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Feb 23 '18

GRAND RAPIDS
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MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 83

Thirty-Fifth Year

GRAND RAPIDS, WEDNESDAY, FEBRUARY 20, 1918

Number 1796

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Real Investment Opportunity

The Petoskey Portland Cement Company offers you a real investment opportunity in an industry that will play a very large part in supplying the actual needs of the future.

It is unnecessary to state to the investing public that cement has become as great a necessity as steel.

Especially is this true with respect to the enormous roadbuilding program that has been planned by the different state governments, as well as the United States Government. Cement is also being used for many other kinds of construction.

In all of the principal factors that must be taken into consideration in locating a cement plant, the Petoskey Portland Cement Co. is in an extraordinary position.

It owns over 50,000,000 tons of limestone above lake level and easily quarryable. This is enough limestone to run a large cement plant for a century and leave millions of tons to be sold as crushed stone to blast furnaces, paper manufacturers, sulphite manufacturers, sugar refineries and for crushed stone roads.

For a local market it has all of Northwestern Michigan, Upper Peninsula and a large part of Northeastern Wisconsin. By means of its water transportation it will be able to compete for trade with other cement companies in the Green Bay region.

This company paid an 8% dividend on its 1917 crushed stone business and its past ten years' business proves that on the crushed stone business alone the company can pay substantial dividends.

Contracts for approximately a million tons of crushed stone per year have been offered to the company. The largest of these are long-time contracts.

While some other cement plants are buying raw material and paying transportation and still making LARGE profits on the manufacture of cement, the Petoskey Portland Cement Co. does not need to buy raw material and pay transportation on it. This item alone affords a saving of about \$100,000 per year or what would amount to 7% on its entire capital. In other words, under equally good management this company, from cement alone, should make even larger profits from cement than the above concerns.

Further, however, this company will not only continue its crushed stone business but will increase it many fold.

All that is necessary is a spur from the G. R. & I. and a dock or slip at its property to carry on this increased business. These will be constructed in the very near future.

The successful record of the men behind this enterprise will convince you that the management is in very good hands.

It is no secret that the investors who have made money are those who invested in industries which are practically new, but nevertheless through the experimental stage.

In looking around for an investment, this proposition is worthy your careful consideration.

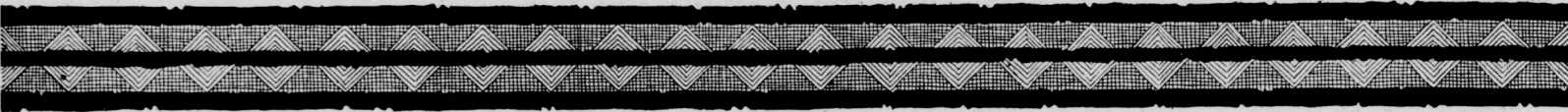
F. A. Sawall Company, Inc.

405-6-7 Murray Building

Grand Rapids, Michigan

Harbridge & Co., 69 Buhl block, Detroit

Representative in Eastern Michigan



Warning in Regard to Use of "Dry-Sox, or Colorable Variations Thereof"

F. P. Kirkendall & Co., of Omaha, Nebraska, secured registration in the U. S. Patent Office in October, 1915, for the name of Dry-Shod in the sale of shoes.

We applied to have this registration canceled for we have used the name Dry-Sox since 1899, and considered the name Dry-Shod unfair competition.

Two decisions were given by the Patent Office ordering the cancellation of this mark and the case was carried up to the Court of Appeals of the District of Columbia by the Kirkendall Company.

This court sustained the verdict of the Patent Office and in giving out its decision on January 8, 1918, said after stating the facts:—"We agree with the Patent Office that these marks are altogether too much alike to entitle appellant to registration. They not only sound alike, but obviously are intended, when applied to shoes, to convey the same idea. It is the old story of an attempt by a rival firm to reap where it has not sown, and certainly such attempts ought not to be sanctioned by the Patent Office. The decision was right and is confirmed."

We believe this decision well illustrates the general attitude of the Courts in condemning the use of a rival concern of a mark which so nearly resembles the mark of a prior adopter as to cause confusion in the public mind.

We, therefore, give notice to the trade that we will vigorously prosecute any firm, corporation or individual adopting our name, or any mere colorable variation of it and using the same in connection with boots and shoes.

F. Mayer Boot & Shoe Co., Milwaukee, Wis., U. S. A.



MICHIGAN TRADESMAN

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LET US DEAL FAIRLY.

The Grand Rapids Gas Co. announces that after April 1, it will be compelled to ask its patrons to pay 95 cents per 1,000 feet for gas, instead of 80 cents, as heretofore. The advance amounts to a trifle less than 19 per cent. The company's statement of the situation discloses that the cost of operation has increased 69 per cent. since the war started. Considering the disparity between these two figures, it would seem as though there would be no objection on the part of any fair minded man to giving the gas company a square deal by accepting the advance asked without questions, quibble or controversy.

Two or three members of the City Commission are understood to have questioned the wisdom of the action, but the Tradesman is inclined to the opinion that they are acting for effect, because their position is neither tenable or equitable.

The laborer is worthy of his hire in every walk of life and the public service corporation should be treated as fairly and impartially as we would treat the individual or small association of individuals. There is not a merchant or manufacturer in the city who has not been compelled to advance the price of his goods more than 19 per cent., owing to the increases in cost which have confronted him at every turn. In the face of the company's statement—and no one would be willing to place himself on record as impeaching a statement from so reliable a source—it would be only fair for the gas company to increase its price 50 or 60 per cent., instead of less than 19 per cent. Since it has not sought to take full advantage of the situation, as most people have done, but is content with a small advance which will enable it to pay the interest on its bonds during the present season of stress, the Tradesman sees no reason why we all should not accept the action of the company cheerfully, with thanks in our hearts that the management has given us another reminder that the generous policy the company has pursued in dealing with the public for the past sixty years is to be continued indefinitely.

CANNED GOODS SITUATION.

It is time now for something to begin to happen in the canned goods trade. The convention is over and everybody knows all there is to know up to this time as to what the prospects are. However, to the man who can tell what the future holds forth would be awarded riches and glory without limit, although the ordinary mortal would be satisfied with a fair sort of an idea—something that had a semblance of probability. As mat-

ters seem to stand now, the trade is as badly at sea as it was a short time ago, for there seems to be no such thing as forecasting the price situation.

If prices are to be subject to revision after actual costs become known, there is going to be a great deal of hesitation to the business during the coming season. If canners should have to rebate to jobbers, jobbers will have to rebate to retailers and retailers to consumers, which is obviously an unworkable proposition. Conversely, if price named in advance should be too low, will canners then be able to render undercharge bills to jobbers and jobbers to retailers and retailers to consumers? The thing is, of course, absurd on its face, and yet it is a poor rule that doesn't work both ways.

The Food Administration has from the very first shown a disposition to be reasonable and not to interfere with legitimate business. It has had to do a little educational work here and there to make it plain that certain established trade customs, when given the acid test, are not strictly legitimate. But, on the other hand, it is not to be expected that the members of the Administration, from Mr. Hoover down, being merely human, can do everything perfectly, so that in the end there is likely to be a modification of the regulations to fit the actual requirements.

In the meantime some firms, with a desire to obtain a line on future requirements, are asking their customers to place their orders subject to such restrictions and regulations as the Government may make.

CLOTHING AGAINST FOOD.

There has been considerable discussion of late of the active propaganda being carried on by the Department of Agriculture, all through the cotton belt, for greater food crops, which, with the present scarcity of farm labor, can only mean smaller cotton crops. This is frankly admitted, indeed, by the department, which, however, has the avowed aspiration of making each State self-supporting as far as food is concerned. The cotton goods famine almost certain to result is not particularly welcome, naturally, to the cotton trade, but, as one observer put it yesterday, "people can get along with last year's clothes to some extent, and can even wear old and shabby clothes cheerfully, provided everybody else is doing the same, and the clothes are still warm, but nobody can get along on last year's food."

In nine cases out of ten, the merchant who extends credit out of sympathy is being imposed upon.

THE STOLEN PROVINCES.

Chancellor von Hertling stated, in his speech of Jan. 24, that the "dis-annexation" of Alsace-Lorraine "was expressly recognized by the French National Assembly, the constitutional representatives of the French people at that time, on March 1, 1861, by a large majority of votes."

It is true that, by 548 against 107, the National Assembly voted the acceptance of the preliminaries of peace.

The German Chancellor forgot, however, to mention a few other facts that qualify this vote and show it in its true light.

In the first place, Bismarck had worded article 3 of the preliminaries of peace in such a way that the evacuation of Paris by the German troops depended on the vote of the Assembly. The German general staff held the French representatives under the threat of a prolonged occupation of the capital, with all its attendant hardships.

In the second place, Herr von Hertling might have mentioned the statement read on Feb. 17, by M. Keller, Deputy of the Haut-Rhin, in the name of all the representatives of Alsace-Lorraine, in which he stated:

"We take to witness our fellow-citizens of France, the Governments, and the nations of the whole world, that we consider null and void all acts and treaties, votes or plebiscites which might consent to the abandonment, in favor of a foreign country, of the whole or part of our provinces of Alsace and Lorraine.

"We hereby claim as forever inviolable the right of Alsatians and Lorrainers to remain members of the French nation, and we swear, for ourselves as well as for our constituents, our children, and our descendants, to claim it eternally, and by all means, against all usurpers."

On March 1, 1871, after the vote of the Assembly, M. Grosjean read another protest of the twenty-eight Deputies of the annexed departments of Bas-Rhin, Haut-Rhin, and Moselle who surrendered their mandate as representatives:

"Handed over, contrary to all justice, and through a dastardly abuse of force, to foreign domination, we have a last duty to fulfil. We brand once more as dull and void a pact which disposes of us without our consent. The affirmation of our rights remains forever open to all and every one, in the form and in the measure that our conscience will dictate. At the time of leaving this hall the supreme thought that we find at the bottom of our hearts is a thought of inalterable attachment to the fatherland from which we are forcibly torn. Your brethren of Alsace and Lorraine,

estranged to-day from the common family, will preserve for France, absent from our hearths, a faithful affection until she will return to resume her place."

To this distressing appeal Deputies from other sections of France replied by the following statement which might interest the German Reichstag:

"Like you," they state, "we hold as null and void all acts or treaty, all votes or plebiscite by which any fraction whatever of Alsace and Lorraine might be surrendered. The citizens of these two countries are our compatriots and our brothers, and the Republic promises them an eternal support."

Among the signatories of this statement appear the names of Victor Hugo, Louis Blanc, Edgar Quinetau, Clemenceau, Carnot, and Brisson.

Finally, it is not impossible that some members of the Reichstag remember the sitting of February 18, 1874, when M. Teutsch, Deputy of Saverne, in the name of all the fifteen recently elected representatives of Alsace-Lorraine to the Reichstag, read a third protest in which he said:

"Germany exceeded her rights as a civilized nation in constraining vanquished France to sacrifice a million and a half of her children. In the name of the Alsatians and Lorrainers sold by the treaty of Frankfurt, we protest against the violence of which we are victims."

This heartrending protest was greeted by sneers and laughter of the majority of the Reichstag, and the motion of the Alsatian calling for a vote of the inhabitants on their change of nationality contemptuously dismissed.

As for Mr. Scheidemann, who is said to have supported the Chancellor on the Alsace-Lorraine question, he may be interested to read again the manifest issued on September 5, 1870, by the Central Committee of the German Socialist party in which it said:

"In the name of the working class of Germany, we protest against the annexation of Alsace-Lorraine, and we know that we are in agreement with the German workers. In the interest of Germany as well as of France, in the interest of peace and freedom, in the interest of occidental civilization, the German workers will not tolerate the annexation of Alsace-Lorraine."

Judged in the light of these texts, the vote invoked by Herr von Hertling takes on a somewhat different aspect, and can hardly be claimed as an argument to perpetuate an act of which the least that can be said is that it was worse than a crime—indeed the greatest blunder of Germany in the last fifty years.

MOST FAITHFUL OFFICER.

Report of Secretary Bothwell to Ann Arbor Convention.

It gives me pleasure to have the honor of coming before you at this twentieth annual convention to give you a history of the work which has occupied my time as your Secretary since we last met in Kalamazoo one year ago.

My desire throughout the year has been to spend the time and money allotted to me in such a manner as would meet with the approval of not only the officers and directors but yours, as members and friends, and in the hope that your approval may in the new year take the form of a determination to see to it that your competitor in your home town may be brought into closer touch with the activities of the Association as a participating member.

Some of my work has been in vain. Some has brought good results and I trust that in my report of the towns worked and the results of that work, I may not trespass on the time of this Convention or the patience of the delegates.

At the Kalamazoo convention the full value of capable officers and an efficient board of directors was most forcibly demonstrated, as the entire programme was carried through without fear or favor and with the least possible loss of time, the work being so divided that only business of the utmost importance was brought to the floor of the convention, while minor details were left to the board of directors.

Many new members were added through the energy and watchfulness of some of the directors and the money collected surpassed the collections at any previous convention by many dollars.

Immediately at the close of the convention there was a meeting of the Board of Directors, where such business as was left over from the convention was disposed of and the Secretary hired for another year.

My first visit was to Traverse City, in company with Mr. Lake, where the National Grocer Company had invited all the men who sell groceries and meats to a banquet as a preliminary to the formation of a local association. There was a fine turnout of the merchants, but apart from the value of a social time little was done. On a later visit, however, some of the work of establishing a credit system was accomplished, but not enough to warrant proceeding with the work. It is a well known fact that all the manufacturers and jobbers of Food Products make use of the credit systems available for their purposes, yet the distributor of these very foods appear to believe that they can get along successfully without any information as to the worthiness of a prospective customer, result 30 per cent. fail every five year period. You gentlemen who know the value of advance credit information should not rest until you have established in your community a central office where such rating may be obtained as is necessary in order that you may extend credit only to those who are worthy.

It is my purpose in my talk and chart work to-morrow to illustrate, mathematically, just how many dollars' worth of goods you can sell a person with a given wage, but it does not make any difference how much wages a man gets. If he has a poor reputation for paying his bills, why extend him any credit? There is some excuse for the fellow getting beat who can not get any information, but there is absolutely no excuse for the merchant who can get the information and yet, because of neglect or indifference, extends credit to an unworthy customer.

At Harbor Springs, where we had commenced to install a rating system previous to last convention, same has been completed, also at Fremont, while at Durand I could not secure members enough to pay the expense and for the present have had to leave it open, although we have two or three members.

The method now used by many wholesalers in shortening credits, together with the possible adoption of trade acceptance paper, is going to make a lot of careless, indifferent merchants sit up and take notice that they must have the money to pay with when the wholesale man comes round or their paper comes due, so the only way left open to stay in business is to know when passing out goods that the money for them is coming, sure, at a certain date. My greatest problem in completing rating books was the writing necessary, as in the case of Harbor Springs and Fremont we wrote 140,847 all on typewriters, but I have recently added a machine that will greatly facilitate the work and enable me to turn it out very much faster.

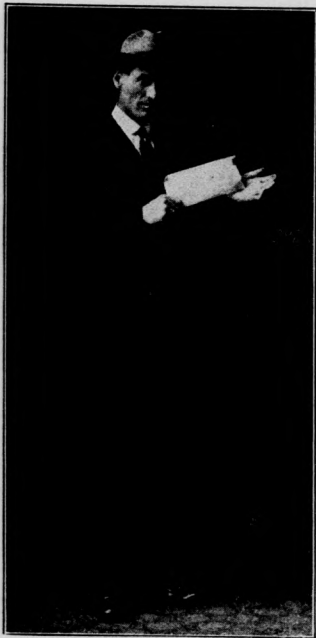
At Pontiac, where a meeting was held in company with Mr. Cusick, I tried to complete an organization. We were partially successful, but at this date I must confess that nothing of value has been accomplished. For some reason or other many grocers seem to think that association activities came in a ready made form, correcting all their troubles, without any more effort on their part than paying a certain fee.

Imlay City has a fine meeting, but, apart from securing a couple of mem-

bers, little of value was accomplished. In every town a few men realize the value of a credit information bureau, but the rest appear to think that John Doe will beat the other fellow, but won't beat me.

Satisfactory results will be brought about when the few who know the value will take the self-imposed task of bringing all the merchants into line, as has been done through the activity of some of the State officers at Lansing, Mancelona, Cass City, Harbor Springs and Fremont. It is an almost impossible task for a Secretary to do all the preliminary work leading up to the formation, as well as the work during and after the completion, of a local association; and if the interest could be aroused by some of the live wires in the town, it greatly facilitates the work of organization and turn to profit what otherwise is apt to prove a loss.

Birmingham, Royal Oak, Mt. Clemens and Lapeer were canvassed for new members, with some secured. At New Baltimore I attended a meeting and hoped to organize, but local conditions forbade. Port Huron, Jackson, Rochester, Orion, Vassar, Owosso, Durand, Mt. Pleasant, St. Joe, Coloma, Dowagiac, Boon, Buckley, Alma, St. Louis, Merrill, Hemlock, Wheeler, Breckenridge, Muskegon, Grand Haven, Niles, Coopersville, Ypsilanti, Ann Arbor, Flint, Lansing, Three Rivers, White Pigeon, Sturgis, Vicksburg, Kalamazoo, Frankenmuth, Lake Odessa, Cassopolis are among the places visited and where we have members who are ready



J. M. BOTHWELL.

and willing to give of their time to help on the work. At Frankenmuth, where a meeting was held, every merchant took membership and it gives me pleasure to say that a greater number of the men of Frankenmuth have already paid their dues for the new year than any other town of the size in the State and too much can not be said in praise of men like Mr. Daniels, of Saginaw, who on his trips to Frankenmuth brought forcibly to the attention of the merchants there the value of this Association. Permit me to say, gentlemen, that in speaking a word to the man who is not a member you are simply passing on to a fellow merchant the good you have found in being one of an organization whose business is constructive and educational in the highest degree. A training in the grocery business is not to be had in any school except that of experience, which constitutes a lifetime, so this convention meeting, through efforts of the programme committee, has sought to bring together the fundamental principles of good business methods, as learned from experience by the men who have kindly consented to appear on this platform and pass on to you some of the lessons they have learned in the school of experience in such a way that you may take and apply them in your business and without having to pay the price that experience sometimes demands. For this reason let me say that the delegates to this convention are a great luminous body—one that should dart its rays into the farthest recesses of this great State of Michigan, so that the people may know that we are working for the common good of our customers and not with totally selfish motives.

At Muskegon a splendid meeting was held and several new members were secured and the same condition is general—several merchants are greatly interested while others show no interest whatever—but Muskegon has several very enthusiastic members who will make their influence felt on the careless ones and, now that the nine hour day

gives more time for visiting, it is to be hoped better methods will result.

The manufacturers and jobbers have been heavy losers by the lax methods of many retailers, but they have loyally stood by this Association with both man power and money power, but as retailers it is only fair that we should regard the wholesaler as an honored guest and not as our financial backer.

Sometimes the work is rather of a discouraging nature and at such times one thinks, What is the use? Then a letter comes along from friends like Mr. Bowdish or Mr. Affeldt, members of the Legislative Committee, stating that they have succeeded in correcting bills that would be very injurious to the grocer or from F. D. Avery, of Tecumseh, with a check for annual dues for every merchant in Tecumseh and also a contribution from every merchant in the town

answering the National Association's plea. It is then that one is encouraged to new efforts to measure up to the 100 per cent. mark set by our friends from Tecumseh, Monroe, Frankenmuth, Fremont, Mancelona, Harbor Springs, Cass City, Boon and others. But we will not be satisfied until every town can say of their membership at least that they have struck the 100 mark. Do it for your town. The reward is sure and the benefit is yours.

At Ypsilanti I had the good fortune to get six new members. Sturgis in like manner contributed a goodly number. At every town where I had the privilege of meeting the men in a body I can not say too much of the kindly way in which the activities of this Association have been received and when the time comes that we come together in our merchants' meetings in the same spirit as

SOMEONE ON THE JOB

Written for the Tradesman.

I have seen broad rolling acres where there once was only wood,
I have seen the grain a-growing where the mighty forests stood,
I have seen a swamp—a garden, where a crop springs up and grows
And a dry and arid desert all a-blooming like the rose;
Fertile valleys with alfalfa—golden corn upon the cob—
And it all just sets me thinking—there was someone on the job.

I have seen a loving mother, with her tots—some-six or seven,
When the father paled and sickened—passed before them on to heaven;
And the widow in her sorrow, tighter hugged her little brood,
Carried days into the morrow in her daily fight for food;
And in later years the story of that tiny little mob
Sort er held you when you heard it—there was someone on the job.

I have dined with men—some eighty—all were old men in a home
Where the comforts were uncounted—there was joy from door to dome,
There were pleasures without number, and a flood of right good cheer,
Where their nights were sweet with slumber, where their world cares disappear;

As I looked upon their faces—smiles a-choking down each sob—
Then I said as there I pondered—there was someone on the job.

Oft I've wandered to the forest where there grow the spruce and pine,
Picked arbutus in the woodland, sought the cress and columbine,
Struggled long through swamp and cedar for the lady-slippers rare,
Stood in silence 'mong the orchids,—as we held communion there,
How I marvelled at their beauty! With what joy my heart did throb!
Then I whispered to the cedars—there was someone on the job.

Charles A. Heath.

Sunsweet Saves Sugar

Rich in fruit sugar—SUNSWEEP Prunes will make a special appeal to your trade now that sugar must be conserved. They are the finest prunes it is possible to produce in California—

Nature-flavored Prunes

—sun-sweetened and sun-cured. They can be served without the addition of sugar—their natural sweetness takes care of that. And—they can be used also to sweeten other dishes. Your customers will appreciate this big, timely feature of SUNSWEEP Prunes.

Moral: Get in touch with your jobber now—cash in on the demand for this economical, sugar-saving food.



CALIFORNIA PRUNE AND
APRICOT GROWERS, INC.

San Jose, California

A cooperative growing and marketing association embracing more than 5,000 growers engaged in this industry in California.

we do as Maccabees, Odd Fellows or Foresters, then and only then will we know the full value of association.

We have several towns partially lined up, with a fair prospect of putting in a credit system so that in summing up the year's work we find that we have visited in the interests of the Association with merchants in upwards of seventy-five towns, attended the National convention at Toledo, attended meetings of the Committee on Insurance at Lansing, completed the plan for the organization of the proposed Mutual Fire Insurance Company and in addition have tried to keep up with the office work in order that I might bring to you a report that would in some degree show that I have at least tried to promote the welfare of the Association. The work in the office has been very extensive, owing to the amount of correspondence necessary in the formation of the insurance company, and the effort to get a perfect mailing list of all members, as well as the forms sent out showing a short method of arriving at the percentage of overhead expense, as well as percentage of profit and, in addition, have sent out a great many lists of secretaries and once each month have sent the Bulletin. The purpose of the Bulletin is to keep the members informed of events that are happening from time to time which affects their business. We have also tried to locate a number of fly-by-night debtors with a good deal of success and, as a medium of exchange, hope to make it valuable in helping the members dispose of articles they have no use for and that another may. As time goes on and it becomes larger it increases the expense and a candid expression from the members as to its value will greatly help the executive board in deciding whether it is practical to continue sending it.

In concise form we have written 5,311 letters, sent out each month an average of 500 copies of the Bulletin. We have secured 138 new individual members, have added three honorary members, fifty-two individual members have not paid their dues, also fourteen honorary members, there are fifteen active local associations, seventy-four active individual members, thirty-four honorary members.

Inventory of stock on hand, paid for:	
Rating book covers	\$ 8.00
Information cards	75.00
Receipt books	5.00
Electrotype	10.00
Rules of order	1.00

Balance cash, last report	\$99.00
Collected during the year	474.17
	1,452.80

Total	\$1,926.97
Orders issued on Treasurer	\$1,842.35

Balance on hand	\$ 84.62
Plus stock on hand, Feb. 15	99.00

Total Assets

Summary of receipts for the past five years:	
1913	\$ 926.90
1914	861.65
1915	287.80
1916	1,034.90
1917	1,452.80

Including my report permit me to say that the acme of perfection in a business way comes from knowing how to do a thing well, then doing it, and it is a notable fact that the Food Administration believed in you when they sent out the following statement in some of their literature:

"We are at war and there is no link in the chain of food distribution that can help win the war more than the retail grocer. To this end our country needs the co-operation and we believe he can be depended on to give it."

When Mr. Hoover undertook the stupendous task of educating the people of the country to the necessity of economy in the use of foods, he called to his assistance a man who is fully versed in the grocery business, Mr. Whitmarsh, President of the National Wholesale Grocers' Association, and again to aid him in his work he invited Mr. John H. Schaefer, a retail grocer and President of the National Association of Retail Grocers. Gentlemen, let me say to you that your willingness and patriotism in complying with the orders sent out from the Food Administration have put to shame the men and publications who have endeavored to gain public favor by characterizing you as being the cause of the high cost of living. Men in public office in Michigan have dared to say this and yet condescended to eat the bread that your taxes helps to provide. You have no need of men in public office who make statements to the press that reflects on your honesty and business integrity. Because one may steal is no reason for all being called thieves. From the Detroit Journal of Nov. 6, 1917, I take the following quotations purporting to be a statement made by one of our public officials. "He also predicts a revolution soon in the retail grocery business methods, when the retailer will be forced to the conviction he must do without inflated profits, at least during the war."

"Retail grocers, not the wholesalers," Mr. Browne said "are responsible for the high cost of food. The wholesalers may

have added a few cents to the price of their products, to cover the increase in their overhead expenses.

"But the retailer," Mr. Browne said, "has taken this increase as a signal and raised the prices of food necessities all out of reason and proportion."

"The grocer or other retailer or any other business man who looks to the dollar sign as his guiding light in these days, and who demands a 75 per cent. profit, is as big a pro-German as a German dynamiter or propagandist," declared Mr. Brown.

"There are hundreds of that kind of men, I know; my business brings me in contact with them. And their existence makes me wonder how a working man can stand up honestly and cheerfully salute the American Flag."

"But thank the Lord, they won't be able to keep it up long. The people aren't taking the high prices seriously, not trying to fight them earnestly, as they should. But they are going to and soon. They'll analyze the causes and reasons or lack of causes and reasons for high prices and then things will happen. And they'll force the lower prices, reasonable prices, and then good bye, Mr. Grocer or other business man who has been mulcting them."

From Collier's Weekly of Nov. 17, 1917, I take the following statement from an article entitled Captain Kidd, Jr.:

"It is the small retailer, as a matter of fact, who is usually responsible for overcharges."

From Leslie's Weekly of Nov. 3, 1917, the following statement is taken:

"Governmental investigators charge that it is the 'corner grocer' who is gouging the public, that while wholesale prices have been reduced the retailer is demanding an exorbitant profit which shows a retail profit ranging from a minimum of about 60 per cent. on perishable goods to as high as 900 per cent. on some of the non perishable articles."

Yet these people have the nerve to expect you will help make their business profitable by paying the postage on their magazines. The good work of the Food Administration and your patriotism have put these squakers to shame, so that they make a pretense of retracting their

statements, we should make them fully retract. You are not free from business faults, but you do not enjoy the crime of becoming multi-millionaires on your profits from the grocery business.

If time permits and your chairman wishes, I will endeavor to-morrow to show you on charts how you may correct some of your business difficulties.

And now, Mr. Chairman and delegates, permit me to thank you, one and all, for the help you have given me, both in words and deeds. Let me extend to you my most sincere thanks for the many courtesies you have shown me and may the year now started prove to be one of greater achievement for your Association.

Tribute to Washington.

America has furnished to the world the character of Washington! and it our American institutions had done nothing else, that alone would have entitled them to the respect of mankind.

The enthusiastic veneration and regard in which the people of the United States hold him prove them to be worthy of such a countryman; while his reputation abroad reflects the highest honor of his country.

Born upon our soil, of parents also born upon it; never for a moment having had sight of the Old World; instructed, according to the mode of his time, only in the spare, plain but wholesome knowledge which our institutions provide for the children of the people; growing up beneath and penetrated by the genuine influences of American society; living from in-

fancy to manhood and age amidst our expanding, but not luxurious, civilization; partaking in our great destiny of labor, our long contest with unreclaimed Nature and uncivilized man, our agony of glory, the War of Independence, our great victory of peace, the foundation of the Union, and the establishment of the Constitution—he is all, all our own.

In all the perils, in every darkened moment of the State, in the midst of the reproaches of enemies and the misgivings of friends, I turn to that transcendent name for courage and for consolation. To him who denies or doubts whether our fervid liberty can be combined with law, with order, with the security of property, with the pursuits and advancement of happiness; to him who denies that our forms of government are capable of producing exaltation of soul and the passion of true glory; to him who denies that we have contributed anything to the stock of great lessons and great examples; to all these I reply by pointing to Washington.

Daniel Webster

A dollar's worth of encouragement to the average clerk produces more results than ten dollars in real money—but don't forget the real money when he deserves it.

ANNOUNCEMENT

We are Jobbers and Factory Distributors for the following well known Standard Auto Accessories, and carry COMPLETE lines in stock.

WHOLESALE ONLY

Diamond Automobile Tires and Tubes.
Congree Automobile Tires and Tubes.
Champion Spark Plugs.
Thermood Brake Lining.
"Mosler" Spark Plugs.
Benfore Spark Plugs.
"Red Head" Spark Plugs.
"Ever-Ready" Non-Sulphating Storage Batteries (for all makes of cars).
Break-Not Hydrometers.
Ever-Ready Mazda Lamps.
Ever-Ready Flashlight, Batteries and Bulbs.
Ever-Ready Dry Cells.
Red Seal Dry Cells.
Columbia Dry Cells.
Automobile Fuses (sizes for all cars).
Ignition, Starting and Lighting Cable.
"Old Sol" Spot Light.
Monarch Timers.
Electric Brushes for Starters and Generators, all sizes.

"Igneto" Coil Files.
Simplex Jacks, all sizes.
K-W Road Smoothers.
Aitchandee Shock Absorbers.
"Tuthill" Titantic Springs.
Big Value, Red Reliners.
Interlock Reinforcement Casings.
Tire-Doh Outfits.
Romort Valves and Connection.
Brunner Garage Air Compressor Outfits.
Boyce Motometers.
Schrader Tire Gauge and Valves.
K-W Master Vibrators.
K-W Autolock Switches.
Stewart Warning Signals.
Weed Tire Chains.
Rid-O-Skid Chains.
Gray-Hawley Cut-Outs for Ford Cars.
Piel Cut-Outs, all sizes.
H-S Repair Parts for Ford Cars (quality guaranteed).
Globe Battery Boxes.
Genuine Leak-Proof Piston Rings, all sizes.
Sta-Tite Piston Rings.

Quality Snap Piston Rings.
"Conophores" (the only glass for auto headlights).
"Presto" Electrical Line of Connectors.
Socket Wrench Sets.
Swivel Bench Vises.
Stationary Bench Vises.
Neats-Foot Oil.
Clover Brand Grinding Compound.
Carborundum Grinding Compound.
Se-Mentol (the best radiator cement).
Blue Ribbon Metal Polish.
Solarine Metal Polish.
Johnson's Prepared Wax.
Johnson's Carbon Remover.
Johnson's Cleaner.
Johnson's Anti-Freeze (guaranteed if used according to directions).
Champion Electric Drills.
Champion Hand-Power Drills.
Candy-Otto Grinders.
Green River Screw Plates.
Lightning Screw Plates.
Little Giant Screw Plates.

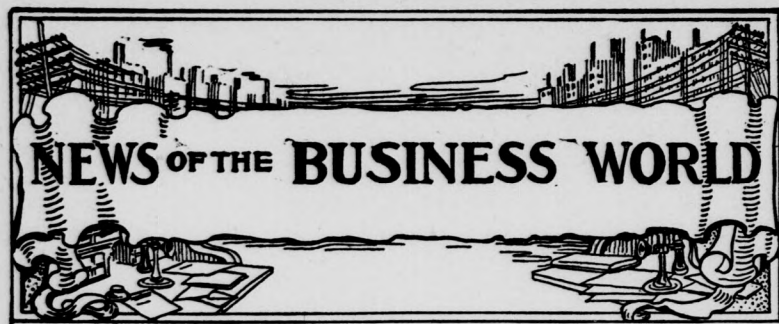
VISITING AUTO DEALERS

If you attend the Grand Rapids Auto Show this week we would be pleased to have you call at our store where we will have a complete display of the above listed Automobile necessities. You will also find our exhibit in the Automobile Accessory Division of the Show.

SHERWOOD HALL CO., LTD.

CORNER LOUIS AND IONIA AVE.

GRAND RAPIDS



Movements of Merchants.

Lansing—C. C. Conrad succeeds S. L. Webber in the grocery business.

Mason—A. J. Torrance is erecting a garage and automobile supply store which he will open about March 15.

Iron River—The Twin-City Co-operative Society has been incorporated with an authorized capitalization of \$25,000.

Belding—Charles H. Stout will resume the cigar manufacturing business which he disposed of several years ago.

Linden—W. C. Wolverton has sold the plant of the Linden Milling Co. to Pierce Jameson, who will continue the business.

Thompsonville—H. W. Wierman, recently engaged in the hotel business at Wellston, will open a restaurant here March 1.

Sparta—Owing to a steadily increasing business, the Klep Foundry & Manufacturing Co. has increased its capital stock to \$25,000.

Decatur—Fire damaged the general merchandise stock of I. Brooks & Son Feb. 17, to the extent of about \$1,000. The loss is covered by insurance.

Sheridan—The general store of Robert Evans, at Fishville, was entered by burglars Feb. 14 and considerable stock and some cash was taken.

Detroit—The Peerless Fur Co. has been incorporated with an authorized capital stock of \$1,000, all of which has been subscribed and \$600 paid in in property.

Ionia—Joseph Laux has purchased the interest of his partner, C. A. Snyder, in the restaurant and pool room of Snyder & Laux and will continue the business under his own name.

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

Detroit—The Robertson-Stansell Motors Sales Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$10,000 has been subscribed and paid in in cash.

Jackson—Thieves entered the meat market of Weber Bros., at 513 East Main street, and carried away stock to the amount of several hundred dollars and the contents of the cash register Feb. 14.

Jackson—W. J. Gildersleeve has taken over the interest of the late Stanley B. Johnson in the undertaking stock of Johnson & Gildersleeve and will continue the business under his own name.

Benton Harbor—C. H. Swindell & Co. have merged their dairy supply and farm products business into a stock company under the style of the

C. H. Swindell Co. The new corporation has a capital stock of \$20,000, of which \$12,000 has been subscribed and \$2,000 paid in in cash.

Morenci—The grocery stock of F. H. Williams & Son here and the general stock of Williams & Carnahan in Ney, Ohio, have passed into the hands of the United States Court by bankruptcy proceedings.

Ishpeming—Miss Beatrice Rendell has sold a half interest in her stock of women's furnishing goods and accessories to Mrs. M. J. Hickey and the business will be continued under the style of Rendell & Hickey.

Farwell—O. Cramer has leased his cream station and produce business at Farwell to Elias Sias, who will continue the business. Mr. Cramer will take a much needed rest and will engage in some other line of business.

Jackson—F. L. Hopkins, grocer at 126 North Mechanic street, has sold his stock and store fixtures to Frank J. Taylor and Samuel Leedy, who will continue the business at the same location under the style of Taylor & Leedy.

Detroit—The Peninsular Fruit Co. has been incorporated to deal in lands for fruit growing and agricultural purposes, with an authorized capital stock of \$100,000, of which amount \$50,000 has been subscribed and \$10,000 paid in in cash.

St. Louis—Jacob Anspach, of Cadillac, who recently purchased the stock and store fixtures of the Slater Dry Goods Co., has taken possession and will add lines of shoes, women's ready-to-wear clothing and men's furnishing goods.

Manufacturing Matters.

Detroit—The A. T. Harrow Tractor Co. has changed its post office to St. Clair.

Holland—The Holland Furnace Co. has increased its capital stock from \$650,000 to \$800,000.

Detroit—The Detroit Metal Products Co. has increased its capital stock from \$5,000 to \$50,000.

Ottawa Lake—The Ottawa Lake Elevator Co. has increased its capital stock from \$10,000 to \$30,000.

Detroit—The National Machine & Stamping Co. has changed its name to the Consolidated Machine Co.

Kalamazoo—The Grand Rapids Broom Co. has changed its post office from Grand Rapids to Kalamazoo.

Detroit—The Continental Archer Co. has changed its name to the Lanyon Concrete Construction Co.

Detroit—The Detroit Heater Corporation, Inc., has increased its capital stock from \$10,000 to \$250,000.

Iron Mountain—The Iron Mountain Electric Light & Power Co. has increased its capital stock from \$50,000 to \$100,000.

Detroit—The Isbell-Fauver Co. has increased its capital stock from \$10,000 to \$20,000 and changed its name to Detroit Rubber Products Co., Inc.

Butternut—H. J. Campbell has closed out his stock of general merchandise at Butternut and will devote his attention to the manufacture of cheese.

Detroit—The Kerr Specialty Co. has been incorporated with an authorized capital stock of \$12,000, \$6,000 of which has been subscribed and \$6,000 paid in in cash.

Detroit—The McMann-Carpenter Box Co. has been incorporated with an authorized capital stock of \$1,000, all of which has been subscribed, \$200 being paid in in cash and \$800 in property.

Detroit—The H. S. Barber Cresto-Stained Shingle Co., Inc., has been incorporated with an authorized capital stock of \$60,000, of which \$50,000 has been subscribed and paid in in cash.

Detroit—The Globe Specialty Co. has been incorporated with an authorized capital stock of \$15,000 of which amount \$7,500 has been subscribed, \$153.50 being paid in in cash and \$6,467.50 paid in in property.

Benton Harbor—Geo. B. Thayer & Co. have merged their timber business into a stock company under the style of Thayer & Co. The capital stock is \$30,000, all of which has been subscribed, \$11,000 being paid in in cash and \$19,000 paid in property.

Greenleaf—The Greenleaf Farmers' Co-operative Creamery for several years a very successful creamery, has been forced to close its doors on account of competition from the Cass City Condensed Milk Co., which is paying \$3.15 per 100 pounds for milk. Buttermaker Bernstead has secured a position with the condensery company.

Lansing—The Mutual Motors Co., which recently was adjudicated bankrupt, has filed a statement in Federal Court listing total indebtedness at \$280,727. Of this sum \$90,000 represents secured claims. Among the unsecured claims are: Atwater-Kent Manufacturing Co., Lansing, \$12,939; Union Bank, Jackson, \$9,900; Mrs. J. J. Handley, Jackson, \$9,000.

No executive officer ever worked harder to put a mercantile organization in a proud position than John A. Lake, of Petoskey, who has served as President of the Retail Grocers and general Merchants' Association during the past two years. Mr. Lake has had the faithful co-operation of a capable Secretary who has given the organization ten dollars' worth of service for every dollar paid in salary. Mr. Lake is a high grade and progressive merchant who has elevated the standard of organized effort among the retail merchants of Michigan and left a record which his successors will do well to emulate.

A little system prevents a lot of bungling.

Making a Scale of Profits.

A few days ago there was a conference in Washington between Mr. Hoover and representatives of the egg and poultry interests for the purpose of arriving at some kind of an understanding. As a result, a plan was promulgated providing for certain profits, beginning at the original owner and storer and going thence through the various middlemen to the retailer. The last mentioned is apparently to be permitted to get what profit he can from the consumer. Some of the profits are in the form of fixed percentages while the others consist of percentages over and above the entire cost of doing business. This makes it rather hard to determine exactly how much may be added to the original cost by the time the eggs or poultry reach the retailer. A system of reports is required under which the Food Administrator will be enabled to be well informed as to the quantities put or kept in storage. The Administrator may also fix the percentage of withdrawals of poultry required each month, but not of those of eggs. In explanation of this latter exception it was declared that he had the power to meet this situation in ways already provided, and it was deemed that the restriction of profits "would make any enforced movement of eggs unnecessary."

It is said that the Government now stands midway between two plans, and knows not which to choose. Either it shall be a 4½ per cent. bond running for about ten years or a 3.65 per cent. bond made tax-exempt. This may or may not be true. What is true is that a large group in Wall Street are advocating a 3.65 per cent. tax-exempt bond. The Government's first bond issue was tax-exempt, and then tax-exemption was abandoned. The reasons are plain. A tax-exempt bond means a loss of tax revenue. Men with great incomes buy the bonds and escape the income tax. A tax-exempt bond is undemocratic. The very rich holder, buying the bonds, and escaping taxes, secures a yield on the issue equivalent to 5, 6, 7, 8 per cent., according to the size of his income, while people of moderate means secure only 3.65 per cent. A tax-exempt bond hurts the prosecution of the war. It tends to concentrate the bonds in the hands of the few—the very rich; the more moderately situated do not buy the bonds to the extent that they otherwise would; they do not secure that direct interest in the war which bond-buying gives them, and they do not save in order to buy bonds.

The Michigan Retail Hardware Association struck a high note at its annual convention at Saginaw last week when it adopted a resolution pledging support to the Wilson administration to attain a victorious peace, and opposing re-establishment of trade relations with Germany following the war unless its government is reorganized on a basis of strict accountability to its people.

People who think contentment is for sale never have the price.



The Grocery Market.

Sugar—There is no particular change in the situation. Michigan sugars are being held for Michigan people, pending the receipt of cane sugars, which are expected to begin to arrive about March 1.

Tea—The demand is most pronounced in connection with spot goods, among which Javas and Formosas are largely given preference. As stocks here are at a low ebb and goods shipped from the Pacific Coast are several months in transit, the general trend of spot prices is upward and it is becoming increasingly difficult to locate holders who will meet inside quotations. There has also been a material growth of buying interest in offerings of stock to come forward from the Coast, although the uncertainty as to when the goods may be expected to get here acts in a measure as a restraint upon free buying. The President's proclamation with reference to imports and exports has naturally had a decided influence upon the tone of the market, and while the demand is largely a reflection of actual trade needs the covering of which has been deferred during the recent prolonged period of extreme cold weather, with its accompanying dislocation of rail and water traffic, the prospect of the cutting off of importations has undoubtedly had its effect in increasing the disposition of buyers to provide against future contingencies.

Coffee—The market has shown a slight hardening during the past week, but is without quotable important change. Some holders are asking a quarter of a cent more for Rio and Santos. Naturally the Government order about the price of green coffee has had its influence on the market, and there is not the slightest trace of speculation. The basic situation still remains the same, that is, that a great deal more coffee is available than can be taken care of.

Canned Fruit—The market continues quiet in the absence of offerings, with prices nominally firm.

Canned Vegetables—There is no change in the general situation. The market is nominally firm, but there is not much actual business being done.

Canned Fish—Offerings on the spot are light and the market is nominally firm.

Dried Fruits—The local dried fruit market continues very quiet and from the present indications is likely to remain so for some little time. It is not altogether a satisfactory condition of affairs to many members of the trade, who are wont at this season of the year to engage in little speculations that sometimes prove profitable and are always interesting. These have gone out

of fashion this year, however, and he who speculates is liable to get himself into trouble if not into jail. In some quarters it has seemed to be the impression that the rules and regulations of the Food Administration* had only a patriotic appeal and that they were to be obeyed on that ground only. Hence the measure of obedience coincided with the degree of patriotism felt by the individual, and as some are patriotic only when their pockets are not affected it has happened that sometimes the rules were not regarded as seriously as they should have been. Such instances have, happily, been rare, but even these few are likely to find that while the Government prefers to regard the trade as generally honest and patriotic, violators will feel the heavy hand of the Government and discover that it is not a matter of mere voluntary observance after all. The trade at large, realizing this situation, is observing the regulations both in letter and in spirit, but as a result finds business seriously hampered, especially by the strict enforcement of Rule 6, which prevents resales within the same trade. The market is nominally very firm because of the light local supplies, but there is a wariness in regard to advancing prices that is significant.

Cheese—The market is very firm and there is a good home consumptive demand, also an export demand. The receipts of fresh-made goods are extremely light and withdrawals from the warehouses of earlier made cheese are good. There has been a new ruling that all old cheese must be withdrawn from the warehouses before the new comes in, but we do not know what effect this new ruling will have on the market as yet. Cheese can be held by special permission.

Molasses—Although the demand for all grades is unabated little business for prompt delivery is possible on account of the paucity of supplies. Everything arriving is immediately absorbed, chiefly on old orders, at full prices.

Sugar Syrups—The expected increase of supplies has not yet materialized, and while little comes out from time to time it is immediately taken for export without reference to the price demanded.

Corn Syrup—Nothing new can be reported, as manufacturers are still far behind their orders, and supplies for prompt delivery are inadequate to meet current demands.

Rice—While there are no special developments in the market, the volume of business on orders from both local and out-of-town buyers appeared to be limited only by the extent of offerings. With little coming forward from primary sources and spot stocks very low the tone of the market is strong and the trend of prices upward.

Provisions—The market on smoked meats is firm, quotations ranging about the same as previous quotations, there being a fair supply and a fair consumptive demand. Pure lard is firm, with a fair supply and a good consumptive demand, local packers asking about $\frac{1}{4}$ @ $\frac{1}{2}$ c per pound more than last week's quotations. Continued high prices are looked for in the near future. The market on compound lard is firm, with quotations ranging about the same as last week. We do not look for any material change in this commodity in the near future. The Government, however, has placed a price on cottonseed oil, the raw product. The market on dried beef is steady at unchanged quotations. There is a fair consumptive demand and a moderate supply. The market on barreled pork is slightly firmer, with a light supply and a light consumptive demand. The market on canned meats is firm at unchanged quotations, with a fair supply and a good consumptive demand.

Salt Fish—The opening of Lent has had little effect on the fish market. Mackerel are still wanted in a very moderate way at high and unchanged prices.

Review of the Grand Rapids Produce Market.

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

Bananas—\$4.50 per 100 lbs.

Beets—\$1.25 per bu.

Butter—The market is firm, with quotations practically the same as last week. The receipts of fresh creamery butter are still extremely light and there is a good demand for all grades. Fancy butter is scarce. There is a good demand for different grades of storage butter and we look for continued high prices in the future. We do not look for any increase in the make for a little while to come. 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—\$2.30 per case of 1 doz., Calif.

Eggs—The market is steady at quotations same as last week. The receipts are gradually increasing and with an increased demand, have been keeping cleaned up daily. We, however, look for larger receipts and lower quotations on fresh eggs. Storage eggs are practically off the market, there being very few around and those in the hands of dealers. Local dealers pay 50@52c for fresh. Cold storage operators hold candied firsts at 47c and seconds at 44c.

Figs—12 10 oz. packages, \$1.40.

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—12c per lb. for hot house leaf; \$2.50 per hamper for New York head.

Limes—\$1 per 100 for Italian.

Maple Syrup—\$1.75 per gal. for pure. Mushrooms—75c per lb.

Nuts—Almonds, 21c per lb.; filberts, 20c for Grenoble; Brazils, 18c; Mixed nuts, 16 $\frac{1}{2}$ c.

Onions—Home grown command \$2 per 100 lb. sack; Spanish \$1.65 per crate.

Oranges—California Navals, \$5@7.25; Floridas, \$6@6.75.

Potatoes—Up State buyers are paying \$1@1.25 per 100 lbs. The market is very unsettled.

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.

The Peanut Crop.

The Peanut Promoter, published at Houston, Tex., deals with every phase of this growing new industry, from well-selected peanut seed and good cultural methods in the field, to finished by-products such as peanut oil, peanut butter, and peanut flour. The editor confesses to having made two mistakes. The first was when he estimated the value of the 1917 peanut crop at \$100,000,000, and the second mistake was in boosting that estimate to \$165,000,000. By Jan. 1 it appeared that the crop value will total \$225,000,000. The peanut output of Alabama and Texas alone is nearly \$75,000,000.

The Tradesman heartily commends the recommendation of President, Lake, published elsewhere in his annual address to the Retail Grocers and General Merchants' Association, that membership in the organization be changed from the association to the individual basis. It is to be hoped that the Ann Arbor convention will hasten to put this recommendation into effect in the organic law of the organization, so that it may start out on a new career of usefulness and progress. Under the present system the Association has been hampered in both growth and utility, but, under the plan proposed by President Lake the expansion of the organization would be assured.

Municipal electric lighting plants all over the State are increasing their rates because of the increased cost of fuel, material and labor. No word of protest is heard in any of these cases because it is conceded that the municipalities are fully justified in marking up prices to equalize the increased cost of producing current. Arguing from the standpoint, there would appear to be no good reason why the action of the Grand Rapids Gas Light Co. in advancing its price for gas from 80 to 85 cents per 1,000 feet should not meet with cheerful acquiescence on the part of the gas consumers of this city.

Claude Stout succeeds L. A. Solomon, Jr., in the grocery business at the corner of Brown and Buchanan streets.

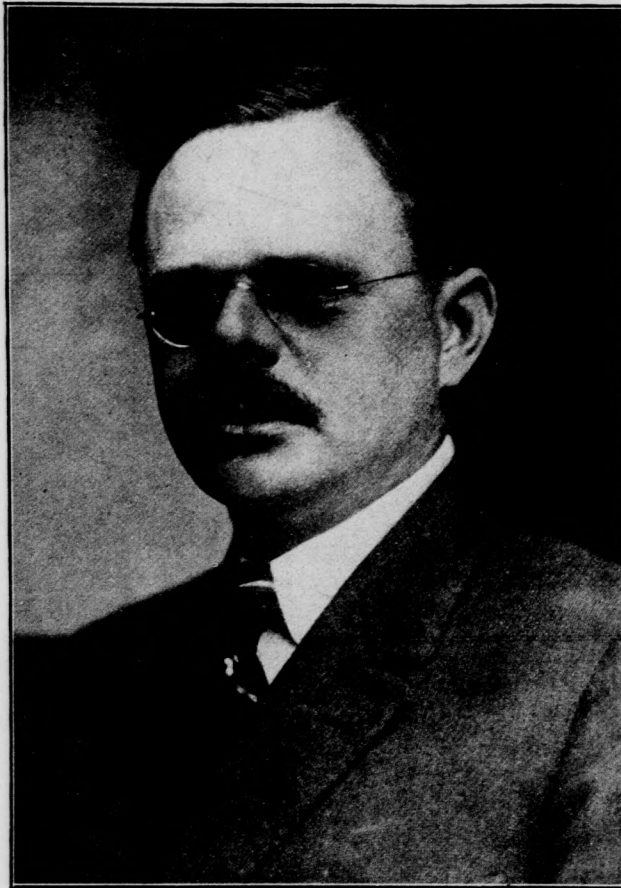
B. N. Pickard succeeds Thompson & Co. in the meat and grocery business at 621 Lyon street.

The Rae Cigar Co. has changed its name to the Rea Cigar Co.

MEN OF MARK.

H. F. Johnson, Manager Rindge, Kalmbach, Logie Co.

The world of to-day is a world of specialists. Education and progress have tended more and more toward specialization for many years. Conceding the many advantages of specialization, among them its tendency to higher development along all lines, there are often disadvantages. Too much concentration upon one phase often makes impossible the clear, broad vision necessary to ably direct the executive duties which come to the manager of an important unit in a great industry. Lord Kitchener was criticized for excess of concentration shown in a lack of ability to delegate a part of his work to others. So in the shoe industry is often found the head of a large manufacturing concern whose ability to meet and overcome obstacles in manufacturing unquestioned and whose mind is devoted to solving questions of economically producing goods, but who may be a failure if his aptitude at specializing prevents his realizing, for example, the importance of the selling end of the business. He may be able to save 10 cents on the cost of a pair of shoes and lose 15 cents on each pair because of loose selling methods or his failure to cater to the wishes of the buyer. Many shoe manufacturers, absorbed in their own vocation, have little or no knowledge of the retail shoe dealer's business, requirements or troubles. To be sure, some manufacturers specialize in products that are



H. F. Johnson

not suitable for retail distribution, but many that do expect to market much of their output to the dealer think of him only as a persistent necessity who always wants something that he may not have.

The retail shoe dealer handles a varied assortment of goods in his line. He must necessarily buy in small quantities, and it is surely refreshing for him to find a manufacturer who understands the retail business, who knows what the dealer wants and why he wants it. If this manufacturer has the proper facilities and the right kind of material from which to manufacture the different items, and furthermore makes it a business to cater exclusively to the business of the retailer he is, indeed, fortunate and more apt to build up a successful business than the highly specialized technical manufacturer, for the reason that he can hire good technical men to direct the operation of his plant.

Howard F. Johnson was born in Nashua, New Hampshire, March 13, 1879. His antecedents were Yankee on both sides. He graduated from the high school of Nashua when 18 years of age on the academic course and immediately started out to learn the shoe business. In pursuance of this idea, he entered the shoe factory of the W. D. Brackett Co., manufacturer of both men's and women's shoes. He worked in all branches of the factory for four years, when he sought and obtained employment with the George E. Keith Co., of Brockton, Mass. He remained with this house fourteen years, working in every de-



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

Barney says—

"WORDEN searches all the earth—

To get the goods of greater worth."

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO

THE PROMPT SHIPPERS

partment of the factory and executive office. The last four years of the time he was superintendent of the branch factory of the company at North Adams, Mass. Three years ago he took the position of Sales Manager of the Whitman & Keith Co., of Brockton, which he held up to the time of his coming to Grand Rapids, in September, 1916, to take the management of the Rindge, Kalmbach, Logie Co. He immediately introduced the methods which have been worked out so successfully in the large shoe factories of the East, added the manufacture of fine lines of both men's and women's shoes, and soon demonstrated to the satisfaction of all concerned that he was a master hand in the work of rejuvenation and business building. This recognition found expression at the annual meeting of the stockholders last week in the election of Mr. Johnson as a director of the corporation. At a subsequent meeting of the directors Mr. Johnson was elected Secretary and Assistant Treasurer.

Mr. Johnson was married Sept. 30, 1907, to Miss Mary Helena Morse, of Brockton, Mass., who is a graduate of the Dana Hall Preparatory School or Wellesley College and who was honored by election to the office of Musical Librarian of Wellesley College while she was a student of that institution. On her return to her home in Brockton, she started the Brockton College Club, the first meeting being held in her own home. This club is one of the foremost educational organizations of Brockton. Three children now grace the family circle—a girl of 10, a boy of 6 and a girl of 2. Soon after coming to Grand Rapids, the family purchased the beautiful semi-country home of Fred Robinson, 444 Coit Road, comprising five acres of land and one of the most completely equipped homes in Michigan.

Mr. Johnson is a member of the Masonic fraternity and the Park Congregational church. Aside from these associations, his time is entirely devoted to his home and his business, both of which are the only hobbies he owns up to possessing.

Mr. Johnson is quiet and unostentatious in manner, attends strictly to his business and makes many strong friends, because of his sturdy character and pleasant personality. He is a man of good ideas, considerate to his employes, companionable to his associates, just and even generous to his trade, loyal to his family and friends and faithful to every trust reposed in him.

The Grocer's Double Duty.

Written for the Tradesman.

Every grocer must recognize the need of convincing the people that the National Food Administrator seeks to avoid imposing unnecessary hardships upon any one and that as soon as it becomes apparent that any rule is unfair to a class or an individual it will be modified. He must demonstrate his sympathy in all possible ways, while adhering strictly to regulations; not by joining in criticism and condemnation of Government

measures, but by appealing to people to be patient, to try to adjust themselves to the unusual conditions; to tactfully intimate that, of course, they desire to do their part as patriots; to constantly affirm that many are voluntarily doing more than the food regulations demand. Never by word or act should the grocer convey the impression that he enjoys acting as dictator as to what or how much people should eat. In short, his attitude must be loyalty to both the Government and his customers. He should report real grievances or unnecessary hardships to the proper authorities and he should kindly but firmly insist upon uncomplaining acquiescence with all reasonable regulations. Minion.

Urgent Call For Seed Corn.

An alarming scarcity of seed corn is reported all over the corn belt. The Federal Reserve Bank of Chicago, in connection with that at Minneapolis, has issued a circular calling attention to the shortage. In Minnesota not more than 20 per cent. of the corn will germinate, of which 4 per cent. will be considered as seed corn in ordinary years. There is an acute shortage in North Dakota.

Southwest South Dakota has a little good corn; Wisconsin has practically none, and there are limited supplies in Illinois, Indiana, Nebraska, and Kansas. Taking the corn crop in territory covered by line drawn west through Bloomington, Illinois, or Northern Central Illinois, the seed corn crop is practically a failure, owing to the early frosts and freezes.

School children are being used to test corn in many sections. The Crop Improvement Association is sending out appeals to every school teacher in Illinois and Iowa to interest farmers in testing out their seed corn. Telephone companies are arranging to have every farmer called up and requested to look over his corn, see if any can be used for seed, and whether a surplus exists.

Get Behind the Colored Bean.

There is a margin for meat-saving, and often money-saving, by the use of colored beans, as against the standard white navy and marrowfat varieties. Housewives have discriminated against colored beans in the past on the score of appearance. Dietetic tests show that colored beans are equal to white in food value, and in some case are from 30 to 40 per cent. cheaper. The Mexican pinto bean, grown in Colorado, Arizona, and New Mexico, is a representative example of a colored bean subject to price differential on appearance. It is named for its dappled coat, like that of the Western "pinto" pony. Our chances for raising increased crops of beans for war food purposes are said to be better in the Southwest, where the pinto bean is grown, than in the white-bean growing sections of the North and East. Grocers can render real war service by stocking colored beans, giving the consumers the benefit of any difference in price, and explaining that they are as good as white beans for cooking and diet.

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E. A. STOWE, Editor.

February 20, 1918.

TO STRIKE IS TREASON.

In the face of General Pershing's appeal for a bridge of ships across the Atlantic, the shiny hand of union labor was again in evidence last week. We must have more ships to win the war. Every vessel turned out in this country counts toward the defeat of Germany. Yet in the face of all this the union leaders called a strike in the Eastern shipyards in the face of the foe!

President Wilson has placed a ban on food and fuel and has commanded business men of all classes to cut out every possible expense in order to win the war. Food has been restricted, fuel also; factories temporarily closed, and the men who run them have patriotically complied with every demand.

It remains for the union slackers and slovens to constitute a class by themselves—a class who have set themselves up as superior not only to their fellow workers who have not put on the shackles of union slavery, but as superior to the Government itself, presuming to dictate who shall work, the wages and hours of labor, right in the face of a foreign war which is threatening the destruction of American institutions.

A lad who has forgotten or carelessly neglected to register for the draft is snatched up and thrown into prison. Soldier slackers are not tolerated, nor should they be, but how about the great moguls who direct the destinies of the Republic now at the head of the labor organizations of America?

Having clubbed the President and Congress into submission two years ago, the bosses of this great, sublimely impudent organization, feel safe in holding up necessary work to win the war. The President of the United States, knuckling down to the demands of union labor leaders, is a sight to make patriotic Americans blush with shame!

There are but two classes in this country to-day—those who are for America and those who are against it. Among the latter are the men who have instituted strikes in our shipyards and other factories making war goods. Treason should be made odious, and there is no viler treason than holding up necessary supplies for the army and navy in time of war. This is certainly giving aid and comfort to the enemy. There should be swift and sure punishment fitting the crime.

This is not a question of time, of

wages, of union or non-union labor. It is a question of patriotism, pure and simple. Who is not for our country is against it. The strikers are aiding Germany and have no right to expect mercy at the hands of the sorely tried Government. An example should be made that will serve as a warning for all time that it is dangerous to incite treason in times like the present when mother's sons, sweethearts and husbands have crossed the water to be in at the death in the final scenes of the wickedest war ever instituted in the history of the world.

In the name of right and justice, we, the people, demand swift and assured punishment for the men who incited and are at present carrying on these treasonable strikes.

This is not a time for trifling. The President has done too much of that where union labor leaders are concerned. It is not good policy to trifle with the God-given rights of the people. This shaping a Government policy to conform to the demands of a small clique of grafters marked with the union labor card is very much to the detriment of a Government of the people, for the people, by the people.

This war must be won for liberty and the equality of mankind. It must not be handicapped by strikes and holdups in the style of the Claud Duvals and Dick Turpins of ancient times. Again we say it is not a matter of wages, although union slackers generally are the highest paid of any workmen in the world. It is a question of being loyal to America or an aider and abettor of her enemies.

Precipitating a strike is a direct blow at the United States in this war against Germany. No amount of sophistry on the part of the instigators can change the fact. Treason is punishable with death. Let the disturbers take warning. We Americans have stood much from the disloyal, German-loving element in this country, but the time for forbearance is at an end. Cut out treasonable acts, either under the name of union labor or otherwise, else take the consequences.

LABOR LOYALTY A MYTH.

Last week was labor loyalty week—the greatest farce ever perpetrated on a free people. This was made clearly manifest by the calling out of 100,000 union serfs employed in the shipyards of the Government—a strike fomented by German gold and gloated over by Teutonic spies and sneaks. Since war was declared by Congress last April, there have been more strikes and more men involved in strikes than at any corresponding period in the history of the country. These disturbances have been fomented almost exclusively by venal and unscrupulous labor leaders who are actuated solely by graft and profiteering. "Get while the getting is good," is their motto. To use the word loyalty with this class is about as appropriate as to apply the word angelic to the devil. Labor union men, as a class, are unreliable and unpatriotic. There are exceptions, of course, but the exceptions are few and far between.

THE MENACE OF SOCIALISM.

Those socialist dreamers who believe socialism a panacea for the ills of mankind should read the story of Russia as told in the book "Inside the Russian Revolution," by Mrs. Rheta Childe Dorr, a well-known American writer. Mrs. Dorr describes how she went to Russia a firm believer in socialism, and she then records her experience in Russia during the early months of the revolution as follows:

I saw the fondest dreams of the socialists come true and the dream turned out to be a nightmare such as I pray that this or any other country may be spared. I saw people delivered from one class of tyranny deliberately hasten to establish another, quite as brutal and as unmindful of the common good as the old one. I saw these people, led out of a groaning bondage, use their first liberty to oust the wise and courageous statesman who had delivered them. I saw a working class which has been oppressed itself turn into oppressors; an army that had been starved and betrayed, use its freedom to starve and betray its own people. I saw delegates to the people's councils turn into sneakthieves and looters. I saw law and order and decency and all regard for human life or human rights set aside.

Mrs. Dorr accompanies this summary with a recital of specific facts so clearly set forth as to carry conviction with them. Society is simply in ruins. Soldiers crowd on the street cars and ride without paying and then crowd into the stores and help themselves to goods without paying, and then at point of the rifle hold up pedestrians on the streets and confiscate their property.

The socialists and trades unionists of this country are not loyal to the Government. The realization of their utopian dreams would mean the same to us as to poor Russia. It is to be hoped their insidious propaganda can be stamped out before it is too late.

WHY SO SHORT SIGHTED?

If Grand Rapids had an undeveloped coal mine within ten miles of the city, no time would be lost in exploiting the proposition and marketing the coal under the most modern conditions which ample capital and engineering ability could provide. This, notwithstanding the fact that every ton of coal taken from the mine, would impair the investment because it would reduce the stock of coal to be mined to that extent.

The people of Grand Rapids have within ten miles of the city something better than a coal mine—better even than a gold mine—in the undeveloped water power on the Thornapple River at Cascade village. Unlike a coal mine, the use of the water for power purposes does not deplete the proposition and reduce its value and usefulness. God sends the rain at intervals in sufficient quantities to replenish the streams and swamps which ultimately find an outlet in the Thornapple, so that the power is perpetual, without deterioration or diminution.

The Thornapple properties can be acquired and developed for about

\$250,000. This done, the income from the water power thus produced would not be less than \$50,000 per year.

To permit such a mine of wealth to remain inactive any longer is a commentary on the carelessness of the times in the face of a fuel shortage and power curtailment which have already caused this country untold millions in losses, and which will in all probability add uncounted millions to the sum total in the next few years.

Although the heatless Mondays have come to an end in all sections except New England, it does not follow that business is to be allowed to proceed along normal lines. But the jar which the Garfield order gave served the purpose of calling forcibly to men's minds that interferences must be expected to the usual order of things. Of widest-reaching import is the President's proclamation placing under the War Trade Board control of all imports and exports. The reasons for this step are obvious. There is need to conserve shipping for strictly war purposes and also to conserve supplies of essentials for the needs of this country and its allies. It is not believed that the War Trade Board will act in any sudden or arbitrary manner, but the check to foreign trade, inbound and outbound, will be at once apparent. Precedence in shipment will be given to such things as will help bring the war to a successful issue. That is the main object. But, to accomplish this, quite a lot of imports will have to come in as well as a lot of exports to go out. The imports of ores and nitrates and rubber and sugar and many other articles, used in manufacturing things which are needed both here and by the allies, will have to be provided for. Then, too, it would seem as though, for a time at least, there would be considerable cargo space available for imports from the allied countries of Europe on the many vessels which will have to go thither and which otherwise would return comparatively empty. It is presumed that these matters have been duly considered by the authorities.

TWISTING THE DEVIL'S TAIL.

Representative Kelley, of Michigan, has introduced a bill in the House of Representatives, providing for the prohibition of the importation of German goods into this country. For every month the Kaiser succeeds in deferring the making of peace, the prohibition is to be extended a full year. If the Germans keep up their infamous warfare twelve months after the enactment of the proposed law, no German goods are to be admitted to this country for twelve years thereafter.

The Tradesman heartily commends both the letter and spirit of this measure and sincerely hopes to see it adopted by Congress and carried into effect by the American people.

The worthy poor are mostly known only to their friends, near neighbors or fellow laborers, and the most of them are to proud to accept help. If you know such, help them in some way so as not to humiliate them.

TWENTY-FOURTH MEETING.

Annual Convention Michigan Retail Hardware Association.

Tuesday Evening Session.

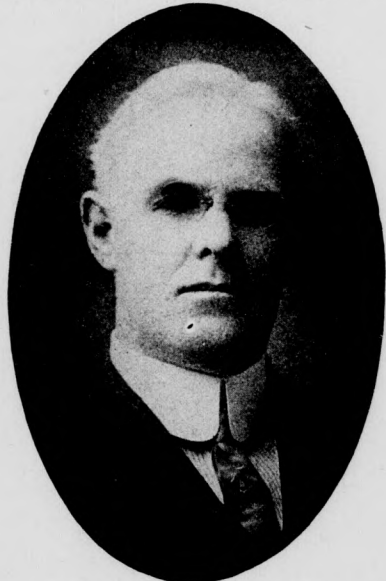
At 7:30 p. m. the convention held a closed session for retail hardware dealers only, when, with the exception



John C. Fischer, Ann Arbor, President.

of the reading of the reports of the Secretary and Treasurer, the entire evening was given over to the Question Box in charge of J. Charles Ross, of Kalamazoo, and W. C. Rechlin, of Bay City.

The Secretary's report, which appeared in the Tradesman last week, showed a healthy growth in member-



Arthur J. Scott, Marine City, Secretary.

ship, while the Treasurer's reports showed a substantial increase in the treasury since the time of the last report.

George W. Leedle, of Marshall, delivered a practical address on "Stock Arrangement" in which he said:

When our Secretary wrote me asking that I take part in this programme, you can imagine my surprise. During all the years that I have attended the convention—and, by the way, that is since 1899—I have sat back and listened to others, and I have received much good from them; sometimes I would ask a question or two, but that was all.

When the National convention met at St. Louis last June, I was asked to give a paper on convention programmes; and I said at that time that the success of a convention depends upon the interest taken in the convention by the delegates (of course, you all understand that every member of our State Association is a delegate to the State convention), and that I believed we would have better conventions if more of the delegates were put on the programme, and if more of the delegates would enter into the discussions when the opportunity was offered.

Short talks by a dozen good men are better than a long talk from one man, for the reason that a dozen men will surely hit upon some subject that will interest all; and his talk will be from his experience in his store.

Making the statement at the National convention that I thought each delegate should take part in the programme, if asked to do so, and should take part in the discussions whether asked or not, put me in somewhat of an embarrassing position when requested to take part in this programme; and I began to feel very much like the Irishman who got into the barber's chair for a shave. The barber had a monkey which he had trained to get down off his perch, get the lather brush and cup, and lather a customer and rub it in, when told to do so by the proprietor. The Irishman got into the barber's chair, whereupon the barber gave a sign, and the monkey grabbed the lather cup and brush, and proceeded to lather the Irishman's face in good shape and then rubbed it in well. But this time he proceeded to do a little more; he grabbed the razor and began making flourishes with it, when Pat, discovering

public would have seen them they would have been sold and possibly more ordered.

I think we have one of the best examples of what goods well displayed will do, in the five and ten cent stores. We all know that the majority of the clerks there are not sales people, they are just merely clerks. When we see the large volume of goods that leave these stores we open our eyes in amazement. Now

the stoves were covered with dirt and dust; rusty old sadirons and silverware might be found in the same show case, and many other things equally as poorly arranged. I have been in hardware stores where the goods were arranged as though the back door had been opened, the wind had blown the goods in, and there they had remained dirt and all.

I am glad to see that the hardware merchant of to-day is getting away from that very fast; but I think we can all give the arrangement a little more consideration. The average hardware store of to-day is one of the attractive places in the city in which it is located, and one in which the people like to come to look around, if nothing more. And

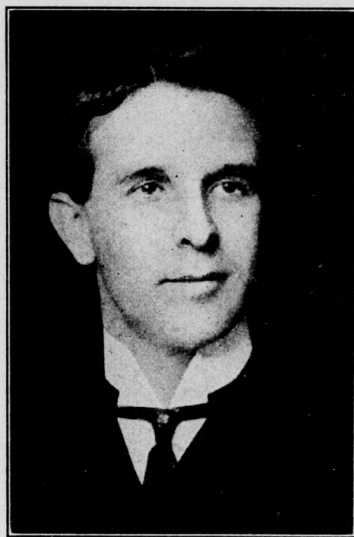


Wm. Moore, Detroit, Treasurer.

what was going on, exclaimed, "You can lather me if you like, and you can rub it in, but begorra I would much rather your father would shave me!"

I was inclined at first to say "get some one else," then I thought of what I had said at the National convention, and so I accepted the task, and here I am.

I asked the Secretary what subject he thought would be of most interest to the members and also what subject he thought I could best handle. He replied



James W. Tyre, Detroit, Retiring President.

by sending me four different subjects, but said that three of them had been already assigned; so you see it was up to me to take my choice from one subject and that happened to be "Stock Arrangement." I believe this is a subject in which every one of us, whether a large or small dealer, is interested.

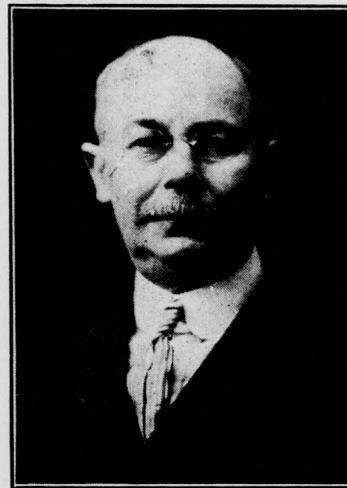
You know it used to be said—and I guess it is just as true now—that goods well displayed were half sold. While this may not be so in the strictest sense, yet, we know that goods not displayed are sometimes never sold. At invoicing we find them and wonder why we have so much of this or that, when probably if we had gotten the goods out where the



Charles H. Miller, Flint, Ex-President.

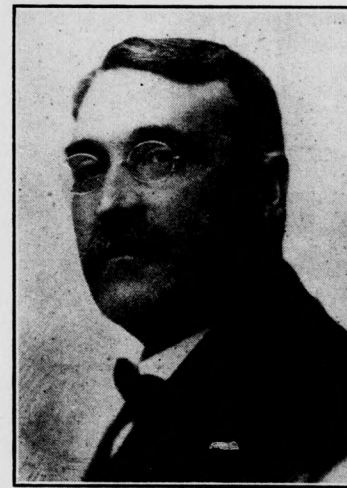
if the sales are not due to the help, they must be due to the well arranged display of the stock.

I believe if the hardware merchant would devote more time to getting his goods where the people could see them and handle them at their convenience, it



O. H. Bailey, Ford City.

would mean many sales without scarcely any talk. In my talks with the larger hardware merchants, I find that they are doing this more every year. What is



J. F. Carleton, Jackson.

profitable for the large merchant, in this respect, would also be profitable for the smaller one.

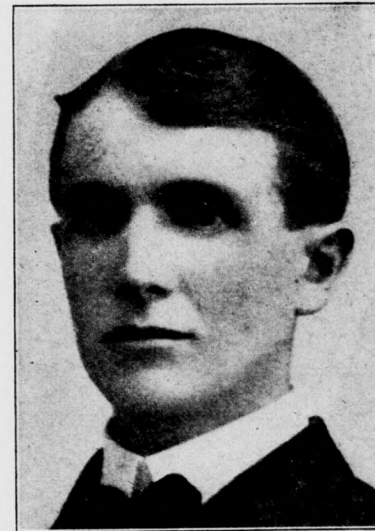
A few years ago it was the custom to find the average hardware store a somewhat dirty and dismal place. Pots and pans were set around here and there;



M. L. Corey, Argos, Ind.

you may depend on this if the people come and look around they will, sooner or later buy; but if they never come to look around the chances are that they never do come to buy.

You know it used to be said that cleanliness was next to godliness, and I believe this to be true to a great extent in a hardware store. I find one way to keep a store clean is to keep the dirt out, don't get it in, and keep dusting it from one thing on to the next. I find



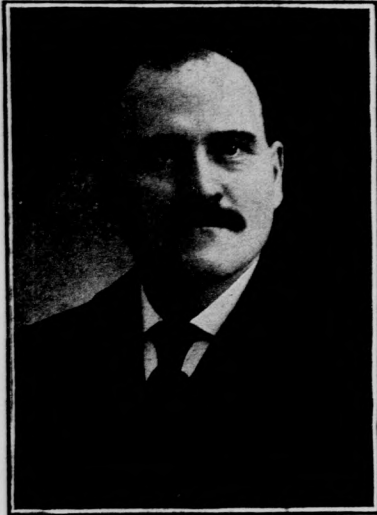
J. F. Follmer, Vicksburg

one of the best ways to keep dirt out of the store is to dust the goods when they are unpacked, clean them up out in the room where they are unpacked; and when you bring them in the store, you will have a stock of nice clean goods and the dirt will be left where it belongs. If there is any one thing that I dislike it is to get down a nickel tea kettle, a piece of aluminum ware or in fact any article and then commence to make apologies for it being dirty and then perhaps go and get the duster and clean it up before it is ready to sell. This takes time and creates a very bad impression on the customer.

I believe that by dusting and cleaning the goods when they are unpacked and then dusting every morning, that you not only have a clean stock, but that you will actually save time, especially when you are waiting on customers; and that is when time counts.

I also believe that it is a good plan to see that every thing that is out of place should be put back when you are dusting in the morning. Sometimes during the day you do not have the time to get all goods put back, that have

been taken down during the day; but I believe they should go no longer than the next morning at any rate. I believe that a stock arranged according to sizes and prices is also a great benefit in waiting on trade and the goods look much better on the shelves. Some-



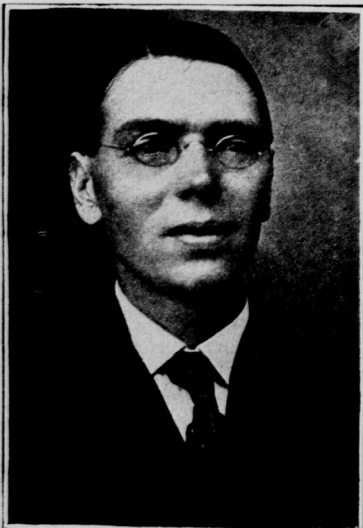
Chas. A. Ireland, Ionia.

times it takes a little longer to put up the goods so they will look nice and arrange them systematically, but I believe it more than makes up in the time saved in waiting on customers. It always makes me nervous to go into a



Karl S. Judson, Grand Rapids.

store and see a salesman have to spend more time in hunting up an article than it takes him to sell it; and if I am in a hurry, and such is the case, I am quite apt to say, "let it go for this time" and

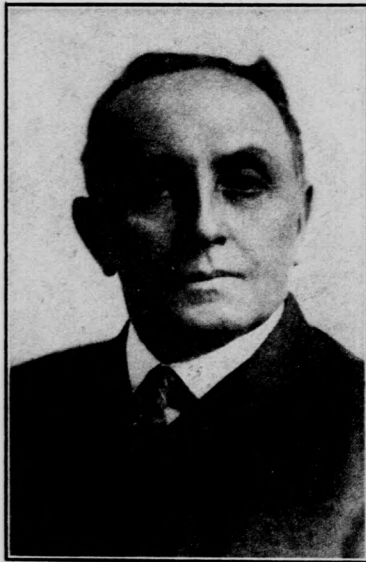


O. H. Gale, Albion.

that means "all time" so far as I am concerned.

This is a time of service, and one way to give service is to have your goods well displayed, arranged systematically, con-

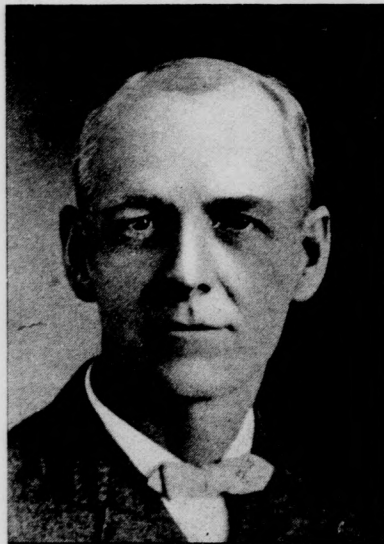
venient to get at, and by no means least, clean, and not covered with dust. The hardware merchant has learned, in the last few years, that a hardware stock means more than a stock of iron, nails, bolts, sleigh shoes, plow points, etc. The average hardware merchant has learned that there is a better profit in many other articles, so has added nickel ware, cut glass, silver ware, aluminum ware, casseroles, shaving sets, smoking sets, chafing dishes, etc., etc. All of these goods have a good profit attached and make a store look much better and give it an entirely different appearance. It is also a line of goods in which ladies are interested, and they will be sure to come in and look, if your store is at-



Frank E. Strong, Battle Creek. Chairman, Committee on Nominations.

tractive, the stock well arranged and clean. If they come in, it means that they are going to buy then or later. This is a good class of trade to cater to, and a very desirable class to sell. If you can not get the whole stock displayed where the customers can see it get as many samples of the stock as possible out where they will attract attention. Many times the sight of one article will suggest another.

How many times have you heard an expression something like this, "I like to go into that store or I like to buy at that store because everything looks so nice and clean. You never see any



J. G. Patterson, Detroit. Chairman, Committee on Next Place of Meeting.

old shop-worn goods at that store, and besides everything is so well arranged?" A new article all covered with dust sometimes looks worse than an old article well cleaned up. Make your store a place in which people will want to come. Don't have the people say, "I hate to go into that store for it looks more like a junk shop than an up-to-date store." I think one mistake a great many of us merchants make is, that we stay at home too much and do not get out and see what the other fellow is doing. We get an idea that the business will not run unless we are there every minute, but sometime you will find that you will not be there to run that business, but it will go just the same. So why not

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Grand Rapids, Mich.

get out once in a while, go to our neighboring towns, visit the hardware stores, see how the stock is arranged, watch the salesmen, ask all the questions you wish, get all the pointers you can; and then go home and put as many of these into



E. J. Morgan, Cadillac.

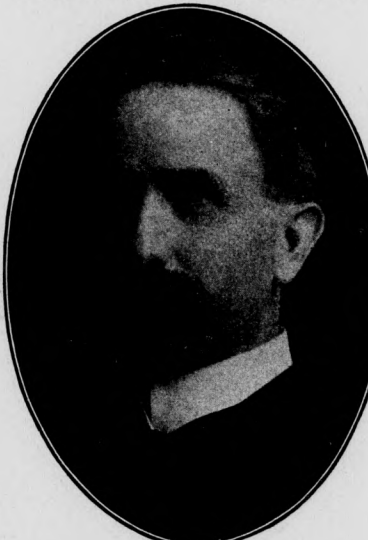
operation as will apply to your store. When you are in the larger cities visit the hardware stores there, see how they do business, and get their idea of stock arrangement. If you keep your eyes open you will see something in nearly



J. H. Lee, Muskegon.

every store that you enter, which if treated in a practical way, will benefit you in one way or another, and many times be the means of bringing in large returns.

I believe the way to arrange a stock



Henry C. Minnie, Eaton Rapids.

is to divide it into departments as much as possible. Some will say at once, that you can not do that in a small store. What I mean is this; keep each line of goods in a class by itself. If you are handling two or three kinds of enamel ware, say a white line, a blue line and

a brown line, put all the white ware together in a section by itself, next the blue or brown, etc. If you handle aluminum ware, put that in a section next to the best enamel ware.

Do not mix cheap goods with the better grades, but make each line distinctive. Put your carpenter tools together in a section by themselves as much as possible; then when the mechanic comes in to purchase or look at an article, he is liable to see another that he will buy then or a little later. This same arrangement holds good with all the stock. Do not put a cheap range by the side of a high priced one, unless that is all you have; but if you have several on the floor arrange them according to size and price. Do the same with your heaters and gas or oil stoves, refrigerators, etc. This will make the



Norman Popp, Saginaw.

stock look much better and save you much time in waiting on customers.

I believe a great many times we are a little backward about copying the ideas of others. While this is a day of invention and originality, it is also a day of copying. Let anyone get a patent on a new article and if practical, in a very few weeks you will find several articles of nearly the same kind on the market, some perhaps better than the original, and perhaps some not as good. These fellows do not stop to originate everything. Let someone get a practical idea and develop it, and it will not be long before others will enlarge on the



C. E. Pipp, Otsego.

same idea. Is there any reason, then why the hardware merchant should not copy ideas from other hardware stores? You may be one of the original kind, if so all the better, but there are a lot of us who are not so fortunate and it is up to us to see how the successful hardware merchant arranges his stock, ask him why he does it that way, and get his ideas. I know any successful hardware merchant will be only too glad to assist you in any way he can. Then when you go home to your own store, put the same into practice and watch results.

At the conclusion of his remarks, the speaker was called upon to answer a number of questions put to him by delegates.

He discouraged the displaying of kitchen utensils on ranges on the sample floor, believing that these had a tendency to distract attention when a salesman is trying to sell a stove.

He favored displaying small special lines on suitable fixtures, the same as is done in the 5 and 10 cent stores. Much merchandise will be sold in

price is the proper basis to figure on. When goods are listed at market values, a man's report will show a profit that he has not made until the goods are sold. This report is made the basis of his income tax return, and should not show any income that has not been earned.

This question brought up the question, What would happen if case goods are inventoried at cost and the store burns out? Would the insurance company settle on the basis of the figures shown in the inventory? The answer to this question was that the insurance company would have to settle on the basis of replacement value at the time of the fire, regardless of the figures shown in the inventory. The relative merits of the cash and credit systems of doing business brought forth expressions in favor of each method and no decision was reached as to which is most profitable to the merchant. One dealer rec-



B. F. Schumaker, Ann Arbor.

this way which the customer, otherwise, would never ask for.

A vote was taken to determine whether it is better to mark goods in plain figures or with a code. The majority favored the plain figure plan. Whether to inventory goods at cost or at market prices brought out a broad discussion and it seemed to be the consensus of opinion that cost

price is the proper basis to figure on. When goods are listed at market values, a man's report will show a profit that he has not made until the goods are sold. This report is made the basis of his income tax return, and should not show any income that has not been earned.

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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

Pere Marquette Railway Co.

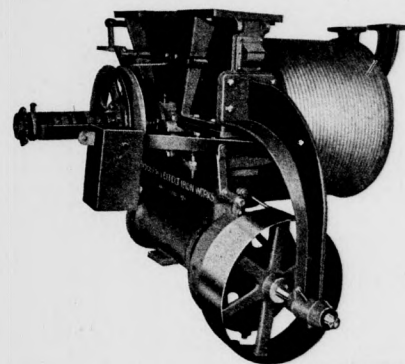
FACTORY SITES AND Locations for Industrial Enterprises in Michigan

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



Leitel Elevators

For Store, Factory Warehouse or Garage

Built for Service

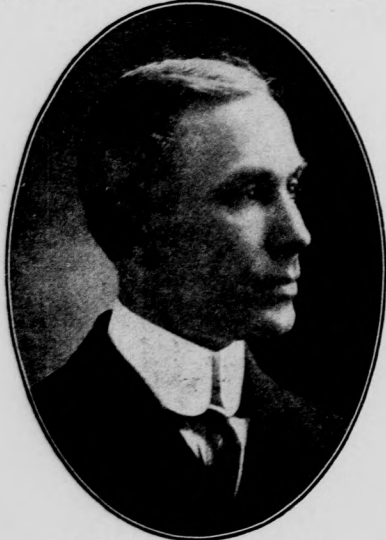
Send for proposal on your requirements

Adolph Leitel Iron Works

213 Erie Street

Grand Rapids, Michigan

ommended selling for cash only all merchandise that could not be replevined and extending credit to customers of good standing on goods that can be recovered through this



C. E. Dickinson, St. Joseph.
Chairman, Committee on Resolutions.

process. It was the consensus of opinion that the best policy for the merchant is to borrow money, if necessary, in order to take advantage of



Adrian De Windt, Evart.

his discounts and the quantity he buys should be determined by his ability to take these discounts. Automatic scales were given a strong recom-

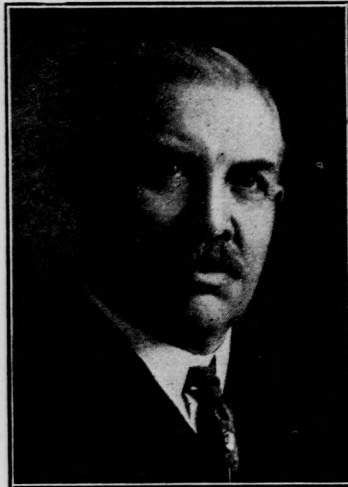


J. B. Draper, Detroit.

mendation by all dealers who have used them, a number of delegates stating that they would not be without this device, no matter what the

cost. Ninety per cent. of the delegates claimed that they had a normal store business during the past season.

Shorter hours were recommended, the majority claiming that ten hours is ample for any store to remain open each day. Seven o'clock to 6 o'clock week days and 7 to 9 Saturdays seemed to be the hours in vogue among most of those who expressed themselves. Some claimed they close at 6 o'clock in the winter, but find it necessary to remain open until 8 o'clock in the summer, but a number of dealers claimed this is only a matter of education and that all would do just as much business if stores were closed at 6 p. m. all the year round.

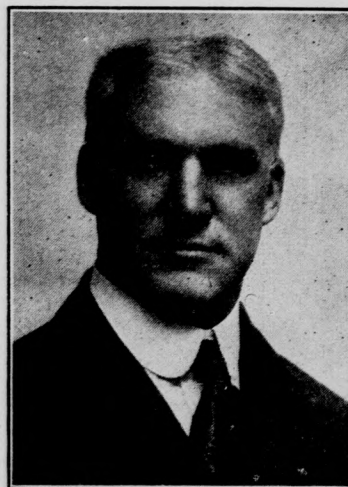


Frank Brockett, Battle Creek.

The benefits of local associations or clubs were brought out by delegates from several organized cities. In towns where such organizations are being maintained, the dealers would not revert to former conditions, no matter what it cost to maintain the organization.

Discussions under the question box were so interesting that it was nearly 11:30 before the delegates were willing to consent to an adjournment.

Wednesday Morning Session.



Chas. A. Sturmer, Port Huron.

E. G. Weir, of The Beckwith Co., Dowagiac, treated the delegates to an unusually constructive address on "The Determining Factor in Business, as follows:

From the highest authority comes the demand that you and all other patriotic world-citizens should maintain "Business as Usual" in order that democracy may be safeguarded.

With the inexorable inroads in the ranks of the merchandising world represented in the call for young men to colors, an added responsibility rests on your shoulders. To discharge this obligation requires a quickening of your powers—an increased knowledge of merchandise and merchandising—of life and of living.

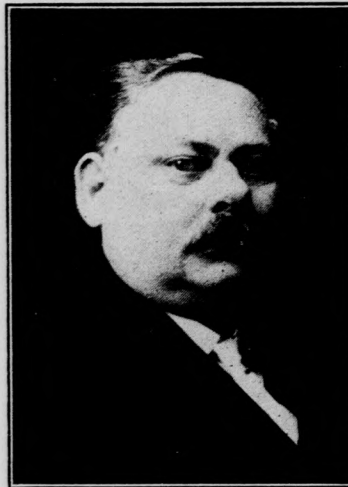
Let us consider seriously this vital question of increased capacity for service. It is the practice with the average man untrained in the scientific method

of thinking, to approach a problem unduly influenced by his opinions, prejudices, bias, habit and ignorance.

The scientific man deals with nothing but facts, has no opinions, admits no prejudices, eliminates personal habit and analyzes to the smallest detail. He admits nothing as a fact unless it stands the test of ice-cold reasoning and logic. Remembering that your life secret is nothing less than your desire to be superior; to be supreme in your life's work; to be dominant and to lead only lends emphasis to the importance of the factors under discussion.

There is a natural rule of action—a definite cause—preceding every desired result. Successful men search for the underlying law—and obey it. "They think, then act," says E. St. Elmo Lewis.

Search for the law which will yield the next result you desire and by searching you will discover and by putting it

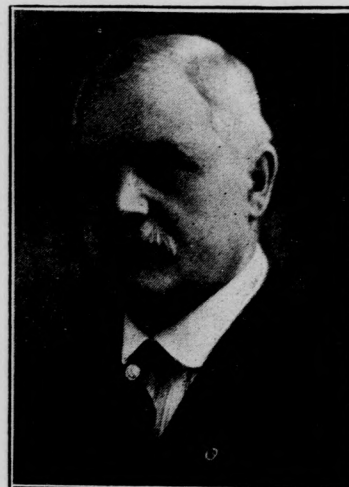


Alex Lemke, Detroit.
Chairman, Auditing Committee.

into operation, you secure the effect you desire. By practicing this continuously you evolve into a business genius for genius is the capacity of making continuous effort.

In this discussion, permit me to quote from such brilliant minds as Haddock, Pelton, Dr. Croft and others who have illumined the path of business achievement with clearly expressed business axioms and rules of the game.

The first and perhaps the most important essential to business achievement is the development of strong will. Expressed in business terms, the giant will is



J. J. Vandermeer, Grand Rapids.

1. Thought.
2. Energy.
3. Magnetic Personality.

Will is that human factor that creates human power. A man's personal force is the product of his will multiplied into his personality. Will is man's ability to throw himself into action either of the inner self or action of the physical powers. The ideal will is courageously confident magnetic power, self-mastered and self-directed and practically applied to matters that are actually worth while. Fear and doubt are children of the imagination. The power of will dissolves them into mist.

The first evidence of real personal power is the self-mastered will. Will is that human factor which creates human power. The function of will is like that of steam. It must be powerful, under control and properly directed. Your will, properly exercised, will give you quickness, strength, ideals, aspira-

tions, which, expressed, make for achievement.

Your will tells you if there is anything to do that seems too good to be true, to believe it, endeavor towards it, reach forth to receive it and to-morrow it will be true.



Fred A. Harms, Detroit.

Have you achieved? Your will stands ready for still another and a better campaign. If you miss an opportunity, your will stands ready to open the door to a hundred new ones. Your will develops purpose and commands you to stick to it.



F. L. Wolf, Mt. Clemens.
Chairman, Committee on Constitution.

Will develops grit for a new siege. Will creates desire. Will develops brains. Will gives decision. To decide means to cut deep into the world of possibilities. Cut out your prison of limitations and cut through your opposition to success and power.



Porter A. Wright, Holly.

Will illumines the brain with brilliant perception. It sweeps misfortune aside and rebuilds a nobler success.

You were made master of your destiny. In your will is enthroned sovereignty, dominion, kingship.

Will power into your being; will power into your work; will power into your expression; will power into your constructive activities.

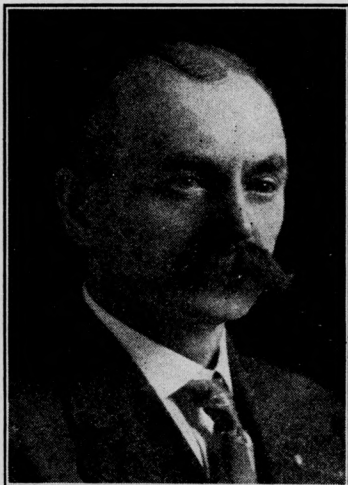
Is your will asleep at the wheel? Awaken it. Set the compass of your mind to new thoughts, fresh purposes, and unselfish desires. Fill your sails with boundless hope and let your daily achievements spell service in a big way. You are not a chip on the river of



Ernest Wise, Kalamazoo.

life; you are a supreme master in a universe of facts. Perhaps you think you are stuck in the harbor mud, but it is only that the tide is out. Command your will to put up the sails.

The business giant develops practical imagination. This consists in restoration in mental activity of experiences one has had relating to the problem at hand and the recombination of the elements of such experiences to fill and fit the present need. Recognizing that the business man can not succeed without imagination, this attribute should be developed. He thinks, and carries out all his problems



F. E. Will, Detroit.

by recombining the things he knows into the form of things as he desires them to be.

Practical imagination is the ability mentally to work over every phase of your business into new and improved conditions by planning, prior to action. To improve your business imagination will increase your business efficiency and strengthen your business personality.

Just a word on the magnetic personality. The skill with which the business man handles his personality has a direct bearing upon his success. You are attracted to the successful business man because you instinctively feel he knows wherein he speaks.

The magnetic personality is developed through a thorough knowledge of merchandise and merchandising—life and living—and the expressing of this knowledge in a pleasing, forcible and convincing manner.

Remember, you now possess all the power you will ever have. All you have to do is to discover this to be a fact and draw upon your inexhaustible resources. You do not create power—you merely unfold power from within.

The business genius develops his latent powers. To develop them demands that you accept any unexpected obligations and do the best you can to discharge them intelligently, meanwhile searching

for ways and means of improving your capacity for service.

Big prizes await the development of your latent powers. At every turn of the road you are confronted with this sign, "Men Wanted With Power." This suggests you have an unexplored continent in your being. Delve into it, bring out its richness for yourself and for the world, meanwhile developing your capacity for intelligent action.

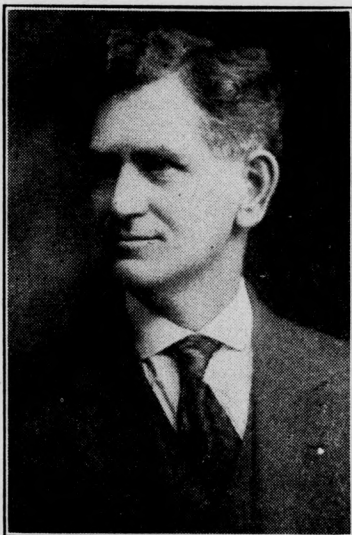
The business genius develops these three characteristics:

1. Intensified thought.
2. Vision made concrete.
3. Clear observation frozen into fact.

In short, it represents mind power turned into action.

Bear in mind that the habit of expectancy always marks the strong man. It is a form of attraction. Keep your mind supreme, remembering that the projectile power of your ambition depends wholly on the vigor of the determination behind it.

The big man is invariably courteous

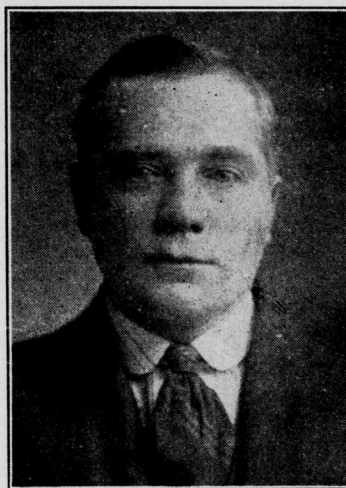


Frank L. Willison, Climax.

up to the situation demanding drastic measures and is capable of employing the latter on the instant and without necessitating future apologies. He possesses and maintains great physical endurance and psychic staying qualities. He is altogether self-controlled, master of body, mind, emotions and expressions. He is pre-eminently self-reliant; open to aid and suggestion, yet stands solidly on his own judgment in the final analysis.

He develops the ability to shut out or his mind any environment, to retire within himself and concentrate all of his powers absolutely on the matter at hand.

He maintains unbroken inner determination to bring his plans to a successful issue. That is to say, he is not influenced unduly by minor conclusions or seeming failures, but maintains the long-run aim.



M. D. Phelps, Flushing.

He practices the laws of stoicism. He develops the gifts of the gods—financial intuition.

The man who develops all these essential characteristics is spoken of as the "business conqueror." He steps forward and plucks the prize while others marvel at his daring. His aim is the acquirement of that huge ability or energy capable of putting forth such a preponderance of power from within that it will not be swayed or influenced by powers external.

Apply these axiomatic suggestions to

Gold Dust
— cash register
— "Thank you!"
— in about
that order

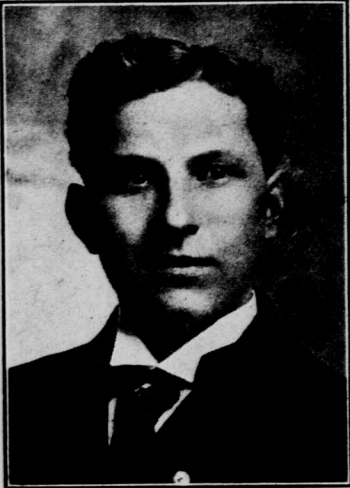
Let the GOLD DUST
TWINNS do your work.

DIAMOND CRYSTAL

The Salt
that's all salt.

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

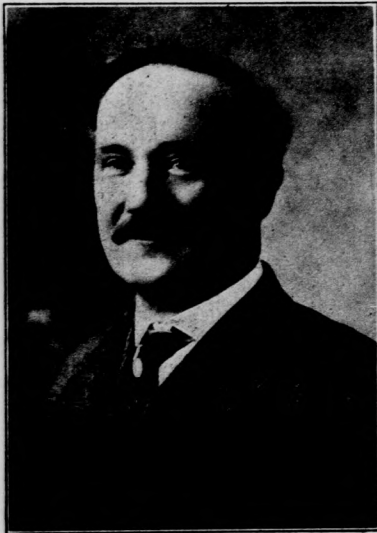
your own experience. Determine to play with masterly skill every act in life. Play for the different goals you seek. Play with your mind clear and your eye open. Play with the consciousness of power and ability and abundant energy for winning that which you purpose. This secret spake life herself into me. "Behold, I am that which must ever surpass itself." Build this "mental whip" into the fiber of your being. "Always will I



W. C. Rechlin, Bay City.

strive with invincible determination to be greater than I am to-day. I purpose to surpass myself. Each successful act, test, encounter, thought, I purpose to be greater than in the one previous. In everything will I insert more power to surpass myself. I purpose to act the part of a man ten times bigger than I am for by so doing I quicken those powers which will build me into that personality synonymous with success." That personality automatically and under all conditions, renders supreme service.

His motto in life is, "He profits most who serveth best." H. W. Beagle extended the hospitality of the Hardware Club of Chi-



Frank Trude, Traverse City.

ago to all visiting retail hardware dealers when in that city.

T. N. Witten, of Trenton, Mo., who has made a National reputation for his part in the development of the "Trenton Idea," added Michigan to his list of conquests when he spoke for an hour and a half on "A Merchant's Duty to His Community." The delegates would have been glad to spend the whole day listening to a man, who, without resorting to eloquence or theatricals, takes his audience right along with him and uses ordinary every day occurrences to illustrate the points he wants to make.

The speaker contended that the man who is in business, solely for the profit he derives, is not living up to his possibilities nor setting what he should out of life. Eulogizing General Pershing, as a man who will make good, no matter how much responsibility is placed upon him, he said, if

we do less than we have power to do in rendering service to our community and our Government at the present time, we are just as much slackers as if we ran away in battle.

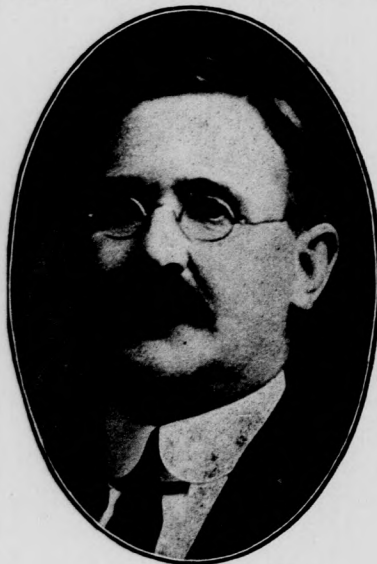
The speaker said he pitied the man who boasts that he is a self made man. Most men are either mother-made, wife-made or society-made and where many fail is through their craving to accomplish big things, instead of doing the small tasks well as they go along. We ought to stop occasionally and take an inventory of ourselves. It will be the best time we ever spent. He felt one of the first things the merchants of a town should do is to break down that imaginary line which exists between those who



C. L. Glasgow, Nashville. Chairman, Legislative Committee.

live in town and those who live on farms in the vicinity. Make the farmer feel that the town is just as much his as though he lived within its corporate limits.

No man can ever get big who hasn't got faith in others—faith in his community and faith in the importance of the business in which he is engaged. Merchants should go to



Chas. Gartner, Wyandotte.

church socials held out in the country, arrange for merchants and farmers picnics where families would intermingle on an equal social footing, work together on securing good roads with necessary cement culverts, ect., arrange corn shows or alfalfa campaigns, help to wipe out hog cholera or prevent its appearance, and in a hundred other ways, impress it upon the farmer, that their is a unity of interest which should prompt the merchant and the farmer to work together along constructive lines in building up the community in which they live.

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

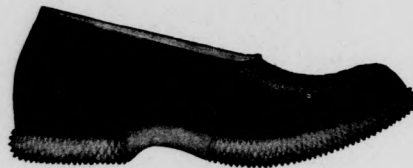
HEROLD-BERTSCH SHOE CO.

Manufacturers of Serviceable Footwear GRAND RAPIDS, MICH.

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

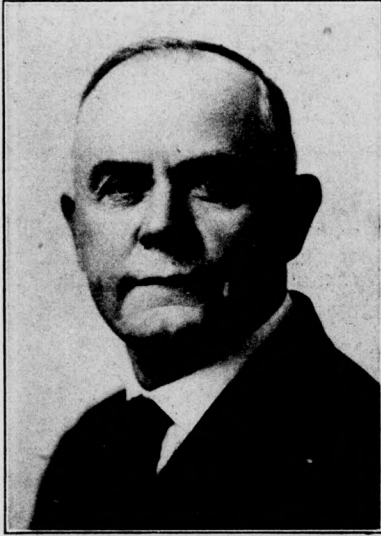
IN STOCK

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

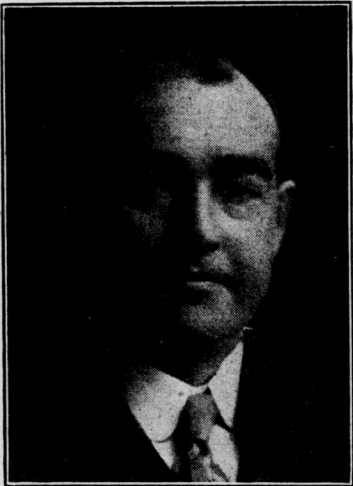
A town should consider itself just as large as its trade territory. Why isn't the farmer who comes ten miles to trade just as much a citizen of that community as the man who lives right in the town? There is a new standard of business that should govern all of our acts to-day. It is "Live and help to live." When we all realize this we will be inspired to be al-



John E. McGraw, Jackson.

ways on the lockout for ways in which we can do a little more than our share to build up our community, not for what we hope to gain thereby but for the common good, we will know we get out of being of service to others.

Enlarging upon the important part, which the woman plays in a man's success, the speaker said, "Fortunate is the man who, after a day of heavy business trials and responsibilities, can go to the peaceful environments



Charles R. Foote, Alto.

of a happy home. That is the inspiration which keeps us keyed up to our best efforts and brings out in our every day life, the best that is in us."

We should take a personal interest in the young boys of our district. Get their confidence and do the many things you can to help them grow up to be good men. You are your brother's keeper and can exert an influence with the young men that will help them in the right path and out of trouble.

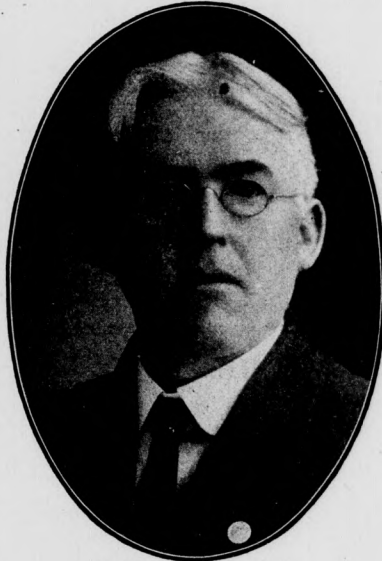
The speaker panned the man of German tendencies who, in spite of all the benefits he has derived at the hands of free America, still shows sympathy for the cause of the fatherland and does not throw in his lot with the land of his adoption. He felt that it is the patriotic duty of every one of us to see that no un-American word or action goes unchallenged.

Read your trade papers said Mr.

Witton. Note what the farm papers are saying also, so that you can be better able to talk with the farmer on common ground.

The war is bringing us all closer together and when it is over we should profit by this new feeling and continue to show more interest in the community in which we live than we ever did before. In closing, the speaker urged merchants who want to help their towns and the surrounding territory, to write for literature, about the Trenton Idea, addressing correspondence to the Commercial Club, Trenton, Mo.

A. E. Stevens, of the Department of Explosives of the Michigan Bureau of Mines, explained the require-



M. A. Benson, Saranac, Sergeant-at-Arms.

ments of the new law governing explosives which went into effect Nov. 16. This measure, intended to ensure the proper use of all explosives, requires the man who buys or sells anything that comes under this heading to secure a license. The licenses can be procured from the county clerk or some other man delegated as licensee by the department. Many dealers are unconsciously violating this law and should take steps at once to secure a license.

Wednesday evening the delegates,



George Kidd, Detroit.

traveling men and ladies, attended the Jeffers-Strand theater as guests of the State Association.

Thursday Morning Session.

M. L. Corey, Secretary of the National Association, gave the delegates the benefit of the extensive research work carried on by that organization during recent years. Some two thousand questionnaires, sent out to hardware men in all parts of the country had been digested and a recapitulation and chart prepared which Mr. Corey discussed in detail. Mr. Corey felt that one benefit that should come out of present conditions is the stan-

Get All the Customers You Can Keep All the Customers You Get

Rouge Rex Shoes

get customers and keep them. Why risk your prospects by selling your customers shoes nearly as good as Rouge Rex. You cannot afford to take the chance.

Rouge Rex shoes are made from selected hides tanned in our own tannery and made as good as they can be.

Hirth-Krause Co.

Tanners and
Shoe Manufacturers

Grand Rapids :: Michigan

A Boy Scout's Shoe For Hard Service



No. 8588

Boys' Chocolate
Army Blucher

Regulation
Munson Last

Soft Tip

McKay

Sizes 1 to 6

\$2.85

On the Floor



Rindge, Kalmbach, Logie Company

Grand Rapids, Mich.

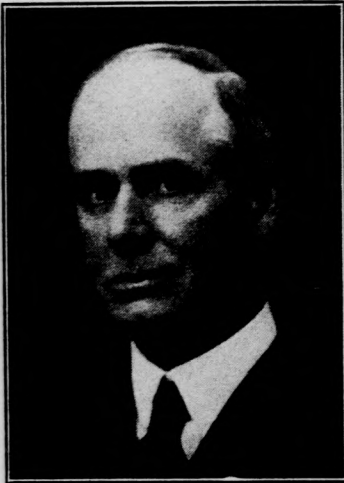
dardization of patterns in hardware lines.

The questionnaires showed that the average stock carried by those who reported was \$13,110 and the average annual sales \$41,427, meaning that stocks are turned about three times a year.

About one-half of the dealers own their own stores.

From the figures submitted, it was apparent that there is room for much improvement in the methods employed for systematically training of salesmen. Too many dealers have no definite policy in this connection.

The average cost of doing business was 17.244 per cent. It was shown that there should be a distinction between the cash and credit price. It was suggested that the cash price be made the basis and that interest be charged from day of sale when goods are sold on credit. Retailers have not yet begun the use of trade acceptances and there seemed to be some



W. R. Plumb, Detroit.

skepticism in regard to the possible benefits to be derived from this form of settlement.

Mr. Corey felt that every hardware man should have the latest mail order catalogues and familiarize himself with what these concerns are offering in the hardware line. He left that the retailer right now is in a better position to meet this competition than ever before.

A card index system was recommended for use in compiling a mailing list of all people in a dealers trade territory. The National Association is prepared to furnish a concise card prepared especially for this purpose.

Thomas A. Knapp, of Chicago, spoke on the "Training of Salespeople" and enlarged upon the work which the department and dry goods stores of the country are doing along this line.

Banquet Thursday Evening.

The capacity of the Masonic Temple was tested to accommodate the crowd which attended the banquet Thursday evening at 6:30.

Hon. C. L. Glasgow, chairman of the State Railway Commission, acted as toastmaster, and fulfilled the duties of that office in his characteristically efficient manner.

The keynote of every address was patriotism and the audience was appealed to from every angle to make the winning of the war the one big ambition to guide them in all their efforts. Stirring addresses were made by the toastmaster, Mayor Paddock, Rev. Dunkel and M. L. Corey.

The feature of the evening was the address of Capt. B. W. Pullinger, of Detroit, who recently returned from service in France, where he went through the battle of the Somme and Vimy Ridge with the Canadian army. Capt. Pullinger graphically described the details of life in the front line trenches and gave his personal experiences in going over the top.

Musical numbers were provided by Amsden's orchestra, Mueller Bros., Harry Killinger and Owen and Owen. The effort was one of the best handled affairs of its kind ever held at a Michigan hardware meeting.

Friday morning the delegates completed their buying from exhibitors and were awarded the various prizes offered by the committee as an incentive to the delegates to place orders at the convention.

Friday Afternoon Session.

The Auditing Committee reported the books of the Treasurer and Secretary to be correct and complimented both officers upon the condition in which the records have been reported.

A. H. Gale, on behalf of the Committee, on resolutions submitted the following report:

We The hardware dealers of the State of Michigan in annual convention assembled, heartily commend the stand taken by Postmaster General Burleson of the Post Office Department in his effort to compel magazine publishers and all others distributing printed advertising matter to pay the full cost to the Government of such distribution and thus save the eighty million dollars (\$80,000,000.00) which has heretofore been lost by the postal authorities in this service.

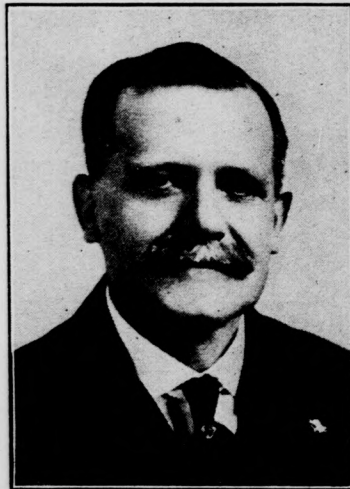
It is inconsistent to increase the highly profitable letter postage, to make up the losses sustained as above, which should be paid for by the publishers.

Our Nation.

This is the most momentous time in all history. We are engulfed in a struggle of nations for military mastery on the one hand and freedom for all people of the world on the other.

We express our most earnest belief in the righteousness of the principles for which we are at war.

As an Association and as individuals, we pledge our unwavering support to the administration in whatever ways that seem advisable to the end that our Nation shall attain a victorious peace.



J. G. Hartge, Detroit.
Sergeant-at-Arms.

We have unbounded faith in the men of our land who have gone out from our hearts and homes in every walk of life in defense of our flag and the sublime principles for which it stands.

To these men we pledge every moral and material assistance to the extreme limit of our ability.

In their hands rests the destiny of our Nation and all the sacred rights of humanity and we feel from our hearts that they can not fail in their glorious task.

Ours shall be the task of rendering worthy tribute and appreciation to those who fight our battles, to extend comfort and support to their widows, orphans and other dependents, to care for the maimed and disabled.

To those of our men who give their lives in this cause, we promise that their heroism and their sublime sacrifice shall be forever enshrined in the memory of a grateful Nation.

A Measure of Defense.

Should the war end, leaving the present form of Government in Germany still in power, a large part of every dollar given in trade to Germany afterwards would again be used by that government to further imperial and military ends as has been established practice there for the past half century or more.

It is, therefore, of first importance that we take steps now to safeguard ourselves and democracy against such further aggressions.

The proposed action carries no thought of revenge or punishment, but is one of self-defense, based upon the logic that

only through industrial intercourse with the United States can the military party of Germany secure the sinews with which to precipitate a second war upon ourselves and other countries; THEREFORE, BE IT

RESOLVED—That we place ourselves on record as unalterably opposed to the re-establishment of trade relations with Germany following the war, unless its government is re-organized on a basis of strict accountability to its people.

Universal Training.

The present world war has brought home to us in unmistakable terms the necessity for the development and maintenance of such defensive measures as will effectively safeguard our Nation and its institutions against foreign aggression.

This can and should be accomplished in such manner as to leave our country free from the burden and expense of a vast standing army and the dangers of militarism while at the same time making provision such that a trained and equipped army of whatever size required can as needed be immediately assembled from civil life.

We believe that intensive training for six months for all boys at the age of 19 shall not only be a fundamental step in the direction of effective preparedness, but will regenerate manhood, making



cMc Ready-Made
PRICE CARDS

are neat and attractive and cheaper than you can make them—40 cts. per 100 and up.
Write for Samples

CARNELL MFG. CO.
Dept. K, 338 B'way, New York

Special Sales
John L. Lynch Sales Co.

No. 28 So Ionia Ave.
Grand Rapids, Michigan

President Suspenders
for comfort

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

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

28-30 Louis St. Grand Rapids, Mich

TAKING INVENTORY

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

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

CORL, KNOTT & CO., Ltd.
Corner Commerce Ave. and Island St.
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United Agency

Reliable Credit Information
General Rating Books
Superior Special Reporting Service

Current Edition Rating Book
now ready

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

THE UP-TO-DATE SERVICE

Gunther Building

CHICAGO :: ILLINOIS
1018-24 South Wabash Avenue

The Book of Plain Prices

All the prices in "OUR DRUMMER" catalogue are net and guaranteed for the time the catalogue is in commission. Moreover they are expressed in plain figures. This means that the man buying from "OUR DRUMMER" buys with the comfortable assurance that he knows exactly what he is doing. If you are a merchant and have not the current number of this catalogue near you let us know and one will be sent.

Butler Brothers

Exclusive Wholesalers of
General Merchandise

New York Chicago
St. Louis -Minneapolis
Dallas

"Marguerite Corsets"

Ask the merchant who sells the STEKETEE line of MARGUERITE CORSETS.

They are repeaters and we can supply them in good qualities at \$9.00 a dozen.

Better numbers at \$12.00 and \$18.00 a dozen.

Quality Merchandise—Right Prices—Prompt Service

PAUL STEKETEE & SONS

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

better citizens and contribute vitally to the progress and security of the Nation.

Nationalization.

The danger incident to the presence among us of foreigners who are either hostile or unfriendly to our form of government, or who have criminal tendencies, has brought home to us very forcibly as a result of this world crisis.

We believe the time has come when we should no longer harbor within the boundaries of the United States or its possessions, any Little Italys, Greekvilles, New Swedens, Germanys, Russias, etc.

The business of the country should be transacted in the English language. The schools should all teach the English language and every newspaper in the United States printing anything in a foreign language should be required to print an English translation of every such article.

We believe that greater care should be exercised in admitting the foreign born for residence or naturalization. Those who lack the element from which good citizenship can be developed should be excluded and it should be a fixed State and National policy to develop in those worthy of naturalization a good understanding of our Government and its institutions and the principles for which it stands and inculcate in their minds the principles of good citizenship and love for the flag of their adoption.

Price Standardization.

We are firmly convinced that a predatory price cutting that renders the handling of merchandise unprofitable tends to drive articles so handled off the markets and is therefore unfair to other merchants and the manufacturer and should be classified as restraint of trade.

We therefore re-affirm our approval of the Stephens standard price bill, and respectfully urge the Federal Trade Commission to recommend it to Congress.

Retail Economics.

We heartily approve of the movement recently undertaken by the Chamber of Commerce of the United States to establish a Bureau of Retail Economics through which it was purposed to devote attention to the problems of the retailer and encourage better methods of merchandising and we urge that organization not to abandon this excellent project, but to establish it at once, believing that it will help the retailer and the consumer and advance the commercial interests of the United States.

Strengthening Credits.

Present business conditions are momentous. Prices are abnormal; credit tends towards unsafe extension. Far more capital is required than formerly

to maintain stocks and cover expenses; former credit methods are daily becoming more unsatisfactory and hazardous and promise eventual loss to the dealer who does not put them on a strictly modern business-like basis.

It is therefore recommended and urged, that dealers change their plan so that their sales may be put nearer on a cash basis.

Establish credit limits as banks do, and refuse further accommodation until settlement is made.

Make it a fixed principle to know the responsibility of your credit customers. Collect promptly.

Bi-Partisan Advertising.

We condemn as unfair and untruthful all mail order advertising that pictures local merchants as extortioners and casting reflections on their integrity and usefulness, and it is our firm conviction based on results, that advertising of this character renders valueless the use of the same advertising medium for any publicity designed to promote patronage of local merchants.

Fair Play.

We commend those farm papers who are keeping their advertising columns clear of all matter injurious to the retail dealer and we further congratulate them on their splendid efforts in the support of the small town.

We also commend the Butterick Publishing Company for its open stand in closing its publications to all mail order advertising.

Every retail merchant should support all publications of this class and cooperate with them in spreading the propaganda they have launched in the interests of home trading.

Postal Matters.

We note the Postoffice Department purposes to increase the weight of parcels post packages and we are firmly of the opinion that the more general carrying of freight in the mails is not within the proper function of the postal service; that the general efficiency of the service will be still further impaired by the proposed extension of the weight limit; that the efficiency of the railroad service, both passenger and freight will be decreased if such a burden is placed upon it; that whatever benefits there are, will accrue only to a few favored interests while very substantial harm will be inflicted upon the public, small business men and the country's transportation system.

We especially condemn the ruling of the Postoffice Department by which mail order houses are subsidized to the extent of many millions of dollars every year through reductions in the postage on

their catalogues while the small merchants of the country are excluded from the benefits of this ruling by arbitrary specifications in the matter of weight and binding of catalogues and circular matter.

Hardware Accounting.

The National Retail Hardware Association has evolved a simple effective system of accounting that will meet the requirements of hardware merchants.

This step is timely and important. Never in the history of retailing has an accurate statistical knowledge of all vital elements of one's business been so essential to success in retailing as now; therefore be it

RESOLVED—That we recommend this accounting system to the members and suggest to those who are not properly equipped that they adopt all or such portion of this system as may be required to give them a thorough working knowledge of their business.

Standardization.

We express our hearty approval of the efforts being made by manufacturers in the matter of standardization of certain classes of goods and the discarding of such styles, numbers, sizes and other variations from type as are superfluous and unnecessary.

We urge also that there be fewer superficial changes made in form, finish, dress, etc., of various lines of goods, where such changes add nothing to the usefulness or working value of the goods.

We assure such manufacturers that we approve of the elimination of such waste and tender our co-operation for the proposed changes.

Discounts to Dealers.

WHEREAS—There has been an established custom on the part of some manufacturers to establish retail printed selling prices, which we approve of; be it

RESOLVED—That there should be a substantial discount applying to same, to make it "worth while for the dealer" and said discount to be according to the selling price, and service of salesman required in making such sale, and that a copy of this resolution be printed in the trade papers.

Boys In Service.

WHEREAS—Realizing that this terrible world war has called upon the young men to respond in their patriotic duty to the call of this country; be it

RESOLVED—That we appreciate the ready response the sons of our members have made for this grand and noble cause, and it is to be hoped that they will soon return, crowned with victory, sound in mind and body, to take their

part in affairs of this world machinery.

WHEREAS—The All Wise Providence has taken from our association some of its members since our last convention, be it

RESOLVED—That we extend to the members of the bereaved families our sincere sympathy.

Thanks.

WHEREAS—The members in attendance at this convention have been greatly privileged, the exhibits being fine and the programme and entertainments exceptionally good, therefore, be it

RESOLVED—That we extend our sincere thanks to all speakers, musicians, members of the various committees for the entertainment furnished, and especially to the officers for their ever-ready and untiring efforts in making this convention one of the very best.

On motion the above resolutions were unanimously adopted.

Frank E. Strong, chairman of the Committee on Nominations, submitted the following list of nominees.

President—John C. Fischer, Ann Arbor.

Vice-President—George W. Leedle, Marshall.

Secretary—Arthur J. Scott, Marine City.

Treasurer—William Moore, Detroit.

Executive Committee for two years—James Tyre, Detroit; Norman Papp, Saginaw; J. Charles Ross, Kalamazoo; Charles Sturmer, Port Huron; Charles Gatner, Wyandotte.

Executive Committee—F. M. Gran-ger, Fenton.

The committee on next place of meeting recommended that the 1919 convention be held in Kalamazoo.

On motion, this recommendation was adopted and the convention will meet in the Celery City next February.

Brief addresses were made by the incoming officers, after which the meeting adjourned.

To get the most value out of the trade journals, see that your employes read what you think best in them.

QUALITY

SERVICE

The valuable wholesaler to you to-day,
Mr. Merchant,
is the one who has goods on hand for spot delivery.

Have you personally inspected our lines
on the road or at the house?

The Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Michigan

SERVICE

QUALITY



Michigan Poultry, Butter and Egg Association.

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

Report of Poultry and Egg Trade Conference.

Following is the plan of control recommended by the representatives of the poultry and egg trade, which will receive the consideration of the Food Administration pending the issuance of rules and regulations:

Definitions.

(a) An original packer or shipper of eggs is the individual, firm, corporation or association which assembles and packs them for market or storage.

(b) A commission merchant is an individual, firm, corporation or association that solicits for sale, receives for sale, or sells food products on a commission basis, or that acts as agent or representative of producers in the marketing of food products for a fixed package charge or on a percentage basis.

(c) A wholesaler is an individual, firm, corporation or association which sells to jobbers or similar distributing agencies.

(d) A jobber is an individual, firm, corporation or association which sells or distributes to retailers.

(e) A supplier of hotels and institutions is an individual, firm, corporation or association which sells to hotels, restaurants, clubs, dining car or steamship companies or public or private institutions.

(f) A retailer is an individual, firm, corporation or association which sells or distributes to consumers.

Regulation of Profits in Sale of Cold Storage Eggs.

1. Profit to original owner and storer shall not exceed 5 per cent. on eggs placed in cold storage.

2. Commission merchants storing goods for account of original packers or shippers shall be entitled to receive a commission not exceeding 4 per cent. in addition to the profit to the owner provided for in Section 1.

3. If wholesalers are not original storers of the eggs and purchase storage eggs to supply the reasonable requirements of their business, they shall be allowed a profit not exceeding 4 per cent.

4. If jobbers are not original storers of the eggs and purchase storage eggs to supply the reasonable requirements of their business, they shall be allowed a profit not exceeding 5 per cent. on goods sold at mark; that is, in original packages.

5. If original storers are also jobbers or direct distributors to retail trade they shall be allowed an additional profit not exceeding 2½ per cent. on goods sold at mark; that is, in original packages.

6. Original storers who are also jobbers selling candled eggs shall be allowed on sale of such eggs an additional profit not exceeding 8 per cent. based upon cost after actual net candling loss has been allowed. This profit shall include the expense of labor and materials in candling,

all repacking expenses, and all other expenses of doing business, including delivery.

7. Original storers who are also suppliers of hotels and institutions shall be allowed on sale of candled and selected eggs an additional profit not exceeding 12 per cent. based upon cost after actual net candling loss has been allowed. This profit shall include the expense of labor and materials in candling, all repacking expenses, and all other expenses of doing business, including delivery.

8. No recommendation was made regarding this section, which relates to retail store concerns.)

9. If jobbers selling candled eggs purchase from original storers or wholesalers, they shall be allowed on sales of such candled eggs a profit not exceeding 8 per cent. based upon cost after actual net candling loss has been allowed. This profit shall include the expense of labor and materials in candling, all repacking expenses, and all other expenses of doing business, including delivery.

10. If suppliers of hotels and institutions selling selected candled eggs purchase from original storers or wholesalers, they shall be allowed on sales of such selected candled eggs a profit not exceeding 12 per cent. based upon cost, after actual net candling loss has been allowed. This profit shall include the expense of labor and materials in candling, all repacking expenses and all other expenses of doing business, including delivery.

11. (No recommendation was made regarding this section, which relates to retail store concerns.)

12. The profits named above shall cover the expense of doing business, except charges for storage, interest on goods in storage, insurance on goods in storage and the actual net candling loss provided for in Sections 6, 7, 9 and 10.

13. All trading in storage eggs shall serve to move the product in a direct line to the consumer. Any inter-trading between distributors in the same class must be done with the written consent of the local Federal food administrator and for good and sufficient reason, except transactions without profit, purchases from original storers, and one transaction between dealers in the same class to supply the reasonable requirements of their business. Purchasers from original storers and the purchaser in the one excepted transaction between dealers in the same class shall be allowed a profit not exceeding 4 per cent., as in Section 3, otherwise the profit for such inter-trading shall not exceed 10 cents per case.

14. The line of direct distribution from producer to consumer shall be as follows:

1. Original packer and shipper of eggs.
2. Commission merchant.
3. Wholesaler.
4. Jobber.
5. Supplier of hotels and institutions.
6. Retailer whose gross sales of food commodities exceed \$100,000 per annum.

It is understood that goods may be distributed in the direct line by pass-

Clover and Timothy Seed
Get Our Prices

Reed & Cheney Company
Grand Rapids, Mich.

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**

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

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

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.

ing or eliminating any of the above agencies.

15. Customary brokerage shall be allowed to individuals, firms, corporations or associations that merely act as intermediaries between, or agents for, buyer or seller, provided goods are sold in the direct line of distribution as permitted in these rules.

16. (This section, relating to plan for monthly percentage reduction of stored eggs during the season, was not approved. The committee believes the Food Administration has power to meet this situation in ways already provided; and feels that the restriction of profits herein outlined will tend to make any enforced movement of eggs unnecessary).

17. Cold storage concerns will be required to report names of licensees and total quantity of eggs stored during each month on volume over specified minimum, say 300 cases of eggs.

18. Special monthly storage reports will be required, giving data concerning transactions in storage goods.

Regulation of profits in sale of Frozen Poultry.

1. Profits to original owner and storer shall not exceed 5 per cent. out of cold storage warehouses, except as hereinafter specified.

2. Commission merchants storing goods for account of original packers or shippers shall be entitled to receive a commission not exceeding 5 per cent. in addition to the profit to the owner as provided for in Section 1.

3. If wholesalers are not original storer of the poultry and purchase frozen poultry to supply the reasonable requirements of their business, they shall be allowed a profit not exceeding 5 per cent.

4. If jobbers or direct distributors to retail trade are not original storer of the poultry and purchase frozen poultry to supply the reasonable requirements of their business, they shall be allowed a profit not exceeding 7½ per cent.

5. If original storer are also jobbers or direct distributors to retail trade and sell in straight lots of under 100 original packages per week, an additional profit not exceeding 5 per cent. shall be allowed.

6. Original storer who are suppliers for hotels and institutions or who are jobbers selling selected poultry, shall be allowed on sales to such hotels and institutions of such selected poultry, an additional profit not exceeding 15 per cent.

7. If suppliers for hotels and institutions or jobbers selling selected poultry purchase from original storer, they shall be allowed, on sales to such hotels and institutions of such selected poultry, a profit not exceeding 17½ per cent.

8. The profits named above shall cover the expenses of doing business except charges for storage, interest on goods in storage and insurance on goods in storage.

9. All trading in frozen poultry shall serve to move the poultry in a direct line to the consumer. Any inter-trading between distributors of the same class must be done with the written consent of the local Federal food administrator and for good and sufficient reasons, except transactions without profit, purchases from original storer, and one transaction between dealers in the same class to supply the reasonable requirements of their business. Purchasers from original storer and the original purchaser in the one excepted transaction between dealers in the same class shall be allowed a profit not exceeding 5 per cent., as in Section 3, otherwise the profit for such inter-trading shall not exceed ¼ cent per pound.

10. The line of direct distribution from producer to consumer shall be as follows:

1. Original packer and shipper.
2. Commission merchants.

3. Wholesalers.
4. Jobbers.
5. Suppliers of hotels and institutions.

Retailers whose gross sales of food commodities exceed \$100,000 per annum.

It is understood that goods may be distributed in the direct line by passing or eliminating any one of the above agencies.

11. Customary brokerage will be allowed to individuals, firms, corporations or associations that merely act as intermediaries between, or agents for, buyer or seller, provided goods are sold in the direct line of distribution as permitted in these rules.

12. Cold storage concerns will be required to report names of licensees and total quantity of the commodities stored during each month on volume to be determined later.

13. After the completion of a certain portion of the storage season, to be determined in connection with each product (when the maximum stocks of each variety can be estimated), a plan may be adopted by the United States Food Administration providing for the percentage of withdrawals required per month on each variety and for each class of business for the balance of the season.

14. Special monthly storage reports will be required, giving the data concerning transaction in storage poultry.

Foulard Dresses Much Sought.

Foulards seem to be gradually taking the lead in dress fabrics for spring. One manufacturer in this city said that blended buyers out of ten ask him as soon as they come in to show them what he has in foulards. Another manufacturer said that he had sold more foulards than any other single line of dresses. The most popular foulards are said to be those with a back ground of navy blue covered with white dots or squares, or sometimes with small flower designs and irregular lines. Many of these frocks are of a semi-formal nature and can thus be used both for afternoon and evening wear.

A bank which, under ordinary conditions bought a bond which everyone knew must decline would be accused of something worse than stupidity. Yet that is precisely what the banks have been urged to do, and what they have been doing prodigally in the case of the Liberty Loans. If they kept the bonds long enough, they might recoup their losses as the bonds advance on prospect of peace; but they are supposed to perform the work of middleman and retailer, buying the loans at par when the Government needs funds, and persuading their customers to buy them later—at a discount. The bank's losses on investments are not widely inspected by the public, but if printed broadcast for last year and this they would form a very honorable exhibit.

Dandelion Vegetable Butter Color

A perfectly Pure Vegetable Butter Color and one that complies with the pure food laws of every State and of the United States.
Manufactured by Wells & Richardson Co. Burlington, Vt.

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



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 Hilfer Co., 1205 Peoples Life Bldg., Chicago. (M-96)
Crescent Mapleine
The Delicious Golden Flavor

Rea & Witzig

PRODUCE COMMISSION MERCHANTS

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

Established 1873

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

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

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

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

Fieglers

Chocolates

Package Goods of
Paramount Quality
and
Artistic Design

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.

Watson-Higgins Mlg. Co.

GRAND RAPIDS, MICH.

Merchant Millers

Owned by Merchants

Products sold by Merchants

Brand Recommended by Merchants

New Perfection Flour

Packed in SAXOLIN Paper-lined Cotton, Sanitary Sacks



G. B. READER

Jobber of

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

1052 N. Ottawa Ave.

Grand Rapids, Michigan

Perkins Perfect Salted Peanuts

are sold to those who demand high grade goods.

Order from your jobber today.

Perkins Brothers, Inc.

Bay City, Michigan



Part Bankers Are Taking in Winning War.

Written for the Tradesman.

It is doubtful if the general public realizes or fully appreciates the part the bankers of the country are taking in operations necessary for the winning of the war. Not only are they conserving the finances of the Nation, but they have been active in the production, utilization and transportation of our resources and in the encouragement of better farming. They have, also, a rule, urged greater production. Never has the necessity of greater production been so great as it is now, and there should be an effort, individually and collectively, to attain this end. Financial assistance, advice and encouragement should be given the farmers as never before, especially as to mechanical means for plowing, sowing, cultivating and harvesting the crops. One possible solution of the problem has before been suggested by the Michigan Tradesman—establishment of community tractors. To this can be added seeders, harvesters and threshing machines. In this work the banks could, with advantage to themselves and with untold benefit to the farmers of their respective localities, finance the purchase of these machines, receiving principal and interest on their investment in their rental which could be made low enough to place it within the power of every farmer not thus equipped to use them. Even the rental could remain a charge against the farmers until the crops were moved and proceeds received. It is useless to advocate greater crops without some provision to provide means for planting, cultivating and harvesting them—to make up for the shortage of farm labor. A step in the right direction was taken in the utilization of student labor, but this is not sufficient.

Invaluable service to the country has been performed in the campaign of education by the United States Food Administration, as it has brought home to the people the real necessity for greater production and conservation of food. The splendid response on the part of the people shows the great heart of the Nation pulsates with patriotism. United cooperation by the bankers of the country will add to the glory of victory in this war for humanity. We who cannot fight have as yet sacrificed only to sustain our brave sons and brothers who are offering their lives that the Nation may live, and must be prepared to give, and give again of our sustenance, our labor and our time. This may seem out of place in

a financial article, but so closely interwoven are our financial, industrial and commercial interests, the situation affects every man, woman and child in the country, and, for this reason, an earnest plea is again made for intelligent, extensive and prompt action upon the part of the banking interests.

One banker, a Southerner, President Hawkins of the Third National Bank of Atlanta, Ga., has shown breath of vision and a true spirit of patriotism by beginning a service which banks and chambers of commerce everywhere may well imitate. He has sent letters to 100,000 bankers, principally in the South, urging their influence in promoting the growth of food crops. There is no part of the country that could not help to avert the threatened food crisis if prompt action is taken. Raising food will not only help feed the people, but will do something toward relieving pressure on transportation. Upon transportation depends the coal supply, upon which all our war activities, including ocean transportation, must depend. As an example, take the states where it is probably Mr. Hawkins' letter was sent, in Southern states, East of the Mississippi River. These states made a fine showing last year in the increase of food crops, but this is not enough. Last year they raised 64,000,000 bushels of wheat, practically 10 per cent. of the country's crop, and a larger percentage of rye. But the normal consumption of wheat is more than 105,000,000 bushels, so they must import 41,000,000 bushels of wheat from surplus states. That amount of wheat would amount to 1,230,000 tons. This means that this amount of freight must be sidetracked while wheat is being moved to the states which do not produce enough for their own needs. North Atlantic states, including Pennsylvania and New York, as a group, do not raise their own bread. To supply this one item, the Wall street Journal says 3,300,000 tons of freight must be moved. There, then, is a total of more than 4,500,000 tons of freight demanding transportation from the Middle West and Northwest. Meanwhile industries are crippled and people shiver because the railroads cannot move the necessary coal. Carry this example to corn, meal and other foodstuffs and it will be seen what an increase in production of local food crops will mean to the Nation and what a tremendous burden this distribution of food stuff places upon the railroads. Transportation of agricultural products, according to statistics, amounts to

GRAND RAPIDS NATIONAL CITY BANK CITY TRUST & SAVINGS BANK ASSOCIATED



CAMPAU SQUARE

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

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

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

GRAND RAPIDS NATIONAL CITY BANK CITY TRUST & SAVINGS BANK ASSOCIATED

Your Will---Where Is It?

—In your mental file for unfinished business, among the things you'll do when you get around to them?

—In your desk or your safe or your bureau drawer?

There is only one BEST place for your Will—in our Trust Department's files—sealed, indexed, ready for prompt delivery to the Court, or to you the moment you want it.

There is no time like the present for making that Will.

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

THE MICHIGAN TRUST CO. OF GRAND RAPIDS

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

about 140,000,000 tons. Local crops in states raising less than enough to supply their needs and feed themselves would relieve the railroads of a part of the great burden which at this time is a serious menace. In no way can the bankers serve their country better than in helping this crop movement.

An important movement for the benefit of Michigan State banks is the request for Governor Sleeper to call a special session to pass an amendment to the general banking law, permitting the State banks to pledge their assets to secure postal savings deposits, provided the assets are from the commercial side of the banks. The present law does not permit the pledging of securities to reserve other United States Government deposits. It is pointed out that an amendment of this character would enable State banks to shoulder more of the burden of the next Liberty loan campaign.

There is much that is interesting in the annual report of the Comptroller of the Currency, just made public. It shows the resources of the National banks of the United States are \$18,553,197,000, exceeding by \$2,009,698,000 the greatest resources ever before reported, and \$2,527,878,000 in excess of the resources of all state banks. Mr. Williams states that the banking power of the United States, represented by capital, surplus, profits, circulation and deposits of reporting banks and trust companies, including the paid-in capital and deposits of the twelve Federal Reserve banks, is now estimated at \$37,529,000,000, having increased \$14,348,000,000 since the commencement of the present administration. The banking power of the world in 1890 was estimated by Newhall at \$15,558,000,000. The banking power of this country alone is now two and one-half as great as the entire banking power of the world in 1890. The comptroller expresses the hope that individuals and corporations may receive treatment from state and municipal authorities and says that bankers who selfishly exact a 9 or 14 per cent. rate as interest or commission from clients, whether individuals or corporations, for high grade issues which in peace times they would be glad to take at 6 per cent. are paving the way for the just condemnation of patriotic men. He also recommends that Congress enact a law providing for the guaranty of deposits by National banks when the amount to the credit of each individual is \$5,000 or less. He believes a law of this character will bring from their hiding places into circulation many thousands of dollars and that the guaranty of the Government will contribute immensely to the comfort and peace of mind of small investors, while not eliminating competition, for depositors with balances over \$5,000 will continue to discriminate in favor of those banks which are honestly and efficiently run. Another recommendation is that a law be passed exempting from state taxation National banks whose capital is invested in Government securities. According to his report, the

amount of foreign bonds held by United States banks and trust companies on June 20, 1917, was \$352,000,000.

It is now stated the third Liberty loan campaign will not be launched before April 1. Paul Leake.

Seventeen Collection Rules.

1. Know your customer before extending credit.
2. Insist upon references and investigate them before extending credit to strangers.
3. When the prospective customer hesitates to give references, hesitate in taking the order.
4. Explain that it is necessary to know when to expect payment in order to meet your own bills.
5. Show that by paying your own bills promptly in ten days you are able to sell goods more cheaply and by paying cash you can often pick up bargains which you can pass on to your customers.
6. Insist upon full payment every month and request your customer to call, or see her personally, before you grant a longer extension of credit.
7. Do not let your customers decide when they want to pay their bills. That's your job.
8. Remember that the possible loss of a few customers who won't pay promptly is offset by the advantages of prompt payment.
9. Don't be satisfied with merely a financial rating on a customer, but learn something of his character and general reputation.
10. Study your customers and don't trust those who leave a bad impression.
11. Have the courage to say "No." Thousands of merchants have lost thousands of dollars because they would not say "No."
12. Never abandon hope of collecting an old account.
13. Try the method of sending statements only to your surest customers. Use one of your clerks and a bicycle for the collection of all other accounts.
14. Personally examine every uncollectable account and have a reason for the failure of your customer to pay promptly.
15. Help to eliminate the "dead beat" by giving careful attention to all requests you may receive for credit information.
16. Boost your local credit interchange bureau.
17. Make sure your book-keeper is accurate; that every charge is made and made correctly. Don't let your customers first discover the errors.

John H. Schaefer.

Prophetic.

Sir Hubert Herkomer, the well known artist, who died recently, used to tell an amusing story of a London art dealer. This man had two beautiful reproductions of the painting "The Approaching Storm."


One of these pictures he placed in the show window, but it did not sell. At length, in order to draw attention to the picture, he put a card on it on which he printed the words: "The Approaching Storm, especially suitable for a wedding present."

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

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

Fourth National Bank

United States Depository



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

LAVANT Z. CAUKIN, Vice President
ALVA T. EDISON, Ass't 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

Very Few Who Read This

can remember when The Old National Bank was established on the same spot where it is today.


All the old surroundings are gone, but "The Bank," as it was known in those days, still remains as

The Old National Bank

Old in traditions but always true in everything that makes for the financial or material betterment of the section which it serves. You are invited to share the facilities of

THE OLD NATIONAL BANK

MONROE AT PEARL



THE OLD NATIONAL BANK

NO BRANCHES

BUY SAFE BONDS

6%

Tax Exempt in Michigan

Write for our offerings

HOWE SNOW CORRIGAN & BERTLES

INVESTMENT BANKERS

GRAND RAPIDS SAVINGS BANK BLDG. GRAND RAPIDS, MICHIGAN.

REVIEW OF THE YEAR.

President Lake's Address to Ann Arbor Convention.

In calling our convention to order this year I feel that we have met for the greatest convention in our history. Many things have taken place during the past year to make this true. Unusually high prices, scarcity of staple goods, poor freight service, scarce and inefficient help, with a rapidly advancing expense account and decreased earnings, together with false and unmerciful attacks by a large portion of the press, have combined to make the position of the retail dealer in food products almost untenable. It is in the midst of such conditions as these that we meet. Our programme has been prepared with the idea of helping our merchants to solve these perplexing problems. Our business is on trial. Its future will be influenced by what we do here, therefore let us meet the problems which confront us and, by wise and generous action, prove that we are worthy of the great business in which we are engaged.

Our country has entered the great war since last we met. The principals of liberty for which we and our forefathers came to America must be defended upon the battlefield. That we are on the side of right, none can doubt. The welfare of our Nation and the world can accept nothing short of victory. This will mean many sacrifices and, in order to win, it will be necessary that every man do his best in the occupation in which he happens to be engaged. To us falls the important duty of the final distribution of our Nation's food. That we do our best is absolutely necessary and the efficiency and spirit we use in this important business will have its influence upon our people, our armies and the final outcome of this great struggle. Let us, then, study the problems which confront us carefully and work for a better and more economical condition in the distribution of food, eliminate waste wherever possible and give our most loyal support to the officers in control for a wise and general conservation of the resources of our great Nation.

For the first time in history we are under food control. Much has been said for and against this condition. That it has lent stability to the market and kept prices of staples down without decreasing the output, none can doubt. There is no question that it will be necessary to increase the control as the war goes on and to no one will this prove of more benefit, if wisely administered, than to the retail dealer, for it must be remembered that we occupy the position next to the consumer and it is upon our shoulders that most complaint falls. We are, also, poorly organized for defense and by many who have not given the distributing system of the world serious thought, our part in this great system is thought unnecessary. This control will also save us serious losses when prices recede inasmuch as the retailer is compelled to follow the decline sharply. Therefore, let us work with this department, advise with it, carry out its instructions and do our best to make our occupation valuable to our country in its hour of need.

The wholesalers of our State have shortened their credits and made more businesslike their dealings with the retailer during the past year. This should have a wholesome influence upon our business, because, in turn, we, too, must shorten credits and use better business principles. It will compel more economy, closer buying, less speculation and a general reduction of our expenses. It will also have a tendency to discourage the inefficient from entering business which, in turn, will encourage better competition. Loose business conditions are usual-

ly the result of loose methods; therefore, this may be regarded as a long step forward.

The income tax report will prove exceedingly beneficial to the average retailer, inasmuch as he must now take inventory, compile statistics and find out actually where he stands. This will enable him to place his business upon a higher plane, which, in turn, will prove very helpful to both himself and his community.

Our trading stamp case, as you, undoubtedly, know, was decided against us, owing to a joker being permitted in this statute which made it class legislation. This should prove no discouragement to us or have any influence upon the trade, as it was never enforced in our State. A committee should be selected at this convention to look after the draft of a new law, without this defect, and secure its enactment in the next Legislature, unless all premium systems are abolished by our National Government in



JOHN A. LAKE.

the meantime. There is no question but what such a law, properly drawn, is constitutional, as Supreme Court decisions in other states have proven.

A mutual insurance company would seem an absolute necessity under existing conditions. Your officers have endeavored to get such a company organized during the latter part of our current year, but owing to limited finances and seemingly half-hearted co-operation on the part of our membership, this has been an impossibility. A full report of our efforts will be made later. This convention should not adjourn until this subject has been thoroughly discussed and stock enough subscribed or pledged to make such a company an immediate certainty. Such a company would be enabled to take select risks at greatly reduced premiums. Michigan has 3,093 general stores and 4,012 groceries, besides other eligible merchants which offer an unlimited field for good selections. Such a company should be officered by the ablest and most influential retailers of our State in order to lend it stability, promote a rapid growth and ensure its permanency.

Our members will remember that at Kalamazoo, one year ago, we adopted by a unanimous vote a resolution condemning the word "concurrent" in insurance policies and agreed to accept no policy with this obnoxious word on the rider. You will be pleased to learn that the uniform forms

Michigan Bankers & Merchants' Mutual Fire Insurance Co.

Fremont, Michigan

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

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

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

Wm. N. Senf, Secretary.

Assets \$2,700,000.00



Insurance in Force \$57,000,000.00

MERCHANTS LIFE INSURANCE COMPANY

Offices—Grand Rapids, Mich.

Has an unexcelled reputation for its

Service to Policyholders

\$3,666,161.58

Paid Policy Holders Since Organization

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Vice-Pres.
JOHN A. MCKELLAR
Vice-Pres.

WM. A. WATTS
President

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

SURPLUS TO POLICY HOLDERS \$479,058.61

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.

GRAND RAPIDS TRUST COMPANY

Capital and Surplus.....\$ 450,000
Resources more than 1,000,000

BOTH PHONES 4391

OTTAWA AT FOUNTAIN

committee of the stock fire insurance companies have agreed to eliminate this from insurance policy riders in the future.

Our membership system should be changed and based solely upon the individual plan, thus creating a live, active, loyal membership. It would also do away with the petty jealousies, misunderstandings and compromises which have threatened the peace, harmony and good will of many of our conventions in the past. For the time at least I would recommend that local associations collect the State dues of its members and turn them over to our Secretary, together with a list and address of the members paying. This would furnish a valuable mailing list to our State Association and it would also leave the merchants not members of the local associations free to be worked for membership in our State Association. Michigan has over 10,000 merchants eligible to membership in this organization and if half of these could be secured as members, our Association would be well financed, even at a low fee, and the future of the retail business would be revolutionized.

Our State Association should take the matter up and secure a course for merchants at either University or the Agricultural College in the near future. This would have a tendency to elevate and stabilize the retail business. A field man to travel over the State and work with our merchants would secure wonderful results. It has always seemed to me the height of folly that our State should spend thousands of dollars annually in increasing the products of our soil and then turn them over to be marketed without farther thought, aid or responsibility.

Under the present system of food control and prices, a committee of able and successful merchants should be appointed this coming year to consult and advise with our State Food Control. This would have a tendency to produce a profit sufficient to cover the cost of doing business, would protect us from possible errors and would produce a better understanding between those in control of our food products and the retail merchants of our State.

In reply to the many items in our press making charges against our merchants which are generally false, I wish to point out that the high cost of living is in no wise due to the present system of retailing, but is solely due to extraordinary conditions over which we have no control, and we are simply unfortunate in occupying the position in the distributing system next to the consuming public. The United States Secretary of Agriculture reports that the products of the farms were worth over nineteen billion dollars in 1917, an increase of practically 100 per cent. over those of 1915. Record prices were paid to the producer for practically all commodities during the year. A canvass of Michigan's wholesalers indicates that most retailers sold many staples at about replacement value. The report of R. G. Dun & Co. shows that the retail grocers and meat dealers of the United States have liabilities of \$14,206,187 in 1917, as compared with \$12,929,101 in 1916. When we remember that the volume of the average stock is less than one year ago, these figures prove conclusively that the average grocer did not obtain enough for his goods to pay the cost of handling and replacing them. Therefore, we can justly claim that the retail grocers were largely instrumental in keeping prices as low as they have been during the past year.

During the past year, owing to the war, the unsettled condition of our merchants and the limited financial conditions of our State Association we have been unable to achieve results in our State work which have been satisfactory at all times to our

State Secretary and myself. Mr. Bothwell has worked hard and faithfully during the past year and the work done for our Association has been far above the recompense which we have been able to give him, yet he has not murmured, but has kept continually at it, as his report will show. In order to further his work I have limited my activities, so far as expense is concerned. However, I have spent about ten days visiting different organizations, have traveled about 1,000 miles, written about 400 letters, besides various articles for our trade papers, etc. I have endeavored to council with those who have influenced our conditions, such as our wholesalers and State and National food control, and have written many letters to all urging business reforms which seemed necessary under existing conditions.

My only regret at the close of my second term as your President is that I am not able to see more direct results from the efforts I have put forth along these several lines. However they say that "reforms come slow," and this seems to prove true among a lot of retailers.

I wish to acknowledge our indebtedness to the wholesalers of our State for the excellent work and advice given our retailers by them and their salesmen. This body of men have been of great assistance to our merchants and have lent courage and stability to them and their business during the unsettled conditions of the past year.

I sincerely regret the suspension of the Trade. This paper will be greatly missed by many of our retailers in years to come. Its editor, Mr. C. A. Day, has been one of our staunch friends. He has always attended our conventions and lent his support for the upbuilding of our cause when ever possible.

I wish to acknowledge the indebtedness of the retail merchants of Michigan to the Michigan Tradesman and its able editor, Mr. E. A. Stowe. This paper has earnestly devoted its columns for the upbuilding of a clean and just distributing system for Michigan. It has proven on more than one occasion that it was not to be bought, bartered or influenced when it espoused the cause of right and has stood in the very front of our fight against premiums, trading stamps, insurance monopolies and other evils against which we have been fighting. During the past year it has given its utmost support to our food control and its rulings and that this department has had the loyal support of our merchants is due largely to the untiring efforts of this valuable paper.

I wish at this time to express my gratitude to our officers and members and all others who have aided so generously during my administration, and I urge upon you the necessity of making this convention one that will stand foremost in our history because of the amount of work accomplished and good results obtained.

America faces two great perils—the Kaiser and labor union domination. The latter has done all it could to assist the Kaiser by calling 3,000 strikes since we declared war on the Kaiser, less than a year ago. To defeat the Kaiser is the first great objective which America must accomplish. This done, we must declare war on labor union domination, which is just as detestable as Kaiserism and Prussianism. If we do our duty, and make life worth living in this country after we have assisted to settle the fate of Europe, there is permanent peace ahead for this country for some years to come.



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**GRAND RAPIDS
SAVINGS BANK
FAMILY!**

33,000 Satisfied Customers

know that we specialize in
accommodation and service.

THE BANK WHERE YOU FEEL AT HOME

GRAND RAPIDS SAVINGS BANK

WE WILL APPRECIATE YOUR ACCOUNT
TRY US!

Kent State Bank

Main Office Ottawa Ave.
Facing Monroe

Grand Rapids, Mich.

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

Resources
10 Million Dollars

3 1/2 Per Cent.

Paid on Certificates of Deposit

The Home for Savings

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.

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



Choosing the Salesman to Fit the Territory.

One morning last May, a soiled and somewhat crumpled letter strayed into the immaculate offices of a New York wholesale establishment. It was scribbled with a stub-pointed indelible and stamped with the much-maligned postmark of Oshkosh. The secretary of the firm opened it, read the contents amusedly and tossed it to the sales manager.

"Here's some horny handed ruffian thinks he can sell goods," the secretary cynically commented. "Bet he got ambitious reading the advertisement of some correspondence school."

The sales manager slowly deciphered the communication. Then he turned to the secretary. "Bob," he said, "you're not very complimentary. You forget that I hail from the backwoods myself. Just because you've never been outside this hectic burg, you seem to think folks who don't measure up to your standards and sport a silk shirt are all hicks and yokels. This chap apparently knows farm life, can talk the farmer's lingo and sounds dead earnest. I'm going to mail his application to Frank Welsh, at Omaha, and see if he can use him."

The sequel to this conversation—which in substance is true—was that the branch manager hired the "hick"—and he made good. He spent three days at the office absorbing information as greedily as a small boy gobbles mince pie, and the first twenty-four hours out sold a \$6,000 order to the local farmers' co-operative society. He had known the members all since childhood, understood their problems and was not afraid to put on his blue overalls and demonstrate the practical mechanical features of his particular type of farming implement. Moreover, the natives were not overawed by his "line of talk," and appreciating local agricultural conditions he had a tremendous bulge on competitive salesmen who could not meet their potential customers on a common footing.

Discuss this subject with the officials of any firm who direct the field work of a force of a hundred or so and you will find that in many specialized industries they are getting away from the man who can sell anything from lingerie to pick-axes. Nowadays it is not so much the stunt to stock a merchant because of the inherent virtues of your merchandise, but rather because of the service it performs to the ultimate consumer. Consequently, the most successful salesmen to-day are those who have a long familiarity with the market

and its requirements. Then if your proposition has merit they can demonstrate its particular fitness to existing conditions.

"Set a thief to catch a thief," is the old maxim handed down to us from the brave days of Dick Turpin and the Bow Street runners, and similarly you will find the most successful salesmen selling to merchants are those who have actually served behind the counter. Too many of us have imagined that to make good on the road a man must necessarily be suave, polished and possess an inexhaustible repertoire of funny stories, which has resulted in thrusting a lot of square pegs into round holes and kidding ourselves that we were getting away with it.

More recently, however, the man with the check suit and giddy cravat has been replaced by the specialist who knows his job from the inside looking out. By mere force of oratory and highly developed persuasive powers the first individual may have been able to open up new accounts—but he couldn't hold them. He didn't wear well. When the first blush of enthusiasm had worn off and the prospect was faced with cold, cruel facts, he was likely as not to wire a cancellation—collect. The spellbinder was a once-rounder. He didn't repeat. So it is to the less spectacular but more loyal and conscientious class of salesman that your analytical manager is nowadays turning.

I recall the experiences of one nationally known paint, dry color and insecticide manufacturer in building up a sales force from small town material. One particular case sticks in mind. The son of an important country agent wanted a job as traveling representative. He was a mild mannered chap of 35, had studied medicine and had been house physician in a private sanitarium. Frankly, he did not have the customary earmarks of the professional salesman—pep, ginger and all that stuff—but more as a matter of policy he was given a try-out. As a result he sold practically every drug store on his territory, dug up many new and unsuspected classes of trade and landed a very valuable contract with the state institution—because he knew the ropes. His unassuming ways and lack of boisterous enthusiasm inspired confidence with professional men and fitted him admirably for a somewhat difficult territory.

Another instance comes to mind—that of a young electrical engineer who was working for a telephone company on the Pacific Coast. He had a college and technical education,

but was ambitious to get into the selling game. So he applied for a position and was placed on a trade sales territory in the mountains or Colorado and the deserts of New Mexico. In spite of his lack of knowledge of retail conditions he buckled right in and beat his sales quota. But when January first rolled around he was offered a \$300 raise, in spite of the fact that he had made a sacrifice of a clear thousand a year in taking up the selling position. So he decided to quit. Fortunately, a visiting department manager from headquarters heard of the circumstances and instructed the local manager to send him to New York. There it was discovered that he had a flock of friends among the big electrical trade in Pittsburgh and the Eastern states and had always been somewhat of a recognized authority on problems of armature insulation.

Instead of letting him break away, he was placed in charge of a specialty territory, where he could cash in on his technical experience. Now, after two years, he is manager of insulating material sales, and one contract alone runs above the \$200,000 mark. He has installed a battery of dipping tanks for a particularly complicated insulation process used in connection with Government work. Out in New Mexico he was another square peg in a round hole. So even among an established sales force, an adjustment of territories based upon previous training and selling inclinations may result in improved efficiency.

In a recent address before the Cleveland Advertising Club, Robert E. Fowler, of the Butterick publications, referred to a case where a top-notch salesman from the East was transferred to a territory west of the Rockies and promptly fell as flat as a flapjack. I recall a similar instance where the man in charge of a Birmingham territory was switched to Rochester and performed the same unhappy feat. And we all know big city men who have failed in the country towns, and vice versa.

There is one manufacturer of trade-marked furniture who has an unbreakable rule never to hire a salesman who has sold a competitive article. This may sound like some freak idiosyncrasy but apparently he gets away with it. His explanation is that he doesn't want his men to know too much about the other fellow's proposition. He feels that if they do, it weakens their presentation. This manufacturer prefers to take a man and develop him his own way. Then he fills the new representative so full with his own selling arguments and brass tack facts that he fairly bubbles over with enthusiasm. In choosing his men, he gives preference to those who have sold his line in a retail way, and had actual floor experience in furniture stores, so they can approach the merchant from a retail angle and with a more sympathetic understanding of merchandising problems.

Choosing the man to fit the territory is not the simple job it has often been cracked up to be. It involves

a careful study of certain human qualities, selling tendencies and the peculiarities of the trade and territory to be covered. And even then, queer experiences will often contradict your most careful calculations, as Bobbie Burns reminds us in his reference to the best laid plans of both mice and sales managers.

Frederich C. Kuhn.

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

GRAND RAPIDS
MERTENS
Rates \$1.00
With Shower \$1.20
Meals 50c
WIRE FOR RESERVATION
A Hotel to which a man may send his family

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

OCCIDENTAL HOTEL
FIRE PROOF
CENTRALLY LOCATED
Rates \$1.00 and up
EDWARD R. SWETT, Mgr.
Muskegon Michigán



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

Gabby Gleanings From Grand Rapids

Grand Rapids, Feb. 19—George A. Pierce, who has covered Northern Michigan for the past twelve years for the Schmid Chemical Co., Jackson, has transferred himself to the Brunswick Tablet Co., of Chicago. He will make no change of territory and will continue to make Grand Rapids headquarters.

Salesmen of wholesale grocery houses throughout New Hampshire co-operated with Federal Food Administrator Huntley M. Spaulding in securing pledges from the retail grocers of that State during the recent drive, the salesmen explaining the situation briefly, and nine times out of ten securing the grocer's signature. Pledge posters were distributed by the salesmen, and, following this, upon receipts of complete returns from the initial campaign, the State will be divided into units and women's organizations given the task of calling upon every retail grocer who has not thus far signed the pledge.

It has been found in St. Louis that fully 75 per cent. of retail grocers depend upon traveling men for information about business conditions, and also about food administration measures. These grocers can not attend meetings; therefore, the St. Louis Committee of the Food Administration, under Chairman W. F. Gephart, recently called a conference of traveling grocery salesmen, at which Food Administration experts explained the work of regulation. More than 100 salesmen attended the meeting, and results were so good that other meetings will be held at frequent intervals to explain changes in the food-saving programme.

John Thomas Batts, the newly-elected chairman of the Industrial Committee of the Grand Rapids Association of Commerce, announces his intention of enlisting the traveling men of the city in the work of his committee, the same as Editor Stowe, of the Tradesman, did during the two years he served the old Board of Trades in the same capacity. Mr. Stowe also gave the traveling men deserved recognition during the two years he served as President of the Board of Trades, since which time we have had no particular standing with the organization. Mr. Batt's announcement will be received with pleasure by the local members of the traveling fraternity and we will do all we can to assist him in making his alliance with us a success.

Bottom Facts From Booming Boyne City.

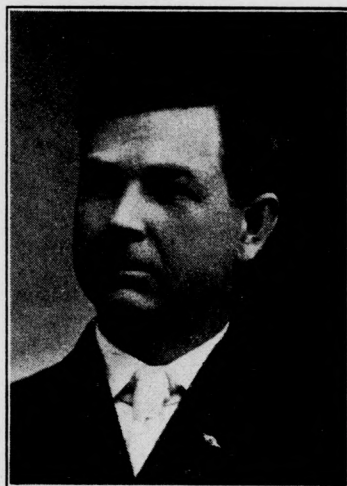
Boyne City, Feb. 19—Boyne City is very much excited over the prospect of a new industry that will add very materially to its monthly income. The newly-organized Chamber of Commerce is the guilty party in the prosecution of this scheme. Boyne City has found out that "we" can get what "we" want by going after it, instead of waiting for "them" to bring it to us.

Boyne City has secured the headquarters of the County Agricultural Agent for Charlevoix county. C. F. Smith, of East Lansing, has arrived and commenced the organization of the district. Mr. Smith comes to us as a thoroughly practical man whose work will be of immense benefit to the farmers. As Boyne City is the center of the county, with good roads in every direction, farmers of the county are assured of the best of attention.

Either a feast or a famine. Two weeks ago the B. C. G. & A. was scraping the bottom of the coal bin. Something must have busted down the line, for now the sidings are full. Now if we could only get a little kerosene. Not a bit in town and it now appears that everybody has been depending on John D. for the eats. Where we have been demanding five or ten gallons, we are now begging. "Oh, for one gallon of oil, Mister, only one gallon of oil."

Seems queer to us to read of Grand Rapids out of its banks and the Huron River chasing its friends to the high spots, with snow here two feet deep and never a thaw since early winter.

There is talk of completing the Boyne City-Boyne Falls road with cement this coming spring. This summer will see a complete stretch of new road from Boyne Falls to Charlevoix through the heart of Boyne City and along the north shore of beautiful Pine Lake. Maxy.



George W. Leedle, Marshall, Vice-President Michigan Retail Hardware Association.

Additional Regulations For Sale of Food Products.

Washington, D. C., Feb. 18—Amendments and additions to the regulations governing the importation, storage and distribution of food commodities and feeding stuffs have been 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 manufacturers 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 acceptance and unloading of perishables. This will avoid an undue accumulation of perishable shipments at terminal points, tying up transportation and will reduce the possibility 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. Li-

censees 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 soy beans and their oil. Only with the written consent of the United States Food Administration 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 Administration, 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.

The new rules directly apply to licensees only, but indirectly apply to retailers who are not licensees. The latter are held to obey them on pain of having their supplies cut off.

Killing of Hens and Pullets Forbidden.

Washington, D. C., Feb. 18—The United States Food Administration has

now forbidden licensed trading in live or freshly killed hens and pullets. Licensed dealers have been notified that fresh stock of this kind already purchased must be disposed of by Feb. 23 and that additional stock may not be purchased. They may still handle stored or frozen stocks.

By restricting the killing of chickens, which should soon be heavy layers, the Food Administration hopes to increase the production of eggs, adding to the available market supply and at the same time allowing them to go into storage during the season of high production at a price which will not necessitate unreasonable figures for storage eggs next fall and winter. Further slaughter would possibly reduce this year's production to the danger line.

Increased cost of feeding, combined with present attractive market prices, has influenced many poultry raisers to dispose of birds which should add to the spring and summer egg production. If the slaughter should continue at the rate which has ruled in recent months, there would be a very real shortage of eggs this spring, with correspondingly high prices paid for those placed in storage.

Both the Food Administration and the Department of Agriculture have advised saving all hens and pullets for egg production. The Food Administration some time ago requested dealers to reduce the slaughter of possible egg producers, urging them to procure wherever possible cocks and cokerels. It has now taken a further step and placed a full power of its authority behind a definite prohibition. Failure to observe this ruling would constitute a violation of the Food Control Act. It would be followed by revocation of license or could be punished by a fine of not more than \$5,000, by imprisonment for not more than two years, or all three.

Brubaker Comes to Life Again.

Mears, Feb. 19—Don't infer from the fact that I have not registered a kick for a long time, that I am not reading the Tradesman regularly. Trouble is, I agree with everything. Nearest thing to a holler is in the printed poem in last week issue, at only one word. That is HOPELESS.

I admit to wheatless, eatless, meatless and all the rest of the less days, but I don't like the idea that any one will allow themselves to think it possible to have even one little hopeless minute enter their minds.

To change the subject, When, oh, when are we going to get on a sugar card basis?

Also where are we going to get the cereals to use as substitutes? The people are living up to the flour law nobly, but the drain on rice, oats and oatmeal will clean them out of the market in sixty days.

Reverting to sugar again, why is the manufacture of candy not prevented? People would rather deny themselves candy than let fruit spoil next summer for want of sugar. Chronic Kicker.

Meeting of Butter and Egg Association.

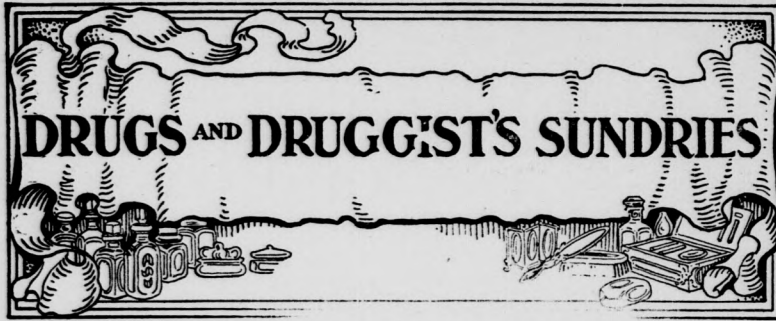
Detroit, Feb. 19—The Michigan Poultry, Butter and Egg Association will hold its annual meeting at the Hotel Statler, Detroit, on Monday and Tuesday, Feb. 25 and 26.

We expect to have a War Meeting and expect to have with us a member of the National Food Administration from Washington, the Food Administrator for Michigan, the Dairy and Food Commissioner, Mr. Seibels, manager of the National Association also a prominent speaker who has been over to Europe studying the war conditions.

This, perhaps, will be one of the greatest meetings ever held in Michigan, as no doubt there will be more members attending this meeting than any meeting ever held in the past.

Please give the above as much publication as possible.

D. A. Bentley, Sec'y.



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.

Sugar Substitutes in Drugs.

Never before in the history of the drug trade in this country has the compounding pharmacist found himself running short of sugar for prescription and medicinal purposes. But when it became necessary some weeks ago to get along with small emergency supplies for prescription work the pharmacists promptly took up the question of sugar, technically studying ways of conserving this ingredient. Now European experience with war shortage will be utilized in the employment and standardization of sugar substitutes in medicine. In England the pharmacists promptly met sugar shortage when it was found that each pharmacist had to rely upon his own ingenuity for providing substitutes, and put an end to confusion by the publication of a war emergency formulary containing formulas for 130 preparations which contained either sugar or glycerin. This formulary was published as an addendum to the British Pharmacopoeial Codex, and was approved by the National health and medical authorities. Such formulas thereby become legal standards, and physicians are expected to prescribe and pharmacists to dispense them accordingly. Generally speaking, the principal substitutes for sugar are: (1) Diluted glucose containing 90 parts of glucose and 10 of distilled water, and (2) an artificial syrup or syrup substitute known as "syrupus factitius" composed of:

Tragacanth	0.7
Chloroform	0.5
Distilled water to	100.00

No use has been made of saccharine.

Glycerin being in short supply as well as sugar, the difficulty has been overcome in some cases by leaving it out, in others by using alcohol, and in others by using mucilage of tragacanth. The Pharmaceutical Era publishes about thirty of these official British formulas. In this country it may not be necessary to use substitutes to such an extent, but should the emergency arise, pharmacists can be depended upon to make prompt ad-

justments. Speaking of substitutes for sugar and glycerin, Prof. Wimmer, of the New York College of Pharmacy, said recently that the quantities of sugar and glycerin used in compounding medicine are so large that unrestricted use might become a real factor in shortage. Substitution calls for detailed adaption of different ingredients to different purposes. Saccharine at \$40 a pound is as cheap a sweetener as sugar, but its use should not be permitted in any preparation which depends for its employment entirely, or in part, upon the presence of sugar, especially where used as food. The use of glucose will lend consistency and preserving quality to many galenicals in which sugar has been used. Honey, manna, and molasses are satisfactory substitutes for other compounds. Experiments with a mixture of 75 per cent. corn syrup and 25 per cent. water show that this mixture has a viscosity practically the same as that of official syrup. Corn syrup and glucose with a small percentage of saccharine for sweetening meets some purposes, and the tendency toward fermentation in such substitutes is overcome with a small percentage of chloroform. To save glycerin, it may be omitted entirely where the content is small, or unessential, and other preparations can be substituted for glycerin in hair tonics, face lotions, creams and toilet articles generally, reserving glycerin for preparations where physiological activity depends entirely upon the presence of glycerin.

Remarks by the Junior Clerk.

The quickest way to get business is to go after it.

The short cut doesn't always lead in the right direction.

Do you sell the goods or just pass them over the counter?

The success of the self-made man is due to self-made opportunities.

An optimist is a man who lays by a little sunshine for a rainy day.

Success come to him who goes after what the other fellow is waiting for.

If you didn't get what you want be thankful you didn't get what you didn't want.

An optimist has been defined as a man who doesn't look at the inside of a sandwich.

Don't say, "There's something just as good." That phrase does not sound right to a lot of people.

This is the winter of discontent for the ice-man who can't sleep for calculating the coal-man's profit.

Bright lights in a store are not as expensive as poor ones.

NOW is the Time to Buy Seasonable Goods

ARSENATE OF LEAD
 PARIS GREEN
 TUBER TONIC
 ARSENIC COMPOUNDS
 BLUE VITRIOL
 SULPHUR
 COLORED PAINTS
 WHITE LEAD
 LINSEED OIL
 TURPENTINE, Etc.

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

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

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

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

Hazeltine & Perkins Drug Co.

Grand Rapids, Michigan

LITTLE DUTCH MASTERS CIGARS

Made in a Model Factory

Handled by All Jobbers

Sold by All Dealers

Enjoyed by Discriminating Smokers



They are so good we are compelled to work full capacity to supply the demand

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

Experience of a Michigan Woman in Washington.

Washington, D. C., Feb. 19—As one of a class of housekeepers burdened by a sense of duty to their country, I write to ask if "conservation," "food-saving," "win-the-war-by-thrifting," etc., etc., might not be more evenly divided, beginning at the top with the lawmakers, the innumerable administrations, commissions, and leagues, and not letting it appear that the housekeeper is the only offender in the matter of waste? We are being subjected to a species of governmental nagging about saving things that we have never consciously wasted, and that we now use with slavish carefulness. We are even being threatened that certain administrative "Gobberluns will git us if we don't watch out" and save something more, and it begins to irritate rather than encourage us. No woman will be a patriot on compulsion, and we resent it especially here in Washington, where we can see the wastefulness in high places which more than offsets any possible economy on our part.

For months my mail has been burdened with letters and pamphlets urging me to thrift and efficiency in my country's cause. I am not more opulent than my neighbors, nor the chief of sinners in wastefulness, and yet I have received as many as seven copies of the same National Emergency Food Garden Commission pamphlet in a week. Insatiate Garden Commissioners, would not one suffice? Each pamphlet was marked "1 ct. paid," but were there not six cents wasted in postage, not to mention the valuable print paper?

Then there is an endless stream of envelopes filled with cards for us to sign (I've only received two a day so far), pledging ourselves to all sorts of vague good works in thriftiness and still further crowding our already overworked postal service. As a reward for co-operation in these nebulous schemes, we are authorized to hang in our windows (for five cents each) some rich red and yellow cards to influence our neighbors to go and do likewise. The cards may not suit your "color scheme," that fetich of modern housekeepers, and your whole nature may be opposed to this sort of "sounding a trumpet before you, and appearing unto men to fast," but it is darkly hinted that a failure to hang these banners on the outer wall is strong evidence of pro-Germanism.

We are advised to eat mushrooms at ninety cents a pound instead of mutton at forty; to eat ice cream instead of bacon, although it seems a poor flavoring for the humble dish of baked beans; and we must eat oysters at all times, although this winter they have been forty cents a pint, about an inch long, and tasting as if they had been caught in a parlor aquarium.

But above all we are urged to save coal, and are frequently compelled to do it, even the cost of health to our families, and that is my chief grievance with the men higher up. Why might not a little economy in this commodity be practiced around the Government offices and numerous administrations and bureaus, if only as an example to the almost forgotten private citizen? The overheating of our public buildings is notorious, and the overlighting ought to be, for it is just as flagrant. Both could be reduced with great advantage to health and economy in coal. I never go by the Capitol on the brightest day, even on Sunday or when for any reason the houses are not in session, without seeing great lines and clusters of electric lights in committee rooms and corridors burning as gayly as if it were midnight. The Capitol is a well-lighted building as a whole, and there certainly can be no need of electric lights in hall windows at the very moment when the sun is streaming over them.

It is the same in many of the Departments, and while, of course, as an American I glory in our indifference to trifles, as a taxpayer I could wish it otherwise.

Quite recently I had a personal experience that I think of in the evening when arranging the dim religious tone at which I conscientiously keep my own small apartment after dark. I had occasion to visit a Government office about noon on a brilliant day, the sun on the snow making an almost blinding light. The office was a small one, with only two desks. There was one very large south window, with such a flood of sunshine pouring through it that it even filled the bleak little partitioned vestibule where we were privileged to wait, and yet, over the heads of the two young men at the desks, there was a blazing electrolier with three extra-sized globes. After waiting some time I realized that both young men were so absorbed in their efforts to keep democracy alive that they could not take time to press an extinguishing button, any more than they could look up, much less stand up, and speak to two gray-haired and obviously respectable ladies who stood waiting in the door. We had come to ask a legitimate and perfectly simple service of their branch of our Government, so we finally forced ourselves on their attention. After establishing a rapprochement, so to speak, and getting through our simple business, I gently suggested the conservation of light, which was met with a warning look of "Do you know the penalty for obstructing the progress of this war?" and received no other answer.

Turning a little light of another kind than electric into some of these offices might help to win the war without so much sacrifice on the part of private housekeepers.

Sarah Sarall.

One Pound of Sugar Per Week Too Much.

Grand Rapids, Feb. 19—I note by the Tradesman that the retail grocers in several Michigan villages have adopted a card system for the sale of sugar and in some instances are making a pound per week per person the basis of sales.

Permit me to say that this is not conserving the sugar supply, as it is allowing the household more sugar than it consumes in times of a plentiful supply. Mr. Hoover's limit is three-quarters of a pound per person per week and even this more than the consumption in the past, as you will see by the following.

For several years the per capita consumption in the United States has ranged between 83 and 85 pounds per annum. While there are no figures available to prove the statement, some people familiar with the situation have estimated that about 50 pounds of this amount is used in the manufacture of candies, canned fruits, jellies, jams, baked goods, etc., which would leave about 35 pounds per capita to be used in the household.

The manufacturer has had his supply cut down to 50 per cent. of his normal consumption and at this season of the year, when there is no canning or preserving done at home, the housewife should be able to get along nicely with half a pound per person per week, and if she follows all of the suggestions in her Hoover pledge, even this would be more than her actual requirements.

Charles N. Remington.

Nerve.

"That man Jones," yelled Jimson, "has more nerve than all my neighbors put together."

"What's he done?" enquired an interested friend.

"Why, last night he came to my house to borrow a gun to shoot a dog—and it was my dog."

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.

Public Telephones

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

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

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

Michigan State



Telephone Company

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	
Ammonia	Baskets	Lima Beans	
Beechnut Gum	Twine		
Hominy			
Barley			
Tapioca			
Jelly			
Common Salt			
Shoe Blacking			
AMMONIA			
Arctic Brand			
12 oz. 16c. 2 doz. box	2 60		
16 oz. 25c. 1 doz. box	1 75		
32 oz., 40c. 1 doz. box	2 85		
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		
BAKED BEANS			
No. 1, per doz.	1 35		
No. 2, per doz.	2 25		
No. 3, per doz.	2 75		
BATH BRICK			
English	95		
BLUING			
Jennings'			
Condensed Pearl Bluing			
Small, 3 doz. box	1 95		
Large, 2 doz. box	2 40		
BREAKFAST FOODS			
Bear Food, Pettijohns	2 85		
Cracked Wheat, 24-2	4 60		
Cream of Wheat	7 50		
Quaker Puffed Rice	4 30		
Quaker Puffed Wheat	4 30		
Quaker Brkfst Biscuit	1 90		
Quaker Corn Flakes	2 75		
Washington Crisps	3 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	4 05		
Wheat	6 50		
Minn. Wheat Food	2 90		
Ralston Wheat Food	1 95		
Ralston Wht Food 18s	1 95		
Ross's Whole Wheat Biscuit	4 50		
Saxon Wheat Food	4 25		
Shred Wheat Biscuit	2 25		
Triscuit, 18	2 25		
Pillsbury's Best Cer'l	2 50		
Post Toasties, T-2	3 30		
Post Toasties, T-3	3 30		
Post Tavern Porridge	2 80		
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		
BRUSHES			
Scrub			
Solid Back, 8 in.	1 00		
Solid Back, 11 in.	1 25		
Pointed Ends	1 00		
Stove			
No. 3	1 00		
No. 2	1 50		
No. 1	2 00		
Shoe			
No. 1	1 00		
No. 2	1 30		
No. 3	1 70		
No. 4	1 90		
BUTTER COLOR			
Dandelion, 25c size	2 00		
CANDLES			
Paraffine, 6s	12 1/2		
Paraffine, 12s	13 1/2		
Wicking	46		
CANNED GOODS			
Apples			
3 lb. Standards			
No. 10	@ 5 25		
Blackberries			
2 lb.	@ 2 25		
Standard No. 10	@ 9 50		
Beans			
Baked	1 25 @ 2 25		
Red Kidney	1 25 @ 1 35		
String	1 50 @ 2 00		
Wax	1 50 @ 2 00		
Blueberries			
Standard	@ 1 75		
No. 10	@ 8 00		
Clams			
Little Neck, 1 lb.	1 60		
Clam Bouillon			
Burnham's 1/2 pt.	2 25		
Burnham's pts.	3 75		
Burnham's qts.	7 50		
Corn			
Fair			
Good	1 85		
Fancy			
French Peas			
Monbadon (Natural)			
per doz.			
Gooseberries			
No. 2, Fair			
No. 2, Fancy			
Hominy			
Standard	1 25		
Lobster			
1/2 lb.	1 90		
1/4 lb.	3 10		
Picnic Flat	3 75		
Mackerel			
Mustard, 1 lb.	1 80		
Mustard, 2 lb.	2 80		
Soused, 1 1/2 lb.	1 60		
Soused, 2 lb.	2 75		
Tomato, 1 lb.	1 50		
Tomato, 2 lb.	2 80		
Mushrooms			
Buttons, 1/2s	@ 80		
Buttons, 1s	@ 50		
Hotels, 1s	@ 44		
Oysters			
Cove, 1 lb.	@ 1 20		
Cove, 2 lb.	@ 1 80		
Plums			
Plums in Syrup	1 50 @ 2 00		
No. 3 can, per ds.	2 50 @ 3 00		
Peas			
Marrowfat	1 25 @ 1 35		
Early June	1 50 @ 1 60		
Early June siftd	1 60 @ 1 75		
Peaches			
Pie	1 25 @ 1 50		
No. 10 size can pie	@ 3 75		
Pineapple			
Grated	1 75 @ 2 10		
Sliced	1 45 @ 2 60		
Pumpkin			
Fair	1 80		
Good	1 40		
Fancy	1 50		
No. 10	3 90		
Raspberries			
No. 2, Black Syrup	3 00		
No. 10, Black	10 50		
No. 2, Red Preserved	3 00		
No. 10, Red, Water	10 50		
Salmon			
Warrens, 1 lb. Tall	3 35		
Warrens, 1 lb. Flat	3 45		
Red Alaska	2 85		
Med. Red Alaska	2 60		
Pink Alaska	2 20		
Sardines			
Domestic, 1/4s	6 50		
Domestic, 1/2 Mustard	6 50		
Domestic, 3/4 Mustard	6 25		
Norwegian, 1/4s	15 @ 18		
Portuguese, 1/2s	30 @ 35		
Sauer Kraut			
No. 3, cans	2 75		
No. 10, cans			
Shrimps			
Dunbar, 1s doz.	1 25		
Dunbar, 1 1/2s doz.	2 40		
Succotash			
Fair	1 90		
Good	1 90		
Fancy			
Strawberries			
Standard	2 00		
Fancy	2 75		
Tomatoes			
No. 1 1/2	1 40		
No. 2	1 75		
No. 10	8 60		
Tuna			
1/4s, 4 doz. in case	4 50		
1/2s, 4 doz. in case	7 50		
1s, 4 doz. in case	10 00		
CATSUP			
Van Camp's, 1/2 pints	1 90		
Van Camp's pints	2 75		
CHEESE			
Acme	@ 29		
Carson City	@ 28		
Brick	@ 32		
Leiden	@		
Limburger	@ 32		
Pineapple	@		
Edam	@		
Sap Sago	@		
Swiss, Domestic	@		
Adams Black Jack	65		
Adams Sappota	70		
Beeman's Pepsin	65		
Beechnut	70		
Doublemint	67		
Flag Spruce	65		
Hershey Gum	50		
Juicy Fruit	67		
Sterling Gum Pep.	65		
Spearmint, Wrigleys	67		
Spearmint, 6 box jars	85		
Yucatan	65		
Zeno	65		
O. K. Gum	70		
Wrigleys (5 box asstd.)	65		
CHOCOLATE			
Walter Baker & Co.			
German's Sweet	24		
Premium	35		
Caracas	28		
Walter M. Lowney Co.			
Premium, 1/4s	35		
Premium, 1/2s	35		
CLOTHES LINE			
Per doz.			
No. 40 Twisted Cotton	1 65		
No. 50 Twisted Cotton	2 00		
No. 60 Twisted Cotton	2 50		
No. 80 Twisted Cotton	2 65		
No. 50 Braided Cotton	2 25		
No. 60 Braided Cotton	2 40		
No. 80 Braided Cotton	2 90		
No. 50 Sash Cord	3 00		
No. 60 Sash Cord	3 50		
No. 60 Jute	1 25		
No. 72 Jute	1 40		
No. 60 Sisal	1 30		
Galvanized Wire			
No. 20, each 100ft. long	1 90		
No. 19, each 100ft. long	2 10		
No. 20, each 100ft. long	1 00		
No. 19, each 100ft. long	2 10		
COCOA			
Baker's	39		
Cleveland	41		
Colonial, 1/4s	35		
Colonial, 1/2s	42		
Epps	42		
Hershey's, 1/4s	32		
Hershey's, 1/2s	30		
Huyler	36		
Lowney, 1/4s	35		
Lowney, 1/2s	37		
Lowney, 3/4s	37		
Lowney, 5 lb. cans	37		
Van Houten, 1/4s	12		
Van Houten, 1/2s	18		
Van Houten, 3/4s	20		
Van Houten, 1s	26		
Wan-Ita	33		
Webb	33		
Wilbur, 1/4s	33		
Wilbur, 1/2s	32		
WILBUR, 1/4s	32		
COCOANUT			
Dunham's per lb.			
1/4s, 5 lb. case	32		
1/4s, 5 lb. case	31		
1/4s, 15 lb. case	31		
1/2s, 15 lb. case	30		
1s, 15 lb. case	29		
3/4s & 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		
COFFEES ROASTED			
Rio			
Common	19		
Fair	19 1/2		
Choice	20		
Fancy	21		
Peaberry	23		
Santos			
Common	20		
Fair	20 1/2		
Choice	21		
Fancy	22		
Peaberry	25		
Maracaibo			
Fair	24		
Choice	25		
Mexican			
Choice	25		
Fancy	26		
Guatemala			
Fair	25		
Fancy	28		

Java			
Private Growth	26 @ 30		
Mandling	31 @ 35		
Aukola	30 @ 32		
Mocha			
Short Bean	25 @ 27		
Long Bean	24 @ 25		
H. L. O. G.	23 @ 28		
Bogota			
Fair	24		
Fancy	26		
Exchange Market, Steady			
Spot Market, Strong			
Package			
New York Basis			
Arbuckle	20 50		
McLaughlin's XXXX			
McLaughlin's XXXXX			
package coffee is sold to			
retailers only. Mail all orders			
direct to W. F. McLaughlin & Co., Chicago.			
Extracts			
Holland, 1/2 gro. bxs.	95		
Felix, 1/2 gross	1 15		
Hummel's foil, 1/2 gro.	85		
Hummel's tin, 1/2 gro.	1 43		

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

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

HONEY
A. G. Woodman's Brand
7 oz. per doz. ... 75
20 oz. per doz. ... 3 90

HORSE RADISH
Per doz. ... 90

JELLY
5 lb. pails, per doz. ... 1 30
15 lb. pails, per doz. ... 2 50
30 lb. pails, per doz. ... 5 00

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

JELLY GLASSES
15 lb. pails, per pair ... 1 45
30 lb. pails, per pair ... 2 65
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 dz. ... 16 50
32 oz. bottles, per dz. ... 30 00

MINCE MEAT
Per case ... 3 75

MOLASSES
New Orleans
Fancy Open Kettle ... 66
Choice ... 58
Good ... 50
Stock ... 45
Half barrels 5c 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, 10 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 lb. pail s. ... 5 20
5 lb. pails, 6 in. crate ... 6 25
10 lb. pails ... 20 1/2
15 lb. pails ... 20
25 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 Ctr ... 50 00@51 00
Bean ... 47 00@48 00
Brisket, Clear ... 55 00@56 00
Pig ... 50 00@51 00
Clear Family ... 35 00

Dry Salt Meats
S P Bellies ... 32 00@33 00

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

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

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

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

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

Tripes
Kits, 15 lbs. ... 90
1/4 bbls., 40 lbs. ... 1 60
1/2 bbls., 80 lbs. ... 3 00

Casings
Hogs, per lb. ... 25
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, 1/4 s ... 55
Potted Meat, Ham
Flavor, 1/2 s ... 95
Deviled Meat, Ham
Flavor, 1/4 s ... 52
Deviled Meat, Ham
Flavor, 1/2 s ... 1 00
Potted Tongue, 1/4 s ... 55
Potted Tongue, 1/2 s ... 1 00

RICE
Fancy ... 8 1/4@8 1/2
Blue Rose ... 7 @7 1/4
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 60 lbs. in box.
Arm and Hammer ... 3 10
Wyandotte, 100 %s ... 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 ... 80
D. C. Stock briquettes
18s ... 1 20
D. C. Block Stock 50 lb. ... 40

Solar Rock
56 lb. sacks ... 45

Common
Granulated, Fine ... 2 00
Medium, Fine ... 2 10

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, 5 lbs. ... 75

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

Lake Herring
8 lbs. ... 54

SEEDS
Anise ... 35
Canary, Smyrna ... 11
Caraway ... 75
Cardamon, Malabar ... 1 20
Celery ... 45
Hemp, Russian ... 7 1/2
Mixed Bird ... 9
Mustard, white ... 22
Poppy ... 30
Rape ... 15

SHOE BLACKING
Handy Box, large 3 dz. ... 3 50
Handy Box, small ... 1 25
Bixby's Royal Polish ... 90
Miller's Crown Polish ... 90

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

SODA
Bi Carb. Kegs ... 3 1/4

SPICES
Whole Spices
Allspice, Jamaica ... 9@10
Allspice, Jg. 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, White ... @32
Pepper, Black ... @30
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

TWINE
Cotton, 3 ply ... 55
Cotton, 4 ply ... 55
Hemp, 6 ply ... 34
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 ... 1 50
Bushels, wide band ... 1 60
Market, drop handle ... 70
Market, single handle ... 75
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., 20 in crate ... 70

TABLE SAUCES
Halford, large ... 3 75
Halford, small ... 2 26

TEA
Uncolored Japan
Medium ... 20@25
Choice ... 28@33
Fancy ... 36@45
Basket-fired Med'm ... 28@30
Basket-fired Choice ... 35@37
Basket-fired Fancy ... 38@45
No. 1 Nibbs ... @32
Siftings, bulk ... @14
Siftings, 1 lb. pkgs. ... @17

Gunpowder
Moyune, Medium ... 28@33
Moyune, Choice ... 35@40
Ping Suey, Medium ... 25@30
Ping Suey, Choice ... 35@40
Ping Suey, Fancy ... 45@60

Young Hyson
Choice ... 28@30
Fancy ... 45@55

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

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

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

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

Johnson Cigar Co.'s Brand
Dutch Masters Club ... 75 00
Dutch Masters, Ban ... 75 00
Dutch Masters, Inv. ... 75 00
Dutch Masters, Pan. ... 75 00
Dutch Master Grande ... 72 00

El Portana
Dutch Masters, 5c
S. C. W.
Gee Jay

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

Worden Grocer Co. Brands
Boston Straight ... 37 00
Trans Michigan ... 37 50
C. P. L. ... 37 50
Court Royal ... 43 00
Hemmett's Cham-
plion ... 42 50
Iroquois ... 42 50
La Azora Agreement ... 48 50
La Azora Bismarck ... 70 00
Whaleback ... 37 00
Worden's Hand Made ... 36 00
B. L. ... 40 00

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

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

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

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

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

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

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

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

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

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

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

WRAPPING PAPER
Fibre, Manila, white ... 5
Fibre, Manila, colored ... 6
No. 1 Manila ... 6 1/2
Butchers' Manila ... 6
Kraft ... 8 1/2
Wax Butter, short cut ... 20
Parchm't Butter, rolls 22

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

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

SOAP
Lautz Bros. & Co.
Acme, 100 cakes ... 5 00
Big Master, 100 blocks ... 5 45
Climax ... 4 60
Lautz Naphtha ... 5 50
Queen White ... 4 95
Oak Leaf ... 5 00
Queen Anne ... 5 00

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

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

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

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

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

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

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

SPECIAL Price Current

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

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



Ryzon
The Perfect Baking Powder
10c size, 1/4 lbs. 4 doz. ... 90
18c size, 1/2 lbs. 2 doz. 1 62
35c size, 1 lbs., 1 doz. ... 3 15
1.50 size, 5 lbs. 1/2 doz. ... 13 50

AXLE GREASE



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

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

THE ONLY 5c CLEANSER



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

SALT



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

Pickings Picked Up in the Windy City.

Chicago, Feb. 19.—The weather man was good to old Chicago the past week. Instead of giving us quick thaw, he was very generous and allowed the high banks of snow to disappear gradually, so that the city avoided a flood and, perhaps, saved itself hundreds of thousands of dollars in ruining property. We thank him.

All schools in Chicago are now open after being open and closed alternately for the past four or five weeks. Fuel is coming in nicely.

Real estate showed a little improvement the past week. There was not much to crow about, but still sales run a little over the previous week.

All of the department stores are now reaping a harvest in sales, owing to the great advertising being done, telling the people the wonderful February bargains. From the crowded condition of all the stores it is evident that good advertising pays.

Miller & Annabel, factory agents for leather and beaded purses, with offices in the Republic building, are now showing some of the very finest material and merchandise in the above line that Chicago and the West has had the pleasure of inspecting. Mr. Mr. Miller, of the above company, has just returned from his Western trip, where he reports sales very gratifying. From the orders taken one can readily see that the Western states are swimming in prosperity. The goods featured by these two men are of the best and made by some of the best leather goods houses in this country.

John William McClintock, who is well known to a great number of Michigan people, is now a member of the 149th Field Artillery, U. S. A. Brigade, 42nd Div., Supply Dept., American Expeditionary Forces, Rainbow Division. Mr. McClintock enlisted in April of 1917, and on Oct. 18th left for France. Reports from his Company are very favorable. He would be pleased to hear from any of his Michigan friends.

R. R. Morris, formerly with Buck & Rayner and the Public Drug Co., of Chicago, has been appointed manager of the Morrison Hotel Drug Co. Mr. Morris comes over to the Morrison drug store well recommended. He not only has charge of the new store at the corner of Clark and Madison, but also the management of the little Morrison Hotel drug store, at 71 West Madison. He is taking a hold of his new work like a duck takes to water and from the many improve-

ments he has put in and has suggested, no doubt he will continue enjoying a wonderful business and at the same time increase the receipts of the store. He has a wonderful following and his friends wish him the greatest success.

To all readers of the Tradesman: Did you do your bit last week—observe fuelless Monday, deny yourself meat on meatless Tuesday and wheat bread on wheatless Wednesday, and save all the light you could on lightless Thursday and deny yourself pork on porkless Saturday?

Charles W. Reattoir.

Cut Out Rye Flour and Rye Bread.

Written for the Tradesman.

For months the people have understood that rye flour is a substitute for wheat flour. Housewives have been learning to make rye bread, supposing its use would help furnish more food for our soldiers in France and the allies. Grocers have stocked up with rye flour in order to offer a greater variety of white flour substitutes. Almost every paper one picks up includes rye bread or rye flour in the lists it offers to help its readers in wheat conservation. And now we are informed, on Government authority, that rye or rye flour is not a substitute for wheat, that it is used generally in Europe and can be shipped as well as wheat. Don't forget. Minion.

Several well-known dishes, exiled by Mr. Hoover, have been restored. But with what a change, with what restrictions, how stripped of all their gustatory finery! Doughnuts shall be made only in part of wheat, and mostly of rye flour; they, if current regulations are to be followed, will be fried, not as heretofore in deep fat, but in shallow. Where will be their golden-brown crispness then, and their staying power, outer coat of resistance to wear and tear of time? And then there is mince pie, to be made of rye flour and to contain no meat, and very little sugar, and still less rum! This is the play of Hamlet with Hamlet left out. The Puritan fathers will groan and turn in their graves when the news reaches them.

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

Ceresota Flour

Always Uniformly Good

Made from Spring Wheat at
Minneapolis, Minn.

Judson Grocer Company
The Pure Foods House

Distributors

GRAND RAPIDS, MICHIGAN

Bevo
A BEVERAGE

—for your cheery little chafing dish party. A triumph in soft drinks that combines the tempting flavor of wholesome ingredients and the appetizing tang of genuine Hops. Bevo for refreshing properties—zest—purity—healthfulness. Serve cold.

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

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—1 1/2 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. Thiemann, Concordia, Missouri. 555

320 acres—10 million feet yellow fir, in Oregon, 12 miles from Coast, on good driving stream. For further particulars address John Britz, 1425 Hudson Ave., Chicago, Illinois. 556

For Sale—\$2,300 stock of shoes. Must be sold at once, 75c on the dollar. A. M. Leighton, Whitehall, Michigan. 557

Will trade fine home near Central State Normal School, Mt. Pleasant, Michigan, for a stock of general merchandise. No buildings wanted. W. J. Cooper, Mt. Pleasant, Michigan. 558

Woodworking Plant—Complete for sale. Factory with 18,000 sq. ft. floor space; warehouses with 15,000 sq. ft. floor space. Engine and boiler house, coal sheds and lumber sheds in addition. Plant occupies three-quarters of city block; ample room for large lumber yard. Railroad sidings direct to plant and also to warehouse connecting with C. M. & St. P., C. & N. W. and Soo Line railroads, making best shipping facilities in Wisconsin. This is a running business proposition. No incumbrance of any kind; owner obliged to retire from business. A bargain for a quick sale of a paying business. For full particulars, address T. O. Bunch, 1717 Harris Trust Bldg., Chicago. 559

For Sale—80-acre farm, horses, cattle, feed, machinery, \$7,500. Might consider stock general merchandise, small town. DeCoudres, Bloomingdale, Mich. 560

For Sale—In Whitley County, Kentucky. 1,500 acres of timber; cut 5,000 feet. \$10.00 per acre. 20 per cent. oak and poplar, balance hemlock pine, etc. \$6.00 haul to railroad. J. C. Williams, Box 525, Etowah, Tennessee. 561

For Sale—Pool and billiard, cigars, tobacco and confectionery, in town of 1,000; no opposition. No agents need apply. Lock Box 57, Armada, Michigan. 562

Hotel For Sale—Fine thirty-six room resort hotel, beautifully located on Kalamazoo river at Saugatuck, Michigan. Completely furnished and ready to open for business. Real Estate Department Grand Rapids Brewing Co., Grand Rapids, Michigan. 563

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. 568

For Sale—To close an estate, a clean stock of hardware in a good town. Frank Calkins, Gaylord, Michigan. 560

For Sale—Poolroom, cigars and confectionery in thriving summer resort with two living apartments above. Box 29, Lake Orion, Michigan. 561

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. 562

Store for rent, at Muskegon. Best location. Good opening for cloak store, drug or men's wear. Address H. Tyson, 29 W. Western Ave. 563

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

For Sale—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

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, inventoring 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, Port Huron, Battle Creek, Pontiac, Saginaw, Bay City. Lock Box 97, Dexter, Michigan. 500

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

Collections.

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

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

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

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

For Sale—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

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

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

You Can Make a Profit on

Bezo

the new and better waterproofing for shoes and leather

Any dealer with a trade among farmers, lumbermen, miners, hunters, policemen, school children, can work up a profitable sale of Bezo the new, positive, quick-acting, waterproof dressing for shoes and all leather goods. Pleasant to use. Free from objections. R-tails 25c. Sample dozen to dealers \$1.75 prepaid.

GATES MANUFACTURING COMPANY
1831 East 13th Street Cleveland, Ohio



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

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.

UPPER PENINSULA.

Recent News of the Cloverland of Michigan.

Sault Ste. Marie, Feb. 18—W. H. Ackett, representing Swift & Company's soap department, is covering his Northern territory this week. This is Mr. Ackett's first visit to the Soo, having succeeded Mr. Mooney, former representative for Swift & Company here. Mr. Ackett is well pleased with his new territory, which he considers one of the best in the State.

The Port Royal Coal Co. was the first to announce its patriotism and willingness to sell coal at the Government regulation prices. It is receiving many favorable comments on its patriotism for the relief and comfort of humanity. It was found that it had no coal for sale and did not know when it would have any to offer, although its price, meanwhile would be Government regulation prices. This is what we call the real thing, but the question arises now, as to who the real heroes are in this case, as the other coal dealers refuse to sell at less than \$8 for soft coal, but are ready to deliver the goods.

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

O. W. Smith, of Trout Lake, was a Soo visitor last week.

The Chippewa County Chapter American Red Cross sent their largest consignment ever shipped to headquarters at Chicago last week, consisting of seven large phonograph boxes containing the output. This was the result of the past two weeks' work on the part of the local ladies, showing the great increase in the number of workers and the greater skill acquired by the artisans. The valuation placed on the consignment was over \$2,000.

In the death of W. T. McLaughlan, of the firm of McLaughlan Bros. & Co., feed and grain dealers, the Soo loses one of her most esteemed and foremost citizens. Mr. McLaughlan has been a patient sufferer for the past year with cancer, but always had a cheerful message for his friends when they visited him during his confinement. Mr. McLaughlan was born in Bruce Co. Ont. in 1862 and came to Sault Ste. Marie in 1888. The following year he was united in marriage to Miss Flora A. Munn of Pasley, Ont., bringing his bride to this city. He at that time was a very successful building contractor. He afterwards went into business with his brother Joseph, who had previously established a flour and feed business. The brothers worked together and developed their business into one of the largest in its line in Northern Michigan. Mr. McLaughlan is survived by a widow and four children, the eldest being Lieut. Munn D. McLaughlan, now at Camp Custer, William, Jr., Florence and Wallace, of this city. The family have the sympathy of the entire community.

L. M. Steward, well-known correspondent for the Tradesman at Saginaw, paid the Soo a visit last week. This was Mr. Steward's first appearance at the Soo who seemed greatly impressed with the Upper Peninsula territory. He says that the next time he comes, which will be in the good old summer time, he will bring his wife along to enjoy the magnificent scenery in and around the Soo.

"The ambitious man should learn to be his own ancestors."

William Kirkbride, well-known meat merchant of Pickford, was a business visitor here last week.

A. M. Chalmers, for the past several years manager for the Bartlett Lumber Co., at Shelldrake, has resigned his position to take up his residence with his family at the Soo. He was given a farewell reception before leaving Shelldrake, where he has been very popular and made many friends.

J. L. Lynch, well known lumberman of Shelldrake, was a business visitor

at the Soo last week. Jerry reports plenty of snow in the woods but not enough to block operations.

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

William Campbell, for the past two years in charge of the Cornwell Company delivery department, has resigned and gone to California to spend the winter.

Mr. and Mrs. M. N. Hunt and Mr. and Mrs. R. G. Ferguson left last week to spend the remainder of the winter in Miami, Fla.

The announcement of the death of Patrick E. Murray, of St. Ignace, came as a shock to his many friends last Tuesday. Mr. Murray contracted pneumonia and died after an illness of only five days. Dr. Bogan came over from Mackinac Island and remained with the deceased until the end. Mr. Murray was born at St. Ignace Dec. 13, 1867, being a lifelong resident and pioneer and one of the best known and most respected of the early residents. For many years he was a member of the lumbering firm of Murray Bros. and in connection with the extensive operations of this firm he came in contact with many people, and was well and favorably known throughout the Upper Peninsula. He was known for his honesty, integrity and fair dealings with men at all times. The deceased was never married, but lived with his two sisters at St. Ignace. He is survived by another sister, Mrs. Jos. Quinn, and two brothers, Peter J. and David H. Murray.

Clyde Hecox, the well known editor of the Enterprise, is framing up a bill of some insects which are to be exterminated and is willing to do his bit to see that the following is passed:

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

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

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

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

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

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

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

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

The poet who tries out his poetry on me.

The Canadian Soo starts in Monday to close the stores in order to relieve the fuel situation. Once again, we got ahead of Canada by being the first to observe closed Mondays. So that Canada starts where we are leaving off.

J. L. McMannan, Canadian salesman for the Cornwell Co., is celebrating the first Monday closing by laying up with the grip.

A. E. Cullis, manager of the Soo Woolen Mills, is spending a few weeks at West Baden, Ind., getting ready for the spring hop. William G. Tapert.

Unfounded Rumor Regarding Wisconsin Sugar Condition.

Chicora, Feb. 15—Would you kindly answer through the Tradesman the statement that recently appeared in the Grand Rapids Herald about there being plenty of sugar in Wisconsin and there being no limit to the quantity dealers could sell. W. R. Rowe.

The publication referred to was based on an interview with former Food Inspector Mickel, of this city. He asserted there was no shortage of sugar in Wisconsin and no restriction placed on the sale of sugar by either wholesale or retail grocers. The interview being brought to the atten-

tion of Food Controller Rouse, that gentleman wrote to one of the leading wholesale grocers of Milwaukee, who replied as follows:

Milwaukee, Feb. 12—We do not know who is responsible for the clipping regarding the Wisconsin sugar situation, which you mailed to us from the Feb. 6 issue of the Grand Rapids Herald, but if we told you exactly what we thought of the party, our stenographer would, undoubtedly, refuse to work for us any longer and Uncle Sam would have us up in Court for misuse of the mails.

This market, like all others throughout the country, has felt the sugar shortage right from the start, although we possibly may have been more fortunate than some states, because of the fact that Wisconsin has quite a few big sugar factories, and as long as they were running, we were fairly well supplied. Since the first of the year, however, conditions have become quite serious and in the past two weeks, especially, Milwaukee has been practically bare of sugar. We have been urging the conservation of sugar in almost every poster, as the enclosed copies will show.

This man Mickel (whoever he may be) is quoted as saying that he saw an advertisement on the front page of a Milwaukee paper to the effect that one of the big stores had three cars of sugar en route. We can only believe that this refers to a misquoted telephone interview which recently appeared in the Milwaukee Sentinel, in which we were reported to have received three cars of sugar.

You will note in our attached bulletin No. 23 of Feb. 7 that we advise our salesmen that there was no truth to this statement, and if we could begin to tell you how many enquiries we received on account of this fool misstatement, you would readily appreciate how serious the sugar situation is.

The truth of the old saying that one must not believe everything that appears in the papers is being brought home more forcibly every day. People without authority are making statements which in many cases are plain rot, but there are always plenty of gullible people who swallow anything that the papers print. Such statements as Mickel's, for instance, not only cause suspicion and unrest, but are actually harmful to the grocery business in general.

For the good of the trade, and for the satisfaction which such action should give you, we would suggest that you have Mr. Mickel come to your office and give you the name of the retail dealer in Fond du Lac who offered to sell him all the sugar he wanted.

We know that as a member of the U. S. Food Administration you will be very glad to co-operate in running down such stories as these and we

await your reply with a great deal of interest.

In the meantime, be assured that we are clamoring for sugar. We received a small car to-day—the first pound we have had in almost two weeks.

John Hoffman & Sons Co.

The writer of the above sent along with the letter nine different bulletins gotten out by his house during Jan. and Feb., all chronicling the shortage of sugar and some of them stating that the jobbing trade generally was completely out of sugar and had been for several days.

Butter, Eggs, Poultry, Beans and Potatoes.

Buffalo, Feb. 20—Creamery butter extras, 51@52c; first, 50@51c; common, 48@49c; dairy, common to choice, 35@45c; dairy, poor to common, all kinds, 34@36c.

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

Eggs—Choice, new laid, 57@58c; fancy henery, 58@60c.

Poultry (live)—Chicks, 32@35; old cox, 24@25c; 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, \$14.50@14.75 per hundred lbs.

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

Must Lessen Cost of Food to Consumer.

E. A. Stowe, formerly of Reed City, editor and publisher of the Michigan Tradesman, suggests that something should be done at this time to lessen the cost of food to the consumer by abolishing the use of trading stamps and similar cost creating schemes. As the publisher of a food journal for thirty-five years Mr. Stowe declares that these subterfuges have no proper place in the movement of food from the producer and manufacturer to the consumer and their use necessarily adds to the cost of the food because the stamps represent a tangible equivalent, which must be paid for.—Reed City Herald-Clarion.

Everybody's good for something, but a lot of 'em never seem to find out what it is.

A lot of folks never go wrong because they're too blamed lazy to go anywhere.

Tulip Enameled Ware Assortment

When at the Hardware Convention at Saginaw did you order a Tulip Convention Enameled Ware Assortment? If not, we give you this opportunity of ordering now, as we have a limited quantity left. If we receive your order by return mail, we will be able to enter one for you.

This assortment costs you \$25, brings \$35.64; your profit, \$10.64, or 43 per cent. We furnish an attractive window display with every assortment. Mail us your order promptly.

Michigan Hardware Company

Exclusively Wholesale

Grand Rapids, Michigan