world. He felt merchants should keep up their stocks and said before long your customers will be coming to you for goods which you will be unable to procure from any jobber. You should try to be in a position to meet these demands and you cannot do it if you allow your stocks to run down. He felt that present conditions are attracting attention to the matter of price fixing by the Government and said that as this tendency develops, sight must not be lost of the fact that in addition to fixing a price on raw material and the finished product, attention must be paid to fixing the price of labor or injustice would result in many cases to the manufacturer.

After brief announcements, relative to changes in the entertainment programme, the meeting adjourned until 7:30 p. m. Clarence A. Day.

Don't neglect the formalities that belong in a business transaction, thinking that when a deal is between friends you can take chances.

Change in the Ann Arbor Programme

Frank S. Gainard, of Jackson, who was slated to deliver an address on "Economic Distribution of Food Stuffs" at the Ann Arbor convention next week, has been obliged to decline on account of illness. His place on the programme will be taken by Frank Fox, of Saginaw, who is understood to be preparing a "ringdinger" for his friends of the grocery trade.

President Lake has invited D. D. Cushman, Manager of the National Grocer Co. to address the convention to the extent of twenty minutes.

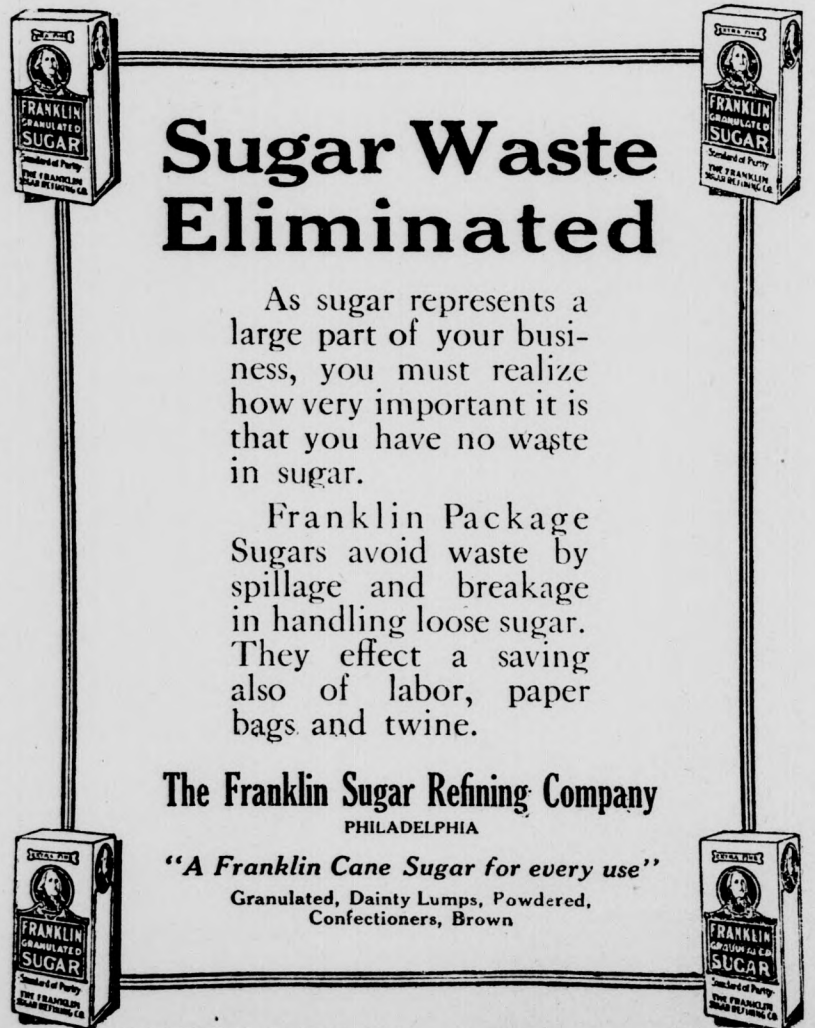
President Lake wrote the officers of the Michigan Retail Hardware Association, requesting them to enact resolutions at the Saginaw convention condemning the trading stamp at the present time; also to appoint a committee to work with the retail grocers to secure a new law in case Hoover fails to act.

BUSINESS CHANCES.

For Sale—1 ½ ton International truck in good shape; 1 210 account McCaskey Register, good as new; 1 large iron safe and 1 Todd check protector, new. Address M. G. Thieman, Concordia, Missouri. 555

\$25 May Bring Fortune in 90 Days

Own great oil tract, drill, outfit, etc., all new. No free stock. No salaries. Stock all common. Highest grade oil in America. Field endorsed by United States Geological Department. Need only small sum to drill first well. Cash or payments Circular free. KING OIL CO., Post block, Battle Creek, Mich.



Sugar Waste Eliminated

As sugar represents a large part of your business, you must realize how very important it is that you have no waste in sugar.

Franklin Package Sugars avoid waste by spillage and breakage in handling loose sugar. They effect a saving also of labor, paper bags and twine.

The Franklin Sugar Refining Company
PHILADELPHIA

"A Franklin Cane Sugar for every use"
Granulated, Dainty Lumps, Powdered, Confectioners, Brown