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GRAND RAPIDS
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MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Thirty-Fifth Year

GRAND RAPIDS, WEDNESDAY, FEBRUARY 27, 1918

Number 1797

Petoskey Portland Cement Company

Authorized Capital Stock, \$1,500,000
All Common Stock, Fully Paid and Non-Assessable.
No Preferred Stocks or Bonds.

YOU SHOULD INVESTIGATE THIS COMPANY BECAUSE

It is engaged in a business that holds the center of the stage in the production of an absolute industrial necessity.

Its present product—crushed limestone rock—is of a very high-grade character, being high in both calcium carbonate and potash, and is now being purchased for use in road-building, as flux, sugar refining, for cement manufacture, and in the manufacture of paper and sulphite acid.

THE CONCRETE ERA

is at hand and the great demand for cement that will be made by its use in enormous road-building projects and for construction of concrete ships, besides its many other new uses in addition to its many old uses, will soon make present cement plants entirely unequal to the task of supplying the demand.

This company has at its door a large local market and water transportation which will enable it to compete for trade elsewhere.

Its dividend record of 8% and over for years makes this stock worth much more than its par value—\$10 per share.

Its 50,000,000 tons and over of high-grade limestone if sold at a profit of only 10 cents per ton has a value of \$5,000,000, or over three times the entire capital stock. This company has, however, made a net profit of not less than 30c per ton for a period of years.

If you purchased this stock at \$20 per share, still the value of raw material behind your investment would be almost equal to twice the investment. In addition to this security you have behind the investment a complete crushing outfit and 23 acres of the finest shale in Michigan.

WE DO NOT CLAIM

that because one or two other cement plants are making a great success that this company will make a success.

WE CALL TO YOUR ATTENTION

that this Company is now a success and the same changed circumstances that have made a great success of other cement plants that formerly were not paying dividends will make of this company even a much greater success because it will operate two separate businesses—crushed stone and cement—each of which alone will enable this company to distribute handsome dividends.

Your investigation will be appreciated and will lead you to secure an interest in this offering.

Stock is now selling at \$11 per share.

F. A. SAWALL COMPANY, Inc.

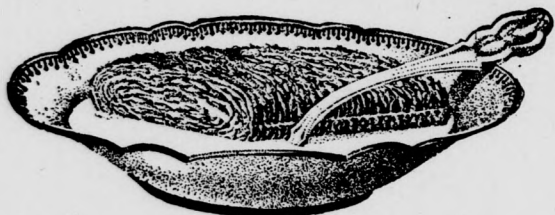
405-6-7 Murray Building
Grand Rapids, Michigan

HARBRIDGE & CO.,
69 Buhl Block,
Detroit, Mich.
Fiscal Agents for Eastern Michigan.

Not Selling "Raw Wheat"

Don't let any one fool you into making a comparison between raw wheat and

Shredded Wheat Biscuit



When you sell Shredded Wheat you are selling the most thoroughly cooked cereal in the world. You are selling a food that is pure and clean and a food that is 100 per cent. whole wheat. The process by which Shredded Wheat Biscuit is made represents an investment of ten million dollars. It is what you digest, not what you eat, that builds healthy tissues and supplies strength for the day's work. Two or three Shredded Wheat Biscuits with milk or fruits of any kind make a nourishing, satisfying meal.

Made only by

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

PINE TREE

BRAND

Timothy Seed



IT STANDS ALONE

AN EXTRA
RECLEANED AND
PURE SEED
AT
MODERATE COST

DEALERS
WRITE FOR
SAMPLE, TEST
AND PRICE

The Albert Dickinson Co.

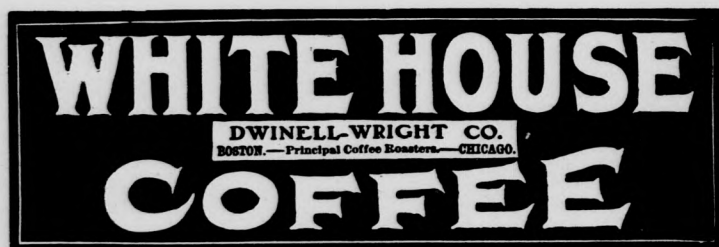
SEED MERCHANTS

Established 1855

CHICAGO

MINNEAPOLIS

MORE
PEOPLE ARE ASKING FOR
MORE



THAN EVER BEFORE

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

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

DUTCH MASTERS SECONDS



Will stimulate your trade

Handled by all jobbers

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



MICHIGAN TRADESMAN



Thirty-Fifth Year

GRAND RAPIDS, WEDNESDAY, FEBRUARY 27, 1918

Number 1797

SPECIAL FEATURES.

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WOOL AND WOOLEN FABRICS.

Very little change has occurred in the wool markets in this country. There is no slack in the demand, but the sales have not been large during the past week. Attention is centered somewhat on the tidings from South America, especially Argentina, which will continue to be the source of most of the imports to the United States. In a statement given out by the Bureau of Foreign and Domestic Commerce the other day, it was said that German buyers have been active in Argentina and have obtained "large amounts both for storage against the possibility of the coming of peace and also, it is alleged, for the sake of impeding purchases of wool for military purposes by agents of United States houses." The inferences may be the correct ones, although German buyers have been in evidence at Buenos Aires ever since the war began, and have not scrupled to turn an honest penny in wool speculation. On previous occasions they have made good profits by reselling to buyers from this country. Just now, under the Trading with the Enemy act, this privilege may be denied them. But there is a great deal of wool in Argentina, and it is more than doubtful if German agents can corral and carry a large percentage of the clip. The woolen goods market witnessed during the past week some further openings for the next fall season. The prices asked are from 50 per cent. higher and upward for staples. The output is expected to be rather limited, and, in cases, there has been an allotment among old customers. Even if there were a disposition to buy for speculation at the high prices prevailing, the opportunity to do so would be lacking.

It is getting so that no week is allowed to pass without everybody concerned in trade receiving a fresh reminder that the war is on. By a series of shocks or jolts, business men are being taught that they can not go on with their affairs in the ways they have been accustomed to and that they must submit to restraints made imperative by the Nation's needs. They got their first real shock with the Fuel Administrator's orders stopping work for five days

abruptly, followed by the heatless Mondays. Railway embargoes and restriction of exports, as well as the regulation of foods, have been other means for impressing the lesson that everything must be made subordinate to the task of winning the war. A week ago came the proclamation putting all imports under license. This, at the outset, caused quite a ripple of excitement in business circles. But, when its actual effect was further considered, the outlook was found to be not nearly so detrimental as at first thought. As a matter of fact, imports have been greatly restricted from many countries for quite a long period. This has not been because of any action taken by this country but by reason of the export restrictions of the Entente Allies and of a number of neutral nations, to say nothing of the deterrent influence of the submarine warfare.

Sugar, which has borne such a great part in the work of the food administration, now passes into the control of the syndicate announced some time ago having resources of \$100,000,000 and purposing to finance the buying and refining of the Cuban crop of cane or at least 2,500,000 tons, that is about three-quarters of the yield. Three-fourths of this fund will be provided by New York bankers, \$25,000,000 being allotted among banks in Chicago and other cities. The plan contemplates furnishing money all the way along from the grower in Cuba to the large refining companies in the United States and the paper is to be such as the Federal reserve banks can purchase. The present intention is to supply one-third of the 2,500,000 tons to the British government, the remaining two-thirds to be refined and sold in the United States, the whole affair to be under the supervision of the food administration.

The telegram of President Wilson to President Hutcheson, of the Brotherhood of Carpenters and Joiners, practically demanding that the members of that union keep at work in the shipyards, had a good effect, though the danger of a strike is not altogether over. The possibility that the men may be drafted and get a dollar a day is having a wholesome effect on their minds. Anyone who has ever employed a union carpenter realizes that \$1 per day is all any of them is capable of earning, because the carpenters' unions are made up exclusively of slackers, slovens and botches. No good workman would permit himself to be hooked up with such a disreputable gang as the carpenter's union is in every locality where such an excrescence exists.

One-third of the wealth of the whole world is in the United States.

BAKER SEES THE LIGHT.

Secrecy is doubtless a good thing to invoke as to many matters affecting the conduct of a great war. But the limit would seem to be reached when it was made applicable only to such information as might be, to use the technical expression, of "aid or comfort to the enemy." In this country it would seem as though the limit had been more than exceeded in many directions, and in none more marked than as regards purchases of articles other than munitions. The lack of uniformity in this respect has been another feature. Thus, the Navy Department, in order to obtain its supplies, went about the matter in the usual orderly way, giving out its specifications and calling for bids. The best testimony as to the value of this method is that not only were the articles needed obtained as wanted, but that no criticism has been forthcoming or warranted of the results. It has been different with the War Department. The greatest of secrecy was had by it regarding quantities of fabrics, the sources from which they were obtained, and the prices paid. Neither does it appear that there was any attempt at uniformity in the prices. It took an official investigation by a Senate committee to disclose a few of these data, including such things as the number of overcoats and suits, of pairs of shoes and suits of underwear. Unscrupulous mill men took advantage of the situation to put the screws on civilian buyers by putting forth the pretense that the capacity of their factories was engaged for the Government, when in fact it was not. It is encouraging, therefore, to be informed that the War Department now proposes to go into the open market and make its purchases in before-the-war fashion. So long as the world in general—the Germans included—knows how many men are, or are to be, enrolled in the American armies, what difference does it make to let it be publicly known how much clothing is provided for them?

WAR INHERITANCE TAXES.

Men with large fortunes are giving the inheritance tax that form of attention which culminates in gifts to members of their families, those who would clearly inherit. This may not be patriotic but as it is the people who have who give, and as they are going to continue to give, whether voluntarily or through compulsion, they ask why they should not let the beneficiaries of their fortunes have the pleasure of indulging in generosity. Were Mr. Harkness, the Standard Oil millionaire, who died a year or two ago, to die to-day, leaving an estate of \$100,000,000, \$25,000,000 would

be the amount of the war inheritance tax. Prior to the recent enactment the Federal inheritance tax would have been \$15,000,000.

John Borden died recently leaving an estate of \$1,800,000, all of it to his grandson, John Borden. The latter is called upon to pay a war inheritance tax of \$178,000 in addition to the state inheritance tax and, as a result, it will be necessary in all probability to sell valuable real estate or securities to pay the taxes alone at a time when both classes of security are depressed.

It will be seen that it is incumbent upon estates to have ready money; their funds must be like those of the banks, liquid. This phase of the subject calls attention to life insurance; it is said that the necessity of large estates having sufficient funds to meet immediate demands has recently stimulated the business of the life insurance companies. Estates urgently require funds and this is a convenient way of providing the means of meeting unexpected requirements. As an old lawyer, the distinguished counsel of many estates for years, expressed it: "Heirs always need money and property must be sacrificed." It appears that Uncle Sam needs money now.

The twentieth annual convention of the Retail Grocers and General Merchants' Association, which was held at Ann Arbor last week, reached the high water mark of aspiration and accomplishment. The programme was prepared with much care and with a view to covering every topic of vital interest to the retail merchants at this time and was carried out as completely as possible, considering the imperative demands the war made on the time and activities of some of those selected to present important topics. President Lake handled the convention with dignity and discretion, making many new friends to add to the long list he had already acquired since he espoused the work of local and district organization among merchants. Secretary Bothwell and the other officers and committees also rendered good accounts of themselves, greatly to their own credit and to the satisfaction of those who attended. The convention took advanced ground on many matters vital to the well being of the retail merchant, as will be noted by a perusal of the complete and comprehensive report published elsewhere in this week's edition of the Tradesman.

Any resident of this country who is either anti-French or anti-English is pro-German and should be given two alternatives—interned in Germany or interred after being stood up against a stone wall facing a firing squad.

LICENSE REVOKED.

Mail Order House Put Out of Business.

In the issue of Feb. 6 the Tradesman published a complaint from A. J. Crago, of Atlanta, relative to the manner in which the Moneyworth Wholesale Grocery Co., a mail order concern of Chicago, was advertising sugar contrary to the Hoover ruling in a Chicago publication.

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

SUGAR
ALWAYS ON HAND TO FILL
ORDERS.

The quotations on sugar are as follows:

BEST PURE GRANULATED
SUGAR
5 lb. limit
1 lb. 73c
2 lbs. 15c
5 lbs. 39c

This was a clear violation of the Government ruling regarding the sale of sugar in two respects—Uncle Sam says sugar must not be advertised and the prices quoted are not in accordance with the law.

In bringing the violation to the attention of Mr. Hoover, the Tradesman wrote that gentleman as follows:

Grand Rapids, Feb. 7—Enclosed herewith find clipping from Michigan Tradesman of Feb. 6, complaining that the Moneyworth Wholesale Grocers of Chicago are advertising granulated sugar in the Young People's Weekly of Jan. 26, 1918, at cut prices, in connection with other goods.

On receipt of the complaint from Mr. Crago, I immediately wrote the Moneyworth Wholesale Grocers in regard to the matter, receiving the following reply under date of Feb. 5:

Yours of the 2nd at hand, and beg to state that we have not had any information from anybody that advertising sugar is contrary to the ruling of the Federal Food Comptroller.

However, should there be such a ruling, we would like to hear more about it, and beg to advise that we are at all times, willing and ready to co-operate with the Food Administration.

Thanking you for bringing this to our attention, and if possible, would be glad to receive more information on the subject.

I have brought several complaints of this character to the attention of Mr. Prescott, without result, so this time I go to headquarters in the hope that I may thereby obtain action and also be informed what that action is. Personally, I see no sense in making iron-clad rules unless they are just as rigidly enforced. E. A. Stowe.

Mr. Hoover wrote that the complaint had been referred to Harry A. Wheeler, Illinois Food Administrator, to whom the Tradesman thereupon wrote as follows:

Grand Rapids, Feb. 16—I am this day in receipt of the enclosed letter from the Hoover administration, referring to the correspondence I sent to Washington regarding the Moneyworth Wholesale Grocers, 14th street and Ashland avenue, Chicago.

These people advertised sugar for sale at a cut price in the Young People's Weekly of Jan. 26. I enclose herewith correspondence from the Moneyworth people and also the printer who puts out the paper showing that it was circulated Jan. 14.

The Hoover order that sugar must not be advertised was promulgated Dec. 2, and I cannot think it possible that any sane person was unaware of

the rule and I therefore ask you personally to inform me what position you will take in this matter, so that I may be governed in any future action I may take along the same line.

I have repeatedly brought violations of this kind to the attention of our good friend at Lansing without result and am beginning to think the whole propaganda is a delusion and a sham.

My thought is that a Government edict of this kind ought to be an edict to be enforced and not be ignored and laughed at and sneered at.

E. A. Stowe.

Mr. Wheeler's reply was as follows:

Chicago, Feb. 22—Your letter of Feb. 16, relative to the Moneyworth Wholesale Grocery Company, has been received.

We have presented to Washington the facts developed by our enquiry into the operations of this concern and have recommended a revocation of license. Whether the Department of Enforcements will accept our recommendation, we do not know.

The advertisement of sugar at cut price in the Young People's Weekly of January 26 probably has been misread by you, if it is the one that apparently advertised sugar at 4 cents. You will find that the figure "4" is a part of another paragraph made up of some very small type and treating of another subject. This, of course, is bad method, and the advertisement was constructed so as to incline people to believe that sugar was 4 cents. If you will examine the advertisement again, you will find that there is nothing in it to indicate any such price.

If you refer to Mr. Prescott in the fourth paragraph of your letter, I would suggest that you remember that revocation of licenses, putting men out of business, is not a thing to be lightly entered upon. The Food Administration desires to secure co-operation and to act in a drastic manner only when co-operation is completely denied it. I am sure you will regard this as a better policy than the policy of driving with brute force, especially when the law under which we are working is wholly inadequate to enforce penalties for many forms of violation which are most common.

Harry A. Wheeler,
Illinois Food Administrator.

The final outcome is embodied in the following letter:

Chicago, Feb. 25—Your letter of Feb. 7 to Mr. Herbert Hoover was duly received and same has had attention. The license of the Moneyworth Wholesale Grocery Company has this day been revoked.

United States Food Administration,
By H. C. Gardner.

The Tradesman naturally feels very much gratified over the outcome of this circumstance, because it indicates that there is a God in Israel in the food control administration and that appeals to Mr. Hoover over the apathetic attitude of some of the State officers will secure results satisfactory to the trade and such as to vindicate the dignity and integrity of the Food Laws.

Wanted Full Measure.

The customer picked up a knife from the counter and handed it to the butcher, with a friendly smile.

"I don't really want it," he said, "but if you will cut it off I will take it along with the rest."

"Cut what off?" demanded the butcher in blank surprise.

"Your hand," was the gentle reply. "You weighed it with the sausages, and I like to get what I pay for."

Pickings Picked Up in the Windy City.

Chicago, Feb. 25—Chicago is now enjoying spring weather. The parks and boulevards are as crowded with people and automobiles as though it were midsummer.

Real estate business in Chicago is still below par. Transactions of any note are not up to normal. Outside of one or two individual manufacturing deals, there is nothing to it.

One of Chicago's visitors the past week was Mr. and Mrs. Charles Cartier, of Grand Rapids.

George Cartier, who has been for the last six weeks at Mercy Hospital, has returned to the Morrison Hotel and will make his home there for the next three or four months.

One of the greatest parades held in Chicago for sometime was that which is known as the Illinois Reserve Military Association, composed of citizen volunteers. This body of men is always in readiness to respond to the call of the Government in case of riots or strikes of any description.

One of the greatest and most impressive organizations in the country is that which is known as the Boys' Republic, composed of young men or boys between the ages of 12 and 24. This organization takes an interest in every boy or young man who may be inclined to go astray anywhere in the United States. To give the reader an idea of what this organization stands for, all one has to do is to refer to the New York papers of a young man under 21 who has been sentenced to the electric chair in New York City. In his behalf the Boys' Republic of Chicago has made a personal appeal to Governor Whitman, who was here attending a convention. Mr. Whitman was so impressed with the manly manner in which these boys approached him in behalf of the young man whose fate will shortly be in his hands that he promised to do justice to this young victim. This organization is the talk of Chicago and, no doubt, would be a wonderful organization for anybody to feature throughout the country.

The Chicago people at last are realizing what it is to be without sugar and wheat flour. It is almost impossible for any individual person to purchase at one time over one pound of sugar or a twenty-five pound bag of flour.

Business conditions in Chicago are improving and from what information the writer can get, 1918 is slated to be one of the most prosperous years the people have had for sometime past.

Edward Kennedy, of the W. A. Kennedy Sons, 5935 South Paulina street, has been laid up at home for the past week with blood poisoning. Mr. Kennedy is one of the Chicago's popular cigar and tobacco jobbers.

All of the Chicago hotels at this time are running to capacity, owing to the great number of conventions being held in the city at present.

A. Zolla, President of the Standard Tobacco Co., Chicago, had the pleasure of entertaining his customers and friends last Wednesday evening in honor of his second wedding anniversary. This man has made a wonderful success in his line of business and has set an example to other Chicago jobbers in the same line of business in the past two years.

Chicago people last week had the pleasure of being entertained by a number of State governors. These gentlemen were in Chicago during the gathering of the State Reserve Military Organization as guests of Governor Lowden.

Fred Martin, one of the greatest and most popular poultry raisers in Illinois, is a Chicago visitor this week. Mr. Martin reports the poultry business better than ever before. Mr. Martin is living up to the Government's ruling in not purchasing or disposing of any old hens.

The Chicago city officials are now having brought to their attention the matter of a bus line on the South side. The Chicago Bus Co., of the South side, is trying to get this franchise, but through some misunderstanding, an Eastern company has beat them to it. Now the matter will be taken into the courts or before the Illinois Public Utilities Commission. Charles W. Reattoir.

Activities in Michigan Cities.

Written for the Tradesman.

Flint has made big cuts in its paving and sewer programmes for this year, the paving being reduced about half, and four miles of sewers less than last year.

Hillsdale has already taken up plans for spring gardening and every vacant lot in the city will be put to work.

City Health Officer DeKleine, of Flint, has asked the Common Council for a central slaughter house, where there may be city inspection at small expense as a safeguard to health.

Owing to the high cost of fuel, labor and other things, Eaton Rapids has raised electric light and power rates at the municipal plant.

Belding has secured a new industry, a sorghum mill, to help out in the sugar crisis. J. J. Spriggs will install the plant.

The Baldwin Commercial Club has elected new directors, as follows: B. F. Cashion, M. A. Gleason and Harry Duffling. Officers re-elected are President, Ray Trucks; Treasurer, R. J. Smith; Secretary, H. W. Davis. In order to expedite work in developing water power on Baldwin creek, R. J. Smith was named to receive water right releases, deeds, sites, etc.

According to Marquette police officers, that city, along with Detroit, makes up the two cities in the State where there are organized branches of the I. W. W. The trail of the serpent is seen in recent strikes in Marquette.

Bids will be received to March 30 for remodeling Flint's postoffice at a cost of \$10,000.

A religious census is being taken at Muskegon and during a recent day's canvass which covered most of the city 400 persons were found who had no choice, 500 gave more than one preference, while ninety-nine told the canvassers it was none of their business.

Adrian has passed the halfway mark in raising stock subscription to establish a \$10,000 municipal market. It is the idea to open a community market, operated like the one at Stillwater, Minn. The local Chamber of Commerce is assisting in the movement. Almond Griffen.

Instance of Scottish Thrift.

Sandy and John were sitting in a car when a pretty girl got in and smiled at the former. He raised his hat.

"Do you know her?" asked the Englishman.

"Oh, yes, very well," the Scot replied.

"Well, shall we go and sit over beside her, and then you can introduce me?" asked his companion.

"Wait a bit," returned the canny Scot. "She hasn't paid her fare yet."

Retailers Should Use the Trade Acceptance.

The growing popularity of the "acceptance" among dealers in all parts of the country indicates that eventually the plan will entirely supplant the use of open accounts and long time promissory notes which have served them in the past.

One of the greatest advantages to business by the use of the "trade acceptance" is the ability to do a larger volume of business, as the dealer, by converting his "acceptances," is enabled to turn over his capital more frequently. The use of "trade acceptances" also enables the dealer to borrow money for his business at a more favorable rate of interest than on his own note or other collateral and places him in a better position to compete with mail order houses and others who buy and sell strictly for cash.

The use of the "trade acceptance" will meet its greatest resistance in communities where the pursuits are strictly agricultural and it is in just such places where the acceptance is most needed.

It has been said by some business authorities that the farmer is the "worst spoiled man in America" and the dealer by allowing him to settle up his accounts in an indifferent manner has in a measure been responsible for the "spoiling."

On the other hand farm products must be settled for on a cash basis and it does not seem just to have this cash go for merchandise to the mail order houses because of a small advantage in price, whereas the local dealer who has carried the farmer over the non-crop period would be able to make the same price or better were the farmer to settle his accounts on a "trade acceptance" basis.

It behooves the local dealer then in the face of this custom, to educate the farmer up to the advantage of giving "trade acceptances" for his current merchandise purchases.

There is no more difficulty in using the "trade acceptance" than in using the so-called "farmers' notes." Business would be much bettered if the methods of taking notes for long periods were abolished and the trade acceptance substituted also by turning over to the banker the loans which many of the merchants have themselves been making to their customers.

Many a retailer who has difficulty in securing sufficient capital depends upon competing jobbers to extend him long credits for which he pays by higher prices, whereas by making a few changes in his business methods, using the "trade acceptance" with his own trade, his cash resources can be materially improved, and in many cases the "trade acceptances" given to him by his own customers could be turned over to the jobber or manufacturer from whom he buys.

The use of the "trade acceptance" will put the small retailer, especially those with limited capital, in a better position to compete with those who have larger capital. It will also enable him to take advantage of the cash discount usually allowed him for pay-

ment in ten days, which in most cases amounts to 14 per cent. per annum on the amount invested in merchandise for stock.

The "trade acceptance" is scientific and will work a great improvement on our whole merchandising system and tend to make the untrained and unsystematic dealer of less menace to his competitor who does business on sound methods.

Many an honest, well meaning dealer has been forced to quit business because his assets were not in bankable condition when a crisis came.

While open book accounts may be of high grade, they are not readily convertible into cash and by using the trade acceptance, the dealer relieves himself from the burden of acting as banker and releases so much tied up capital which can be used in the expansion of his business when the opportunity presents itself.

Cotton Fabrics Are at High Notches.

Slight ups and downs which featured the cotton markets during the past

all along the line. Practically all constructions are called for, and the mills show reluctance to contract too far in advance. Sheetings and colored and napped goods are in especial request. A large Government order for blue denims has added a little complication in that style of goods.

Scarcity in Hardware.

The demands of the Government for certain tools and handles are creating an unprecedented scarcity in some lines of hardware. The latest development is the enormous demand for Governmental uses for axe, sledge, and many other tool handles. The consequence is that the domestic trade cannot buy enough handles for its present uses, and, of course, axes are not of much avail without handles. Shipbuilding is also creating an unusual demand for certain kinds of styles of adzes and carpenters' slicks, which heretofore sold but sparingly. The factories are rushed to the uttermost in their efforts to supply this demand.

THE PROFITEERS.

Written for the Tradesman.

Your hearts are they of stone! Your brain but solid bone!
And neither feel nor see the hour's necessity
Of helping to a man in every way one can
To win this awful strife where Freedom fights for life?
Shall man's own selfish greed this righteous cause impede,
And be concerned at best to fill his money chest?
So purblind to the need of those who die, who bleed
And fight across the sea for human liberty!
You make more dear the wheat, the bacon and the meat,
The rye, the oats, the corn, and e'en the clothing worn.
By all who wrong abhor and work to win this war—
Has lust indeed for gold on you now laid its hold
Made you a captive too by what it brought to you?
Think you to win this fight by seeing to what height
Prime values you can boost? Some birds come home to roost
Perhaps your own some day will come back home to stay.
When men are put to test—why, face it like the rest!
Could any patriot true do really what you do?
God help you to awake! And for your country's sake
For those who die, who bleed, now hasten to their need!
Come on! Play square the man, and help, for help you can!
Or must we let you pass on to the traitor class
Then years! And jeers! Sad tears!—The Traitors! Profiteers!
Charles A. Heath.

week were indicative of speculation rather than anything else. The firmness with which holders of cotton are keeping the article and their confidence in its statistical position constitute the real elements of strength. They can see no cause for uneasiness so long as the mills are able to dispose of cotton goods at even higher levels than the cost of the raw material warrants. Sales down South have increased. Exporters have begun to get busy, feeling assured that tonnage will be available, and there has been more movement of the commodity by rail for Eastern mills. The drop in consumption is ascribed wholly to the shutting down for lack of fuel, and, as this has been remedied, a larger use is anticipated. Certainly, so far as the goods markets are concerned, there has been no letup in the demand. Government requirements continue to cut a large figure, but civilian trade is asking for more than the mills are willing to take orders for. There has been, in consequence, a pushing up of prices pretty much

Likewise the call for plates for ships has caused a famine in cross-cut saws, as the various saw works are giving a large percentage of their output of plates and sheets to the Government.

The construction work at cantonments, camps, and new factories for the Government takes a large proportion of the output of the country of such articles as tackle blocks, steel rules, hack-saw blades, and a lot of other tools. The consequent scarcity for domestic use of the lines noted above has never been equaled.

She Wanted to Know.

A black woman halted in front of a produce store in a Georgia town, and addressed the proprietor, who was also of color:

"Is dese aigs fresh?"

"I ain't sayin' dey ain't," he answered back.

"I ain't axin' you is dey ain't," she snapped "I se axin' you is dey is, Is dey?"

Sparks From the Electric City.

Muskegon, Feb. 26—My attention has been called to the fact that the farm lecturers who make speeches at farmers' institutes and similar gatherings, openly recommended trading with catalogue houses. I get this from both personal conversation with them and also through others. One of them said lately that the question of destroying the small towns was of no consideration. For a man to take the money paid by legitimate dealers in State taxes and go out and deliberately destroy their business is not following the rules of common decency.

The catalogue house, as is well known, pays no taxes in small towns or rural districts, neither does it purchase anything produced by them. They are a menace to nearly all factories who make goods for them and frequently catalogue goods (which they cannot obtain) at a lower price than bought by merchants to deceive the farmer.

They do, however, make a good dumping ground for seconds and culls for a few manufacturers, especially firms who are making harness sets for the U. S. and have to get rid of the poor leather through other channels.

As for the average farm lecturers, they are not able to make a good living farming, either through laziness or some physical defect and have to get an easy job to exist. Some of them have learned through contact many good things which they are dispensing, but nevertheless the real good efficient farmer is too busy attending to his farm and stock to spend his time otherwise.

E. P. Monroe.

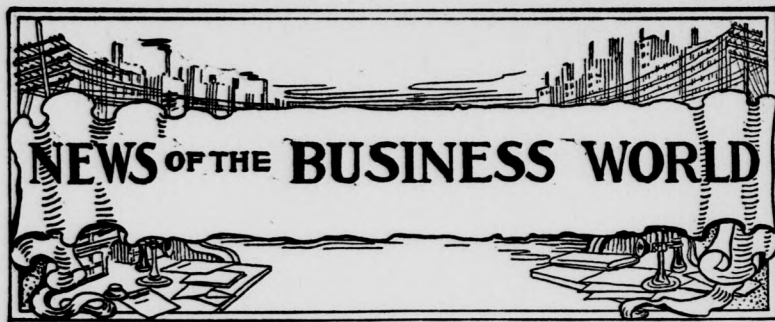
Why make a general statement of this kind and fail to give the names of the men who are betraying the merchants in the houses of their friends? The Tradesman does not deal in glittering generalities. It calls a spade a spade and a hoe a hoe. The men who are thus undermining the goodwill of the farmer toward his friend, the merchant, should be hamstrung or hissed out of decent society, because they stand in the position of the dog who bites the hand which feeds it.

Novelties in Millinery.

Hats of horsehair have again come into vogue, according to the bulletin of the Retail Millinery Association of America. Among the newest things seen here are combinations of horsehair with tulle or flowered chiffon, in large shapes with drooping brims, and also in sailor effects. They are trimmed with velvet ribbon streamers, flowers, ostrich and jet. The colors shown are black and brown.

The bulletin also says that, for use on bathing caps and for rainy-day wear, novel ideals in waterproofed flowers and fruits are being manufactured. Waterproof corsages for wear with bathing suits also are seen here. In the line of trimmings, the bulletin further says that large wings are being much used on tailored hats in various shapes. A novel garniture, which is seen on high-priced straw and velvet combinations, consists of large wax roses. Ostrich edgings and fancies and silk flowers also are used in trimming these hats.

If the little ones are friends of the store, you are not likely to have much trouble in satisfying the big ones.



Movements of Merchants.

Alma—S. Holsinger has opened a cash and carry grocery store.

Lansing—Allen Gross & Co. has increased its capital stock from \$2,500 to \$5,000.

Detroit—The Peninsular Fruit Co. has increased its capital stock from \$100,000 to \$500,000.

Jackson—The Moloney-O'Dwyer Co. has changed its name to the O'Dwyer Plumbing Co.

Cedar Springs—Knaak & Kicker succeed Knaak & Hall in the wagon and blacksmith business.

Laingsburg—Harry Gunther has sold his pool room, restaurant and cigar stock to W. Wiley.

White Cloud—The Michigan Farm Products Co. has increased its capital stock from \$70,000 to \$100,000.

Lansing—The Pregulman Bros. Packing Co. has increased its capital stock from \$50,000 to \$100,000.

Bronson—D. B. Stock has sold his bakery and restaurant to Mr. Vail, who took immediate possession.

Vicksburg—C. E. Goff, dealer in bazaar goods and notions, died at his home, Feb. 20, of Bright's disease.

Alma—E. D. Hughes has opened a grocery store and meat market at the corner of Rosedale and Grove avenues.

Alma—C. G. Falor & Son, dealers in men's furnishing goods, are remodeling and enlarging their store building.

Muskegon Heights—The Anderson Packing Co. has rebuilt its plant which was destroyed by fire March 29, 1917.

Muskegon Heights—The Muskegon Heights Lumber Co. has been incorporated. It commenced business in June, 1916.

Conklin—Pearl Arnold has purchased the furniture stock of C. F. Benton and will continue the business at the same location.

Williamston—The New Way Knitting Co. has remodeled and enlarged its plant and will resume operations about March 1.

Muskegon—Thieves entered the David Jacobs' jewelry store on Western avenue Feb. 23 and carried away considerable stock.

Port Huron—The Wm. Canham & Son, wholesale fruits and canned goods has increased its capital stock from \$30,000 to \$50,000.

Saginaw—Samuel Hirshberg, recently of Detroit, will open a women's suit and coat store at 414 Genevieve avenue, about March 15.

Detroit—The W. J. Donnelly Co., dealer in auto materials and accessories, has been incorporated with an authorized capital stock of \$1,000, of

which \$500 has been subscribed and \$250 paid in in cash.

Alma—Eesley Bros., of Midland, will engage in business in the Mills block March 1 under the style of the Alma Tailors & Dry Cleaners.

Interlochen—Fire destroyed the W. J. Saxon warehouse and its contents, consisting of salt, vinegar, potatoes, canned goods and produce, Feb. 20.

Perry—A. G. Watkins has sold his interest in the dry goods stock of Watkins Bros. to his brother, L. C. Watkins, who will continue the business under his own name.

St. Louis—C. D. Hoffman has sold his interest in the stock of the St. Louis Grocery Co. to C. L. Short, of Ithaca, who will assume the management of the business, March 1.

Harbor Springs—W. A. Gibson has sold his stock of men's furnishing goods and clothing to the A. Fochtman Department Store Co., of Petoskey, and will retire from business.

Port Huron—Fire destroyed the Walsh block and the stock of the Meisel Dry Goods Co., as well as the stock of the branch store of the Londy Clothing Co., Feb. 23, entailing a loss of about \$75,000.

Detroit—Among the thirty odd Detroit business and professional men who have already gone to the front to help provide the fighting men with necessities, comforts and entertainment, is John B. Howarth, former President of the Pingree Shoe Co., who for many years has been active in Y. M. C. A. affairs.

Lansing—Soliciting grocery orders, which included a promised delivery of five pounds of sugar with each order, came to a sudden conclusion when George F. Gray, the solicitor who has been busy in this city, learned that the police were desiring information concerning him. He left town in a hurry. Gray had been taking such orders in the city for the past two weeks or more. The printed order blank he used gave the name of the firm he represented as the Citizens Wholesale Supply Co. of Columbus, Ohio. Sugar did not appear in the list of printed groceries on the other, but in each case was written into it by Gray. The order also instructed the buyer to pay no money until delivery, and to be sure and pay only for the articles received, regardless of the original order.

Manufacturing Matters.

Detroit—The J. W. Dopp & Co. has increased its capital stock from \$10,000 to \$20,000.

Detroit—The Faber Clothing Co. has been incorporated with an author-

ized capital stock of \$1,000, of which \$1,000 has been subscribed and paid in in cash.

Detroit—The Western Knitting Mills has changed its post office to Rochester, Michigan.

Owosso—The Standard Machinery Co. has increased its capital stock from \$32,000 to \$75,000.

Ionia—The Marshall-Wright Lumber Co. has decreased its capital stock from \$49,000 to \$47,000.

Saginaw—The Booth-Boyd Lumber Co. has increased its capital stock from \$60,000 to \$150,000.

Saginaw—The Booth & Boyd Lumber Co. has increased its capital stock from \$60,000 to \$150,000.

Detroit—The Inland Metals Products Co. has increased its capital stock from \$75,000 to \$200,000.

Ann Arbor—The Porter Manufacturing Co. has changed its name to the Commerce Body Co.

Coldwater—The National Device and Drill Co. has increased its capital stock from \$20,000 to \$50,000.

Detroit—The Brooke, Smith & Moore Co. has increased its capital stock from \$12,000 to \$25,000.

Frankenmuth—The Frankenmuth Brewing Co. has changed its name to the Frankenmuth Beverage Co.

Detroit—The American Commercial Car Co. has increased its capital stock from \$100,000 to \$250,000.

Detroit—The Owron Regulator Manufacturing Co. has increased its capital stock from \$50,000 to \$100,000.

Detroit—The L. N. Beaker Co., dealer in sash and doors, has increased its capital stock from \$30,000 to \$60,000.

Clio—The Gillett Manufacturing Co. has increased its capital stock from \$20,000 to \$100,000 and has changed its name to the Gillett Motor Truck Co.

Detroit—The East Side Iron Works has been incorporated with an authorized capital stock of \$3,000, of which \$1,500 has been subscribed and paid in in cash.

Detroit—The Standard Pants' Tailors has been incorporated with an authorized capital stock of \$1,000, of which \$500 has been subscribed and paid in in cash.

Detroit—The West Feliciana Lumber Co. has been incorporated with an authorized capital stock of \$15,000, of which \$7,500 has been subscribed and \$1,500 paid in in cash.

Delray—The Summerfield & Hecht Delray Co. has been incorporated with an authorized capital stock of \$180,000, of which \$180,000 has been subscribed and paid in in cash.

Gobleville—The Gobleville Knitting Co. has been incorporated with an authorized capital stock of \$10,000, of which \$10,000 has been subscribed, \$2,375 paid in cash and \$1,000 in property.

Detroit—The Wardell Light & Fixture Co. has been incorporated with an authorized capital stock of \$10,000, of which \$10,000 has been subscribed, \$3,500 being paid in in cash and \$6,500 paid in property.

Detroit—The Standard Vacuum Machine Co. has been incorporated with an authorized capital stock of \$600,000, of which \$600,000 has been

subscribed, \$20,000 being paid in cash and \$508,000 in property.

Detroit—John J. Cassidy has been appointed general manager of the Detroit branch of the U. S. Rubber Corporation, succeeding Albert H. Krum, who has retired from active business. Mr. Cassidy came to Detroit some time ago working under Mr. Krum to acquaint himself with conditions in this territory. He was formerly affiliated with the New York branch. Before associating with the U. S. Rubber Co. Mr. Krum was general manager of the Detroit Rubber Co., which he sold to the former corporation.

Butter, Eggs, Poultry, Beans and Potatoes.

Buffalo, Feb. 27—Creamery butter extras, 50@51c; first, 48@50c; common, 47@48c; 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, 48@50c; fancy henner, 50@53c.

Poultry (live)—Cockerels, 32@34c; old cox, 25@26c; 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@14.00 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—\$2.00@2.40 per 100 lbs.

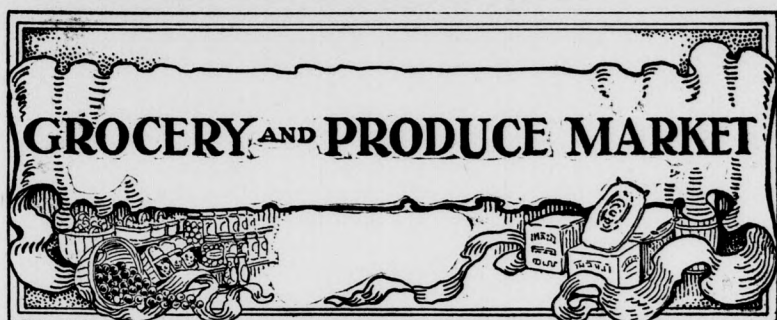
Rea & Witzig.

Waiting For Action By Congress.

Washington, D. C., Feb. 25—The Food Administration has not at the present time authority to issue rationing cards, which, however, as you point out, would undoubtedly secure broad and equitable distribution of commodities. Any plan which could be devised would be in large part voluntary, and probably would not be feasible until adequate and ready penalty for violations is provided by an act of Congress.

United States Food Administration.

The agreement reached last week between our Government and that of Norway is another step in the clearing up of our relations with the neutrals. As a matter of fact, Washington had the complete whip hand of the situation in so far as neither Norway, Sweden, Switzerland, nor Holland can get along without our supplies. On the other hand, these countries are equally dependent for a number of necessary imports on Germany. Therefore it was out of the question to forbid them all trade with our enemy. Yet we could stipulate that our goods should not go directly, or replace Norwegian exports, to the Teutonic countries. The process of reaching an agreement has been slow because our Government had to have sufficient statistics upon which to base its calculation of Norway's actual needs. Although we had the "giant's strength," we had not the will to use it as a giant. It was better to be slow and conciliatory than speedy and imperious. Doubtless a similar agreement with Holland will soon be reached. The pact with Spain was a much simpler matter, since there was no problem of direct trade relations with Germany. Very soon this whole neutral problem, which, at times, has had such a threatening aspect, will be completely settled.



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—\$5 per 100 lbs.

Beets—\$1.25 per bu.

Butter—The market is a little weaker and lower. Local dealers hold extra fancy creamery at 48c for fresh and 44c for June cold storage; centralized brings 1@2c less. Local dealers pay 38c for No. 1 dairy in jars and 30c for packing stock.

Cabbage—\$5 per 100 lbs.

Carrots—75c per bu.

Cauliflower—\$2.35 per case of 1 doz., Calif.

Eggs—The market is very much lower and is likely to go still lower in the near future. Local dealers pay 40c this week for strictly fresh. Cold storage stock is entirely exhausted.

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; Iceberg, \$3.75 per crate.

Limes—\$1 per 100 for Italian.

Maple Syrup—\$1.75 per gal. for pure.

Mushrooms—75c per lb.

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

Onions—Home grown command \$2 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—30c 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 Grocery Market.

Sugar—It is gratifying to be able to report that from all present indications the long period of stress in the sugar market is very near the end. Weather conditions are now such that the movement of raws and coal into the refineries can be made coincidentally with the arrival here of supplies from primary points, and these ar-

rivals are now of such volume as to admit of the working of refining plants on a scale that should soon make itself felt in the distributing branch of the business. The completion of the plan for financing Cuban planters by American bankers was the most important of last week's developments and has been everywhere received with expressions of the utmost satisfaction, as it not only ensures the prompt movement of sugar but encourages the planters to employ their resources to the utmost in production, at the same time relieving them of the necessity of selling part of their output at a sacrifice in order to continue operations. In the matter of arrangements for shipping from the island to refining ports the Government authorities are providing tonnage to an extent that, if no unforeseen circumstances arise, should admit of the movement of 250,000 tons monthly. This would enable refiners at Atlantic ports to operate their plants, if not to capacity, with an approach so close as to ensure ample supplies for necessary domestic and manufacturing consumption before many more weeks have passed.

Tea—The general features of the tea market are of the same character as those that have been prominent heretofore. The demand for lines continue good and offerings of spot stock are promptly absorbed. While the lower and medium grades as heretofore are given the preference by buyers, there is indicated an increasing disposition to keep stocks full in all grades by purchases of the better qualities, and orders for these are becoming more numerous. There is also a better enquiry for invoice lots, particularly of Formosas, but bids submitted appear to be too much under holders' limits to admit of business.

Coffee—The market shows no change for the week, so far as Rio and Santos are concerned. There has been some little strength in the future situation, but it has not affected the actual spot market to any extent, and even this slight strength appeared to be departing as the week closed. The principal difficulty in the coffee business now is transportation from Brazil. Milds are steady to firm and unchanged in price. Mocha took an advance during the week of about 2c a pound and is now quoted at the highest price for several years, 32@33c. The fact that none is coming from abroad is the main reason, coupled with the small stock in this country. We will be just as well off when Mocha is used up, as it furnishes

nothing which other and much cheaper coffees cannot furnish as well. Java coffee is very scarce and firm.

Canned Fruits—The market is nominal in the absence of offerings. Reports from the Coast are very uncertain as to the outlook owing to the very dry weather.

Canned Vegetables—Very little has been done in the way of canned vegetables during the week. So far as can be learned there are no future orders being placed, and as for spot goods offerings are very light. Prices remain nominally unchanged.

Canned Fish—The salmon market is at a standstill for the moment in the absence of offerings, but apparently there will be a scarcity of salmon prior to the new pack because of the Government requisitions of the past few days.

Dried Fruits—While there are restrictions in the matter of placing contracts for dried fruit of the 1918 crop, there is, nevertheless, considerable hesitancy on the part of those interested in going ahead with business, especially those items which are licensed. The Food Administration has given notice that contracts made for very remote delivery will be looked upon as unreasonable and therefore unlawful, so that it is deemed wise to be on the safe side. During the week some rather enthusiastic operators have tried to do business in prunes for 1918 firm at the opening price. The Prune & Apricot Growers, Inc., very promptly repudiated any such business so far as their interests were concerned, stating that when they were ready everybody would be given an equal chance. It is quite evident that there is going to be a new programme followed this year in the matter of placing future orders for foodstuffs. The various growers' associations in California have the supply proposition well under control and not only is it their own object but that of the Government also to discourage outside speculation. Future orders are more or less speculative in character and until their exact status is determined a little more clearly both buyers and sellers are inclined to go slow. About the only item in which there is no hesitancy is that of figs, which are not under license and there is considerable business being done with growers. It is said that as high as 11c has been paid for White and 16c for for Californians.

Corn Syrup—Although quotations have been recently revised, those given do not represent the actual market. Producers are booking orders only at an open price, the bases being determined by quotations prevailing at date of shipment.

Rice—The demand from all quarters continues active, and as supplies are irregular and of limited quantities there is a strong tendency toward higher price levels. There is a particularly sharp demand for screenings for conversion into rice flour for which there is a wide and constantly expanding market on account of the scarcity of wheat flour. Stocks of screenings are very closely cleaned up here and appear to be scarce

in the South, which also is experiencing an unprecedented demand from millers.

Cheese—The market has remained unchanged for the past week. The consumption is about normal for the season and the stocks are reported to be in excess of last year. The make is very light and we are not likely to have any change of any consequence in the immediate future.

Provisions—Everything in the smoked meat line remains unchanged, with a normal consumptive demand. Pure lard is firm at prices ranging the same as last week, and if we do have any change it is likely to be an advance. Compound is also firm, but we do not look for any change. Both pure and compound are having a very large consumption. Dried beef, barreled pork and canned meats are in light demand at unchanged prices.

Salt Fish—Practically the only mackerel on the market now are from Ireland. Domestic shores are gone and there are only a few Cape Bretons about. The imports of Irish mackerel have been very large lately, and, in consequence, the market eased off about \$1 a barrel, but the demand improved and the market has gone back again to about where it was. Lent has made some little improvement in the demand, but not much. Cod has shown no change, being with hake and haddock still very high.

Meeting of Butter and Egg Association.

Saginaw, 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.

Among the speakers who have promised to address the meeting are the following:

Frederick Woodruff, our Dairy and Food Commissioner.

George A. Prescott, State Food Administrator.

Prof. Anderson, of the Michigan Agricultural College.

Daniel P. Boehm, U. S. Food Administrator.

W. T. Seibel, Manager of the National Poultry, Butter and Egg Association, Chicago.

D. A. Bentley, Sec'y.

The city of Grand Rapids again has an opportunity to vote for two men of exceptional ability as members of the City Commission—Philo Fuller as commissioner-at-large and Christian Gallmeyer as commissioner for the second ward. Mr. Fuller has given the city yeoman service during the past year and deserves a re-election as an endorsement of the remarkable record he has made as the head of the municipality during the first year we were under the commission form of government. Mr. Gallmeyer has been a trusted official of the city for many years and his long experience as alderman has been worth thousands of dollars to the city. Neither gentleman has ever played politics or resorted to the petty methods which were so greatly in evidence during the disgraceful period covered by the Deacon Ellis regime. Of course, Ellis is a candidate against Mr. Fuller, but the difference between the two men is so great that there should be no doubt in the minds of any honest voter as to who should be elected.

THEN AND NOW.

Difference Between 1863 and Fifty-Five Years Later.

Grandville, Feb. 26—The present has been an unusually cold winter. However, we had such spells of frigid weather back in the days of our ancestors.

There are many people now living who recall that cold New Years of 1864, which sent its cold wave throughout the United States in a way that had never been felt before; perhaps because of the fact that millions of soldiers were in the field, encamped along the rivers and fields of the Southland, suffering and dying for the flag then as now.

The Tenth cavalry rendezvoused in Grand Rapids and left that year (the fall of 1863) for the front down in Tennessee. A brother of the writer was at home, forty miles from Grand Rapids, on furlough because of illness. His leave of absence expired on New Years' day. The eve of that day was not unusually cold. The snow fell for hours, deepening the drifts already on the ground.

Sometime about midnight the wind whirled into the Northwest, blowing a hurricane. Early the next morning one of the worst blizzards ever known swept Michigan. The air was so piercing, the drifts so deep, the mail carrier from Bridgeton to Newaygo, a distance of twelve miles, refused to risk the trip. Logging operations were held up after the morning trips and old Boreas reigned supreme.

There was the young soldier, just turned 18, due at Grand Rapids that day, else be considered a deserter.

The route to the city was most of the distance over the old State road, covered by a daily stage line from Newaygo. It was seven miles to the State road from the home town, and after debating the subject, finding his son determined on making the trip, father hitched up one of the logging teams and, filling the sleigh box with straw and comforters, set out.

The old Seamen tavern was reached just in time to intercept the stage. That forty mile ride through drifts, facing a strong below zero wind, was one never to be forgotten.

The soldier boy reached the city in early evening, seeking a hotel for the night, having learned on his arrival that the regiment had been shipped South on the previous day. His only recourse was to follow the regiment.

That New Years' night an alarm of fire brought the lad out of bed at the midnight hour. He put on his clothes and rushed forth to see the office of the Daily Eagle in flames. It was so cold the firemen had a bad time of it all round. The Eagle building was pretty much destroyed, although the "Bird of Freedom" did not miss many editions because of the friendly aid of the other newspaper.

A. B. Turner was proprietor of the Eagle and a newspaper man of much vim and vigor for the times in which he lived. The Daily Eagle was a force in the land in defense of the Lincoln administration, branding copperheads and slackers of that time with no unsparring hand.

The Tenth cavalry rendezvoused on vacant lots on the hill not a mile from the National Hotel, which occupied the site now known as the Morton. Canton Smith was then proprietor, his son, I. C., being a major in the Tenth. Doctor Leonard, of Newaygo, was regimental surgeon. A man by the name of Foote the first colonel.

The regiment was raised from the lumberjacks and farmers along the Muskegon and the Grand and were a hardy lot of youngsters, mostly under 20 years of age. That was a day when the boy soldier flourished preeminently. Of four men who enlisted with the brother of the writer only one was over 18. Of such were the soldiers who answered the call of

President Lincoln and put down the slaveholders' rebellion.

There was considerable drafting done in 1863, men from 18 to 45 being eligible. The various supervisors of the townships took down the names of those liable to the draft. It was said of some of the men (supervisors) that they were not, proof against bribery, and that many a name was left off the conscription list in response to a liberal roll of greenbacks.

Then, too, there were those who secreted themselves in the woods along the rivers, being fed by friends, hiding by day, yet managing to see their relatives at night. The U. S. marshals were supposed to look sharply after these slackers, yet reports have been heard about money influencing even the Government officials. Numbers sought safety in Canada, while others went to the Western plains, under assumed names, working out until the war closed, after which they returned to their families.

It may be remembered that the conscription act of the sixties was not so popular as the one enacted at the present day. The greater part of the Union army was composed of volunteers, and the name "conscript" had a harsh sound, although most of those drafted made excellent soldiers and were never in any way disparaged by the general Government.

Nearly all those who chose to run from the draft, either before or after it took effect, were haters of the administration and rebel sympathizers. It was thought smart by those creatures to refer to President Lincoln as "old imbecile," "smutty old tyrant" and the like. Such expressions were the rule and not the exception among that class in that day.

What would be thought of Americans to-day who would so far forget all decency as to speak of President Wilson in that strain? Plainly, such would find place behind prison bars. No epithet was too foul to be left unuttered by the war time copperhead and very seldom did one of them find himself called to account for his disloyalty.

The Nation was saved and the old flag was made a fixture in the sky, despite all traitorous opposition. How much more sure is it now to be carried to the fore front of victory when America is comparatively a unit in its defense! Old Timer.

Mercantile Side Lights on the Celery City.

Kalamazoo, Feb. 26—Frank J. Warner, salesman for the Worden Grocer Company, who for the past several weeks has had temporary living apartments in Kalamazoo, has moved back to his home in Lawrence, the train service being in shape on the Fruit Belt line so he can make his trips with some degree of certainty.

Mel Harris, grocer on Douglas avenue, declared war on the icicles hanging from the eaves of his home and went forth a week ago, determined to conquer the enemy. Ice flew in all directions until all of a sudden a large piece hit Mel in his right eye and put him out for the full count. However, a small defeat of this kind did not stop him from attending to business at the store where he was the victim of many of his joking friends.

A. H. Upson has bought the grocery stock of Alpaugh & Brown, at 315 North Burdick street, and will continue the business at the same location.

The fire department was called out last week to extinguish a small blaze in the store of Alfred Balod, at 429 East North street. The damage was slight.

Johnnie Walsh, of the A. W. Walsh Co., wears a happy smile and from reports he has good reason, for it is said that an 8½ pound son arrived at his home at 408 Elm street last week. Frank A. Saville.

Stop the Strikes or Lose the War.

We have had more than 3,000 strikes in the United States since we became involved in the war. That has been a frightful burden for this Nation to carry. It was a deliberate waste of man power. Fully 1,000,000 persons have been involved in these strikes.

Strikes for several years have been growing in frequency in America and the war period seems to have ushered in an epidemic of these industrial disturbances.

The country as a whole seems to have been slow to realize the significance of these strikes. In a great many instances there has been considerable public sympathy in favor of the men on strike, a rather thoughtless attitude for the public to assume in critical times like these, for if these strikes had been engineered by the corrupt and corrupting agents of the Kaiser they would not have been more to the advantage of the German government.

Every strike in America now is a strike at and against America.

There can be no question about that.

Strikes weaken our position. They stir up bad feeling at home. They paralyze industries, throw men out of employment and disarrange our commerce. It is almost impossible to face the ramifications of injury due directly to these disturbances which have recently become alarmingly frequent in American life.

We doubt whether there is to-day a graver problem before the American people than this problem of devising some means of putting an end to strikes, for if these strikes are to be continued at the behest of a few unwise and treasonable agitators it may be a question whether we can fully mobilize our resources and our energies for a successful assault upon the enemy.

We should take a leaf from England's experience. At the beginning of the war strikes were put under the ban in England. They have been kept under the ban and be it said to the everlasting credit of British trade councils, they have made no effort to break from the rules laid down by their more conservative leaders and the British government, except in minor instances and for short periods of time. If American trade unionists

had displayed half the zeal and patriotism of British trade unionists, strikes would not present such a grave problem in America to-day.

True, we have had pledges of a different state of things. Mr. Gompers said there would be no strikes during the war. Mr. Wilson, the secretary of labor, has made efforts to prevent these open breaches between employer and employe. But strikes have multiplied just the same until it is now a question of how much further we can go in permitting these assaults upon the orderly and normal flow of things in the industrial and commercial life of the Nation.

Indeed it is not saying too much to say, as has been said before, that we must stop the strike or lose the war. —Pacific Coast Mechanic.

El Portana a Cigar Passes Into the Six Cent Class.

Grand Rapids, Feb. 15—On March 1, 1918, our El Portana cigar will pass into the 6c class and the following prices will then prevail.

Small lots	\$42.50 per M
1,000 lots	 41.50 per M
2,500 lots	 40.00 per M

Terms: Sixty days net less 2 per cent. ten days, delivered.

It is no longer possible to market under the 5c class a cigar with an imported wrapper of the size of El Portana, hence the advance.

Recent advances on the part of other leading manufacturers we feel should serve as a sufficient explanation of the above advance, which we have withheld as long as we possibly could.

All unfilled orders on above date will be cancelled and all orders received in the meantime will be accepted subject to above advance.

We sincerely hope you fully appreciate our position in the above matter, and that you will co-operate with us in every way to continue the success of the El Portana in the 6c class.

G. J. Johnson Cigar Co.

To Free Stovepipes From Soot.

One method of freeing stovepipes from soot is by frequently throwing scraps of zinc on the hot fire and opening the draught in the chimney. A mixture of two parts of common salt and one part of sulphur, or a mixture of commercial ammonium chloride and sulphur is also used for this purpose.

Objections on the part of the customer to buying should not greatly bother the right kind of salesman. There's where a real salesman shows himself.

ORDERS Should be Placed FAR AHEAD

Whether the Government will declare embargoes on certain things, we are unable to say, but with coal and munitions and other things of importance given precedence over merchandise, it will be necessary for hardware dealers to place orders a long distance ahead on non-essential goods, if they expect to get them in time for seasonal displays and sale.

This new policy in handling freight will be radically different from the former method. It will cause many lines of goods to be placed way down the list in the order of transportation, and this will have a tendency to leave the dealer with incomplete stocks and cause delays in season openings, and other inconveniences unless they arrange to place orders far ahead, and adjust their business so that a shortage of merchandise will have the least possible effect upon them.

Michigan Hardware Company

Exclusively Wholesale

Grand Rapids, Michigan

The Human Factor Germany Overlooks.

American business men can undoubtedly study some aspects of the German industrial system, as it existed before the war, to advantage. On the other hand, there are many phases of German methods which Americans will never want to imitate, or have anything to do with.

For one thing, the Germans never seem to have been able to get through their heads the importance of good will as a business asset. Even their conservative business men have apparently been imbued with the "economic determinism" of the famous German Socialist, Karl Marx, and have felt that price was the all-important factor in creating markets (although even most of the Socialists now admit that Marx was wrong in ignoring so completely the human element in commerce).

An example of this German stupidity in ignoring good will was related the other day on the floor of Congress. An American manufacturer of a chemical product was selling it in the United States at 37 cents a pound, and had built quite a nice market in Germany at 42 cents. One day a thick-spectacled man dropped in to see this manufacturer at his office in a small city in Michigan, and told him that the association of manufacturers of the same product in Germany had decided to keep the home market for themselves; and would the American kindly consider this as a notice to withdraw from selling in Germany?

The American, naturally, told the Teuton to go to thunder (or he may even have used a stronger term). Whereupon the latter bowed politely, and went away.

Within a few weeks there was a sharp slump in the American market for the chemical; and on investigating the manufacturer found that the Germans were bringing it here and offering it at 22 cents a pound, in unlimited quantities! As it cost the local maker 32 cents a pound to produce, he naturally couldn't keep up the fight on that basis; and when the German emissary called upon him again a few weeks later he was reluctantly obliged to promise to withdraw from the foreign market.

The German cheerfully explained to him that it was the "Yellow Dog Fund" which he had been fighting. This fund was contributed, one-half by the government and one-half by the associated manufacturers of the chemical product in question; and from it any one manufacturer was reimbursed for the losses sustained in dumping the product in America to cripple competition. This was a standard business procedure, he said, followed in many lines, and used in all parts of the world.

To anyone interested in advertising and the power of good will in business-building, the significant thing about this anecdote is not the fact that such piratical methods were employed, but that the German business man was quite ready to confess openly that they were, and that the Imperial government was a party to

them. Apparently to the Teutonic intellect it doesn't matter how angry you make the citizens of any foreign country if you can only continue to hold an economic club of some sort over their heads.

In the years to follow the ending of the war that idea is going to cost Germany uncounted millions of dollars, until she realizes that men are more than counting machines which respond automatically when you depress the lever of "financial advantage;" that men are human beings, and react as such even when engaged in the supposedly cold and calloused practices of trade.—Printers' Ink.

One of the most profitable occupations that a man can engage in is minding his own business. He cannot expect to perform the duties of both himself and another. As a matter of fact, a great deal of harm is often done when people fail to live up to this simple precept. In every organization there are meddlers and gossipers who do not seem to have enough to do to mind their own business, but appear to take pleasure in attempting to discredit others. The man who is continually trying to compromise his fellows is likely to be called upon sooner or later to take a dose of his own medicine. For those who really desire to make a favorable impression, the best thing in the world to do is to attend strictly to business and perform each duty in such a manner that it cannot be criticized. Frequently the ambitious young man finds the authority of his

immediate superior irksome. He fails to see the reason for many of the policies and acts of the chief. There is no harm in such questioning provided his attitude is right. He can talk things over in a friendly way with the chief, and often such a talk will be to the advantage of both. But if he should carelessly or maliciously attempt to discredit either the chief or his own associates, such action is sure to result in ultimate disaster to himself.

—◆◆◆—
"One hundred hens on every farm—100 eggs to every hen!" This is the slogan adopted by some of the Government poultry men in charge of the work under way to encourage greater production of poultry meat and eggs. The average size of the farm flock in the United States is only forty hens. It is estimated that an average of 100 hens would increase the poultry supply 6,500,000 pounds this coming year. Some farms can have several hundred, while others should keep less. A pound of poultry meat can be produced more quickly, it is claimed, and with less cost for feed than any other. The average chick will increase its weight from twenty to twenty-five more times in the first twelve weeks! Can you beat it with hogs, or cattle or sheep? Do you wonder that the Government is urging maximum poultry production?

—◆◆◆—
You can tell by the way a man walks whether he owns property—and whether it's good property.



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

Barney says—

"We SERVE with great facility—

With Good Goods and Ability."

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO

THE PROMPT SHIPPERS



(Unlike any other paper.)
Each issue Complete in itself.
DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

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five years or more old, \$1.

Entered at the Grand Rapids Postoffice
as Second Class Matter.

E. A. STOWE, Editor.

February 27, 1918.

PLAIN FACTS TO FACE.

The invasion of Russia plainly indicates that the blood of conquest is once more up in Germany. The success in Italy, the break-up of Russia, with the possibilities of bringing thousands of square miles of territory, once belonging to the dreaded Colossus of the North, under German control and making it subject to German exploitation, have caused the depression and apprehension of last summer to give way to high hopes of a triumphant march towards the East beyond the previous wildest German dreams. As for the danger of a political upheaval at home, and the need of placating the Social Democrats, the Junkers evidently feel that they can snap their fingers at such things, provided they can bring home plunder enough. Conscience will be put to sleep by booty. Militarism will need no other defence and security than to be able to say to the taxpaying classes and the workingmen: "You see, now, that what we always told you is true. The army is the chief instrument for making Germany great and rich. War is the most prosperous of all German industries."

It is best to face the facts without dodging or blenching. It is now obvious that the swarming of German troops into helpless Russia means the prolongation of the war. If peace were to be proposed to the German government on the basis of the status before the war, that government, in its present temper, would scornfully reject it. We may as well admit that the terms of peace laid down by Lloyd George and President Wilson have to-day no chance of acceptance by Germany. Austria, under severe economic pressure, and with political and racial discontent rampant, might be more complaisant, but nothing reasonable is now to be expected of the triumphant Junkers. If they were to talk again of the rights of weak nations and "self-determination," it would be only with a laugh to each other, and with the firm determination to make of all such plans the same lying pretence that was made of the first negotiations at Brest Litovsk. With huge robberies well in hand, they will have no thought of disgorging any part unless compelled to do so.

So long as the German government is controlled by these cold-blooded and calculating believers in "the good Ger-

man sword," there is nothing for the Allies and the United States to do but to gather all their strength for a test of endurance. They must make it plain to Germany that, as President Wilson said, she is living, with all her ideas of carving up nations and acquiring property by the sword, in a world that is dead and gone. Her treaties, exacted by force, will not be recognized. Her right to a place among civilized nations will be denied. Commercial and intellectual intercourse with her will no more be thought of than it would be with any other set of outlaws. It may be true that the Junkers have now mounted into Germania's saddle, but the rest of the world must buckle down to the work of proving to them that they are riding towards moral isolation, into universal distrust and hatred, and towards a final destruction for which the very stars in their courses will fight.

KEEP HOME FIRES BURNING.

We have not yet produced a war song that merits permanency, but "Keep the Home Fires Burning" has a sentiment that appeals to the soldiers as well as to those that love him.

Somebody has remarked, facetiously we trust, that it is unpatriotic to keep the home fires burning at a time when the price of coal is prohibitive. Better keep them low, and send the fuel to the boys.

But, whoever would make this criticism in earnest, does not know of the fires that burn with greater heat than those of furnace and range: the fires of the heart.

And the fire of the heart is of two kinds: the fire that burns and consumes and the fire that burns and does not consume; the flame of hatred and the glow of love.

The fires that are kindled to kill will finally devour the incendiary. They are like the furnace of Nebuchadnezzar, made seven times hotter than usual to punish the Hebrew youths, but they die who commit the foe to the flames.

Let us keep the glow of love burning. It is God-given. It is the mild power that conquers. The heart is no less brave for retaining its sweetness in the bitterness of war.

The love for our boys with the colors will never die. They are our own. If they return, we shall honor them, and wreath them with laurels, and arches will perhaps be erected higher and finer than any that now mark former triumphs. But sweeter far than fame will be the kiss of dear ones who have kept the home fires burning.

And if they do not return, their picture will be enshrined where the heart watches over the censor of precious memory.

Let the love for America glow. Not the little America that shouts "All the world for my country." Such small and selfish patriotism is antiquated. Rather the large America, whose motto is, "Our country for all the world." We love America not only because we were born here or were subjects of voluntary adoption, but because we believe in America, believe that her success will mean much for the welfare of humanity. Keep that fire burning, and heap upon it the fuel of our brief but glorious history.

CANNED GOODS MARKET.

The chief item of interest during the week has been the commandeering of the supplies of unsold salmon in first hands by the Government. Full particulars are not yet available, but the impression is that only Alaska salmon has been taken, although some dispatches say that all unsold salmon has been diverted into Government channels. This would make a difference, for it is understood that the remaining quantity of Alaska pink in first hands is small. Orders have been received here to cancel contracts where the buyer is not in actual possession of the salmon and any who have been a little slow in lifting their drafts have lost the opportunity to do so.

As to other features, that concerning the placing of orders for futures also looms up in importance. The disposition of the trade is to move very slowly in this regard. It seems quite likely that certain trade customs are to be upset by the new regulations, and while they have caused quite a jolt along the line, upon second thought many members of the trade are coming to view them as rather a good thing after all. Placing orders for vegetables that were not even in the ground has always been a good deal of a gamble and the time has been gradually extended until it would not have been surprising if contracts had ultimately come to be placed a year ahead. As long as there was no unanimity of action in this regard—and none could be obtained by voluntary action—canners could simply grumble and meet the competition. Now, however, acting under the influence of an outside authority, certain permanent reforms can be accomplished. Hence the desire of many canners to wait until April 1 does not place them at such great disadvantage as when they were obliged to compete with other canners who had forestalled them.

PUT OUT OF BUSINESS.

It naturally affords the Tradesman much pleasure to be able to announce the suspension of the license of the Moneyworth Wholesale Grocery Co., which is one of the most obnoxious of the mail order houses located in Chicago. It is understood that the suspension is for the period of the war. Although all the evidence in the case was collected, tabulated and presented to Mr. Hoover by the Tradesman, the Chicago house practically convicted itself by insisting, two months after the Hoover edict regulating the sale of sugar was promulgated Dec. 2, that it was not aware of any governmental restrictions on the sale of sugar. Ignorance of the law excuses no one, but in this case the plea of ignorance was so flimsy that Mr. Hoover and his associates evidently did not give it a moment's consideration.

Although the Tradesman has investigated many complaints of this character at the request of its readers, this is the first one in which drastic action was resorted to by the Federal Food Administration. Other cases have been equally flagrant and the

proof of violation equally clear and positive, but for some reason the violators have been let off because of promises to do better in the future.

THE CAPTURE OF JERICHO.

Whether the capture of Jericho suggests the city that lost its nerve and toppled down before the uncanny blowing of rams' horns day after day, or the place to which, fourteen centuries later, a certain man was going when he fell among thieves, there is no denying its unfortunate associations. Who ever heard anybody say anything nice about Jericho? Something always happens to any one who gets in the neighborhood of it. When Moses climbed to the top of Pisgah to see the land that he was not to enter, there was Jericho "over against" him. When Elijah was to have his little adventure with the chariot of fire, he and the apprehensive Elisha "came to Jericho." It was his last visit. When Hanun, the son of Nahash, had shaved David's servants and put other indignities upon them, where did David intern them while their beards were growing? In Jericho. One would think King Kedekiah would have had sense enough to keep away from so ill-fated a place. Not at all. When the Chaldeans pursued him, he ran straight towards it, and, of course, they overtook him "in the plains of Jericho." The only decent occurrence recorded of the city is:

Zaccheus he
Did climb a tree
His Lord to see.

The one respectable period in its history was from 1451 B. C. to 918 B. C. In the former year it was destroyed by Joshua. In the latter a man by the name of Hiel rebuilt it. We hope that the British will be on their guard while they are in the neighborhood.

Germany's tardy proposal to abolish the use of poison gas in warfare can scarcely receive serious attention just now. She first employed this diabolical weapon, in contravention of the rules of war and the dictates of humanity and reaped every advantage of surprise and panic that such perfidy could afford. Now, when the enemy lands two gas shells in the German trenches for every one the Germans land in his, comes the present remarkable proposal. A swift and appropriate answer would be: "Make the negotiation one to abolish all forms of illegal and uncivilized warfare and we will talk with you. Cease attacks on unfortified towns by aeroplanes and Zeppelins; cease illegal and brutal oppression of populations in occupied territories; abolish the Lithuanian work battalions; put an end to Belgian deportations; stop making deliberate war on women and children; discontinue the emasculation of men, women and children; stop innoculating women and children with the germs of disease; stop trying to eliminate peacetime commercial competitors by wartime frightfulness; stop your allies, the Turks, from their wholesale slaughter of subject races; make your submarine warfare meet the most elementary demands of humanity; and then we will consider your suggestion about poison gas."

Often the surest way to save two dollars is to spend one.

TWENTIETH CONVENTION.

Retail Grocers and General Merchants Association.

Ann Arbor, Feb. 20.—Despite the unspeakable weather conditions which prevailed in Ann Arbor Tuesday, the annual convention of grocers and general merchants started off with an attendance and a display of enthusiasm that augured well for the success of the three day sessions.

Charles Kyer, President of the local Association, opened the meeting at 1:30 in Schwaben hall and in doing so set forth clearly and concisely the importance of the occasion and the opportunity which this convention offered for constructive

of the Secretary and Treasurer were turned over to the Auditing Committee. Telegrams of greeting were read from the Saginaw Board of Trade and the American Fair Trade League.

The delegates were given an unexpected treat when William Foebel, of the Redpath Lyceum Bureau, who happened to be in the city for a few hours, was introduced and talked for twenty minutes along patriotic lines. In forceful language and throwing away all efforts at mincing words, the speaker attacked those Germans in America, who pose as peaceful citizens, but harbor an unspoken respect for Kaiserism. "There are only two ways I ever want to see that devil of Potsdam and that is either caged or stuffed. He and his cohorts are lined up on one side to defend the divine right of kings, while the United States and her Allies are championing the divine right of men, as proclaimed by Abraham Lincoln at Gettysburg. This is a battle of ideals and we should thank God that we are on the side which, by contrast with the attitude of our enemies, stands out for humanity, justice and freedom of the individual. We stayed out of the war as long as we dared and then we got in with all the resources that we possess. We now have close to half a million men in France, prepared to pay back the debt we owe that country for Lafayette's efforts in 1776. We don't want in this country a German-made God. We want the God who inspired men like Washington and Lincoln, whose lives were devoted to

then taken up and a few responded as called on.

Ann Arbor: Secretary Theo. M. Trost, stated that the credit rating system continues to prove itself an indispensable adjunct of the Association work. Ratings are on file covering some 30,000 names and the majority of the merchants never think of opening an account without first communicating with the credit office relative to the credit record of the applicant. Delegates were invited to investigate the system in person while in Ann Arbor. Mr. Trost commented upon the Souvenir Year Book and Buyers' Directory, from the proceeds of which, the entire local expenses of the convention would be paid. He spoke a word in behalf of the advertisers who had cooperated in making this book a success.

Bay City: C. C. Schultz announced that his delegation was here to work, hoped the convention would give them plenty to do. He stated that the chain store system has been introduced in Bay City but the independent grocer is doing just as much business as ever. The grocers like the working hours enforced by the Fuel Administrator and wished that they could be made permanent. The annual picnic at Wenona Beach last summer brought out a crowd of 14,000 people and put a substantial surplus into the treasury of the Association. Bay City favors the formation of a mutual fire insurance company owned by members of the Association.

Benton Harbor: A. L. Leonard stated that they had no Association in his city, but hoped arrangements could be made to effect one there in the near future.

Big Rapids and Britton: Representatives from both of these places deplored the fact that they had no local Association and asked for co-operation in getting one formed. Mr. H. E. Gill of Britton, referred with pride to his town as the biggest little town in the State. They have seventeen business men who he felt would boost a local Association there.

Cadillac: Hy. Boersma said that the credit rating system had proven a boon to the merchants of his town. There had been a great improvement in the credit atmosphere of the town. The

line of backing up the Government in all its war activities.

Secretary Trost then took charge of the meeting which resolved itself into a smoker and social session. A very enjoyable buffet lunch was served, followed by a vaudeville programme made up largely of high class professional talent including Max Bloom and the members of his company.

The N. of M. Glee Club quartette made a big hit and when it became known that thirty-five members of the club are now in the service, a collection was taken up for a service flag which was presented later in the convention.

The evening's programme was one of the best that has ever been presented at any entertainment session in connection with a State convention.

Visit to the University. The delegates spent Wednesday morning visiting the distributing station of the Merchants' Delivery and were escorted through the University buildings. A group photo was taken in front of the memorial building.

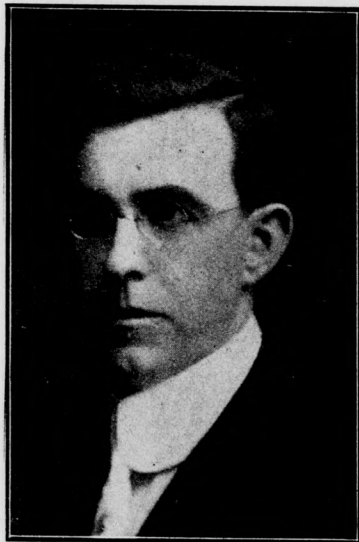
Wednesday Afternoon. The question box was taken up, with C. G. Christensen, of Saginaw, in charge. The possibility of securing a Sunday closing law applying to food stores was discussed at length and eventually referred to the Resolutions Committee. Opinion was divided in regard to the constitutionality of a measure of this kind. It was felt that assistance in this matter might be secured through the Food or Fuel Administrators.

The question was asked, Why do mills grind wheat for farmers and deliver all the flour made from this wheat without requiring the farmer to take also the substitutes which the law requires merchants to sell when furnishing flour to a customer. It was shown that this is not permitted when violations are brought to the attention of the authorities. A mill at Capac was closed a few days ago for having committed this very offense.

Is it profitable as well as patriotic to raise potatoes now, was another question submitted. Cadillac merchants announced that while they had experimented and had not found it profitable, they considered that the element of patriotism is of more importance and should have first consideration.

Another question was, Why does the grocer try to sell flour and sugar at a loss when he can with more profit, push the sale of molasses, syrup, oatmeal, corn meal and other commodities that carry a fair margin of profit? The answer was that a grocer should push the profitable lines and handle the unprofitable staples as an accommodation and because the Government looks to the grocer to distribute these products.

Attention was called to the fact that when a grocer runs out of substitutes, he must cease selling flour unless he se-



W. J. Cusick, Detroit.
President.

work in behalf of the grocery trade. "There is no more loyal nor patriotic body of men to-day," said the speaker, "than the retail merchants of America. At this particular time when the United States is called upon to feed not only our own people, but those also of our Allies across the water, no one plays a more important part in the success of this great undertaking than the grocer and butcher. It is within our province to see that food is not only conserved wherever possible, but also that it is not hoarded. The merchant is one of the first men called upon in any campaign for patriotic funds and he is glad to co-operate to the limit of his ability."

Mr. Kyer invited the delegates to call at the stores of the different retailers of the city and see them in the harness. He hoped they would carry home nothing but fond recollections of their visit to Ann Arbor.

After the delegates had joined in the singing of America and the invocation had been delivered by Rev. J. W. Wells, Mayor E. M. Wurster delivered a very sincere address of welcome on behalf of the business people of Ann Arbor. The delegates were deeply impressed when the Mayor stated that 2,500 of the 6,000 students who attended the University of Michigan a year ago are now engaged in some department of the Government's war activities. He was proud of this showing.

President John A. Lake, of Petoskey, responded in his characteristic manner. He felt that the people of all parts of Michigan regard the University at Ann Arbor as their own institution and yet he claimed that the people from all parts of the United States have an equally high regard for this wonderful school of learning. The speaker commented favorably upon the attitude of the Schwaben society of Ann Arbor, in whose hall the convention was being held. "This organization," said the speaker, "has shown by these decorations that first in the hearts of its members now comes the interests of their adopted country. They have given us a lesson in citizenship that we should respect and honor."

President Lake then delivered his annual address which was published in full in the Tradesman of Feb. 20.

Secretary J. M. Bothwell then read his annual report, which was also published in last week's paper.

The Treasurer, C. W. Grobe, of Flint, presented his annual report which, when summarized, was as follows:

Balance on hand one year ago	\$ 474.17
Receipts during the year	1,452.80
	\$1,926.97
Disbursements	1,842.35

Balance on hand \$ 84.62

The President submitted a partial list of committees and announced that a complete list would be announced at the Wednesday session.

On motion of C. G. Christensen, supported by Louis Schwemer, the reports



John A. Lake, Cadillac.
Retiring President.

building up and not to tearing down the progress of civilization. We don't want Germany. We don't want more territory. We are in this war with clean hands to make the world free to all peoples and the German race will benefit just as much as those of other countries when we succeed, as we are bound to do in breaking up the military system which has been conceived by German kulturists to rule the world."

A rising vote of thanks was extended to Mr. Foebel for his soul stirring address and regret was expressed that the departure of his train made it impossible for him to speak longer.

President Lake added brief patriotic remarks to those of the previous speaker and stated that sixteen clerks from the business in which he is interested are now in different branches of the service and fifteen of these enlisted. Only one was drafted. "These men," said Mr. Lake, "are fighting our battles, not their own and it is our duty to back up their efforts in every way we can."

Burton F. Browne, Deputy Dairy and Food Commissioner, spoke briefly and said this isn't the kind of an audience he would prefer to speak to. He would rather talk to the rascals and scoundrels who, by profiteering and gouging, bring disgrace upon an honorable calling. "Our department," he said, "is trying to play square with the honest grocer." He promised to explain the workings of the department at Wednesday's session.

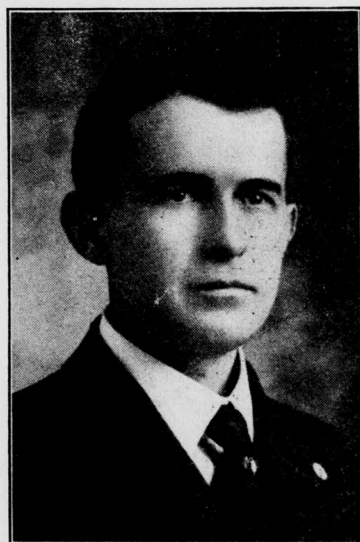
The meeting adjourned and the delegates repaired to the plants of the Hoover Steel Ball Co. and the King Trailer Co., two of Ann Arbor's most successful industries.

Smoker Tuesday Evening.

Tuesday evening, President Lake called the meeting to order at 7:00 p. m. for a short business session.

In introducing the first speaker, E. J. Mathews, of Petoskey, the chairman referred to him as a young man who, while employed as a clerk, always made it a point to do just a little more work than was expected of him. He never harbored a grudge, never lost his temper and in his relations with the customers of the store was always loyal to the boss. Mr. Mathews had for his subject, "The Duties and Opportunities of Clerks," which will appear in full in next week's paper.

The reports of local secretaries was



E. W. Jones, Cass City.
First Vice-President.

butchers and grocers work together for the mutual improvement of the business of the members.

Clare: J. T. Tatman said there is no Association in his town but that he has been attending State conventions for several years and benefits greatly by what he learns at these meetings. He felt that the grocers of the country are an unusually patriotic body of men and are doing their full share in backing up our Government wherever they can be of service.

Cass City: E. W. Jones said his town is in better condition than it has ever been. They have a new milk condensery handling as high as 87,000 lbs. of milk in a day. The local Association has nine members and they have derived great benefits from the assistance of the State Association.

Detroit: C. A. Day reported his Association represented by twenty delegates. Some problems peculiar to a large city have been met with during the past year. These have made it necessary for the grocers to give more intensive thought to the details of their business. The credit and collection departments of the Association are producing excellent results and saving the members several thousands of dollars per year. The members are working hard to conform with all the rulings of the fuel and food administration departments, and are contributing liberally to all patriotic funds. He hoped that something constructive would be done at this convention along



John Affeldt, Jr., Lansing.
Second Vice-President.

cures from his customer a bona-fide order for the substitutes in the proportion required by Government rulings, to be delivered as soon as procurable.

The draft of the new constitution and by-laws was then placed on its first reading. President Lake then made a few announcements during the course of which he referred to the Michigan Tradesman, as the best trade paper in the United States and stated that he did not see how any Michigan retail merchant could afford to get along without receiving this paper every week.

Charles Kyer, of Ann Arbor, then explained the co-operative delivery system which has been operated successfully in his city for nearly eleven years. The company was organized by twenty-two of the business men of the town and started out to handle the business of

twenty-five firms. Twenty routes were laid out, requiring twenty wagons and at the start the rates charged were two cents per delivery for butchers and three cents for grocers. This was inadequate and the company ran behind \$800 the first four months. Gradually the rates have been raised as the cost of labor and other items increased, but eighteen wagons are now doing the work which required eighty rigs under the individual delivery system and the cost is less than half what it would be if each merchant maintained his own wagons.

In addition to the service rendered to the merchants, the company derives a revenue for delivering goods from manufacturers, and others which of course results in a lower rate for delivery for the retailer.

The coupon system has been discontinued and a flat rate is charged based upon the service rendered over a period covering the past few years.



Chas. W. Grobe, Flint,
Treasurer.

Drivers could formerly be procured for \$9 to \$10 a week but now it is hard to get a good man for less than \$18 a week.

The lot on which the delivery station was built cost \$3,600 and the building \$9,000. A mortgage was assumed for \$6,500 and notes for \$2,700 were given to the merchants for wagons purchased from them.

Ten of the stockholders went on the company's notes for \$2,200 and later adjoining property was purchased for \$2,500. All indebtedness had been wiped out five years ago and the property has been free and clear since then.

A farm has been rented on which the company grows hay, oats, and some corn, all of which are used for feed. The farm also serves for pasturage purposes for run-down horses.

The problems of lost baskets, oil cans, jugs, etc., were met with but the difficulty experienced in this connection is no greater than the individual experiences when operating his own delivery.

The officers of the Association have given freely of their time in perfecting the system and the speaker gave credit to the manager, Mr. Louis Rhodes, for the success of the company. Mr. Rhodes has been in active charge ever since the company was formed.

Special deliveries cost 12½ cents and the people of the city have been educated to know what time of day they must have their orders in, in order to catch each delivery. Orders are all taken to the central warehouse where they are routed. The special deliveries are sometimes necessary but even at the rate charged they are not profitable to the company.

The flat rate now charged is equivalent to about 4½ cents per delivery for grocers and 3½ cents for butchers. The speaker felt that it costs the merchant who owns his own rigs, at least 10 cents per delivery.

In introducing the next speaker, President Lake commented upon the unusual conditions which have maintained during the past year and deplored the criticism which is so frequently directed at the retail grocers as a class for being responsible for the high cost of living. He wished the press of the country could see the inventories of the retail grocers and be shown the net return which the average retailer has been deriving from the time and money devoted to his business.

He felt that State food officials should be very careful in their announcements, not to give out announcements that reflect upon the grocers as a class.

If Tom Jones violates the law, it should be Tom Jones that gets the blame and not the grocers of the community. A public officer should be specific when he gives out information of food violators.

This Association has in the past and wants in the future to work with the food officials and we want them to work with us.

Mr. Lake strongly endorsed the work of State Food Administrator, George Prescott, and pledged the Association to continue to support him in the responsible work which he has on hand.

Mr. Prescott was prevented from being present but was represented by his assistant, Mr. Fitzgerald, who expressed regrets from the former at his inability to meet the delegates in person.

Mr. Fitzgerald stated that he appreciates the injustice that is so often done to the retailer for the public is prone to blame the merchant when an article advances in price. The retail grocers are co-operating loyally in carrying out the orders of the department and wilful violations are rare exceptions.

Mr. Fitzgerald stated that on account of the shortage of substitutes for wheat flour, bakers are given until March 10th, before being required to use 10 per cent. of substitutes in bread. The department does not want to put any honest man out of business nor cause him any avoidable loss or inconvenience. The work of the Michigan Food Administrator has grown steadily and it will soon require a staff of twenty-five or more employees to keep up with the work of this office.

Mr. Fitzgerald assured the delegates that when they run out of flour substitutes they must be sure to get a bona fide order for the required percentage of substitutes, same to be delivered when the goods arrive. The ratio of substitutes is now one in four and the Government expects to soon have authority to control the price of these substitutes.

In answer to an inquiry, the speaker said that the grocer who formerly bought flour in car lots, can do so now, even though that constitutes more than a



J. M. Bothwell, Cadillac,
Secretary.

thirty days supply. He can only receive 70 per cent. of his previous normal requirements. Whole wheat and graham flour are sold on the one in four plan, the same as white flour until conditions warrant the flour business being placed on a fifty-fifty basis.

Rye flour can be sold alone but can not be used as a substitute. Mr. Fitzgerald urged retailers to report violations to the department and that prompt steps would be taken to see that violators are prosecuted.

Dealers were warned against taking back from a customer, any goods that have been sold as substitutes.

The speaker admitted that there is much room for improvement in the methods now employed for giving prompt official publicity to new rulings. Some times press dispatches from Washington appear before the State officials are apprised of new rulings. This results in misunderstandings between the merchant who reads the dispatches and the official to whom he applies for information.

The advisability of the adoption of the card system in the sale of sugar brought forth a diversity of opinions from the delegates but the majority when asked for an expression favored the card system. It was claimed that this would help the feeling between the customer and the merchant, particularly in the smaller towns, where the customer resents the action of the dealer who will not sell him sugar.

Next Wednesday, the advisability of employing the card system in the sale of sugar and flour will be discussed at a meeting of County Food Administrators, to be held in Lansing.

The State department recommends at present that retailers confine the sale of sugar to their own customers. You can refuse to sell sugar, even though you have a supply on hand, to some consumer who does not trade with you.

Mr. Fitzgerald in closing, stated that he had received some ideas and suggestions that would be valuable to the department as a result of the questions and discussions which had developed at this meeting. He and his department were given a rising vote of thanks for their apparent desire to co-operate with the grocers and for the valuable information given to the meeting by Mr. Fitzgerald.

In the absence of W. R. Roach, of Hart, who was unavoidably detained from attending the convention,

Burton S. Shaw read an able paper, prepared by Mr. Roach, on "The Canning Industry" which will appear in full in next week's paper.

President Lake then announced the following completed list of committees:

Credentials—John Affeldt, Jr., Lansing; W. P. Workman, Grand Rapids; J. C. McDerby, Nashville.

Resolutions—L. Seegar, Cadillac; A. J. Faunce, Harbor Springs; Jos. Primeau, Bay City; B. Sleder, Traverse City, and F. C. Wood, Port Huron.

Ways and Means—F. D. Avery, Tecumseh; G. A. Pletz, Uby.

Rules and Order—L. D. Hobbs, Battle Creek; C. J. Ortner, Frankenmuth; E. P. Hobart, St. Johns.

Auditing—V. J. Tatham, Saginaw; J. C. Hammer, Monroe; O. W. Scott, McBain.

Legislation—John Affeldt, Jr., Lansing; W. J. Cusick, Detroit; N. Blake, Lansing.

Constitution and By-Laws—Wm. McMorris, Bay City; J. M. Bothwell, Cadillac; J. A. Lake, Petoskey.

Insurance—J. A. Lake, Petoskey; J. M. Bothwell, Cadillac; Wm. McMorris, Bay City.

Press—C. A. Day, Detroit; Theo. H. Trost, Ann Arbor; J. M. Bothwell, Cadillac.

Special—A. C. Neilson, West Branch; C. N. Addison, Grand Haven.

Burton P. Browne, Deputy Dairy and Food Commissioner, spoke in regard to the work of the department and said he would rather be addressing the dishonest grocers of the State instead of the honorable class that come to these conventions.

"There is also an element," said the speaker, "which seeks to nullify the work of this department for the purpose, literally of shooting our soldiers in the back. We have to devote a great deal of attention to this class. The attitude of grocers who belong to this Association, stands out by contrast with that of many who do not co-operate with the food authorities. Not only is there the dishonest retailer but there is also the dishonest manufacturer who requires attention and the department has been making a survey covering the food value of different classes and brands of canned goods. Canned kraut has been found containing as high as 56 per cent. liquid, whereas the department feels that not more than 15 per cent. of the contents of a can of kraut should be liquid. He



Leonard Seager, Cadillac,
Executive Committee.

expected a ruling would be made on this point shortly.

"During a crisis of this kind we can always expect to meet that class which seeks to profit unduly by the conditions which maintain, and it keeps the department busy running down the fellow who keeps the price up and the quality of his product down. The manufacturer however who thinks that he can put something over on the public always finds in the long run that he only fooled himself. Honesty in merchandise is necessary for the permanent success of any food product.

"The department does not like substitutes. It wants things called by their right names. It does not and never has been opposed to oleo except where that product is sold as butter. Egg substitutes must not be artificially colored except as required by law.

"One woman recently complained to the department that she had bought potatoes from a peddler and had found them frozen. It was suggested to her that she shoot the peddler and at his funeral take an oath that in future she would buy her supplies from the retail grocer.

"A change is being made in the system providing for the issuance of sanitary cards. Cards will not be issued to places where food or dishes are handled by men who have not been submitted to a blood test."

At the conclusion of his remarks, a vote of thanks was tendered to Mr. Browne for his address and for his ex-

pressed attitude towards the grocers as a class.

President Lake felt that the sphere of influence of the department should be extended to meat and other kinds of open peddler's wagons.

He also thought it would be a good plan to make the label on canned goods show the consumer what grade and size can she is getting for her money.

In response to an inquiry Mr. Browne stated that the percentage of grocers who seek to take advantage of a customer is very small but that it is enough to show that we have been too lenient in the past in our immigration laws.

The hope was expressed that the food department could control the business to the point where American hours would be observed, with Sunday closing and no merchants allowed to eat, sleep and cook in the store where groceries are sold.

Adrian Oole, Manager of the National Grocer Co., branch at Traverse City, was called on and responded briefly.

He felt that this was one of the best conventions he had ever attended. It costs a man money to stay away from a meeting of this kind. Every delegate who is here will, when he leaves for home, be a better business man than he was when he came.

While he hoped things would soon shape themselves better in the grocery line, Mr. Oole felt that present experiences are sharpening us up and making better merchants of all of us. We are watching expenses closer, keeping down the overhead and paying more attention to collections. Credit has been too loose in the past and it is a good thing that the lines are being drawn tighter.

The meeting then adjourned and Wednesday evening attended the annual concert of the U. of M. Glee Club in the Hill Auditorium as guests of the Ann Arbor Association. During the course of the programme, President Lake was escorted to the platform and in an impressive and forceful address presented to the club, the large service flag subscribed for by the delegates on Tuesday evening. Mr. Robert Dieterle, President of the club responded appropriately and thanked the Association for its handsome gift.

Thursday Morning Session. Reports of local secretaries were taken up again first thing Thursday a. m.

Fremont: Roy W. Brink reported that the Association in that town includes in its membership several merchants located in surrounding territory, thus giving it a wider sphere of influence. The State Secretary had helped the Association to get started about a year ago and installed a credit rating system which has proven invaluable not only to the grocers but to the merchants in other lines, practically all of whom subscribed.

During the summer the members hold their meetings around at the different stores of the members. Next summer it is proposed to make automobile trips to Hesperia and Newaygo to meet with the merchants of those towns and co-operate with them in improving conditions



Frank D. Avery, Tecumseh.

throughout that territory. Sugar cards have been in use since January allowing each person one-half pound a week and the Association is co-operating with the Food and Fuel Administrators much better than would be possible without a local Association. Merchants have bought flour together in car load lots and have saved money thereby.

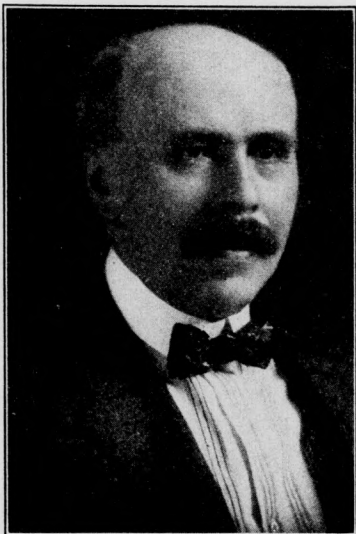
Grand Haven: There is no merchants' Association here but a good Chamber of Commerce that has been a big help to the town in getting factories to locate here.

Grand Rapids: W. P. Workman reported that his city has given twelve million dollars to the cause and is willing to do more than its share in anything to help the Government. The grocers

Association through its collection department secured \$6,137 from bad accounts for its members during the past year. Dues are \$12 a year and every member is in good standing. The Association would like to see the working hours of food stores regulated by federal control. It also favored a law requiring grocers to pass an examination before being permitted to engage in business and also a law prohibiting the killing of immature animals.

Merrill: Merchants there have been considering going on a cash basis but have not yet done so. However they are limiting all credits to 30 days. Merchants are real friendly and exchange sugar or flour when one of them is short of these articles.

Lansing: Secretary Van Ry said the average attendance at meetings is about twenty and members take an active in-



Sam Heusel, Ann Arbor.

terest in the organization. An effort is made to keep the grocers promptly notified of new food rulings. The Association now owns its own reporting and collection agency and sells its service to business men in other lines. Members turn in a complete list of their customers for rating purposes, every three months, thus keeping the records up to date. Grocers who used to get stung regularly by fake and irresponsible collection agencies have been educated to leave these concerns strictly alone.

Within a few weeks the Association is going to employ an idea which it got from the Michigan Tradesman and dress its "Bill Collector" up in a solid red uniform with his title across the front of the hat.

Frankenmuth: C. J. Ortnier announced that all eligible dealers there are members. It is a 100 per cent. town.

Jackson: Frank Dwelle stated that his Association had started a credit system last September and now has 20,000 ratings in its records. They have a local ordinance limiting the number of working hours to eleven and convictions had been secured in cases where the law had been violated.

Saginaw: Many grocers here are going onto the cash and carry plan. They would like to see the present nine hour day as enforced by the fuel administration, made permanent. The Woman's Council of National Defense is co-operating with the Association.

Battle Creek: L. D. Hobbs said that the location of the cantonment there had brought about a great many changes in the trade. Many new merchants had come to town and a big proportion of the newcomers are out to get the money. They are not unduly particular about conducting business along the right lines. The town is flourishing and the cash and carry plan is being adopted in many stores.

Tecumseh: Frank D. Avery said that no regular meeting nights are observed by the local Association but special meetings are called whenever the occasion warrants. They have had a general delivery in operation for the past fifteen years. The number of deliveries have been cut down and there are only two trips per day now. A charge is made for deliveries on all orders of less than 50 cents. There are eight members in the Association all of whom have paid dues to the State Association and also to the National Association fund for keeping President Schaffer in Washington. Mr. Avery has attended many State conventions at his own expense and figures that they never cost him a cent. He always secured benefits much greater than what it cost him to attend. He claimed that Tecumseh is the biggest and best town of its size in Michigan.

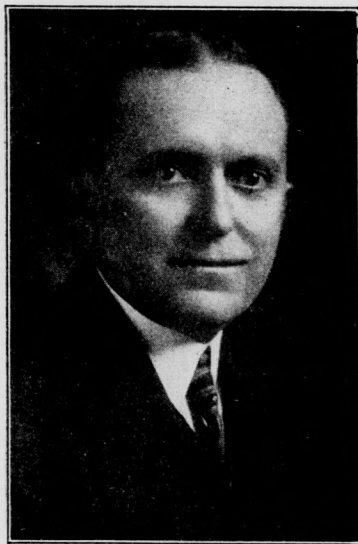
Uby: Geo. A. Pletz reported that they have a business men's Association in his town that does good work, but the gro-

cers come to the State Association as individual delegates at their own expense. Greenville: A new organization has been formed here which operates a credit rating bureau. The dues are \$12 per year for membership and \$24 per year if a member uses the reporting bureau. A larger representation was promised at the next State convention.

State Secretary Bothwell then gave an illustrated talk on "Extending Credit Mathematically." Mr. Bothwell referred to the subject of mutual fire insurance and told of the success of the companies conducted by the retail hardware dealers. The profits of the insurance companies run as high as 60 per cent. and the hardware men are able to carry insurance at 50 per cent. what the old line companies charge and still build up large surplus funds.

Mr. Bothwell stated that 38½ per cent. of the earnings of the average family goes for groceries. A grocer should ascertain the salary of an applicant for credit and be governed accordingly in placing a limit on his credit. In opening accounts be sure to get correct spelling of name and correct address, have an understanding as to when bills become due and explain that 7 per cent. will be added to all accounts not paid on the due date.

It pays the merchant to borrow money if necessary to take advantage of discounts. Mr. Bothwell said the Government in requiring flour to be sold with substitutes is making more money for the grocer as the profit on these substitutes is greater than on the flour. The



David C. Prochnow, Ann Arbor.

dealer ought to push the sale of substitutes even when no flour is purchased by the customer.

President Lake, in commenting upon the examples submitted by the Secretary, stated that freight and express charges are not expense items, but should be added as part of the cost of the merchandise.

The new constitution and by-laws were then placed on second reading.

Leonard Seegar, chairman of the Resolutions Committee, then submitted the following report:

RESOLVED—That all grocers, meat markets and food dealers of every kind and nature be placed under Federal control and we suggest to Dr. Garfield that even hours be the maximum per day for five days, beginning Monday, with an additional two hours for Saturday; and be it further

RESOLVED—That the opening and closing hours for each district be uniform and regulated by the administrator for each district; and be it further

RESOLVED—That a copy of these resolutions be furnished to H. A. Garfield, Herbert Hoover, W. K. Prudden, George Prescott, John H. Schaeffer, President of the National Association, and John J. Ryan, Secretary of the National Association, with the request that trade and association papers copy and request all retail grocers to adopt similar resolutions at once and forward to Mr. Garfield.

WHEREAS—Premiums, coupons, trading stamps and all gifts in connection with the sale of merchandise are unnecessary and have a tendency to raise both the cost of doing business and the merchandise, thus entailing additional burdens on the already burdened consumer, and produce other and demoralizing effects on the trade, and

WHEREAS—They are generally misleading to the consumer and tend to over buying, waste and other forms of extravagance, and

WHEREAS—This body believes them unnecessary and detrimental to the economical distribution of merchandise; therefore be it

RESOLVED—That we here assembled

most earnestly petition our National Food Conservator, Herbert Hoover, to abolish these evils as an economic war measure.

WHEREAS—The Michigan Tradesman and its able editor, E. A. Stowe, has been of inestimable value to the merchants of Michigan and has used the columns of the Tradesman continuously for the upbuilding of better business and better conditions for the retailers of Michigan, and

WHEREAS—It has continually fought trading stamps, gift schemes, insurance monopolies and other combinations unwholesome to our legitimate business interests; and

WHEREAS—It has used every possible means to protect our merchants against fraud and has kept them well informed on all orders concerning food control,

THEREFORE—Be it resolved that we tender E. A. Stowe and his able corps of assistants our appreciation and a vote of thanks for the great work done by his paper in behalf of the retail merchants of our State.

RESOLVED—That the Retail Grocer and General Merchants' Association of Michigan, heartily endorse the action of the Food Department in requiring hucksters and peddlers to maintain sanitary conditions and properly balanced scales and be it further

RESOLVED—That the Food Department extend to the peddlers' wagons and scales the same rigid inspection and be it further

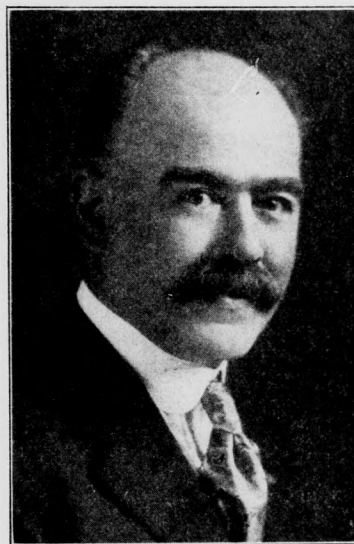
RESOLVED—That a copy of these resolutions be sent to the commission of the State Dairy and Food Department, requesting that a copy be furnished to all inspectors with instruction that they give the matter their special attention.

WHEREAS—Our country has entered this great war on the side of right, justice and democracy, and

WHEREAS—It will be necessary to conserve all the resources of the nation including food stuffs, etc., and

WHEREAS—The retail grocers and meat dealers can be of inestimable value to our country on all food conservation,

THEREFORE—Be it resolved that this body pledge Herbert C. Hoover the National Food Control, and G. A. Prescott and our State Food Control, our utmost support and assistance during this war.



Theo. H. Trost, Ann Arbor.

WHEREAS—Some magazines and newspapers have in the past published many articles that convey to their readers very erroneous impressions of the profits derived from the retail grocery business, and

WHEREAS—Many of these publications refuse to publish articles submitted by the grocers giving actual facts pertaining to their profits; now therefore be it

RESOLVED—That the Retail Grocers and General Merchants' Association of Michigan in convention assembled take exception to the injustice done them by the practice of the privilege stated above, and be it further

RESOLVED—That a copy of these resolutions be sent to such publications as have in the past published such articles.

WHEREAS—It appears from the statements made in the 65th Congress that the publishers of the United States are enjoying a special privilege in the matter of having their periodicals, containing millions of dollars in advertising, carried through the mails at a tremendous loss to the Post Office Department, and

WHEREAS—It is further noted that the same Congress enacted legislation advancing the rate of postage on such publications, to take effect July 1st, 1918, and,

WHEREAS—Many of these publications are using much space in their efforts to persuade their readers that Congress

did an unwise act passing such legislation, and,

WHEREAS—This advertising propaganda is now being carried through the mails at less than actual cost of carriage; now therefore be it

RESOLVED—That we heartily support the legislation, raising the rates on Second Class Mail, as passed by the 65th Congress, and, be it further

RESOLVED—That we request that our Congressmen make it their duty to see that no change be made in this postal legislation until it has had a thorough trial, and that any changes made later be in the direction of a rate upon second class more nearly covering the cost of service.

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

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

RESOLVED—That the Retail Grocers and General Merchants' Association of Michigan pledge its loyal support to the Government of the United States in the prosecution of the war; and further be it

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

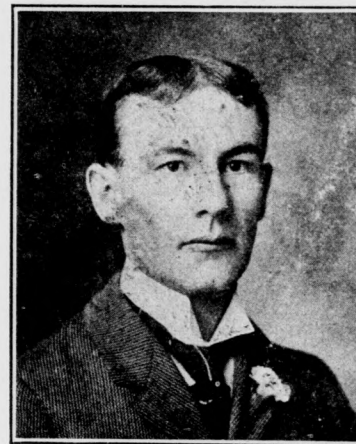
RESOLVED—That copies of this resolution be sent to the President of the United States, the Senators representing the State of Michigan at Washington, and to the Hon. William H. Taft, President of the League to Enforce Peace, 70 Fifth Avenue, New York.

WHEREAS—That due to a lack of knowledge and a practical experience in the distribution of foods, a lack of knowledge pertaining to the origin and growth of many varieties of fruit, vegetables, cereals, coffee, teas, etc., result in improper care of such foods, thereby causing an enormous waste; and

WHEREAS—The lack of practical experience in the distribution of foods, a lack of practical experience pertaining to the receiving, proper care and storing is the cause of much waste.

WHEREAS—The lack of knowledge pertaining to business management in the merchandising of foods results in unfair competition, in overcharges as well as under pricing, in improper management of deliveries, in improper knowledge of extension of credits, insufficient knowledge of a proper and compiled system of book-keeping, all of which result in failure; thus producing an enormous waste, which finally is borne by the consumer; therefore be it

RESOLVED—That any person, firm, or corporation in the business of distributing food through a retail grocery or meat market shall have for its managing head, a person who shall have served three years apprenticeship, and therefore is



H. J. Schaberg, Kalamazoo.

entitled to a registration card, issued by the State Dairy and Food Department; be it further

RESOLVED—That in the event such person, firm or corporation is not entitled to such registration card, they shall employ a registered grocer or meat cutter to supervise such business.

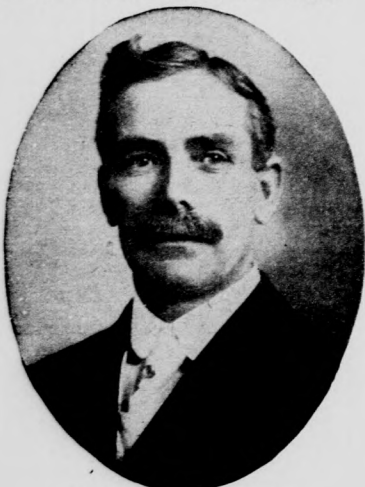
RESOLVED—That the Retail Grocers and General Merchants' Association heartily endorse the ruling of the food administration requiring the sale of farm products by weight, making the unit 100 pounds, instead of bushels.

WHEREAS—An extreme shortage of meat and the famine in meat products stares us in the face, not only for the period of the war, but for many years to follow, unless drastic action is taken to conserve; and

WHEREAS—True and intelligent conservation depends upon the sale of food

on the basis of calories instead of bulk or price; therefore be it

RESOLVED—By the Retail Grocers and General Merchants' Association of Michigan that the Secretary be instructed to write our delegation of Congressmen and Senators, urging the enactment of a law making the minimum age for killing immature animals for food as follows: calves, two months; pigs, six months.



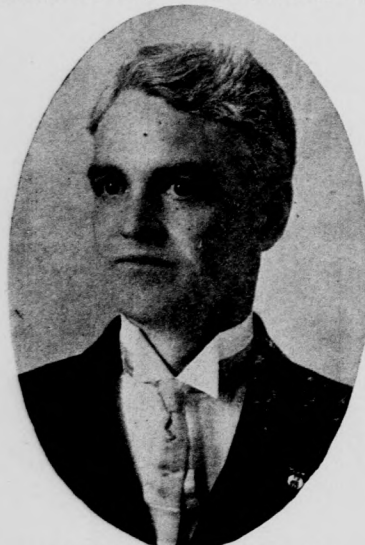
M. L. DeBats, Bay City.

RESOLVED—That we extend to our old friend, Fred Mason, our congratulations on his election as chairman of the Chamber of Commerce of Niagara Falls and re-election as President of the Shredded Wheat Biscuit Co.

RESOLVED—That we extend to the Honorable Mayor, Retail Grocers and General Merchants' Association, Secretary Trost, University Glee Club and citizens of Ann Arbor who have assisted in making our convention one of the best in the history of our organization our sincere appreciation of the hospitality shown us during our stay with them.

These resolutions were acted upon separately and adopted. They were then adopted as a whole. At the conclusion of the report, acting chairman Cusick, complimented Mr. Seegar and his committee upon the broad field covered in the report and suggested a rising vote of thanks which was duly tendered to the committee. The meeting then adjourned for lunch.

Thursday Afternoon.
V. J. Tatham, on behalf of the Auditing Committee, reported that they had examined the books of the Secretary and



A. C. Neilson, West Branch.

Treasurer and had found them to be correct.

A. C. Neilson, of West Branch, gave the delegates the benefit of a few of the impressions he had gained during the convention. He believed the food department is now in charge of broader minded men than those who have had control in recent years. He thought reports of local secretaries should be condensed at future meetings and that each local should try and bring one practical idea or suggestion to the convention. He felt every grocer should report violations of any Government ruling during the period of the war. Now is a time when the calling of an informer is honorable. He believed that our hardest competition is the man who doesn't know the grocery business and also felt that the grocer has got to cut down his credit limit the same as jobbers are doing. He endorsed the card system in distributing sugar as a Godsend to the country merchant and a good thing for the consumer.

Secretary Bothwell then read a paper on Meats and High Prices, prepared by Geo. P. Geisendorfer of Ann Arbor. It will be published in the Tradesman of next week.

The Constitution and By-Laws Committee then submitted the following draft for its third reading:

CONSTITUTION AND BY-LAWS OF THE MICHIGAN RETAIL GROCERS AND GENERAL MERCHANTS' ASSOCIATION.

ARTICLE 1.

Section 1. This Association shall be known as the Retail Grocers and General Merchants' Association of Michigan, Incorporated.

ARTICLE 2.

Objects.

Section 2. The objects of this Association shall be the encouragement and bringing together of retail grocers, meat dealers and general merchants for association work.

Section 2. To disseminate trade information, encourage improvements in business methods and generally advance the interests of the retail merchants.

Section 3. To abate abuse and injurious and



V. T. Tatham, Saginaw.

unbusinesslike practices and to increase efficiency in the service of the retailer to the consumer.

Section 4. To correct evils attending the credit system.

Section 5. To secure state and national legislation legitimate to the interests of the retailer and oppose such legislation as would prove detrimental to the interests of the retail merchants.

Section 6. The encouragement of harmony and joint action between retail merchants, wholesalers and manufacturers.

ARTICLE 3.

Membership.

Section 1. All retail grocers and general merchants and salesmen who sell to above class of merchants are eligible to membership firms and corporations as single members.

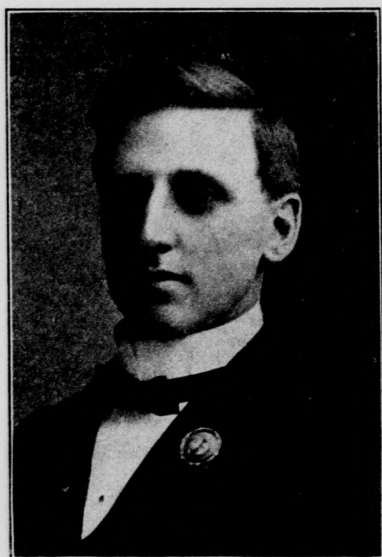
Section 2. Membership shall be secured upon direct application. All applications must be addressed to the secretary of this association and approved of by the committee on organization.

Section 3. Members shall be entitled to all privileges equally, except no person shall hold office unless he is engaged in the retail grocery, meat or general merchandising business, excepting the secretary.

ARTICLE 4.

Dues.

Section 1. Honorary membership fee will be



F. C. Wood, Port Huron.

\$10.00 annually. Retailers membership will be \$5.00 annually. Dues will be \$1.00, payable in advance at the beginning of each fiscal year.

Section 2. All membership privileges shall be suspended after twelve months' delinquency, but may be reinstated after payment of dues in arrears.

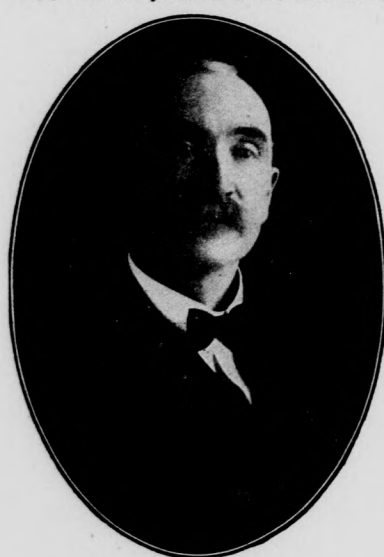
ARTICLE 5.

Officers, Directors and Executive Committee.

Section 1. The officers of this Association shall consist of a President, First Vice-President, Second Vice-President, Treasurer and Secretary and Board of Directors.

Section 2. The Board of Directors shall be composed of five (5) members, together with the relieving past president, who shall serve until his successor takes office.

Section 3. Removal from state, change of occupation or loss of membership or inability to comply with the provisions of the constitution.



Wm. McMorris, Bay City.

by an officer or director, shall vacate his office, except as otherwise provided.

Section 4. The officers and directors of the Association shall constitute the executive committee, and they shall have general charge of the business and financial affairs of the Association, shall fix the compensations of officers and employees, shall have power to remove or suspend officers or employees for cause, fill vacancies, employ organizers and they shall demand that each officer or employee to whom property is entrusted shall furnish a surety bond at the expense of the Association.

Section 5. No person shall be an officer or director of this Association unless actually engaged in the retail grocery, meat or general merchandise business, excepting the secretary or special assistants.

Section 6. All of the above officers and directors shall hold office for one year or until their successors are elected.

ARTICLE 6.

Meetings.

Section 1. The meetings of this Association shall be held annually at such time and place as each convention meeting or executive committee shall determine.

Section 2. Meetings of the executive committee may be called by the President, or any three members of the executive committee, five days' written notice being required. Six (6) members of the executive committee shall constitute a quorum. Meetings of the Board of Directors shall be held in the office of the Secretary or such other place as the President shall appoint. They may adopt such rules and order of business as they may deem best for its dispatch.

Section 3. The Board of Directors shall meet as soon after their election as may be convenient for the purpose of electing a Secretary, and to transact such other business as may be necessary, or as frequently as necessity demands, subject to the call of the President therefor.

ARTICLE 7.

Officers' Duties.

Section 1. The President shall be the chief presiding and executive officers of this Association; he shall preside at all meetings of the Association and at all meetings of the executive committee, and at the opening of each meeting of this Association, he shall appoint the following committees: Members and enrollment, credentials, rules and order of business, constitution and by-laws, ways and means and resolutions, and to them shall be referred without debate all matters belonging to them.

Section 2. In the absence or inability of the President, the Vice-Presidents in order shall act in place of the President.

Section 3. The Secretary shall keep the records of all regular meetings and special meetings, and the records of the directors' meetings, shall attend to all correspondence, keep a roll of the membership, receive all moneys, turning same over to the treasurer, taking his official receipts therefor, issue all warrants on the Treasurer, have custody of all property not entrusted to other officers. He shall keep a detailed record of all receipts and disbursements of the Association and submit a report of same to the Board of Directors, each and every month of his tenure of office.

Section 4. The Treasurer shall have charge of the funds of the Association, pay all bills upon vouchers signed by the President and Secretary when ordered paid by the executive committee. He shall render a full report of duties performed at each meeting and keep a full and accurate record of all transactions of his office, and moneys received and paid out by him.

Section 5. The Treasurer shall give a good and sufficient Bond to the executive committee in the sum of One Thousand Dollars (\$1,000) for the faithful performance of his duties to the Association, and to turn over to his successor all moneys, chattels or goods belonging to the Association.

ARTICLE 8.

Standing Committees.

Section 1. The President shall, upon his inauguration, appoint the following standing committees to serve for a period of one year or until their successors are appointed: Ways and Means, Legislation, Organization, Arbitration, Pure Food and Auditing.

Section 2. The following shall constitute the Finance Committee, namely, the President, First Vice-President and Treasurer.

Section 3. The Committee on Legislation shall work in connection with the executive committee of this Association pertaining to legislation.

Section 4. The duties of the committee on Organization shall be the promotion of this particular branch of the association's interest under direction of the Board.

Section 5. To the Committee on Arbitration shall be referred all complaints and differences of whatever nature that may be presented to the Association.

Section 6. To the Pure Food Committee shall

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be delegated the duty of co-operating with the State Dairy and Food Department in the enforcement of the State food laws and the advertising laws, and perform such other duties along food lines as the executive committee may direct.

Section 7. To the Auditing Committee shall be delegated the work of auditing all books and accounts.

ARTICLE 9. Miscellaneous.

Section 1. Always recognizing the inalienable right of members of each local association to manage its own affairs, it will still be the duty of this Association to secure the unification of all local associations in matters of general concern and so far as we can to assist each other financially and otherwise.

Section 2. Questions coming within the jurisdiction of this Association and not covered by this Association will be referred to the executive committee and they will make rules governing same until the next meeting.

Section 3. Twenty members present will constitute a quorum.

Section 4. The recognized rules of parliamentary procedure shall be Roberts Rules of Order, unless otherwise provided enforced by the presiding officer, whose decision shall be subject to appeal to the meeting by any five members.

Section 4. This constitution can only be



Charles Wellman, Port Huron.

amended at a regular meeting of the Association, and then only by a two-thirds affirmative vote.

ARTICLE 10. Order of Business.

1. Enrollment of members.
2. Opening ceremonies.
3. Appointment by president of committees on credentials, rules and order, constitution and by-laws, officers' reports and resolutions.
4. Report of officers.
5. Report of Standing Committees.
6. Communications and bills.
7. New business, papers and addresses.
8. Election of officers and selection of place for next meeting.
9. Adjournment.

ARTICLE 11.

Section 1. The fiscal year shall close with the 15th of February preceding the annual meeting.

Section 2. All elections shall be by ballot, with the exception of the Secretary, who shall be elected annually by the Board of Directors at their first meeting after annual meeting.

Section 3. All terms of office shall begin at the close of each election.

On motion of V. J. Tatham, the committee was instructed to include in the by-laws a paragraph providing that only active members be given the right to vote, and on motion of C. W. Grobe, the constitution and by-laws as read, with the clause to be inserted later by the committee, was adopted.

John Affeldt, Jr., of Lansing, presented a report of the Committee on Legislation. Many meetings had been held with the food and fuel administrators and considerable good had been accomplished as a result, in behalf of the grocers and butchers of the State.

It had been agreed by the Food Administrator that where a firm had been in the habit of putting up lard in the summer and storing it for sale in the winter, this practice will not be considered as hoarding.

Mr. Affeldt said that from the talks which he had had with legislators and others, he did not think that a Sunday closing law could be secured that would prove constitutional.

C. C. Schultz, of Bay City, stated that a Sunday closing ordinance in his city is being rigidly enforced.

J. A. Cunningham, of Dubuque, Iowa, was then introduced and in a very able address enlarged upon the value of Association work, local, State and National. He spoke particularly of the importance of the work which the National Association is accomplishing right now by maintaining its President, J. H. Schaeffer, at Washington, to co-operate with the food authorities at the request of the officials of the Department.

Following Mr. Cunningham's stirring address, President Lake appointed a committee to take up a collection to help defray the expenses of President Schaeffer

at Washington. A liberal amount was realized and turned over to Mr. Cunningham to be used for the above purpose.

Election of Officers.

J. T. Tatman, of Clare, chairman of the Nominating Committee, then submitted the following list of nominees:

President—Wm. J. Cusick, Detroit.
First Vice-President—E. W. Jones, Cass City.

Second Vice-President—John Affeldt, Jr., Lansing.

Treasurer—C. W. Grobe, Flint.

Board of Directors—L. E. Schwemer, Saginaw; D. L. Davis, Ypsilanti; Leonard Seegar, Cadillac; Charles Wellman, Port Huron; L. D. Hobbs, Battle Creek.

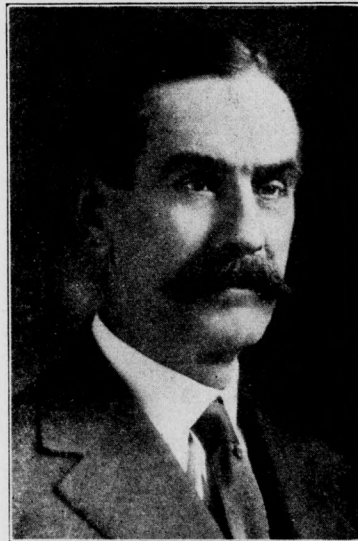
On motion, the rules were suspended and each of the above nominees was elected to the office named.

Invitations were then presented by W. P. Workman on behalf of Grand Rapids and C. G. Christensen, on behalf of Saginaw, for the holding of the next convention in these cities. Upon being put to a vote Saginaw won out and the convention will be held there in 1919.

J. T. Tatman then presented Retiring President Lake with a handsome gold watch and chain and Charles F. Shreve presented to him for Mrs. Lake a cut glass set, both gifts being made on behalf of the delegates to this convention.

The presentation speeches were couched in well chosen words which left no room for doubting the high esteem in which Mr. Lake and his good wife are held by the members of the Association.

Mr. Lake responded feelingly on behalf of himself and Mrs. Lake, saying that he had merely done his best to serve the interests of the Association and hoped that his efforts along this line would be reflected in the work of the organization in future years. He paid a high tribute to Mrs. Lake as a wife who had always been a source of help and inspiration to him and who in their seventeen years of married life had assumed entirely the burdens of the duties at home and had never interfered in his business plans having shown absolute



Chris. T. Donnelly, Ann Arbor.

confidence in his ability to choose rightly in his business ventures. He would always cherish the memory of his two years as President of the Association and of the courtesies extended to him during that period by the members.

On motion of Wm. McMorris of Bay City a message of greeting and confidence was ordered sent to General Pershing on behalf of the Retail Grocers and General Merchants of Michigan. Mr. Cusick, the new President, extended a cordial invitation to the members from the State to call upon him when in Detroit. He promised to give just as much of his time as possible to the work of the Association.

The convention then adjourned with a universal feeling amongst the delegates that this meeting was the best and most constructive ever held in the history of the Association.

Following the convention, the Executive Board held a meeting and re-engaged Mr. J. M. Bothwell, of Cadillac, to act as Secretary for the ensuing year, thus insuring the continuation of the policies which have shown results during the past two years and promise greater results in the future.

Convention Notes.

A world of credit should be given to the officers and members of the Ann Arbor Association and particularly to their untiring Secretary, Theo. H. Trost, for the efficient manner in which all the details of the convention arrangements from a local standpoint were handled. Mr. Trost, in his unostentatious way, seemed to anticipate every detail that would contribute to the convenience or

enjoyment of the delegates and his efforts in this connection established a new high mark for the secretaries in future convention cities to aim at.

An excellent registration system was employed which enabled the officers to know at all times, who was in attendance, in what line of business each man was engaged, whether there was a local Association in each city and the name of the present Secretary.

Through the courtesy of State Fuel Administrator Prudden, Ann Arbor was permitted to have its boulevard lighting system of street lighting in full operation during the three nights of the convention. The University City is justifiably proud of its lighting system and appreciated being given the opportunity to have it in operation for the inspection of the visitors.

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Saginaw Brick Co., Saginaw
Jackson-Lansing Brick Co., Rives Junction

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C. C. Francis, President, Geo. J. McQuade, Secretary and some twenty members of the Michigan auxiliary of the American Specialty Manufacturers Association, made the trip to Ann Arbor as an evidence of the interest which their Association has in the welfare of the retailers and their Association.

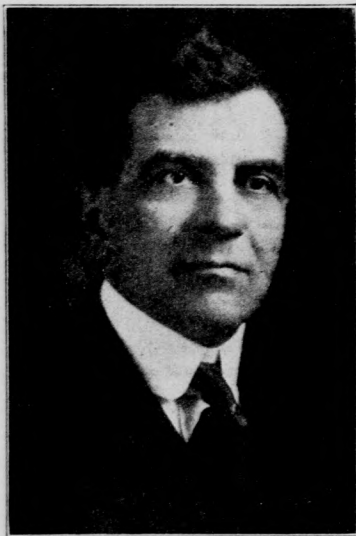
Mrs. Gus Kadan, Mrs. Hugo Merker, Mrs. John Welke, Mrs. A. E. Renand and Mrs. Herman Brew, of Detroit, all accompanied their husbands and showed by their attendance at the business sessions that the grocers' wives are keenly interested in the work of the Association and are anxious to keep in touch with its activities.

Elmer Garner, of Flint, who for years attended the State convention as a grocer, but who is now in the baking business as proprietor of the Garner Baking Co., was present and showed his continued interest in the affairs of the retail grocery trade.

The statement in the Ann Arbor paper that there is only one man who has attended every convention of the State Association was erroneous as John A. Alelles, Treasurer of the Detroit Association, has also not missed a meeting since the State body was organized.

List of Those Present.

Name	Address	Business
Addison, C. N.	Grand Haven	department store.
Affeldt, John A., Jr.	Lansing	retail merchant.
Aldrich, Fred	Tecumseh	grocer.
Aldrich, Wilson	Tecumseh	grocer.
Aletelles, J. A.	Detroit	grocer.
Ashley, W. G.	Ann Arbor	grocer.
Avery, F. D.	Tecumseh	grocer.
Ayers, S. H.	Detroit	manufacturer.
Bailey, Chas.	Ann Arbor	wholesale grocer.
Bailey, Jay J.	Lansing	groceries and meat.
Bailey, W. R.	Detroit	flour dealer.
Beird, F. M.	Ann Arbor	grocer.



George Geisendorfer, Ann Arbor.

Barrett, C. E., Flint, grocer.
 Blach, Geo., Ann Arbor.
 Block, Mrs. M., Charlevoix.
 Block, Martin, Charlevoix, grocer.
 Boersma, Henry, Cadillac, butcher.
 Bohnet, Wm. F., Ann Arbor, grocer.
 Bombariski, V. C., Grand Haven, grocer.
 Boonstra, John W., Muskegon, grocer.
 Bothwell, J. M., Cadillac, Secretary.
 Bowdish, M. C., Lansing.
 Brack, Fred, Big Rapids, grocer.
 Bruen, Herman W., Detroit, grocer.
 Briggs, O. L., Detroit, dairy products.
 Brink, Ray W., Fremont, grocer.
 Bromley, R. J., Pontiac, grocer.
 Browne, Burton F., Detroit, Dairy & Food Dept.
 Burns, S. W., Traverse City, grocer.
 Burnstein, H., Lansing, soap salesman.
 Cadaret, J. W., Ypsilanti, grocer.
 Camp, C. J., Detroit, refrigerator.
 Campeau, Geo. J., Lansing, groceries and meats.
 Canham, A. R., Port Huron, wholesale grocer.
 Carroll, B. D., Ann Arbor, salesman.
 Christensen, Chas. G., Saginaw, grocer.
 Christie, Ralph F., Muskegon, grocer and baker.
 Coken, W., Detroit, salesman.
 Corbett, C. W., Ypsilanti, grocer.
 Cox, Arthur, Grand Rapids, salesman.
 Crosby, A. E., Merrill, general merchandise.
 Cunningham, Jno. A., Dubuque, Ia.
 Curran, Sam, Howell, grocer.
 Curtis, Bert L., Cadillac, butcher.
 Cusick, Wm. J., Detroit, President.
 Daalder, Peter, Jackson, grocer.
 Davenport, M., Milan, general merchant.
 Davis, Mrs. D. L., Ypsilanti.
 Day, Clarence A., Detroit.
 DeBats, M. L., Bay City, grocer.
 DeBeer, E., Chicago, salesman.
 Deiss, E. W., Detroit, grocer.
 Diefenthaler, G., Toledo.
 Donnelly, C. T., Ann Arbor, clothier.
 Dunlap, S. M., Ypsilanti, grocer.
 Dwell, Frank, Jackson.
 Ekkens, G., Grand Haven, grocer.
 Eldred, W. B., Lansing, groceries and meats.
 Engel, Wm., Kalamazoo, retail grocer.
 Erdman, Jas., Detroit, groceries and meats.
 Ernsberger, C. W., Detroit, Michigan Tradesman.
 Faulmann, G. W., Detroit, manufacturer.
 Faunce, Alden J., Harbor Springs, grocer.
 Fay, A. D., Chicago, salesman.
 Flick, Henry S., Ann Arbor, wholesale grocer.

Forkell, Wm., Chicago.
 Francis, C., Detroit, salesman.
 Freeman, Ralph, Ann Arbor, grocer.
 French, H., Ann Arbor, grocer.
 Gallop, G. O., Coldwater, salesman.
 Garner, E. W., Flint, baker.
 Gayde, Edward, Plymouth, grocer.
 Geisendorfer, Mrs. G., Ann Arbor.
 Geisendorfer, G. P., Ann Arbor, groc. and meats.
 Gezon, Paul, Grand Rapids, groceries and meats.
 Goetz, Chris L., Monroe.
 Goetz, Oscar, Ann Arbor, grocer.
 Griswold, E. B., Fremont, general merchandise.
 Grobe, Chas. W., Flint, grocer.
 Hales, R. A., Philadelphia, salesman.
 Haley, Chas., Coleman, general merchandise.
 Hall, G. B., Sr., Kalamazoo, grocer.
 Hamilton, J. C., Detroit, salesman.
 Hammer, John, Monroe, grocer.



Charles F. Kyer, Ann Arbor.

Harper, Chas. A., Marshall, grocer.
 Harris, D. L., Ypsilanti, grocer.
 Harrison C., Athens, grocer.
 Hart, Henry, Chicago, salesman.
 Harter, R. H., Detroit, salesman.
 Hausman, F. M., Monroe, groceries and meats.
 Hay, G. D., Toledo, salesman.
 Herrick, J. C., Ann Arbor, grocer.
 Hill, James B., Saginaw, salesman.
 Hobart, E. P., St. Johns, grocer.
 Hobbs, L. D., Battle Creek, grocer.
 House, Mrs. A. E., Ypsilanti.
 House, A. E., Ypsilanti, grocer.
 Jean, Thos., Bay City, grocer.



M. C. Bowdish, Lansing.

Jenks, Chas. C., Jackson, salesman.
 Jones, E. W., Cass City, grocer.
 Kadau, Mrs. G., Detroit.
 Kadau, Gus, Detroit, grocer.
 Kingsley, J. H., Manchester, Food Administrator.
 Klein, S., Detroit.
 Koschtial, F. F., Detroit, salesman.
 Kronbach, Walter, Monroe, grocer.
 Kyer, Chas. F., Ann Arbor, grocer.
 Lake, John A., Petoskey, groceries and meats.
 Lamb, Charles K., Ypsilanti, grocer.
 Lamb, John G., Ypsilanti, grocer.
 Lane, A. J., Grand Rapids, grocer.
 Langtry, Geo. J., Port Huron, salesman.
 Lawton, R. J., Detroit, salesman.
 Lemble, Alphonse, Ann Arbor, groc. and meats.
 Leonard, A. L., Benton Harbor, grocer.
 Liveriois, J. J., Ann Arbor, meats.
 Lubbers, John, E., Saugatuck, general merchand.
 Lutz, Albert S., Ann Arbor, shoe dealer.
 McDerby, J. C., Nashville, retail grocer.
 McGovern, H. R., Pontiac.
 McMillan, H. P., Ann Arbor, wholesale grocer.
 McMorris, Wm., Bay City, groceries and meats.
 McQuade, Geo. J., Detroit, salesman.

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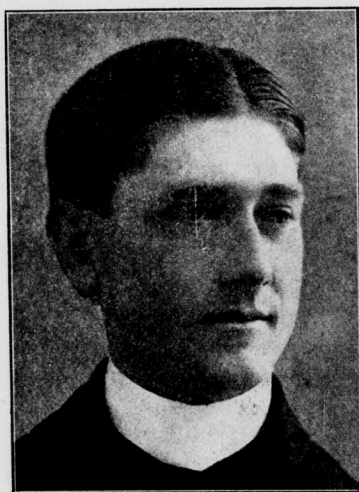
Grand Rapids, Michigan

McRae, James A., Detroit, salesman.
 Magel, J. H., Concord, general merchandise.
 Manning, L. R., Lansing, grocer.
 Manning, Mrs. L. R., Lansing.
 Martyn, A. T., Howell, grocer.
 Meader, W. H., Saginaw, grocer.
 Mendelsohn, W., Chicago, salesman.
 Merker, Mrs. H. F., Detroit, grocer.
 Merker, H. F., Detroit, grocer.
 Mickel, W. J., Grand Rapids, salesman.
 Milham, W. M., Kalamazoo, groceries and meats.
 Miller, John H., Ubly, butcher and grocer.
 Miner, T. W., Birmingham, grocer.
 Moulton, H. F., Eaton Rapids, salesman.
 Muentner, Geo. C., Pigeon, grocer.
 Muir, Wm., Inlay City, general store.
 Murray, J. F., Philadelphia, salesman.
 Nagel, Anthony T., Detroit.
 Neilson, A. C., West Branch, grocer.
 Newman, M. E., Pontiac, grocer.
 Newton, John W., Jackson, salesman.
 Niehammer, J. F., Ann Arbor, grocer.



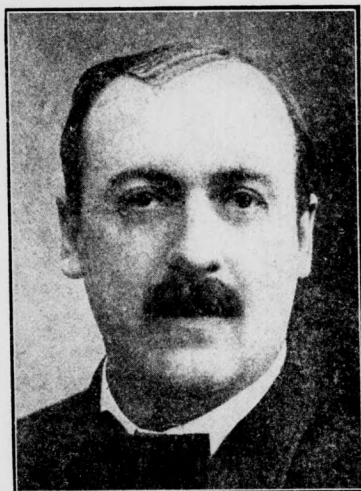
Martin J. Maoney, Detroit.

Nordstrom, C. O., Bay City, grocer.
 Norton, C. C., Toledo, salesman.
 Nuffer, Adolph J., Bay City, general store.
 Odell, George, Detroit, salesman.
 Odell, Norman, Grand Rapids, grocer.
 Oole, Adrian, Traverse City, wholesale grocer.
 Ortner, Mrs. C. J., Frankenmuth.
 Ortner, C. J., Frankenmuth, general store.
 Palmer, A. J., Gagetown, general store.
 Pettingill, Wm. T., Plymouth, grocer.
 Phietz, Geo. A., Ubly, general merchandise.
 Poelstra, Samuel, Kalamazoo, groc. and meats.
 Poole, W. G., Flint, drugs and groceries.
 Price, O. D., Watervliet, groceries and meats.
 Primeau, J. H., Bay City, grocer.
 Pullman, V. L., Frankfort, groceries and meats.
 Racoosin, H. C., Detroit, salesman.
 Reben, J. R., Detroit, groceries and meats.
 Rein, Henry F., Detroit, grocer.
 Rein, Paul W., Detroit, groceries and meats.
 Remus, Mrs. W. J., Grand Rapids.

L. D. Hobbs, Battle Creek
Executive Committee.

Remus, Wm. J., Grand Rapids, State Food Insp.
 Renaud, Mrs. A. E., Detroit.
 Renaud, A. E., Detroit, grocer.
 Renaud, Master Frederick, Detroit, grocer.
 Robinson, O. L., Detroit, salesman.
 Rogers, O. A., Gagetown, general merchandise.
 Rohda, C. M., Saginaw, grocer.
 Rohde, O. M., Saginaw, grocer.
 Rudy, C. E., Fremont, general merchandise.
 Ruprecht, A. W., Detroit, groceries and meats.
 Rusche, Walter, Ann Arbor.
 Sachs, H. W., Durand, groceries and bakery.
 Tatham, V. J., Saginaw, grocer.
 Schaefer, John M. R., Merrill, general store.
 Schaefer, J. P., Lansing, grocer.
 Schmidt, Chas. H., Bay City, grocer.
 Schmitt, C. M., Lansing.
 Schmitt, A. M., Flint.
 Schoder, Raymond, Battle Creek, grocer.
 Schrauder, F. S., Monroe, meats.
 Schultz, Carl C., Bay City, groceries and meats.
 Schultz, Jacob, Ann Arbor, grocer.

Schultz, Wm., Ann Arbor, grocer.
 Schweimer, L. E., Saginaw, grocers & dry goods.
 Schwenger, M., Detroit, jobber.
 Scott, Orville W., McBain, general merchandise.
 Seull, J. H., Detroit, salesman.
 Seager, Leonard, Cadillac, grocer.
 Sell, Frederick C., Detroit.
 Sellock, E. L., Manitou Beach, grocer.
 Schunafelt, H. D., Owosso, groceries and meats.
 Sharpe, G. W., Lansing, salesman.
 Shaw, B. S., Hart.
 Shaw, Geo. D., Ann Arbor, grocer.
 Shreve, C. F., Detroit, grocer.
 Sicker, Miss Margaret, Marine City, grocer.
 Sinke, Eugene S., Ann Arbor, wholesale grocer.
 Slayton, C. M., Benton Harbor, wholesale grocer.
 Sleder, Jos., Traverse City, meats and provisions.
 Smith, Albert, Greenville.
 Smith, W. G., Port Huron, grocer.
 Snyder, E. O., Battle Creek, salesman.
 Souffran, Mrs. E. A., Grand Rapids.
 Souffran, E. A., Grand Rapids, salesman.
 Spurling, Ann Arbor.
 Staebler, J. Fred, Ann Arbor, grocer.
 Stanger, N., Ann Arbor, furniture.
 Staudacher, Mrs. J. M., Bay City.
 Staudacher, J. M., Bay City, groceries and meats.
 Stewart, Henry, Harbor Springs.
 Strechly, J. A., Bronson, salesman.
 Strobel, H. G., Howell, grocer.
 Stroit, F. H., Grand Rapids, grocer.
 Sullivan, Frank, Ann Arbor, wholesale grocer.
 Tatum, J. F., Clare, grocer.
 Taylor, Thos. H., Inlay City, general merch.

D. L. Davis, Ypsilanti
Executive Committee.

Tucker, W. H., Concord, grocer.
 Van Ry, F. J., Lansing.
 Van Valkenberg, F. H., Chicago, wholesale groc.
 Varney, Chas. F., Detroit, salesman.
 Vogel, Henry, Ann Arbor, meats.
 Von Jasmond, St. Clair, salesman.
 Wacke, F. W., Toledo, salesman.
 Wagner, Robt. J., Ann Arbor, wholesale grocer.
 Waite, John F., Flint, grocer.
 Walker, A. G., Ann Arbor, grocer.
 Walker, A. P., Lansing, grocer.
 Ward, R. B., Jackson, grocer.
 Welke, Mrs. John, Detroit.
 Welke, John P., Detroit, grocer.
 Wellman, Chas., Port Huron, grocer.
 Wellman, Chas. W., Port Huron, grocer.
 Wendt, Arthur J., Detroit, grocer.
 West, W. H., Ypsilanti, general merchandise.
 Western, W. H., Bad Axe, grocer.
 White, C. C., Detroit, salesman.
 Wildgren, J. D., Cadillac, grocer.
 Winsor, Frank, Canton, general merchandise.
 Wood, F. C., Port Huron, grocer.
 Workman, Wm. P., Grand Rapids.
 Yunker, L. W., Saginaw, groceries and meats.
 Zulauf, John A., Ubly, general merchandise.

Clear-Cut Grocery Platform.

The following conservation merchandise programme is being followed by the grocers of Atlanta, Ga.:

Tuesday: Meatless day. Sell fish, poultry, game, vegetables, and fresh fruits.

Wednesday: Wheatless day. Sell corn meal, grits, big hominy, oat meal, corn products, fresh fruits, and vegetables.

Thursday: Irish potato day. Sell Irish potatoes—sell 'em by the peck, half bushel, or barrel—fresh fruits, and vegetables.

Friday: Fish day. Sell fish—fresh fish, salt fish, canned fish—fresh fruits, and vegetables.

Saturday: Porkless day. Sell mutton, ram, lamb, sheep, poultry and game, fresh fruits, and vegetables.

Sell sweet potatoes every day.

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

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

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.

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

Merchant Millers

Owened by Merchants

Products sold by Merchants

Brand Recommended by Merchants



New Perfection Flour

Packed In SAXOLIN Paper-lined Cotton, Sanitary Sacks

Fieglers

Chocolates

Package Goods of
 Paramount Quality
 and
 Artistic Design

COLEMAN
 (Brand)

Terpeneless

LEMON

and

Pure High Grade
VANILLA
 EXTRACTS

Made only by
FOOTE & JENKS
 Jackson, Mich.

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



REVIEW OF THE SHOE MARKET

Get Ready For That Easter Trim and Sale.

Written for the Tradesman.

It is not too early now (Feb. 27) to lay your plans for a sizable round-up of the Easter Shoe business.

Coming as it does this year at the extreme end of the blustery, uncertain month of March, the occasion should mean a big opportunity for the shoe dealer everywhere.

Many people postpone their purchases of new spring footwear until the last week or two preceding Easter. Quite naturally they desire to have a new, neat-looking pair of shoes for the occasion which has come to mean so much, not merely for the church people of the community, but for the community at large.

In most localities or sections social events of one kind or another are scheduled to begin around Eastertime. Easter may be said to mark the beginning of a social programme, and other events, functions and communities' activities, for most of the towns and villages, thereafter follow in quick succession.

But quite apart from this demand for smart, dressy footwear occasioned by local social occurrences, everybody (more or less) desires to get out of heavy winter footwear sometime in the spring, and around Easter is as good a time as any other.

The retail shoe dealer should look upon Easter, 1918, as a great big opportunity for definitely launching the spring campaign.

Man is a conservative animal—I mean the male of the species—and the early buying of articles of personal attire suited to the requirements of a given season, is not as general with him as it is with women. Sooner or later, to be sure, he will get out of his heavy winter shoes and don a pair of black, tan or mahogany oxfords, but he'll be governed more by weather conditions than arbitrary dates on the calendar.

If the weather should be mild and springlike along about the middle of March, men will begin to buy spring footwear, and you'll have a chance to interest a lot of masculine customers in your Easter offerings. And, in any event, you'll do well to feature them in one of your windows.

But it's in your women's, misses' and children's lines that you'll do the bulk of your Easter business.

Monday, March 18th, is a good date to begin your sale. This will give you two weeks. Some dealers prefer to lengthen the period so as to include three, or even four weeks; while others incline to a shorter and

more intensive sale period—say one week. But a two weeks' Easter Sale is about the proper length.

Spats for women—especially those of the higher grades, better shades, and neat-fitting qualities—are going to be strongly featured in the Easter advertising and trims of the big city dealers.

This has been a great spat year, all things considered. From the country-wide conservation agitation, spats have doubtless received a stimulus that otherwise they should not have enjoyed. From the standpoint of economy, no less than appearances, there is something to be said in behalf of spats.

Anyhow the demand is here already, and it should be even more pronounced around Eastertime; and it behooves the local shoe dealer to get in on it.

Pull hard for the pre-Easter spat trade.

Put on a new, clean, attractive trim, with something fresh and springlike for a background, and a strong assemblage in the foreground of your most attractive spring footwear.

Play up your Easter Sale in the newspapers. Cid McKay.

The Value of a Smile.

Nobody ever added up
The value of a smile.
We know how much a dollar's worth,
And how much is a mile;
We know the distance of the sun,
The size and weight of earth;
But no one here can tell us just
How much a smile is worth.

Michigan Shoe Dealers Mutual Fire Insurance Company Fremont, Mich.

Our Responsibility over \$1,500,000

Statement for Feb. 1, 1918	
Amount at risk December 31, 1917.....	\$1,671,900.00
Amount of new business for Jan. 1918	101,150.00
Total	\$1,773,050.00
Cancelled in January	3,700.00
Amount at risk Feb. 1, 1918	\$1,769,350.00
Liberty Bonds	\$5,000.00
Cash on hand Jan. 1.....	\$2,191.96
Receipts during January	1,884.49
Losses and expenses paid.....	\$4,076.45
Cash on hand	1,831.08
Cash on hand	\$2,245.37

We write insurance at 25 per cent discount from Board rate less 5 per cent if paid in 20 days from date of policy.

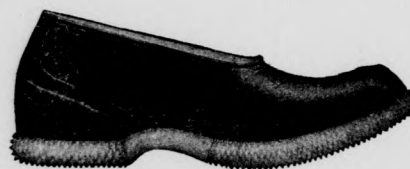


THERE IS

No Getting Away From It HOOD

BULLSEYE WHITE ROCK RUBBERS

WEAR LONGER



THAT IS WHY

THEY ARE

SO POPULAR.

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

IN STOCK

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

The Great American Farmer at this season begins to prepare his land to produce the Nation's food.

To properly carry the great responsibility, he must be able to devote his whole thought and energy to his work. He must not be annoyed with those troubles which always accompany the wearing of inferior footwear. Sell him the

H. B. Hard Pan Shoe

for service.

The H. B. HARD PAN shoe has long been known for its wearing qualities. The great food producers wearing these wonderful service shoes will be able to put the necessary effort into their work.

A lifetime of honest effort to produce the best service giving shoe possible is back of the name H. B. HARD PAN.

High Grade Materials—both upper and sole—together with the best workmanship obtainable, are exclusively used.

You can recommend and sell the H. B. HARD PAN SHOE to the man who needs the best, because IT IS THE BEST service giving shoe.

THEY WEAR LIKE IRON

HEROLD-BERTSCH SHOE CO.
Manufacturers of Serviceable Footwear GRAND RAPIDS, MICH.

Shoe Production Slowed Up.

Owing to an unfortunate combination of adverse circumstances the production of shoes in this country is falling far below the demand; in other words we have a shortage of production—a situation for which nobody in particular is to blame.

Some of the more salient causes which contribute to this situation are summarized by John C. McKeon, of Laird, Schober & Co., of Philadelphia, in the following statement:

"The curtailment of working hours, or the so-called Heatless Mondays, applies to all sections east of the Mississippi. This condition from a production standpoint, as is rapidly calculated, primarily aggravated by the five-day shut-down in January—makes productive conditions applying to all kinds of footwear difficult, as this curtailment of working hours not only affects the production of the shoes proper, but is reflected in the line of materials the shoe manufacturers depend upon, largely in the novelty class, and in all materials generally. It is, therefore, my opinion that in view of this, desirable merchandise of a finished character that can be finished prospectively in season, is of considerable value by comparison with the estimated value the first part of this year."

A general shortage of skilled operatives in shoe factories throughout the country, and especially in some New England cities famous for their production of shoes, has helped to make a bad situation still more acute. Last fall there were shoe manufacturers who felt so keenly the effects of a bad labor situation that they refused to accept large additional orders.

Since that time conditions have become worse rather than better. The draft has taken many operatives from our shoe factories; others have sought and found work at higher wages in munition plants and in other concerns engaged in handling war orders. This has combined to produce a shortage of help; and, as a natural consequence under such conditions, wages have advanced to a point where many of the smaller manufacturers find it increasingly difficult to keep their overhead down to anything like a reasonable level.

It has been estimated that the production of shoes in this country was not less than one-third below a normal output in 1917; the outlook for 1918 is still more discouraging. But there is no immediate relief in sight. The only thing to be done is crush Germany as quickly as possible, and so end the war, and thus restore American shoemaking conditions to a normal status. Cid Mc Kay.

From a German Woman Loyal to America.

Detroit, Feb. 26—It is difficult for the German people to organize a revolution, or even to make public demonstrations against the iron rule which controls their lives from the cradle to the grave. There is neither freedom of speech, nor a free press, nor freedom of public meetings. Everywhere "Verboten" (forbidden) stares them in the face, with fine or prison or death, if one ventures in forbidden fields. Witness the methods of dealing with the leaders of the

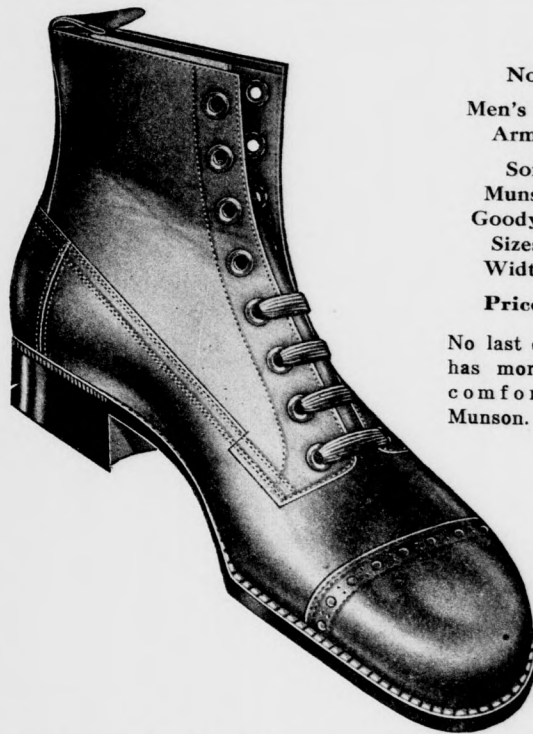
recent semi-political strikes in Berlin and Hamburg. To us here in free America the object subjection of the German people to the imperious will of the blood-thirsty Kaiser and the despotic system of which he is the head is regarded only as slave obedience. The great war lord alone controls the destiny of his people. He has deluged the world in blood to gain more power for the Hohenzollerns. The only peace he will think of is a peace that acknowledges the triumph of his arms and leaves him master of Europe. The peace humanity demands is the peace of justice and right—a peace that should not have in it the seeds of future wars.

We of Teutonic birth or blood ought to be the most intense in our loyalty to America and its cause. We or our fathers were not born to freedom, but we sought America to enjoy its blessings. How is it, then, that the great mass of German-Americans—and especially the descendants of the forty-eighters who fled from German tyranny and repression—have been so slow to declare their devotion to America, have been so reluctant to denounce the Kaiser and all his works? Their united voice proclaiming the worth of freedom and democracy could not have failed to reach the hearts of the people back home and cause them to question the right of the war lord to make them serve his selfish ambition.

It is not yet too late for us to put ourselves right. Our sons are not holding back. They are even now in the trenches—some of them doubtless facing their own kin; some of them, maybe, doomed to perish by a kinsman's band. There is no doubt of their Americanism. But who knows where the German-American here at home stands unless he speaks out? The German government counted on German-Americans to stand for its cause, to hamper American effort. Shame on us that it did not count altogether in vain. There can be no divided loyalty. We must be one thing or the other, either wholly for America in this conflict between democratic ideals and Prussian militarism, or wholly for the Kaiser.

No one who has the least particle of sense doubts that the Kaiser planned and started the war as a war of conquest. Who is paying for it in blood and treasure? Not he. His six sons are all alive and uninjured, his wealth intact, his palaces uninjured. He and the Kaiserin can pin the iron cross on the breast of the slain or the maimed and blinded with quite impersonal emotion. Their family is safe. Their fortune is enormously augmented by their owning a dominant interest in the great Krupp works. Whether the war is won or lost, the people will be paying its cost for generations. What comfort will it be to those who have lost fathers or sons, brothers or sweethearts, to see the Kaiser riding down Unter den Linden followed by his six sons all in glittering uniforms? It was a great parade in the old days and had a hypnotic spell on the unthinking masses. Will they still be unthinking after the inferno of these awful years?

We need not less cherish our memories of the Germany we loved—the Germany of peace and quiet before the people had been crazed and corrupted by the bloody gang of murderers who plotted to ruin the nation and destroy her people. But that is now all in the past. The German people are dominated by a single class which has gone mad with lust of conquest and lust of blood, which stops at no means or methods to win its end. We who have escaped this awful tyranny of a beastly and blood-thirsty monarch and breathe America's free air should do all we can for America's cause, believing that the triumph of the ideas she is fighting for will hasten the coming of liberation and freedom for the German people. Bettina Krause.

Be Good to Your Feet

No. 8510
Men's Dark Tan
Army Shoe
Soft Tip
Munson Last
Goodyear Welt
Sizes 5 to 12
Width B to E
Price \$4.25

No last ever devised
has more solid foot
comfort than the
Munson.

Rindge, Kalmbach, Logie Company
Grand Rapids, Mich.

What Makes Playmate Shoes

THE MOST SATISFACTORY
CHILDREN'S SHOES IN THE MARKET?

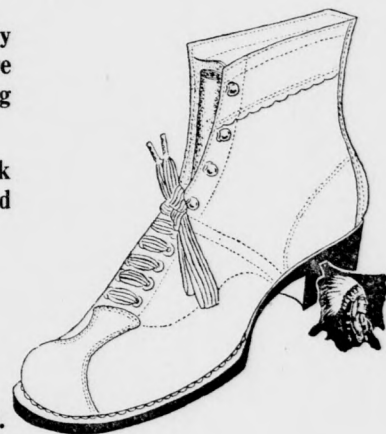
It's the excellent fitting quality and attractive lasts, which are especially designed for growing feet.

The carefully selected stock that gives the service needed in children's shoes:

Making

The child pleased,
The parent satisfied,
The dealer profited.

Playmate shoes are easily sold.

**Hirth-Krause Co.**

Tanners and
Shoe Manufacturers

Grand Rapids

:::

Michigan



How War Has Affected Entire Silk Industry.

Raw silk costs to-day about 50 per cent. more than the average price of the last few years. Up to the present time the supply has been liberal enough to cover our needs. The market is quiet but steady, and there is not any size in the accumulation of merchandise. There is no silk coming from Italy. In Canton the high price of silver makes the price of Canton silk cost more than it merits in comparison with other silks. Steam filatures at Shanghai command a high price but the quantity is not such that they are an important factor on the trade.

The big market for silk is Japan. The crop has been very large but this had no effect on prices, which have been kept up since the time of the crop. The reason is probably the large consumption of silk in this country and also a very large consumption in Japan, the country being very prosperous. The population, male and female, who are using silk in their costumes, have plenty of money to buy wearing apparel, which keeps the home business good and furthermore the Japanese have extended their business considerably, not only in these United States but in Canada, South America, Australia and in India, which more than compensates the business they may have lost on broad silks in the European market.

The declaration of war by the United States has had a cooling effect on the silk business. The uncertainty provoked by such important changes in the policy of this Republic has kept the jobbers and retailers alike from speculating heavily or anticipating their needs. We have felt during the last six months of the past year that our business, which had been very good for the last two years, was just fair. Since the beginning of the year and during the last three weeks, quite a change has been noticeable in the spirit of the distributors, and a great many of them have come to the market to replenish their stocks, bringing quite some activity in the silk market. How long will that last and what is the future of our business? This is far more interesting than talking about the past or the present. The present being the past when we know it, and our duty being to foresee, and foresee long ahead, what the conditions of our trade will be in three, six or nine months from to-day.

A great many people mention the European situation of the silk business as an example of what will happen here. They say that silk industry

slackened during the first months of the war and sprang up in the middle of the year, 1915. Since that time it has been extremely prosperous.

Conditions in America are very different from what they are in Europe. The French silk industry, which I know well, being largely interested in it, is the next in importance to the American silk industry. It has escaped some of the effects of the war, being situated quite a distance from the firing line and using mostly female labor.

The coal shortage did not affect it very much for the reason that most of the silk mills in France use electric power, created by hydraulic power. Another factor, which has no effect on us, is the absolute shutting off of the German and Austrian silk industries that are quite large and important and were a big factor on the London market. Since the beginning of the war there has been, of course, no German velvets, no German linings shipped to London, and the English market had to call upon the French manufacturers to get the silk wanted for home consumption or for the British colonies.

The Swiss silk industry, which ranks after the French, is suffering from difficulties in getting raw silk, coal, labor and also the extraordinary finances of its exchange, which act directly against export business.

I do not think I disclose any war secret by mentioning here that the French government has ordered an enormous quantity of silks for cartridge bags, for aeroplane wings and other purposes. These orders have kept in activity a great number of the French looms. The situation here is different. The cotton industry and the wool industry are, fortunately, not in the hands of our enemies, so that no call has been made yet on the silk looms to weave cotton or woollens. On the other hand, when the Government of the United States has placed a few million yards of cartridge cloth orders, the construction of these fabrics is such that they fit the cotton looms a great deal better than the silk looms. When the French government, through necessity, had to order such cartridge cloth, they made the construction to fit the silk looms, the only ones they had at their disposition.

The British are making their aeroplane wings with linen. The French, having no linen industry and no linen yarns at their disposition, decided to make the aeroplane wings with spun silk, which is a national industry. Probably for the same reason, I have been told, that the American Govern-

ment has decided to make the aeroplane wings with fine Sea Island cotton, which is purely American material and an American industry. To sum up, I will say the reasons that made the silk industry so busy are purely local reasons and are not found here to interest our industry.

The French silk manufacturers since the commencement of the war have sold the silk they had on hand, so did the jobbers, so did the retailers; the same thing happened in England, with the result that from the beginning of the year 1916 the consumers in these two countries found themselves facing absolutely empty shelves, and when the retailers and the jobbers came again to the market to replenish their shelves they found the silk manufacturers somewhat busy

weaving other fabrics and having their stocks of raw silks absolutely depleted. This created a situation that the men of my generation had never seen. The merchant was absolutely in the hands of the manufacturer, who commended, for the first time in his

President Suspenders
for comfort

Of All Jobbers

PRESIDENT SUSPENDER CO., Shirley, Mass.

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

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

Ha-Ka-Rac



"Ha Ka-Rac" Sweater Coats

simply refuse
to get out
of shape

Be sure and not place your
order for these goods until
our representative calls on
you.

**Perry Glove &
Mitten Co.**

PERRY, MICHIGAN

Spring Dress Gingham

We take special pride this spring in showing our newly selected line of DRESS GINGHAMS in the season's latest patterns and designs. A new line of these GINGHAMS are a mighty important factor in any store. Not alone for the immediate profit resulting from their sale, but the merchant who has a fine selection of these cloths will bring customers to his store.

Quality Merchandise—Right Prices—Prompt Service

PAUL STEKETEE & SONS

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

life not only the prices but also the dates of delivery and the terms of payments. The business was made on a cash basis and no such thing as a dating was heard any more. This was called prosperity, and we hear that the silk business is very prosperous in Europe and that such conditions are coming here.

In England 14 per cent. of the population has been called, in France 18 per cent. in the United States 1½ per cent. The result is that women have taken the work of the men and receive their salaries. Some of them are paid in a week more than they used to receive in a month. What do they do with all that money? They do not drink, they do not smoke. They may buy Liberty bonds. They may buy Liberty satins—maybe they buy both.

However, these conditions are coming here and it may be that we see in America a scarcity of silk fabrics, but not for the same reason. I said scarcity, I did not say prosperity. I do not think that the condition which is brought about by scarcity will be real prosperity. When there is but a few dozen of eggs brought to the market and when they are sold at fabulous prices because there is less than the people want, will you call that a prosperous egg business?

The fact that our mills have been working about twenty days in January and are going to work only sixteen days in February will probably create a scarcity of broad silk and this is somewhat responsible for the actual activity of our business. If

we are going to produce less and less, through shortage of coal, power, labor and new Government restrictions, the prices of silk will go up, we shall all sell at a good profit what we all have in hand, but would you call that prosperity?

There is no doubt in my mind that if the war lasts there will be an even greater demand for silk fabrics at popular price coupled with an ever decreasing supply. If silk is classified among the nonessential industries, and if our industry is restricted in its output we may dispose of our stocks at fabulous prices and make big money when at the same time our industry will be badly hurt. Will the good compensate the evil? Future will tell.

The American industry is built on efficiency. We can only compete with the Asiatic and European labor by keeping our superior machinery working full time at full speed. If we are going to work less hours with less people, if our machines are going to be idle three or four days per week, we shall surely have before us for some time a very profitable business. In the meantime our overhead expenses will grow tremendously. We shall have to pay our labor for waste of time or we shall lose our labor, and we shall probably not have the possibility to keep our machines going with some other fabrics. In other words, our affairs will be disorganized. During this time the Japanese will build up a formidable competition. They will erect more mills, build more power looms and they will

work seven days a week. Their competition will invade neutral markets first, and second our own market. No American genius, even coupled with European experience, can enable a silk manufacturer to meet a competitor that works seventy-seven hours or more in a week when he can only work thirty or thirty-five hours.

One can conceive the distribution of merchandise to be reorganized so it is done during less than five days in a week. In the good old times farmers were doing their selling and their purchasing twice a year at the country fair, but it is a different proposition with manufacturing. We must keep our machine busy every working day or disappear.

To sum up this description of the silk business, I will say that, while I must admit the present condition is good, the future appears to me as full of danger.

Jean L. Duplan.

The way to obtain loans from banks in the estimation of an authority is to give them good deposits, because deposits are the greatest and most powerful lever for obtaining loans. Bank presidents, who apparently fear no living man; who cannot be bluffed, bullied or coaxed, and who are seemingly devoid of both sympathy and judgment, fear to offend a good depositor. The man who has the largest deposit has the greatest club; but every man who has a fair deposit has a useful club.

It's a significant fact that heads seldom ache from excess of thinking.

The Goods! Net Prices!

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

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

Where can I get the goods?

Items listed in this catalogue have the goods behind them.

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

Butler Brothers

Exclusive Wholesalers of
General Merchandise

New York Chicago
St. Louis Minneapolis
Dallas

QUALITY

SERVICE

Hard to Express but Straight From the Shoulder

We want to help you grow. That is easy enough to say but possibly hard to have BELIEVED.

We are not, however, offering you something for nothing.

We have a valuable SERVICE to offer you.

The fees for this are entirely payable in good will. If we can show you how to SELL more goods, then you will BUY more goods.

If our goods are right, the right quality and the right price, it is logical to assume you will buy these goods from us. Then as you grow, we grow. We cannot grow otherwise. You must succeed for us to succeed.

We would like to explain more in detail to you individually. A call is always appreciated by us.

The Grand Rapids Dry Goods Co.

Exclusively Wholesale
Grand Rapids, Michigan

SERVICE

QUALITY



Danger of McAdoo Becoming Too Radical.

Written for the Tradesman.

While due credit must be given Secretary of the Treasury McAdoo for some admirable Government financing, he is still, like all human beings, open to criticism, and this criticism will be here made with the conviction that Mr. McAdoo is recommending only what he honestly believes is best for the Nation. The case in point is the Secretary's urgent request to Congress to pass a law authorizing the Government to license all companies issuing new securities, in order to more closely supervise and restrict new capital demands. It would seem this is going a step further than is necessary. Bankers co-operating with the capital issues committees of the Federal Reserve Bank can fully control the situation without Governmental licensing power.

Of great service to the country is the work of a committee of eminent economists who have been engaged in making for the Treasury Department a study of the purchasing power of money in war time. In a recent public statement as to their conclusions in this matter, one of a series, the committee states that despite the spoilage of war and consequent increase in prices of all commodities, it is still possible to continue on the former basis of National thrift, if not to increase our aggregate savings. It is pointed out that Canada and other countries engaged in the war have done this. The committee however, issues a warning against the danger of an over extension of credit, "even for the worthy purpose of borrowing from the bank to loan to the Government."

This, in effect, is calling attention to the fact that the only way to effectively co-operate with the Government and aid in financing the war is to save and save hard, turning oversavings and receiving thrift and war savings stamps and Liberty bonds. With regard to the declining purchasing power of money, it is natural this should occur at this time. One of the contributing causes of this is the unwillingness of the people to forego the consumption of many commodities which are clearly non-essential. "The Government," says the committee, "in order to buy away from us what we will not surrender otherwise, bids up prices, and the rise in prices which comes about through this kind of buying is cumulative."

It follows that as prices of war supplies rise, the money cost of war grows and the Government has to borrow more. Bigger loans by us

to the Government require bigger loans to us from the banks. This further expansion of bank credit favors a further rise in commodity prices, starting the whole process again in a dangerous circle or endless chain. As a result of its investigation, the committee finds that the wholesale prices of commodities in the United States last month were 81 per cent. higher than those of July, 1914; that is, the purchasing power of money over goods in the wholesale market has been almost cut in half. The rise in the retail price of food during the same period has been 57 per cent. This means a reduction to less than two-thirds in the purchasing power of money over foods in the retail markets. Since the war wholesale prices have been raising at the rate of nearly 2 per cent. a month, or nearly ten times as fast as before the war. In some countries in Europe the rise in prices has been two to three times as rapid as it has in the United States. It is clear that while the war lasts the commodity price level will mount by leaps and bounds unless vigorous preventive measures are adopted.

Loans to the Government made from borrowing instead of from savings will tend to greatly expand bank credit, and further bank credit will act chiefly to increase commodity prices. It can be seen why it is desirable that loans to the Government should be made from savings. It is naturally asked, how savings can be increased while cost of living is so high? The answer given is to give up purchasing non-essentials, spending less and saving more. This will, of course, entail a personal sacrifice of convenience and luxury. President Wilson has well said, "Now is the time for America to correct her unpardonable fault of wastefulness and extravagance."

Seven hundred thousand persons in the United States have deposited with the Postal Savings system \$140,000,000. Of this amount \$50,000,000 was deposited in 1917. Almost all of this is from foreigners within our gates who have not yet been taught that their funds are safe in savings banks. Besides bringing hidden treasure from old cans, coffee pots, mattresses and nooks and corners, the Postal Savings system has helped the banks through deposits. Eligibility for postal savings deposits curtails the putting up by the banks of municipal or Government bonds. This has broadened the market for municipal bonds, as banks that never before bought bonds now purchase them to use as security for Postal Savings deposits.

In many instances this company has been able to save estates more than the entire cost of administration, through economical and businesslike methods.

Its affairs, under the banking laws of Michigan, are constantly subject to examination by the State banking authorities. Periodically, it renders complete reports of conditions to the State.

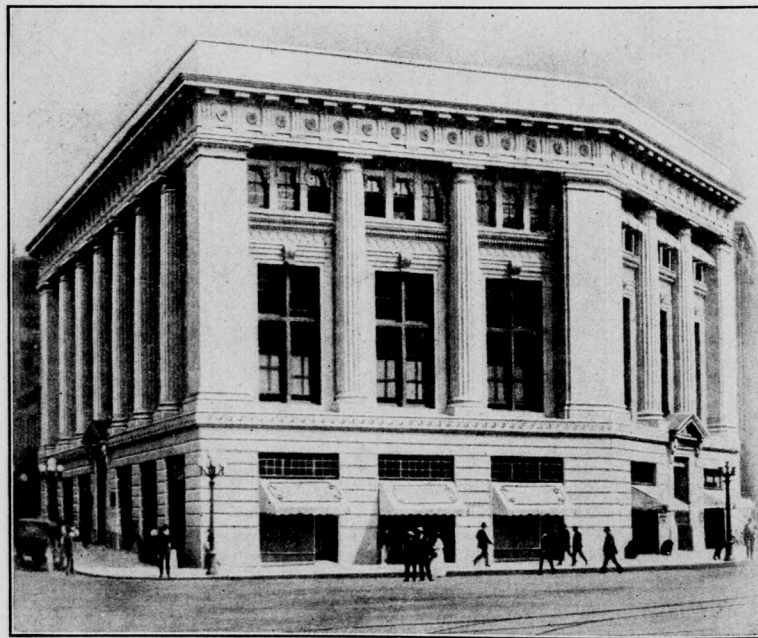
It offers to you efficient and considerate services as Executor, Administrator or Trustee.

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.

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

These dollars earn for the owner 2 cents a year, when redeposited, earn for the Government an additional half a cent per dollar, and when placed in use by the banks, from 5 to 7 cents each. In other words, \$50,000,000 last year sprang into use as an additional aid in maintaining the prosperity of the country, instead of lying idle in insecure places, and this without materially competing with the savings banks of the country.

The Federal Government has positively recognized the automobile as a public utility and a necessity in the business life of the country in an official bulletin issued by the fuel administration, in which it says there is nothing in the "Heatless Monday" order of Jan. 17 to prevent the operation of automobiles; motor vehicles of all kinds being considered as coming under the head of "public utilities."

The National "thrift" campaign is now well under way, and as Charles H. Sabin, President of the Guaranty Trust Co. of New York, says, "There has been much hysterical agitation and unbalanced enthusiasm which has tended to create resentment and opposition. Of course, no man with a sound mind will challenge the basic need for material thrift, but there is a point beyond which it should not go—material thrift does not mean parsimony." It means sensible economy. Anything beyond that would tend to unsettle or destroy business. The normal savings at the outbreak of the European war were estimated at from \$5,000,000,000 to \$6,000,000,000 a year; in 1917 at \$14,000,000,000 or \$15,000,000,000, and an increased measure of thrift is reflected in the investment markets, savings banks, life insurance companies, etc. As Mr. Sabin points out, to carry this rational increase beyond this would serve only to depress business and create unemployment, two conditions which should by all means be avoided. While the Government should have the right of way in the production of material for war, there is a tremendous capacity for production beyond that which should not be stifled and destroyed by arbitrary regulation or false economic theories. Business men and wage earners cannot lend money to the Government unless they can make money, and business must earn more money this year than last year. There is much common sense in the theory of dividing the essential from non-essential industries, but this should not designate as non-essential any business which does not compete with the Government. In fact, it is essentially necessary to keep the wheels of industry moving. Money is one of the vital munitions of war. To so regulate business as to prevent its being earned is just as sensible as telling a boy he must never touch a gun until he has learned how to shoot. The people who earn money through industries and business considered non-essential by some are those who can invest most heavily in Liberty bonds. To shut off this earning power is saving at the spigot and wasting at the bung hole. It is the opinion of the most success-

ful bankers of the country that banks should not be expected to deny credit to legitimate business. In fact, it is rather their patriotic duty to supply the monetary needs of their clients in general business, so far as possible after financing the requirements of the Government. Some inconvenience must be suffered through priority transportation orders, and these priority orders should be very carefully considered so as not to interfere more than is absolutely necessary to take care of war business. There should be, and must be, a sane middle course between the threat of stagnating business and "business as usual," a course of business conservation that will maintain and protect our business system, the backbone of our prosperity vitally essential to the winning of the war. President Wilson had sufficient breadth of vision to realize this when in his address to Congress on control of the railroads he said: "It is clearly in the public interest, also, that the ordinary activities and normal industrial and commercial life of the country should be interfered with and dislocated as little as possible." The Nation as a whole is gallantly standing behind the Government and is willingly making sacrifices that we may win this struggle for human liberty and care should be taken that no unnecessary sacrifices are added to the burdens of the people. It is up to the business interests of the country, especially the bankers, to closely study the situation in order to intelligently co-operate with the Government and at the same time protect general business.

Paul Leake.

Scotchmen, it seems, are peculiarly and particularly qualified for the banking business, judging from the number who are in it, and those who have made a success at it. No one will undertake to say exactly why they are so well adapted to the business. The best reason for it is perhaps because they are cautious to a degree. A very rich man, whose opinion is worth while, and whose association with Scottish people interested in investments has been very large for at least half a century, says that the qualifications for banking are bred in the bone of the Scotchmen because of the hardships and poverty which they had to undergo centuries ago. They had so little that they were compelled to economize. When they began to accumulate, it took them so long and their accumulations were so meager, that they became cautious because of the fear of losing what they had. The same authority concluded by saying that unremitting prosperity is the most unfortunate thing that can happen to a man or to a nation. It was apparently unremitting poverty that has made great bankers out of Scotchmen.

Happy is he who finishes the work for its own sake; and the state and the world is happy that has the most of such finishers. The world will do justice to such. It cannot otherwise; but never on the day when the work is newly done and presented. Every man settles his own rate.—Emerson.

Patriotism and Business

are becoming strangely mixed these days. Until yesterday we did not realize that the thrift of the individual meant the prosperity and continued success of the nation. Every dollar you add to your account with this bank means a dollar more added to the strength of our nation's available resources.

THE OLD NATIONAL BANK

MONROE AT PEARL

GRAND RAPIDS



BUY SAFE BONDS

6%

Tax Exempt in Michigan

Write for our offerings

HOWE SNOW CORRIGAN & BERTLES

INVESTMENT BANKERS

GRAND RAPIDS SAVINGS BANK BLDG. GRAND RAPIDS, MICHIGAN.

Assets \$2,700,000.00



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

CLAUDE HAMILTON
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

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.

Form Delivery Outfits Doing the Work of Fourteen.

London, Ohio, Feb. 25.—The war demands of every American business establishment, efficiency, service and economy. Not only does our Government demand these things of our merchants because of the war conditions, but business conditions demand them. There is not a single line of business that has not, in some way or other, been hindered by the present conditions. In a great many cases help is hard to secure, owing to the large number of our young men entering the army, and it therefore becomes necessary for the merchants to become more efficient in their management in order for them to continue to handle their present volume of business with less help. The present conditions demand economy because of the lowering profits and increasing cost of doing business. I know of no business that has not been effected by this war, and if the merchants are to weather this period of war times they must become more efficient and practice greater economy.

As stated before, conditions demand efficiency, service and economy and the establishment of co-operative delivery systems will cover all three points. First, it is by far the most efficient method of delivery; it accomplishes the same results at a much smaller cost to the merchant. Second, it systematizes deliveries, making deliveries at certain hours and builds up a service as certain and as regular as the mail deliveries. Third, it means economy, for it eliminates a great amount of waste. Four or five wagons, four or five horses and four or five men will do the same work that formally required fifteen or twenty of each, thereby saving the merchant at least 50 per cent. of his delivery costs. In cities and towns where the co-operative delivery system has been adopted it has proven satisfactory, both for the merchants and the customers.

Not only does the co-operative delivery system cut costs for the merchant on his deliveries alone, but with a systematic method of delivery he can install a more efficient plan of management for the store force, thereby making another large slice in his cost of doing business. How? you ask. Take the grocer, for instance: with the systematic delivery system, he knows just what hours he is to have a delivery and can plan his work accordingly. By careful planning and systematizing his work in the store, he can cut his costs 3 to 4 per cent. I know of a certain grocer in Ohio who, after the town had adopted the co-operative delivery system, systematized his work so that he was able to cut his cost of operation more than 4 per cent. Upon the volume of business the store was doing this meant more than \$3,000 per year to the store in extra profits. This grocer knew at what hours his deliveries would come and arranged the remainder of the work so that it could be done at certain hours of the day. For instance, between deliveries the clerks put up different sized packages of goods, such as beans, sugar, rice, hominy, meal, etc., ready for immediate use in waiting upon customers and in filling orders. He had a certain time for filling the shelves and the bins, etc., thereby eliminating all lost motion and was able to handle his business with the help of less men.

At the time the co-operative delivery system was adopted in London there was in use for delivery purposes fourteen outfits, consisting of a horse, one man and wagon for each one. To-day, after the adoption of the co-operative delivery system, four outfits have taken their places and are doing the work with equal satisfaction to the merchants and their customers, and saving the merchants more than 50 per cent. of the former

costs. One merchant alone says he saves \$30 per week through the co-operative system. Before this system was adopted it was necessary for him to keep two wagons going all the time, necessitating the employment of two men and two outfits which he claims cost him better than \$40 per week, but to-day his deliveries cost him but \$12.50. If there was no other reason for the adoption of the co-operative delivery system, this reason alone should impel the merchants to give it their careful thought.

The London delivery system is owned by an outsider. None of the grocers have any interest in it. The owner of the system contracts with the merchants to make four deliveries per day during the week any place within the corporation and five deliveries on Saturday. The delivery boys handle the customers with the same mark of courtesy as they would were they direct representatives of the merchant. They handle C. O. D. orders as careful as the grocer would himself.

All baskets, oil cans, egg crates, etc., are the property of the delivery system. All orders are checked out of the stores and any losses or damages are charged to the owner of the delivery system. These last items alone were a big expense to the average grocer when he ran his own delivery system. Baskets, jugs, oil cans and egg crates were lost every day, necessitating the purchase of new ones constantly.

The co-operative delivery system has not only proven an advantage to the merchant, but it has also proven of an advantage to the customer. Under the present system the customer knows that if she gives an order in for the 8 o'clock delivery she will get it by 9:30. Through this system the merchant has been able to cut costs and can therefore give better values and has.

It is a patriotic duty for every merchant to co-operate with the Government in its campaign to lower the cost of doing business, so as to reduce the high cost of living, and it is no less a patriotic duty for the merchants of every town to get together and co-operate with each other in this delivery question, so as to release as many men as possible for army service. Our present system of delivery—each one for himself—is one of the most wasteful forms of expense because of the duplicate efforts.

Walter R. Engard.

Where Travel Books Are.

"When you write a story of the sea I presume you go to the seashore for inspiration?"

"Sometimes," replied the successful novelist.

"And when you write about a foreign country?"

"I go to the nearest public library."

Kent State Bank

Main Office Ottawa Ave.
Facing Monroe

Grand Rapids, Mich.

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

Resources

10 Million Dollars

3½ Per Cent.

Paid on Certificates of Deposit

The Home for Savings

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.

A Quality Cigar Dornbos Single Binder One Way to Havana

Sold by All Jobbers

Peter Dornbos

Cigar Manufacturer

16 and 18 Fulton St., W.

Grand Rapids :: Michigan

NOW 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

Fourth National Bank

United States Depository

Savings Deposits

Commercial Deposits

3

Per Cent Interest Paid on
Savings Deposits
Compounded Semi-Annually

3½

Per Cent Interest Paid on
Certificates of Deposit
Left One Year

Capital Stock and Surplus
\$580,000



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

LAVANT Z. CAUKIN, Vice President
ALVA T. EDISON, Asst Cashier

Hardware

Pointers in Regard to Selling Builders' Hardware.

Written for the Tradesman.

Quite a few merchants declare that there is nothing in builders' hardware for the local hardware dealer. Others add that even where there was some business to be done under normal peace conditions, the war has "shot everything to pieces."

On the other hand, I have found just as many hardware merchants quite positive in their assertions that the builders' hardware department is a worth while feature, and just as important as it ever was.

Hence, I take it that the difference is one largely of individuals, modified perhaps a little by purely local circumstances.

Just how the war will affect this department of the hardware business in Michigan is hard to predict. But as against the argument that high prices will stop building, I can cite one Canadian town of 14,000 people where building, residential and otherwise, has been three times as much in the three years of war as in any three years previous—and that without the building of any munition factories, either. In the town mentioned, residential building has been extensive since 1914; and more expensive residences are being put up than before the war.

This in turn means that, despite the war, the builders' hardware business was there for the men willing to go after it.

A difficulty with many hardware dealers in the handling this department is that they take it for granted that price considerations are absolutely dominant. Having made prices too low, they decide that "there's nothing in it"—and thereafter they don't put forth much effort to get business.

Now, price is an important consideration with builders, but it is not the only consideration. As an antidote to price, the shrewd dealer can talk quality and value.

It is decidedly true that with some builders, price is the only consideration; but even with these, the quality argument may be given weight where the dealer is sufficiently tactful.

Residential builders may be divided into two classes—those who build houses to live in themselves, and those who build to make a profit.

The man who builds a house to live in it rarely stops at price. He may start with a certain figure in mind, but the figure steadily expands as new items suggest themselves as desirable. If a builder of this type likes a certain variety of lock sets, he will not hesitate to pay extra money for what he wants.

Then again there is the man who builds cheap in order to sell at a profit. He may skimp the timbers, save on nails, leave out sub-floors and tar-paper lining. These things don't show. But if he is shrewd, he will

spend money in superficial things in order to make his house attractive to the intending purchaser.

I have in mind a case in point. A man in a growing community out West makes a comfortable living putting up houses to sell at a profit. He put up quite an elaborate one last year. So far as the main construction was concerned, everything was left out that could be spared. But when it came to interior finishing, that house was elaborate. Handsome lock sets, mirrors, fireplaces, electric fixtures—these, and a lot of other items made that house a show place. It cost perhaps \$2,000, including land. The builder modestly expected to make \$500. Inside a couple of months he turned over the place at \$3,000—simply on the strength of the externals.

The builder of renting houses, on the other hand, cannot afford to skimp too much; else he is sure in a short time to be confronted with urgent demands for repairs, some of which must be met. So, from his angle, there is an advantage in buying at least a fair quality of hardware rather than cutting the price to the minimum.

The hardware dealer who wants to build up a good builders' hardware department must understand the other fellow's problems. He must look past the contractor and the carpenter and the architect, in fact, to the actual owner. And he must be able to give expert advice in regard to solving the problems of the prospective house-owner in so far as they concern the necessary hardware.

This in turn demands specialization. Specialization is, indeed, a fundamental in making this department a success. You must be interested in it, you must study it closely, you must keep in touch with new developments and new lines, and you must know it better than the men you have to meet when you go after business.

Then, figure to get in touch early with all new building in your town. If So-and-So is going to put up a \$10,000 residence, write or telephone him the minute you hear the news, and make it a point to see him the first chance you get. Offer him the benefit of your expert advice free of charge. Find out what sort of house he is planning to build, and give him your own suggestions, not dogmatically but tactfully. Get in ahead of the architect, if you can, and boost your line as the quality line. Get into the prospect's mind at the very earliest opportunity that you have goods of rare and exceptional value to furnish him, and that, when appearance and wearing quality are considered, your goods are not only the best but the cheapest. First impressions of this sort, once they find lodgment, are hard to shake.

Incidentally, there ought to be good opportunities in every community for a line which most hardware dealers neglect but which fits in very neatly with ordinary builders' hardware. A number of dealers secure quite a bit of business by catering intelligently to factory trade.

Even the small town has its indus-

trial plants of one sort or another: and each individual plant presents its opportunities for the alert hardware dealer. Get personally into touch with the men who do the buying. If a factory superintendent is accustomed to order from out of town such things as he needs in the way of factory supplies, glass, tools, grindstones, etc. he will go on ordering—unless he knows you and knows that your hardware store can get him the same things just as quickly and just as sat-

isfactorily as he can get them anywhere.

Of course you've got to know the business, and be able to give satisfaction. Here, again, specialization is an important factor. Study your subject. Study your customers. Know what sized leather belting, and so forth, each factory requires—and above all, know the men who do the buying.

Victor Lauriston.

The world is never all wrong for the man who is all right.

WRAPPED TREAD HORSE SHOE TIRES "THE LUCKY BUY"

Made in All Styles and Sizes

The Treads are extra thick and will absorb all road shocks. They are built of tough, wear-resisting rubber, insuring extra service. The Carcass or Walls contain the correct number of frictional fabric plies to insure

SAFETY AND RIDING COMFORT

They are so well made that satisfaction is unfailing.

WE GUARANTEE
them to give full measure of satisfaction.

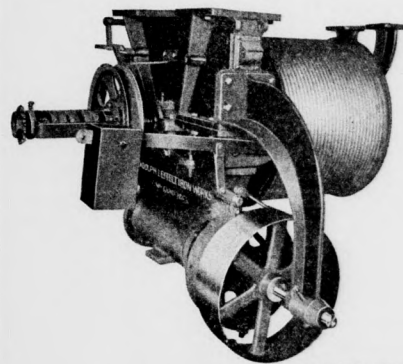
RED AND GRAY INNER TUBES

Factory Distributors:

BROWN & SEHLER CO.
Grand Rapids :: Michigan

Foster, Stevens & Co. Wholesale Hardware

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



Leitelt Elevators

For Store, Factory
Warehouse or Garage

Built for Service

Send for proposal on your
requirements

Adolph Leitelt Iron Works
213 Erie Street Grand Rapids, Michigan



Why Not Co-operate with the Advertising Department?

A salesman's survey of his own failure to co-operate sufficiently with the advertising department of his company seldom figures in the public prints or upon the ad club lecture platform. There he is always the problem.

The advertising men in their conventions and contributions to advertising publications discuss ways and means of convincing the salesman that advertising is a great business-building force, a tremendous help to him in selling his line. In their talks to salesmen that phase dominates; and while diplomatically veiled, their inference is that the salesman is a stupid reactionary when he does not respond enthusiastically to their calls for co-operation. The idea seems to be to sell the advertising to the salesman and that he in turn is to sell it to the local dealer. This is particularly true in the case of direct-by-mail advertising, where the local dealer's co-operation is essential.

But is the salesman's failure to take hold always due to his ignorance or obstinacy? May there not be purblindness elsewhere?

Conditions may vary in different lines of business and these generalizations may be colored somewhat by the particular circumstances that surround me. I have, however, talked with enough of my fellow gadders to know that the views I give expression to hold good in quite a number of businesses. But to play safe, I will hedge to the extent of explaining that my position is with a high-class hardware specialty manufacturing company.

We sell through hardware or implement dealers and occasionally a country general store. We try to get the best dealer available in each locality and usually do. Their business caliber varies from pretty close to 0 to the 42-centimeter kind. The ultimate consumers are mostly farmers. Each retail sale amounts to from \$100 to \$300. Competition is keen, particularly the "just-as-good-for-less-money" kind. Considerable effort is necessary to close a sale. Almost never is a sale closed the first time the subject is presented to a possible buyer. Some of my dealers have to have assistance in closing. They work the prospects up, then I spend a little time helping them close. Others take care of themselves entirely and do their own selling. Consequently this is a field where follow-up advertising can play a big part.

Why don't I use this help more?

Let me remind you that I am the sole representative of my company in ten counties and we have a dealer at almost every cross road. I have to keep the ranks filled and all wheels turning. Each day I get letters from the home office sales manager, collection department, credit man, repair department and advertising department. With the exception of those from the advertising department these letters deal with things that require immediate attention and a report. It is not difficult to understand that I am kept busy; and, being merely human, I do first, in the space of time between trains, the things that I must do to hold my job.

When I call on a dealer he does not shut up shop and devote his entire time to me. Many things are claiming his attention. It is often no easy matter to get him into a corner long enough to get a check from him or to dispose of other routine and urgent matters—and to pry an order out of him. I always try to get the order because I figure that is necessary to keep him working. Very often when these things are accomplished, my crude psychology tells me that the wisest thing for me to do is to get out. You are beginning to see where the advertising comes in, or rather does not come in.

The follow-up literature our company sends out is of a splendid quality and we ought to get it to more prospects than we do. The advertising department sends out samples of it to dealers and writes them very enthusiastic letters about it. Blanks are sent on which the dealers are urged to list and send in prospects. Each piece of advertising matter will be imprinted with his name. Also proofs of electrotyped advertisements for his use in local papers are sent with smashing big line advice to him to link his store up with our big National advertising campaign in a list of papers as long as your arm. There is some response to this, but not much. The average dealer is a little blase on this sort of thing; it is done by many of the companies whose lines he handles. A good prospectus of the campaign, with a salesman whom he knows personally back of it explaining it fully, will prove infinitely more effective, be more convincing and enthralling.

A short time ago, while I was on a visit to the home office, I complimented the advertising manager on the quality of our follow-up printed matter. Instead of being pleased, he was peeved and said it was worthless waste paper unless we got it into the hands of possible buyers of our

goods. He then proceeded to tell me what a great business builder advertising is. He took a rap at me and the rest of the sales force for not lining up our dealers better.

I listened respectfully, agreed and edged away from him as soon as possible. His attitude of superior intelligence regarding what advertising would do merely irritated. I can picture him laying us out day after day in his talk in the office. Some day he may wake up and realize that he is hammering on the wrong end of the line. He overlooks those working conditions of mine which I have previously mentioned here, or he has no comprehension of them; also the fact that my boss, the man who hires and fires as far as I am concerned, is the sales manager. That sales manager can talk as eloquently of business building as any man I know, but after he is through talking only one thing counts with him and that is orders, immediate orders, to-day and every day. He can talk words, but orders are the only things he can understand. Our direct advertising won't make them instantly. Even the advertising manager admits that it takes a few weeks for the advertising to do it.

I would like to sell, for selling it is, the company's direct advertising to all my dealers and also to persuade them to use the company's electrotyped advertisements in their local papers. By devoting no more time to this than it is worth I know I could do it. It would stimulate business in my territory. I cannot guarantee that it would, neither will the advertising manager, but I believe it. It cannot be sold to the dealer by mere casual mention. It must be made the special business of the visit. I do not know that I would lose out on immediate sales if I were to do that, but fear I would, so why should I take the responsibility of that chance?

As I have said before, the advertising manager won't guarantee the advertising to produce definitely and instantly, nor will he take the responsibility if my immediate sales fall down due to giving extra time to advertising. The company gives no tangible recognition to me for selling the advertising proposition to dealers. Maybe they (the they being those powers that control in the home office) do not think it is worth very much after all. The president's reference to it in his address at the annual convention, and the sales manager's too, may be just perfunctory. The advertising manager's efforts to enthrall us may be simply those of a fellow plugging for his own job. At any rate I know that the sales' credits I get are for orders for the regular line only. If orders drop for a few days, I will get a letter. Lists of prospects from dealers and orders for electrotyped advertisements do not offset a slump in real orders.

As matters stand, advertising promotion has no regular, definite place in my duties. It is a beggar, a poor relation to the main business of the day. Work done to promote dealer co-operation on advertising receives

no recognition except plaudits from the advertising manager and he pockets all the credit. I believe that my company and others similarly situated could work out some system of giving tangible credit to the salesmen for work that does promote sales, that lays the foundation for future increase. I may work like a Trojan to get my territory organized well from an advertising standpoint and before reaping any benefits be transferred to some territory where my predecessor has done practically nothing along this line.

If a salesman sells his company's advertising plans to a dealer, gets the dealer to analyze his field, to check up sales' possibilities, to list and send them in, to use space in the local newspapers, give him credit for the time and effort spent and we will find the problem of securing his co-operation materially diminished. An arbitrary value can be placed on this work by making a definite amount of it the equivalent of a sale of one unit of the regular line of merchandise.

It is impractical and useless, to say that because the salesman is hired and paid to devote all his energies to furthering the company's interests, a method of this kind should not be necessary. To say that is to emit a pretty platitude and nothing more. The company must assume the responsibility for business building and give that work a concrete value before it can expect its employees to do so.—Printers' Ink.

NEW MERTENS
FIRE PROOF
One half block East
of the Union Station
GRAND RAPIDS MICH

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

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 Mich

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

UPPER PENINSULA.

Recent News of the Cloverland of Michigan.

Sault Ste. Marie, Feb. 25—It will be pleasing news to all enthusiasts here to note that Bye Bros., road builders and contractors, expect to complete the stretch of road between Goetzville and Raber about May 1. This will make an excellent road from the Soo through to Detour, taking in Pickford, Stalwart, Raber and Goetzville. There is much activity in the good roads movement here and if the people back of this movement are able to get results, the Upper Peninsula will be connected throughout the various parts this coming season.

Charles J. Byrns, general manager of the Soo Lumber Co., pulled off the second annual dog and pony races under the auspices of the Soo Lumber Co. on Washington's birthday and some rare sport was furnished. Great preparations had been made for the event, the snow being rolled for several blocks, so that everything was in excellent condition for fast work. Twenty-four boys had entered their dogs for single harness and three for teams. There were several ponies entered. All previous records were broken and the usual large crowd was there to take in the sports. Much credit is due to Mr. Byrns for pulling off an event of this nature which was a good advertisement for him.

The Standard Oil agents held a "get together" session and banquet here last week representing the districts of Soo, St. Ignace, Escanaba, Manistique and Newberry. William P. Moher, the local manager, made all arrangements and from all accounts the twenty-five representatives had one of the best meetings yet pulled off.

The merchants here, especially the confectionery and ice cream stores, breathed a sigh of relief when the closing hours heretofore in vogue were cancelled. They are now allowed to open early and work into the midnight hours again. Whether they will be able to do more business than heretofore remains to be seen.

The Upper Peninsular racing circuit held a get-together meeting at Manistique last Friday. C. E. Kalbfleisch, of the Manistique Bank, was elected chairman of the meeting, and about twenty-five delegates from the various fairs in the Cloverland of Michigan were present, which resulted in an organization to promote the agricultural interests of the various counties at the fairs, affording the farmers better opportunities in making larger and better displays than heretofore. The line of attractions will be looked after by a special committee, who will have charge of the entertainment and see that ample attractions and proper entertainments make the circuit at each fair, which is scheduled to take place on the following dates:

Escanaba, Sept. 10, 11 and 12.
Manistique, Sept. 16, 17 and 18.
Sault Ste. Marie, Sept. 23, 24 and 25.
Newberry, Sept. 26, 27 and 28.
Marquette, Sept. 29, 30 and 31.

Dr. William Firkus, of Escanaba, was elected chairman of the race circuit and will arrange for one of the best meets to be pulled off at the coming fairs. He is an expert in the horse business and a member of the National circuit, so that the fairs will be assured of some interesting races throughout the circuit. The Manistique delegation, consisting largely of the foremost business men did themselves proud as entertainers and furnished an elaborate banquet at the Hotel Ossi, where turkey was substituted for pork and beef, so as to do their bit for the Food Commission. Among the principal speakers were Hon. W. O. Wood, who demonstrated the benefits brought about by concentration and organization and cre-

ated much enthusiasm for the future development of Cloverland by the Association. The well known entertainer, J. A. Allo, member from Escanaba, was at his best. With a few late stories, slight of hand and impersonation, he was in a class by himself. After the entertainment, the delegates were shown the principal places of interest, after which they departed for their future homes to meet again in the near future at the Soo for further details and completion of arrangements.

Mr. Young, of the Young & Penny Lumber Co., at Payment, was a business visitor here last week.

William Kirkbride, of Pickford brought in a large load of hogs to the market last week.

William G. Tapert.

Gabby Gleanings From Grand Rapids

Grand Rapids, Feb. 27—The wholesale dealers of Grand Rapids have some large plans in prospect for the edification and amusement of their customers of the retail trade during 1918. The subject is being carefully canvassed by committees, to be considered by the trade at large at a meeting to be held early next month.

The Hachmuth Pure Food Co., at Comstock Park, which made a great hit with its canned sauerkraut last season, is planning to put up large amounts of sour cherries the coming season.

Edward Frick (Judson Grocer Company) has been studying foods at close range for more than forty years, but this year he is taking lessons from a book.

William R. Keasey, the well-known coffee salesman, has been told by his house that his territory is his own, to be worked as he sees fit. He is the only man connected with the house which is accorded so much leeway. That is what comes of long and faithful service with one house which knows a good man when it sees him and—what is more—knows how to keep him.

This is the last week traveling men have to file their reports with the city board of Assessors. Those whose income warrant it have until April 1 to file their reports with the Federal revenue office.

Harold Sears, manager of the Grand Rapids Dry Goods Co., has the sympathy of his friends over the death of his half-brother, William Sears, who was a member of the U. S. Navy. The funeral was held at the home of S. A. Sears last Thursday, the interment being in Oakhills.

Will Sawyer (Worden Grocer Company) is taking on the plethoric look of the successful manufacturer. His furniture factory at Otsego is understood to be doing nicely. He is in a position to laugh at the coal barons, because he operates his factory with water power from the Kalamazoo River.

The new factory of the Haskellite Co., at the Junction, is a whale. It is 200 feet wide and 540 feet long, all steel construction, with brick walls. It will furnish employment to fully 1,000 men when in operation.

The Hayes-Ionia Co. is now employing 600 men, with a weekly payroll of \$12,000. As soon as the addition to the factory now under construction is completed, it will furnish employment to 1,000 men.

Rev. Melvin E. Trotter converted over 500 soldiers during two days at an army camp near Anniston, Alabama, two weeks ago. When it comes to leading men to the better life and keeping them steadfast there is only one man in America who is the peer of Trotter and that is the redoubtable Billy Sunday.

Hub Baker (Worden Grocer Company) is still confined to his home by illness and a portion of the time he is confined to his bed. All the boys will be glad when Hub gets on his feet again.

William Judson, President of the Judson Grocer Company, leaves a week from next Saturday for California, where he will visit friends and relatives for about a fortnight. Mrs. Judson will accompany him. They expect to be away from home about three weeks. The past year has been an arduous one for Mr. Judson. In addition to exercising an oversight over the Judson Grocer Company, he has devoted much time to the Old National Bank, wound up the affairs of the Nelson & Matter Furniture Co., done his share—and then some—in selling Liberty bonds and raising money for the Red Cross, Y. M. C. A. and other war activities, besides keeping up his social duties and extending a helping hand to many less fortunately situated than himself.

Sad news comes from Jackson to the effect that Frank C. Ganiard the well-known grocery salesman and wholesale grocer, is seriously ill at the home of his son-in-law, who is an expert physician in one of the leading Ohio cities. Mr. Ganiard has been in poor health for several weeks. Every one who knows him—and his friends are legion—would be glad to learn that his malady had taken a turn for the better.

H. C. Murray, formerly engaged in the grocery business at Sparta, but for some time past identified with the Wurzburg department store here, has gone to Alma to take charge of the shoe department in the general store of D. W. Robinson. Mr. Murray is an excellent salesman and will make his mark in his new connection.

Walter E. Lypps has joined forces with C. C. Witman, of Grand Rapids, and E. N. Edgren, of Chicago, in the organization of the Charles Chemical Co., with a capital stock of \$25,000, of which \$5,000 is preferred and \$20,000 common. The company is manufacturing a water proof wax which is now used by furniture factories in their finishing departments and will shortly be introduced to the house furnishing trades. The officers of the corporation are as follows: President, C. C. Witman; Vice-President, Walter E. Lypps; Secretary and Treasurer, E. N. Edgren.

William E. Wallace, who has covered the Grand Traverse region for the past three years for Burnham Stoepel & Co., was in the city to-day on his way to Ft. Oglethorpe, Georgia, in response to the draft. Mr. Wallace was 31 years of age June 6. The draft was dated June 5. If it had come two days later, Mr. Wallace would have been exempted. He is glad to go, however, and will do his part like a patriot and a hero. He enlisted in May, but was rejected on account of his muscles being stiff on account of his successor has not yet been selected.

Traveling men generally will be interested in the announcement that the World's Salesmanship Congress will hold its convention much earlier this year in order to discuss some of the serious problems confronting business men, and especially to take up the recent war propaganda urging the retrenchment of business. The Congress will meet in Detroit, April 24, 25, 26 and 27, and among the talks will be one by Herbert N. Casson, of London, England, publishing the Efficiency Magazine. He will tell the salesmen how England has solved some of her problems. Among the objects of the World's Salesmanship Congress are business betterment through the betterment of salesmanship; promoting the dignity of salesmanship by the elevation of the salesman to a higher plane, to promote the study of salesmanship in schools and colleges, to discourage and eliminate the fraudulent exponent of the art of salesmanship.

William Cornell, who has represented Root, McBride & Co., Cleveland, in this State for the past twenty-five years, has resigned to take charge

of the State representation of Ely, Walker & Co., of St. Louis, Mo. He will open an office in Detroit and organize a sales force to cover every portion of the State.

Fred Wollfenden, Detroit city salesman for Burnham, Stoepel & Co., has resigned to take a position with the Holeproof Hosiery Co. His territory will be Toledo and Detroit.

The Tradesman heartily commends the action of the Ann Arbor convention of the Retail Grocers and General Merchants' Association in eliminating the per capita method of membership affiliation and placing all members on an individual basis. The only criticism that can be offered is that the yearly dues should be higher. Under the new arrangement any dealer engaged in the meat, grocery or general merchandise business can join the Association on payment of \$5 membership fee and \$1 annual dues. It is to be doubted whether the work of the organization can be properly conducted on the \$1 basis, unless a sufficient number of \$5 membership fees come in each year from new members to even things up. Considering the opportunity there is for effective work in several directions, especially while the war is in progress, it would surely be wise to arrange in some way for a full treasury and ample funds to meet all requirements.

Sugar cards are rapidly being put into effect all over the State. In no case where the card has been adopted has it been discarded, so far as the Tradesman's knowledge goes. In adopting the card system, dealers should bear in mind that the regulation amount to sell to customers is one-half pound for each member of the family each week. To permit the purchase of more than this is to fail to abide by the rule established by Mr. Hoover and his associates.

March 1 is the date set by the standard forms committee for the elimination of the word "concurrent" from fire insurance policy riders. The Tradesman advises its friends of the trade to scan their policies carefully and refuse to accept any which bear this word of fearful portent in the eyes of the unscrupulous insurance adjuster.

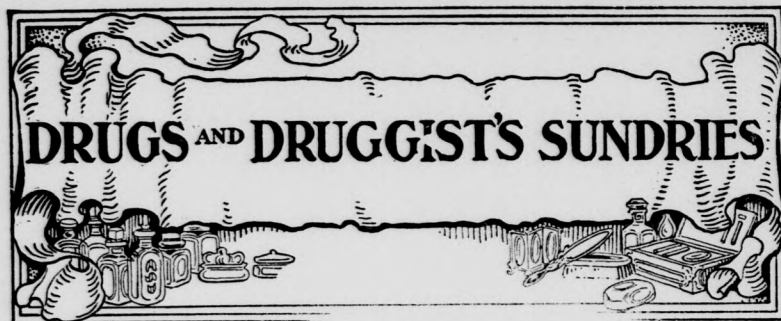


Five Stories Completed April, 1917

HOTEL BROWNING

GRAND RAPIDS NEWEST

Fire Proof. At Sheldon and Oakes.
Every Room with Bath.
Our Best Rooms \$2.00; others at \$1.50.
Cafeteria - Cafe - Garage



Michigan Board of Pharmacy.

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

Michigan State Pharmaceutical Association.

President—P. A. Snowman, Lapeer.
Secretary—F. J. Wheaton, Jackson.
Treasurer—E. E. Faulkner, Delton.
Next Annual Meeting—Detroit, June 25, 26 and 27, 1918.

Michigan Pharmaceutical Travelers' Association.

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

Waiting For the Price That Never Comes.

It becoming advisable to close a branch store, the proprietor thereof disposed of the stock and fixtures. He did not get what he considered a satisfactory offer for the soda fountain, which was in good order but of a somewhat ancient vintage. So he transferred this apparatus to the cellar of his main establishment, where it remained in solitary state. There was a perfumery salesman who came around at regular intervals. He knew about the old soda fountain, and offered to find a sale for it if the druggist would put the money accruing into an order for perfumery.

"What's the use of keeping the old fountain there idle?" the salesman would say. "I can get a hundred for it, or maybe a little more. That money would buy a good deal of perfumery, enough to enable you to set aside a special case and raise your perfumery stock to the dignity of a department. Good business."

"No," the druggist would reply, "that fountain cost me a thousand dollars. It is in good condition and ought to bring four hundred. Anyhow, I'll hold it until I get my price."

"I fear," was the salesman's answer, "you are waiting for the price that never comes. The fountain may be worth more, but it would be better business to take what it will bring. Plenty of small dealers would be glad to expend a hundred or so. When you get as high as four hundred, that would buy a new fountain of modern make. Naturally, they prefer to go to the manufacturer."

So things went on for a number of years. Every time the salesman came around the argument was repeated. "The price that never comes" got to be something of a by-word in that store. One day the salesman went to the druggist and said: "Now let's talk turkey. I can sell that fountain in a nearby town for \$150 cash. Give me your order for \$150 worth of perfumery and I will collect from the other man. The perfumery will arrive in ten days. You can start sell-

ing it at once, can make a good profit on it, and will be taking money instead of carrying absolutely dead stock in your cellar. What say?"

The druggist capitulated. *

"Go to it," he said.

And so the transaction was carried out on that basis. The druggist had the best perfumery department in that town, and he took so much pride in it that he went to work to boost sales as he never had before. The moral of this incident is plain. Don't waste your valuable time in waiting for the price that never comes. The department stores, those masters of selling tactics, never do this. If you have some stock or apparatus on hand that is bringing in no returns, take what you can get for it. Turn it into money and put the money in stock that is alive. Actual money can be made to work, if you don't care to put it into stock. You can use it to discount your drug bills and get handsome returns. Some dealers use dead stock to fill up the shelves, but empty cartons will answer for this purpose. If there is any chance to turn stock into money, better do it. Most so-called "dead-stock" will bring some sort of a price. It seems better to take what you can get than to fix your own figure and spend years in waiting for the price that never comes.—National Druggist.

Druggists Not Required to Take Out Ammonia License.

The United States Food Administration, upon which falls the mechanical task of issuing licenses to dealers in ammonia and its by-products, which were placed under control of the United States Department of Agriculture by Presidential proclamation, issues the following explanatory statement supplied it by the inter-departmental government committee on ammonia and its by-products:

"The terms, 'ammonia, ammoniacal liquors or ammonium sulphate, from whatever source produced,' as used in the proclamation of January 3, 1918, means only the prime products of ammonia as produced in by-product coke-oven plants, coal gas plants and nitrogen fixation plants.

"This excludes druggists, wholesalers and dealers handling only secondary products; and it excludes persons using the prime products solely as ingredients in the manufacture of products not subject to license under the above construction.

"This interpretation has been deemed advisable because of the excessive number of applications for license coming from persons and corporations who are not subject to license."

Invert Sugar For Soda Fountains.

Invert sugar has many good points to recommend it for soda-fountain use, according to the Soda Fountain, being adapted to syrups and fruit extracts, and in some cases better than granulated sugar, because it gives better keeping qualities. The following points of merit are enumerated for soda-fountain men:

Invert sugar is a pure sugar whose natural form is that of a syrup heavier than the heaviest syrup made of a solution of granulated in water. It can not crystallize. It mixes quickly and completely with any proportion of water, milk, cream, fruit syrup, or simple syrup. It does not ferment and it is said to retard fermentation of fruit syrups made from it. It has slightly greater sweetening powers than granulated sugar. It sells for less than granulated sugar.

Invert sugar, being in a syrup form, mixes quickly with other liquids. In this it is a time saver for the syrup maker since extracts may be added to it direct, or it can be mixed with concentrated fruit syrup and water to thin the concentrated to service consistency. Simple syrup, the plain unflavored syrup made from granulated, will ferment. Even granulated sugar, if it becomes a little moist, will ferment. Invert sugar, however, will not ferment, and it is claimed by its manufacturers that it will hold back the fermentation of fruit syrups made from it. The time-saving element in the use of invert sugar will appeal to many syrup makers. Its use does away with percolation. It is quicker

and easier to measure out a liquid than to weight off a solid. In making fruit and chocolate syrups the invert form saves the time taken with every batch to melt the granulated sugar. For syrups made from extracts, the invert reduces the process to the simplicity of just extract and water and serving.

Witch Cloth.

Polishing cloths like the one named usually consist of a piece of flannel coated on one side with wax holding some gritty agent which is hard enough to polish but fine enough not to scratch. The making of such cloths is beset by some technical difficulties; that is, if they are to be made attractive. The formula is simple enough, but putting the things together properly is an art. Only enough wax is needed to hold the polishing agent on the cloth. A mixture of ceresin and infusorial earth, or ceresin and tripoli, would make a good base, only enough of the ceresin being used to make a firm mass when cold. The earth should be sifted into the melted wax, and stirred until it sets. The coating of the cloth is a technical operation that probably requires special machinery. The mixture must be put on warm, and spread smoothly and evenly. If too hot it will stain through, and if cold it will not adhere. We are unable to suggest a method for doing this work by hand that would be likely to prove satisfactory, and doubt whether it is practicable to make such cloths as these on a small scale.

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

Carbonic Gas Cylinders.

Do not throw or jar the cylinder containing carbonic gas. The few accidents that have occurred have been traced, in most cases, directly to rough handling. The drums are in not a few instances made of the best open hearth steel and tested with hydraulic pressure to three times normal pressure of the gas stored therein. This allows a fair factor of safety; but care should always be exercised not only for the cylinder, but also on account of the brass valve which, even though of substantial construction, is liable to break off under a blow.

A full drum of carbonic acid gas should never be left standing where it is liable to be knocked over. Should the valve strike some projection in falling, if not completely broken off, it would be cracked. When a valve is completely broken off a drum leaving a free outlet for the gas, the cylinder will go like a shot across the floor, and is liable to do damage.

Care should be used in opening the valve when the full cylinder of carbonic acid gas is received. It should never be opened rapidly, as the sudden rush of gas is liable to damage the regulator attached to the drum. Should the valve be stiff or work hard, a slight loosening of the stuffing box nut will allow it to turn freely. A little soap and water applied to the valve will show immediately the presence of a leak, in which case the stuffing box nut can be again tightened. A hammer used to open or loosen a drum valve only damages it to such an extent as to cause leaks, which cannot be remedied.—Soda Dispenser.

To Disguise the Odor of Benzine.

Druggists are frequently asked for a method of rendering benzine odorless. Of course it is impossible to deprive benzine of its odor altogether, for the odor is a characteristic property of the drug just as is that of chloroform, or ether, or carbon bisulphide. It is, however, possible to disguise its odor, which is so unpleasant to many people. One method consists in adding to the benzine some volatile oil containing a terpene, such as the oils of turpentine, fennel, caraway, pine-needles or eucalyptus, and then an alkali. A method devised in Germany some years ago is the following: Into the benzine mix 1 per cent. of its weight of oil of fennel, warm to 70 degrees C. and then shake with 2½ per cent. of a solution of caustic soda having the specific gravity of about 1.30. Allow to stand until the benzine separates from the watery liquid. It is said that benzine so treated will have only the pleasant odor of fennel.

Economy in Hardening Ice Cream.

Considerable interest now attaches to the dry-air blast system of hardening ice cream, in view of the need for conserving ammonia and energy in artificial refrigeration of all kinds. This blast system has been pronounced a failure by many manufacturers who have tried it, but is in successful operation where its principles are clearly understood. The hardening of

ice cream is said to be the severest test to which refrigeration is put today, the object being to extract a given number of heat units from each gallon of ice cream in the shortest possible time after it comes from the freezer, changing it from semi-solid to solid form. This was formerly done by means of ice and salt, and with the coming of mechanical refrigeration the cans were submerged in cold brine, and this in turn was replaced by storage in dry cold air. The dry-blast system is an improvement in that the cold air is blown around the cans by a power fan. Failure of the dry-blast system is nearly always traced to the rapid formation of frost on bunker coils, and success depends upon stopping up leaks of air into the cooling room and providing good insulation. Air leakage is often unsuspected, and close examination of plant for defects is recommended, with care in not using unsuitable buildings for dry-blast purposes.

Mitchell's Wine of Iron.

This refers to Mitchell's formula for Bitter Wine of Iron. The following is the formula:

Chinona, yellow, coarse powder 192 grs.
Gentian, coarse powder 128 grs.
Soluble iron citrate 192 grs.
Brandy 1 oz.
Alcohol 1 oz.
Oil of Orange 15 min.
Sugar 2 ozs.
Sherry Wine 13 ozs.
Solution of iron tersulphate . 2 ozs.
Distilled water, ammonia water each sufficient.

Dissolve the oil in the alcohol, mix this with the wine and brandy, percolate the ground drugs with this liquid, adding through the drug enough water to make the percolate measure 15 fluidounces. Detanate this liquid by means of ferric hydrate prepared by diluting the iron solution with four fluidounces of water, adding ammonia water in slight excess, collecting the precipitate, and washing and draining it thoroughly. Mix this precipitate with the percolate, and agitate occasionally until a filtered portion has a light yellow color and does not discolor with tincture or solution of iron chlorid. Filter the total liquid, to the filtrate add the iron citrate dissolved in a small amount of warm water, and then through the filter add enough water to make a total liquid of 16 fluidounces.

Pencils For Erasing Ink.

These pencils owe their action to the presence of a mild abrasive, like pumice. The following is a formula: Pumice stone 14 ounces av.
Sandarac 2 ounces av.
Tragacanth 1 ounce av.
Dextrin 1 ounce av.

These substances, which must be in very fine powder, are thoroughly mixed, and sufficient mucilage of acacia added to form a pill mass. The mass is rolled out into rods and this divided into pencils about two inches long. One or both ends of each piece may be fashioned into a tapering point. The sticks are used just like rubber erasers.

WHOLESALE DRUG PRICE CURRENT

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

Acids		Capsicum	
Boric (Powd.)	18@ 25	Capsicum	2@ 15
Boric (Xtal)	18@ 25	Cardamon	2@ 10
Carbolic	75@ 78	Cardamon, Comp.	1@ 60
Citric	94@ 100	Catechu	2@ 60
Muriatic	3½@ 5	Cinchona	2@ 35
Nitric	10½@ 15	Colchicum	2@ 40
Oxalic	65@ 70	Cubeb	2@ 35
Sulphuric	3½@ 5	Digitalis	1@ 90
Tartaric	1 05@ 1 10	Gentian	1@ 50
Ammonia		Ginger	2@ 50
Water, 26 deg.	20@ 27	Guaiaac	1@ 90
Water, 18 deg.	13@ 20	Guaiaac, Ammon.	1@ 80
Water, 14 deg.	11½@ 20	Iodine	1@ 80
Carbonate	16 @ 20	Iodine, Colorless	1@ 75
Chloride	30 @ 35	Iron, clo.	1@ 60
Balsams		Kino	1@ 65
Copaiba	1 40@ 1 65	Myrrh	2@ 50
Fir (Canada)	1 25@ 1 50	Nux Vomica	1@ 75
Fir (Oregon)	40@ 50	Opium	2@ 50
Peru	5 25@ 5 50	Opium, Camph.	1@ 80
Tolu	1 40@ 1 60	Opium, Deodor'd	2@ 50
Barks		Rhubarb	1@ 65
Cassia (ordinary)	25@ 30	Paints	
Cassia (Salign)	90@ 100	Lead, red dry	11¼@ 11¾
Elm (powd. 35c)	30@ 35	Lead, white dry	11@ 11½
Sassafras (pow. 35c)	30 @ 30	Lead, white oil	11@ 11½
Soap Cut (powd.)	23@ 25	Ochre, yellow bbl.	1@ 1½
Berries		Ochre, yellow less	2 @ 3
Cubeb	1 50@ 1 60	Putty	3¼@ 6
Fish	20@ 25	Red Venet'n bbl.	1¼@ 5
Juniper	9@ 15	Red Venet'n less	2 @ 5
Prickley Ash	@ 30	Vermillion, Amer.	25@ 30
Extracts		Whiting, bbl.	@ 30
Licorice	60@ 65	Whiting	3¼@ 6
Licorice powdered	85@ 90	L. H. P. Prep'd	2 25@ 2 50
Flowers		Miscellaneous	
Arnica	2 25@ 2 50	Acetanalid	1 10@ 1 20
Chamomile (Ger.)	75@ 100	Alum	12@ 15
Chamomile Rom.	2 00@ 2 20	Alum, powdered and ground	14@ 17
Gums		Bismuth, Subnitrate	3 60@ 3 70
Acacia, 1st	75@ 80	Borax xtal or powdered	10@ 15
Acacia, 2nd	65@ 75	Cantharides po	2 00@ 2 60
Acacia, Sorts	40@ 50	Calomel	2 56@ 2 60
Acacia, powdered	60@ 70	Capsicum	35@ 40
Aloes (Barb. Pow.)	30@ 40	Carmine	6 50@ 7 00
Aloes (Cape Pow.)	20@ 25	Cassia Buds	@ 40
Aloes (Soc. Pow. 60)	@ 55	Cloves	77@ 85
Asafoetida	@ 2 25	Chalk Prepared	12@ 15
Asafoetida, Powd.	@ 2 50	Chalk Precipitated	10@ 15
Pure	@ 2 50	Chloroform	90@ 97
Camphor	1 12@ 1 15	Chloral Hydrate	1 92@ 2 12
Guaiaac	65@ 70	Cocaine	11 75@ 12 30
Guaiaac, powdered	@ 75	Cocoa Butter	50@ 60
Kino	70@ 75	Corks, list, less 55%	
Kino, powdered	75@ 80	Copperas, bbls.	@ 2½
Myrrh	@ 65	Copperas, less	2¾@ 7
Myrrh, powdered	@ 70	Copperas, powd.	4@ 10
Opium	40 00@ 40 20	Corrosive Sublim.	2 30@ 2 40
Opium, powd.	42 00@ 42 20	Cream Tartar	68@ 75
Opium, gran.	42 00@ 42 20	Cuttlebone	65@ 70
Shellac	70@ 80	Dextrine	10@ 15
Shellac, Bleached	85@ 90	Dover's Powder	5 75@ 6 00
Tragacanth	2 50@ 3 00	Emery, All Nos.	10@ 15
Tragacanth powder	2 50	Emery, Powdered	8@ 10
Turpentine	10@ 15	Epsom Salts, bbls.	@ 4½
Insecticides		Epsom Salts, less 5%	@ 3
Arsenic	23@ 30	Ergot	1 25@ 1 50
Blue Vitriol, bbl.	@ 11½	Ergot, powdered	2 75@ 3 00
Blue Vitriol, less 12½	@ 20	Flake White	15@ 20
Bordeaux Mix Dry	20@ 25	Formaldehyde, lb.	25@ 30
Hellebore, White	38@ 40	Gelatin	1 75@ 1 90
Insect Powder	40@ 60	Glassware, full cs.	58%
Lead, Arsenate Po	34@ 44	Glassware, less 50%	
Lime and Sulphur	20@ 35	Glauber Salts, bbl.	@ 2½
Solution, gal.	20@ 35	Glauber Salts, less 3½	@ 1
Paris Green	48½@ 54½	Glue, Brown	25@ 35
Ice Cream		Glue, Brown Grd.	25@ 35
Piper Ice Cream Co., Kalamazoo		Glue, White	30@ 35
Bulk Vanilla	30	Glue, White Grd.	30@ 35
Bulk Special Flavored	30	Glycerine	78@ 95
Brick, Plain	25	Hops	60@ 75
Brick, Fancy	30	Iodine	5 60@ 5 90
Leaves		Iodoform	6 59@ 6 74
Buchu	1 75@ 1 85	Lead, Acetate	21@ 25
Buchu, powd'd	1 85@ 2 00	Lycopodium	2 75@ 3 00
Sage, bulk	67@ 70	Mace	35@ 40
Sage, ¼ loose	72@ 78	Mace, powdered	35@ 40
Sage, powdered	55@ 60	Menthol	4 25@ 4 50
Senna, Alex	90@ 100	Morphine	16 60@ 17 00
Senna, Tinn.	40@ 45	Nux Vomica	22½@ 30
Senna, Tinn. pow.	50@ 55	Nux Vomica, pow.	@ 20
Uva Ursi	18@ 20	Pepper, black pow.	35@ 40
Oils		Pepper, white	10@ 15
Almonds, Bitter, true	15 00@ 16 00	Pitch, Burgundy	@ 15
Almonds, Bitter, artificial	7 00@ 7 20	Quassia	12@ 15
Almonds, Sweet, true	1 35@ 1 60	Quinine	1 00@ 1 05
Almonds, Sweet, imitation	65@ 75	Rochelle Salts	48@ 55
Amber, crude	1 75@ 2 00	Saccharine, oz.	@ 1 30
Amber, rectified	2 50@ 2 75	Salt Peter	36@ 45
Anise	2 00@ 2 25	Seidlitz Mixture	41@ 45
Bergamont	8 00@ 8 25	Soap, green	20@ 30
Cajeput	1 35@ 1 60	Soap mott castile	22½@ 25
Cassia	3 00@ 3 25	Soap, white castile	@ 24 50
Castor	3 30@ 3 43	Soap, white castile less, per bar	@ 2 55
Cedar Leaf	1 75@ 2 00	Soda Ash	5½@ 10
Citronella	1 00@ 1 25	Soda Bicarbonate	3½@ 7
Cloves	4 50@ 4 75	Soda, Sal	2@ 5
Cocunut	40@ 50	Spirits Camphor	@ 1 25
Cod Liver	5 35@ 5 50	Sulphur, roll	4½@ 10
Cotton Seed	2 00@ 2 10	Sulphur, Subl.	5@ 10
Croton	2 00@ 2 25	Tamarinds	18@ 20
Acids		Tartar Emetic	@ 90
Cubeb	9 00@ 9 25	Turpentine, Ven.	50@ 4 75
Eigerson	2 75@ 3 00	Vanilla Ex. pure	1 50@ 2 00
Eucalyptus	1 25@ 1 35	Witch Hazel	1 35@ 1 75
Hemlock, pure	1 75@ 2 00	Zinc Sulphate	10@ 15
Juniper Berries	20 00@ 20 20		
Juniper Wood	2 75@ 3 00		
Lard, extra	2 10@ 2 20		
Lard, No. 1	1 85@ 1 95		
Lavender Flow.	7 00@ 7 25		
Lavender, Gar'n	1 25@ 1 40		
Lemon	2 00@ 2 25		
Linseed, boiled bbl.	@ 1 44		
Linseed, bld. less	1 54@ 1 58		
Linseed, raw, bbl.	@ 1 43		
Linseed, rw. less	1 53@ 1 58		
Mustard, true, oz.	@ 2 25		
Mustard, artifl. oz.	@ 2 00		
Neatsfoot	1 80@ 1 95		
Olive, pure	4 00@ 5 50		
Olive, Malaga,			
yellow	3 50@ 3 60		
Olive, Malaga,			
green	3 50@ 3 60		
Orange, Sweet	4 25@ 4 50		
Origanum, pure	@ 2 50		
Origanum, com'l	@ 75		
Pennyroyal	2 25@ 2 50		
Peppermint	4 50@ 4 75		
Rose, pure	30 00@ 32 00		
Rosemary Flows	1 50@ 1 75		
Sandalwood, E.			
I.	17 50@ 17 75		
Sassafras, true	2 00@ 2 25		
Sassafras, artifl	60@ 75		
Spearment	4 75@ 5 00		
Sperm	2 70@ 2 80		
Tansy	4 75@ 5 00		
Tar, USP	35@ 50		
Turpentine, bbls.	@ 53		
Turpentine, less	60@ 65		
Wintergreen, tr.	5 50@ 5 75		
Wintergreen, sweet			
birch	4 00@ 4 25		
Wintergreen art	1 25@ 1 50		
Wormseed	12 00@ 12 25		
Wormwood	6 00@ 6 25		
Potassium			
Bicarbonate	1 90@ 2 00		
Bichromate	60@ 70		
Bromide	1 80@ 2 10		
Carbonate	1 85@ 2 00		
Chlorate, gran'r	95@ 1 00		
Chlorate, xtal or powd.	70@ 75		
Cyanide	70@ 90		
Iodide	4 59@ 4 68		
Permanganate	@ 5 25		
Prussiate, yellow	@ 1 75		
Prussiate, red	.3 75@ 4 00		
Sulphate	@ 90		
Roots			
Alkanet	2 00@ 2 10		
Blood, powdered	30@ 35		
Calamus	50@ 50		
Elecampane, p.wd.	15@ 20		
Gentian, powd.	30@ 35		
Ginger, African, powdered	20@ 25		
Ginger, Jamaica	.30@ 35		
Ginger, Jamaica, powdered	22@ 30		
Goldenseal pow.	3 00@ 3 20		
Ipecac, powd.	4 00@ 4 25		
Licorice	35@ 40		
Licorice, powd.	35@ 40		
Orris, powdered	35@ 40		
Poke, powdered	20@ 25		
Rhubarb	75@ 1 25		
Rhubarb, powd.	75@ 1 25		
Rosinweed, powd.	25@ 30		
Sarsaparilla, Hond.	75@ 80		
Sarsaparilla, Mexican, ground	65@ 70		
Squills	35@ 40		
Squills, powdered	45@ 65		
Tumeric, powd.	13@ 20		
Valerian, powd.	@ 1 60		
Seeds			
Anise	42@ 45		
Anise, powdered	47@ 50		
Bird, Is	13@ 19		
Canary	12@ 16		
Caraway	85@ 90		
Cardamon	1 80@ 2 00		
Celery (Powd. 50)	38@ 45		
Coriander	36@ 45		
Dill	30@ 35		
Fennel	90@ 1 00		
Flax	9@ 14		
Flax, ground	9@ 14		
Foenugreek pow.	19@ 25		
Hemp	8½@ 12		
Lobelia	40@ 50		
Mustard, yellow	20@ 25		
Mustard, black	19@ 25		
Mustard, powd.	12@ 30		
Poppy	@ 1 00		
Quince	@ 1 25		
Rape	15@ 20		
Sabadilla	@ 35		
Sabadilla, powd.	35@ 45		
Sunflower	8½@ 12		
Worm American	@ 25		
Worm Levant	1 00@ 1 10		
Tinctures			
Aconite	@ 1 65		
Aloes	@ 1 35		
Arnica	@ 3 15		
Asafoetida	@ 4 40		
Belladonna	@ 2 85		
Benzoin	@ 2 50		
Benzoin Compo'd	@ 3 30		
Buchu	@ 2 40		
Cantharides	@ 3 90		

GROCERY PRICE CURRENT

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

ADVANCED

D. C. Salt
Honey
Mop Cloths

DECLINED

Condensed Milk

AMMONIA

Arctic Brand
12 oz. 16c, 2 doz. box 2 60
16 oz. 25c, 1 doz. box 1 75
32 oz., 49c, 1 doz. box 2 85

AXLE GREASE

Diamond, 1 lb., 4 dz., dz. 55
Mica, 1 lb., 4 dz., dz. 95
Mica, 3 lb., 2 dz., dz. 2 50
Mica, 25 lb. pail 1 40

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 4 30
Quaker Puffed Rice 4 30
Quaker Puffed Wheat 4 30
Quaker Brkfst Biscuit 1 90
Quaker Corn Flakes 2 75
Washington Crisps 2 30
Wheatena 5 10
Grape Nuts 2 85
Sugar Corn Flakes 2 80
Holland Rusk 3 80
Krinkle Corn Flakes 2 80
Maple-Flake, Whole
Wheat 4 05
Minn. Wheat Food 6 50
Ralston Wheat Food
Large, 18s 2 90
Ralston Wht Food 18s 1 95
Ross's Whole Wheat
Biscuit 4 50
Saxon Wheat Food 4 50
Shred Wheat Biscuit 4 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 5 25
No. 10 5 25

Blackberries

2 lb. 2 25
Standard No. 10 9 50

Beans

Baked 1 25@2 25
Red Kidney 1 25@1 35
String 1 50@2 00
Wax 1 50@2 00

Blueberries

Standard 1 75
No. 10 8 00

Clams

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

Corn

Fair 1 85
Good 1 85
Fancy 1 85

French Peas

Monbadon (Natural)
per doz. 1 85

Gooseberries

No. 2, Fair 1 85
No. 2, Fancy 1 85

Hominy

Standard 1 25

Lobster

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

Mackerel

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

Mushrooms

Buttons, 1/2s 9 80
Buttons, 1s 9 50
Hotels, 1s 9 44

Oysters

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

Plums

Plums 1 50@2 00
Pears in Syrup
No. 3 can, per dz. 2 50@3 00

Peas

Marrowfat 1 25@1 35
Early June 1 50@1 60
Early June siftd 1 60@1 75

Pineapple

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

Pumpkin

Fair 1 30
Good 1 40
Fancy 1 50
No. 10 2 80

Raspberries

No. 2, Black Syrup 2 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, 1/4s 30@35

Sauer Kraut

No. 2, cans 2 75
No. 10, cans 2 75

Shrimps

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

Succotash

Fair 1 90
Good 1 90
Fancy 1 90

Strawberries

Standard 2 00
Fancy 2 75

Tomatoes

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

Tuna

1/4s, 4 doz. in case 4 50
1/4s, 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 2 29
Carson City 2 28
Brick 3 32
Leiden 3 32
Limburger 3 32
Pineapple 3 32
Edam 3 32
Sap Sago 3 32
Swiss, Domestic 3 32

CHEWING GUM

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

CHOCOLATE

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

CLOTHES LINE

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 33
Epps 42
Hershey's, 1/4s 32
Hershey's, 1/2s 30
Huyler 36
Lowney, 1/4s 38
Lowney, 1/2s 37
Lowney, 5 lb. cans 37
Van Houten, 1/4s 12
Van Houten, 1/2s 18
Van Houten, 1s 36
Van Houten, 1s 65
Wan-Eta 36
Webb 33
Wilbur, 1/4s 33
Wilbur, 1/2s 32

COCOANUT

Dunham's per lb.
1/4s, 5 lb. case 32
1/4s, 5 lb. case 31
1/4s, 15 lb. case 31
1/4s, 15 lb. case 30
1s, 15 lb. case 29
1s & 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 83 5c pkgs.,
per case 3 00
Bakers Canned, doz. 1 10

COFFEES ROASTED

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

Santos

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

Maracaibo

Fair 24
Choice 25

Mexican

Choice 25
Fancy 26

Guatemala

Fair 25
Fancy 28

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

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

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

Package

New York Basis
Arbuckle 20 50
McLaughlin's XXXX
McLaughlin's XXXX

package coffee is sold to
retailers only. Mail all orders
direct to W. F. McLaughlin & Co., Chicago.

Extracts
Holland, 1/2 gro. bxs. 95
Felix, 1/2 gross 1 15
Hummel's foil, 1/2 gro. 85
Hummel's tin, 1/2 gro. 1 43

CONDENSED MILK

Carnation, Tall 6 00
Carnation, Baby 5 90
Hebe, Tall 5 00
Hebe, Baby 4 90
Pet, Tall 5 80
Pet, Baby 3 90
Van Camp, Tall 5 00
Van Camp, Baby 4 50

CONFECTIONERY

Stick Candy Pails
Horehound 18
Standard 18

Cases

Jumbo 19
Big Stick 19
Boston Sugar Stick 22

Mixed Candy

Broken 18
Cut Leaf 19
French Cream 20
Grocers 13
Kindergarten 20
Leader 18
Monarch 16
Novelty 19
Paris Creams 22
Premio Creams 24
Royal 17
Special 17
X L O 16

Specialties

Auto Kisses (baskets) 21
Bonnie Butter Bites 23
Butter Cream Corn 24
Caramel Bon Bons 22
Caramel Croquettes 21
Cocoanut Waffles 20
Coffy Toffy 22
National Mints 7 lb tin 26
Fudge, Walnut 22
Fudge, Choc. Peanut 21
Fudge, White Center 21
Fudge, Cherry 22
Fudge, Cocoanut 22
Honeyuckle Candy 22
Iced Maroons 22
Iced Orange Jellies 19
Italian Bon Bons 20
AA Licorice Drops
5 lb. box 1 85
Lozenges, Pep. 21
Lozenges, Pink 21
Manchus 20
Molasses Kisses, 10
lb. box 22
Nut Butter Puffs 22
Star Patties, Asst. 24

Chocolates

Assorted Choc. 23
Amazon Caramels 25
Champion 22
Choc. Chips, Eureka 27
Eclipse, Assorted 23
Klondike Chocolates 27
Nabobs 27
Nibble Sticks, box 1 75
Nut Wafers 27
Ooco Choc Caramels 25
Peanut Clusters 31
Quintette 23
Regina 21
Star Chocolates 23

Pop Corn Goods

Cracker-Jack Prize 4 40
Checkers Prize 4 40

Cough Drops

Putnam Menthol 1 35
Smith Bros. 1 35

COOKING COMPOUNDS

Crisco
36 1 lb. cans 10 12 1/2
24 1 1/2 lb. cans 10 12 1/2
6 6 lb. cans 10 12 1/2
4 9 lb. cans 10 12 1/2

Mazola

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

NUTS—Whole

Almonds, Tarragona 21
Almonds, California
soft shell Drake 18
Brazil 18

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

Shelled

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

Peanuts

Fancy H P Suns
Raw 17@17 1/2
Roasted 19@19 1/2
H P Jumbo
Raw 18@18 1/2
Roasted 20@20 1/2
Spanish Shelled,
No. 1 17@17 1/2

CREAM TARTAR

Barrels or Drums 63
Boxes 15

DRIED FRUITS

Apples
Evap'd, Choice, blk. @16
Evap'd Fancy blk. @

Apricots

California @21

Currants

Imported, 1 lb. pkg. 26
Imported, bulk 25 1/2

Peaches

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

Pearl

Lemon, American 22
Orange, American 23

Raisins

Cluster, 20 cartons 16
Loose Muscatels, 4 Cr. 9
Loose Muscatels, 3 Cr. 8 1/2
L. M. Seeded 1 lb. 10 1/2 @11

California Prunes

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

FARINACEOUS GOODS

Beans
California Limas 15 1/2
Med. Hand Picked 15
Brown, Holland

Farina

25 1 lb. packages 2 65
Bulk, per 100 lb. 2 65

Original Holland Rusk

Packed 12 rolls to container
3 containers (40) rolls 3 80

Hominy

Pearl, 100 lb. sack 6 1/2

Macaroni

Domestic, 10 lb. box 1 30
Imported, 25 lb. box 1 87 1/2
Skinner's 24s, case 1 87 1/2

Pearl Barley

Chester 6 25
Portage 7 50

Peas

Green, Wisconsin, lb. 11 1/2
Split, lb. 11 1/2

Sago

East India 15
German, sacks 15
German, broken pkg.

Taploca

Flake, 100 lb. sacks 15
Pearl, 100 lb. sacks 15
Pearl, 36 pkgs. 2 75
Minute, 10c, 3 doz. 3 55

FISHING TACKLE

1/2 to 1 in. 6
1 1/2 to 2 in. 7
2 to 3 in. 9
3 to 4 in. 11
4 to 5 in. 15
5 to 6 in. 20

Cotton Lines

No. 1, 10 feet 5
No. 2, 15 feet 7
No. 3, 15 feet 9
No. 4, 15 feet 10
No. 5, 15 feet 11
No. 6, 15 feet 12
No. 7, 15 feet 15
No. 8, 15 feet 18
No. 9, 15 feet 20

Linen Lines

Wool Unwashed, med. Unwashed, fine	PIPES Clay, No. 216, per box Clay, T. D. full count Cob, 3 doz. in box	Solar Rock 56 lb. sacks Common Granulated, Fine Medium, Fine	TABLE SAUCES Halford, large Halford, small	Churns Barrel, 5 gal., each . . . Barrel, 10 gal., each . .	Soap Powders Johnson's Fine, 43 2 Johnson's XXX 100 5c Rub-No-More Nine O'Clock Lautz Naphtha, 60s . . . Queen Anne, 60s Old Dutch Cleanser, . . 100s Oak Leaf, 100s Oak Leaf, 24s
FURS Coon, large Coon, medium Coon, small Mink, large Mink, medium Mink, small Muskkrats, winter Muskkrats, fall Muskkrats, small fall . . Muskkrats, kitts Skunk, No. 1 Skunk, No. 2 Skunk, No. 3 Skunk, No. 4	PLAYING CARDS No. 90 Steamboat No. 808, Bicycle Pennant POTASH Babbitt's, 2 doz. PROVISIONS Barreled Pork Clear Back Short Cut Clr Bean Brisket, Clear Pig Clear Family Dry Salt Meats S P Bellies Lard Pure in tierces Compound Lard 24 80 lb. tubs 60 lb. tubs 50 lb. tubs 20 lb. pails 10 lb. pails 5 lb. pails 3 lb. pails	SALT FISH Cod Large, whole Small, whole Strips or bricks Pollock Holland Herring Standards, bbls. Y. M. bbls. Standard, kegs Y. M. kegs Herring Full Fat Herring, 350 to 400 count Spiced, 8 lb. pails Trout No. 1, 100 lbs. No. 1, 40 lbs. No. 1, 10 lbs. No. 1, 3 lbs. Mackerel Mess, 100 lbs. Mess, 50 lbs. Mess, 10 lbs. Mess, 8 lbs. No. 1, 100 lbs. No. 1, 50 lbs. No. 1, 10 lbs. Lake Herring 8 lbs. SEEDS Anise Canary, Smyrna Caraway Cardamon, Malabar 1 20 Celery Hemp, Russian Mixed Bird Mustard, white Poppy Rape SHOE BLACKING Handy Box, large 3 dz. 3 50 Handy Box, small Bixby's Royal Polish . . . Miller's Crown Polish . . . SNUFF Swedish Rapee, 5c, 10 for 40 Swedish Rapee, 1 lb. gls 60 Norkoping, 5c, 10 for . . . Norkoping, 1 lb. glass . . . Copenhagen, 5c, 10 for . . Copenhagen, 1 lb. glass 60 SODA Bi Carb. Kegs SPICES Whole Spices Allspice, Jamaica Allspice, lg. Garden Cloves, Zanzibar Cassia, Canton Cassia, 5c pkgs. doz. Ginger, African Ginger, Cochinn Mace, Penang Mixed, No. 1 Mixed, No. 2 Mixed, 5c pkgs. dz. Nutmegs, 70-80 Nutmegs, 105-110 Pepper, Black Pepper, White Pepper, Cayenne Paprika, Hungarian Pure Ground In Bulk Allspice, Jamaica Cloves, Zanzibar Cassia, Canton Ginger, African Mace, Penang Nutmegs Pepper, Black Pepper, White Pepper, Cayenne Paprika, Hungarian STARCH Corn Kingsford, 40 lbs. Muzzy, 48 lb. pkgs. Kingsford Silver Gloss, 40 lb. Gloss Argo, 48 5c pkgs. Silver Gloss, 16 3lbs. . . . Silver Gloss, 12 6lbs. . . . Muzzy 48 lb. packages 16 3lb. packages 12 6lb. packages 50 lb. boxes SYRUPS Corn Barrels Half barrels Blue Karo, No. 1 1/2, 2 doz. Blue Karo, No. 2, 2 dz. 3 60 doz. Blue Karo, No. 5, 1 dz. 3 95 doz. Blue Karo, No. 10, 1/2, 2 doz. Red Karo, No. 1 1/2, 2 doz. Red Karo, No. 2, 2 dz. 3 55 doz. Red Karo, No. 2 1/2, 2dz. 4 40 doz. Red Karo, No. 5, 1 dz. 4 25 doz. Red Karo, No. 10 1/2 doz. Pure Cane Fair Good Choice	TEA Uncolored Japan Medium Choice Fancy Basket-fired Med'm Basket-fired Choice Basket-fired Fancy No. 1 Nibbs Siftings, bulk Siftings, 1 lb. pkgs. Gunpowder Moyune, Medium Moyune, Choice Ping Suey, Medium Ping Suey, Choice Ping Suey, Fancy Young Hyson Choice Fancy Oolong Formosa, Medium Formosa, Choice Formosa, Fancy English Breakfast Congou, Medium Congou, Choice Congou, Fancy Congou, Ex. Fancy Ceylon Pekoe, Medium Dr. Pekoe, Choice Flowery O. P. Fancy CIGARS Peter Dornbos Brands Dornbos Single Blinder Dornbos, Perfectos Dornbos, Bismarck Allan D. Grant Allan D. 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, small lots 42 50 El Portana, 1,000 lots 41 50 El Portana, 2,500 lots 40 00 Dutch Masters, 5c S. C. W. Gee Jay Above three brands are sold on following basis: Less than 300 300 assorted 2,500 assorted 2% cash discount on all purchases Worden Grocer Co. Brands Boston Straight Trans Michigan C. P. L. Court Royal Hemmett's Cham- plon Iroquois La Azora Agreement 38 50 La Azora Bismarck . 70 00 Whaleback Worden's Hand Made 36 00 B. L. TWINE Cotton, 3 ply Cotton, 4 ply Hemp, 6 ply Wool, 100 lb. bales 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 No. 1, per gross No. 2, per gross No. 3, per gross WOODENWARE Baskets Bushels Bushels, wide hand Market, drop handle . . . Market, single handle . . . Splint, large Splint, medium Splint, small Willow, Clothes, large . . . Willow, Clothes, small . . . Willow, Clothes, me'm . . . Butter Plates Ovals 1/4 lb., 250 in crate 1/2 lb., 250 in crate 1 lb., 250 in crate 2 lb., 250 in crate 3 lb., 250 in crate 5 lb., 250 in crate Wire End 1 lb., 250 in crate 2 lb., 250 in crate 3 lb., 250 in crate 5 lb., 250 in crate	Clothes Pins Round Head 4 1/2 inch, 5 gross Cartons, No. 24, 24s, bxs. 75 Egg Crates and Fillers Humpty Dumpty, 12 dz. 20 No. 1 complete No. 2 complete Case, medium, 12 sets 1 30 Faucets Cork lined, 3 in. Cork lined, 9 in. Cork lined, 10 in. Mop Sticks Trojan spring Eclipse patent spring 1 35 No. 1 common No. 2, pat. brush hold 1 35 Ideal, No. 7 12oz. cotton mop heads 2 60 Pails 10 qt. Galvanized 12 qt. Galvanized 14 qt. Galvanized Fibre Toothpicks Birch, 100 packages Ideal Traps Mouse, wood, 2 hoels . . . Mouse, wood, 4 hoels . . . 10 qt. Galvanized 12 qt. Galvanized 14 qt. Galvanized Mouse, wood, 6 hoels . . . Mouse, tin, 5 hoels Rat, wood Rat, spring Tubs No. 1 Fibre No. 2 Fibre No. 3 Fibre Large Galvanized Medium Galvanized Small Galvanized Washboards Banner, Globe Brass, Single Glass, Single Double Peerless Single Peerless Northern Queen Good Enough Universal Wood Bowls 13 in. Butter 15 in. Butter 17 in. Butter 19 in. Butter WRAPPING PAPER Fibre, Manila, white Fibre, Manila, colored . . . No. 1 Manila Butchers' Manila Kraft Wax Butter, short c't 20 Parchm't Butter, rolls 22 YEAST CAKE Magic, 3 doz. Sunlight, 3 doz. Sunlight, 1 1/2 doz. Yeast Foam, 3 doz. Yeast Foam, 1 1/2 doz. . . . Window Cleaners 12 in. 14 in. 16 in. SOAP Lautz Bros. & Co. Acme, 100 cakes Big Master, 100 blocks 5 45 Climax Lautz Naphtha Queen White Oak Leaf Queen Anne Proctor & Gamble Co. Lenox Ivory, 6 oz. Ivory, 10 oz. Star Swift & Company Swift's Pride White Laundry Wool, 6 oz. bars Wool, 10 oz. bars 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 Sapolio, half gro. lots 4 85 Sapolio, single boxes 2 40 Sapolio, hand Queen Anne, 30 cans 1 80 Queen Anne, 60 cans 3 60 Snow Maid, 30 cans Snow Maid, 60 cans Snow Boy, 20 pkgs.	
SPECIAL Price Current					
ARCTIC EVAPORATED MILK Tall Baby Manufactured by Grand Ledge Milk Co. Sold by all jobbers and National Grocer Co., Grand Rapids.					
BAKING POWDER Royal 10c size 1/4 lb. cans 6 oz. cans 1/2 lb. cans 1 lb. cans 5lb. cans 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 dz. 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 10 cents. 80 can cases \$3.20 per case.					
SALT  Morton's Salt Per case, 24 lbs. Five case lots					

Making Maple Syrup in a Small Way.

Written for the Tradesman.

For two or three trees any family should have all the equipment required to make maple syrup. A gimlet and a few reed pipe stems, or a bit and brace and alder or bamboo spiles; pails or crocks to catch the sap; the kitchen stove and pans or kettles to keep the sap simmering whenever there is a fire. As it takes forty gallons of sap to make one of syrup, so much steam is undesirable in the house. A window near the stove opened at the top will help to carry away the steam.

A dozen or more trees warrants the expense of a galvanized pan six by two feet and six or seven inches deep which can be made by the local tinner. Lay up two walls of brick or cement blocks, fourteen to sixteen inches high, on which to set the sap pan, leaving one end open to feed the fire and in the other end a stove pipe elbow, on which place two lengths of pipe. Clay and ashes may be used instead of cement for the wall, and most any square of iron to prop up for a fireplace door.

When it thaws days and freezes nights in February or March sap will run. Bore one, two or three holes in each tree to a depth of one and one-half inches, twenty to thirty inches from the ground. Taps or spiles must fit tight, so as to secure all the sap. Metal spiles and pails to hang on them against the tree may possibly be had at the hardware store; but do not send away for any part of the outfit if you want to use it this year. A two-gallon pail will need to be emptied twice a day—morning and evening. Sap should not be kept more than three days waiting for enough to start boiling down, as it may sour. But sour sap or sour syrup should not be thrown away. It is splendid to use in place of molasses in cake baking.

Such a pan as described will evaporate 100 gallons of sap in a day. Keep it full until all surplus and all that can be gathered is in; then watch it. Have clean tubs, barrels, cans, crocks or something to store sap in until the day for boiling down. Do not let smoke curl up about pan or kettle and lap over into sap or it will taste smoky. Sometimes sap will run all night, so keep the pails on or under spiles all the time. A sacchrometer is used to determine when syrup is of right consistency, but a little experience will enable one to know when to remove from fire. Just before it begins to grain for sugar is the time, and then is the time when it is most liable to burn and stick to sap pan. If all the sap is not evaporated, syrup will mold or sour in a few weeks. But if just right, it will keep for years. Sometimes at the end of a year large chunks of rock candy are found in the syrup or coating sides of can. Keep in specially made tin cans or in glass fruit jars.

It is advisable to drive a tight-fitting hard wood plug in each hole in tree after done sap gathering. It will keep out insects and heal over

better. A tree one foot or more in diameter should yield one gallon of syrup, and three taps, east, south and west sides, will not hurt it.

Consult an experienced syrup-maker for more suggestions. Minion.

A One-Man Grocery.

A successful one-man grocery store for a small town is that of Lincoln King at Primghar, Iowa, a town of about 700 people. He has no counters, shelving, nor show cases; hires no clerks, and owns no delivery wagon. Customers help themselves to goods, making a list which the proprietor checks over. If deliveries are desired they are made by a boy at 5 cents a delivery. No butter, eggs, cream, fruit, or vegetables are sold, but chiefly quick-selling, slow-spoiling package goods. Grocery boxes are used as a substitute for shelving, the advantages being twofold—no expense, and flexibility in quickly rearranging goods. Careful buying is one of the chief elements in keeping down expenses. The proprietor of this grocery takes all discounts, considers that goods belong to his customers as soon as he has purchased them and adds a small percentage of profit. He sells for cash, with all goods marked in big figures, and selling effort is concentrated on unbroken packages as far as possible. This is admittedly a store for a small town, and one factor in its success is that of personal acquaintance with customers.

Can You Beat It?

In these days of indigestion,
It is oftentimes a question
What to eat and what to leave alone;
For every microbe and bacillus
Has a different way to kill us,
And in time they always claim us for their own.

There are germs of every kind
In any food that you can find
In the market, or on the bill of fare.
Drinking water is just as risky
As the so-called deadly whiskey,
And it's sometimes a mistake to breathe the air.

The inviting green cucumber
Gets most everybody's number,
While the green corn has a system of its own.
Although a radish looks nutritious,
Its behavior is quite vicious
And soon a doctor will be coming to your home.

Eating lobsters cooked or plain
Is only flirting with ptomaine.
While an oyster often has a lot to say,
But the clams we eat in chowder,
Make the angels chant the louder,
For they know that we'll be with them right away.

Eat a slice of nice fried onion and you're fit for Dr. Munyon;
Apple dumplings kill you faster than a train;
Chew a cheesy midnight rarebit
And the grave you'll inhabit.
Oh, to eat at all is such a foolish game!

Eating huckleberry pie is a pleasing way to die.
While sauerkraut brings on softening of the brain.
When you eat banana fritters every undertaker titters
And the casket makers nearly go insane.

Turtles Classed as Live Stock.

Noah Webster's definition of turtles is "chelonias mydes." But the New York Central Railroad has disputed Mr. Webster and listed them as "live stock." They wouldn't eat grain and they wouldn't eat meat, so, under the watchful eyes of trainmen, they were let out to browse. Perhaps the trainmen were slower than the turtles. Anyway, many of the latter escaped.

Oatmeal So You Will Like It.

Written for the Tradesman.

When grocers suggest oatmeal as a flour substitute, they frequently meet with such objections as these: We must have sugar with our oatmeal mush and enough sugar cannot be had; the family now uses all the oatmeal they know how to; cream or milk is not to be had or is inconvenient to procure. Some say that they have been fed oatmeal until they are sick and tired of the stuff, which may well be believed when we know that some households serve oatmeal mush hot for breakfast and cold for dinner and supper until boarders or hired help seek other places to eat.

Besides the usual breakfast mush, six other methods of using oatmeal are fully described in U. S. Food Leaflet No. 6, U. S. Food Administration. Here are two other ways which grocers can recommend to assist in selling acceptable flour substitutes:

1. Left over oatmeal mush, without admixture of other things, may be fried the next morning, or, with beaten eggs and milk, made into a batter and fried like griddle cakes and found acceptable to those who will not touch the usual mush.

2. Soak oatmeal fifteen minutes, then add an equal amount of buckwheat flour and make pancake batter with yeast, sour milk or buttermilk, as the usual method may be. The lover of buckwheat cakes gets the flavor just the same and the cakes are lighter, fluffier, satisfying and not so much tax on digestion as all buckwheat. It may be said here that a little corn meal, graham or low grade flour always improves buckwheat cakes, and less than an equal amount of oatmeal with buckwheat may be used if preferred.

The objection that oatmeal cannot be used without sugar, cream or milk—one or all—is thus overcome, and in various other ways housewives are learning how to use oatmeal (rolled oats) so that people will enjoy it.

Minion.

Make Farmers Feel at Home.

Did you ever stop to think what is the foundation of business in your town?

Do big crops and good prices for them mean anything to you as an indication of prosperity—town prosperity—the following season?

Certainly, you figure on it every year, and so does every other merchant in your town, and so does every other merchant in every other town up to a pretty generous size.

The farms—that's the source of most of the money that visits your cash register every year, and if a good slice of it doesn't stick there that's your fault.

But just what have you done to aid in increasing that farm income?

It stands to reason, doesn't it, that merchants are not making the most of their opportunities if they fail to support every progressive farm movement that hatches? It is not always a matter of giving dollars. It seldom is, in fact, except in case of so large a movement as hiring a county adviser—most worthy work. But give

the use of your halls, give your time, give your full support and encouragement. See that your local papers give full support for all progressive farm activities—institutes, clubs, etc.

You may think the farmers don't treat you right. Perhaps they do not patronize home merchants as much as they should. If so, the chances are this is partly your own fault. You have one advantage that no outside competitor can give—personal service. Your service, your suggestions, evidence of your personal interest in the welfare of your farm customers, shown by tangible efforts to give them every cent of value in goods purchased. It is being done successfully.

Keep this money-making thought in mind—make farmers feel at home in your town. E. B. Moon.

The Slacker Can.

Slack filling of cans, an old evil in the canning industry, is not likely to survive the war. The partly-filled can of sauerkraut and tomatoes must go, like other slackers. Some canners believe that they have met all legal requirements when they bring their cans up to the low net content weight printed on their labels, as this complies with the food law. But war has brought a shortage of tin, and the Food Administration will not tolerate the use of tin to hold water and air in slack-packed canned goods. Close watch will be kept for the slacker cans, and can-making companies asked to cut off supplies of containers to canners who do not co-operate by filling cans full. Slack packing the past season was too common in the case of berries, cherries, apples, sauerkraut, spinnach, shrimp, oysters, clams, and sardines.

Facts About the Carp.

Probably the most neglected and also the most accessible fresh-water fish in the United States to-day is the carp, which inhabits an enormous area of our inland waters, says the National Food Magazine. For the purpose of introducing the carp to fishermen, housewives and the fish trade, the Bureau of Fisheries is conducting a special carp campaign in co-operation with the States Relations Service Department of Agriculture, issuing recipes for cooking carp and also putting out carp information on a poster.

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BUSINESS-WANTS DEPARTMENT

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

BUSINESS CHANCES.

For Sale—A clear grocery stock. Doing a good business. Reasonable but nice room. Address 119 W. 8th, Junction City, Kansas. 564

My equity of \$12,640 in new ten family flat located in best residence district in Detroit. Flat brings in \$340 a month. Will exchange for a good business or a good farm. No wild land wanted, would prefer a general stock. Address F. S. Hubbard, 113 Churchill St., Detroit. 565

For Sale—Good clean stock of hardware. No dead stock. Will sell at invoice. Stock bought right. Will inventory about \$4,000. H. Elliott, Coleman, Michigan. 566

Fixtures wanted. Good second-hand safe, adding machine, National cash register, floor showcases, electric coffee mill and computing scales. Address Drawer Letter I, Olney, Illinois. 567

For Sale—Confectionery, ice cream parlor, candy, cigars, news stand, laundry agency. Good business, only one in town 3,000 population. North Missouri. Must sell on account of health. \$1,800 cash, balance, terms or trade. Invoice \$2,300. A bargain. S. S. Frederick. 568

For Sale—\$2,300 stock of shoes. Must be sold at once, 75c on the dollar. A. M. Leighton, Whitehall, Michigan. 569

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

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

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

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

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

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

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

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

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

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

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

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

SEE NEXT PAGE.

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



Cold Weather Notice

Keep in mind the fact that Bevo, being a soft drink, will freeze at 32° Fahrenheit — just like any other non-alcoholic beverage. Be careful about this, as freezing affects the rich fullness of that delightful Bevo flavor which goes so particularly well with a meal or a bite to eat.

If Bevo were merely a summer beverage this warning might not be so timely — but, as all who drink it know —

Bevo is an all-year-'round drink

Everybody enjoys it for more than just its thirst-quenching qualities—the pleasure it gives comes from its flavor, purity and wholesome nutritiousness—the enjoyment of these qualities is independent of time or season.

To get full pleasure out of Dutch lunches, Welsh rarebits, oysters, clams, lobsters, sausage, cheese and many other such delicious edibles, Bevo should be included.

You will find Bevo at inns, cafeterias, restaurants, groceries, department and drug stores, soda fountains, dining cars, steamships, canteens, soldiers' homes, navy, and other places where refreshing soft drink beverages are sold.

Your grocer will supply you by the case. Demand the genuine—have the bottle opened in front of you—see that the seal is unbroken covering the crown top and see that the crown top bears the Fox.



Bevo is sold in bottles only, and is bottled exclusively by

ANHEUSER-BUSCH—ST. LOUIS

Anheuser-Busch Branch

Dealers

GRAND RAPIDS, MICH.



RUSSIA'S DOWNFALL.

The downfall of Russia as a dominant factor in European affairs is due to two extremes—a long reign of absolutism similar to the present government in Germany and then the other extreme—the Bolsheviks, which corresponds to the labor unionists, socialists and I. W. W. in this country. Autocracy failed because the pressure from within became too strong for the Czar to stay the current. Instead of the real people coming into their own, the reigns of government were seized by the riff-raff, who must necessarily fail because they have no constructive ability, no power of cohesion or resistance to armed force, no dominating idea but the theory of plunder and graft which is uppermost in the mind of every suzerain of this idea, the leaders of the present government naturally re-trade unionist and socialist. In pur-sorted to pillage and slaughter, following exactly the same lines as the Czar, except that the object of their wrath was the rich and influential, instead of the poor and obscure. As between government by a Czar and government by trades unionists and socialists, the former is less harmful, because it is dominated by some intelligence instead of gross ignorance.

Between the two radical forms of government there is a common ground in government by the people—the real people—such as this country enjoys to-day. We sometimes get over the danger line, as we did when President Wilson forced the enactment of the Adamson bill, about a year ago, and we are decidedly treading on dangerous ground when President Wilson appoints a socialist and blatant trades unionist as a member of his cabinet and gives creatures of the Gompers stripe too free a hand in the management of affairs in Washington. As a Nation we shall eat the bread of bitterness later on because of these departures from the path of democracy and good government.

As to the future of Russia, no one can tell what will happen. The long reigns of the Czars appear to have destroyed the initiative of the people, so that thus far no great mind has come to the front to lift Russia out of the slough in which she has so long groveled. History teaches that critical occasions usually produce great men capable of grappling ponderous questions of state and settling them satisfactorily. Moses led his people out of bondage. Who will be the Moses of Russia?

Price Record of the Local Gas Company.

The prices of gas for domestic use, from the time of the organization of the Grand Rapids Gas Light Company, May 2, 1857, until the present date, have been as follows:

May 2, 1857, at the time of organization of company, the price was \$4 net per thousand cubic feet.

March 5, 1862, the price was reduced to \$3.50 net per thousand.

Jan. 11, 1864, the price was advanced to \$4 per thousand net because of increase in cost of coal and because of war tax.

March 2, 1871, the price was reduced to \$3.60 per thousand net.

Jan. 13, 1874, the price was reduced to \$3 per thousand net.

Feb. 11, 1876, the price was reduced to \$2.80 per thousand net.

July 26, 1879, the price was reduced to \$2.50 per thousand net.

Jan. 1, 1885, the price was reduced to \$2 per thousand net for one thousand per month or less, and \$1.60 per thousand net for from one thousand to five thousand feet per month.

In 1888 the price was made \$2 per thousand net for one thousand feet or less per month, and \$1.30 per thousand for over one thousand per month.

In 1889 the price was made \$2 per thousand for one thousand or less per month, and \$1.20 per thousand for amounts in excess of one thousand per month.

In 1890 the price was made \$1 per thousand for ten thousand feet or more per month, \$1.20 per thousand for one thousand to ten thousand feet per month and \$2 per thousand for one thousand or less per month.

Our present franchise was granted in 1890 with the provision that prices should not be charged in excess of these just stated.

Jan. 1, 1891, the price was established at \$1 for one thousand cubic feet or more and \$1.50 per thousand for less than one thousand cubic feet.

In 1892, the price was made \$1 straight per thousand cubic feet.

In 1895 the price of gas for domestic use was \$1 for quantities of one hundred feet or more per month or just the same as previously, but a reduction was made to 80 cents per thousand for gas used for power, for the purpose of promoting the use of gas for power.

Oct. 1, 1903, the price of gas for domestic use was reduced to 90 cents per thousand net.

In 1907, as a result of the Readiness-to-Serve plan initiated in 1906 the average price of gas was reduced to 85 cents per thousand.

In 1910 the Sliding Scale was installed, which reduced the average rate to consumers to 81½ cents per thousand.

In 1912 the Sliding Scale was adopted under which the maximum charge for domestic use was 80 cents per thousand, with lower rates for the further encouragement of industrial business.

It will be noted that during the Civil War the price of gas was advanced on account of the increased cost of coal and the war tax. Ever since then the price has gradually been declined until now, when the company announces an advance of less than 19 per cent.

Sell Only Candies Containing Minimum of Sugar.

The United States Food Administration has asked manufacturers to make and retailers to sell candies which contain a minimum of sugar. Says the Administration: "The manufacturers can render themselves a distinct service and at the same time co-operate with the United States Food Administration in its efforts to

conserve the sugar supply by educating the public and developing the demand for those candies which contain a smaller percentage of sugar."

Chocolates and chocolate products are always in demand, and the public needs no education to develop their sales, and containing as they do an average of approximately only 50 per cent. sugar, and on account of their high food value, their continued sale is highly desirable.

However, there are various other kinds of candies of equal purity and wholesomeness, also containing a smaller percentage of sugar, such as lemon drops, orange drops, stick candy, fruit tablets, which are commonly designated by the manufacturer as "hard-boiled candies," also marshmallows, molasses kisses, nut candies and gum drops, the latter in endless varieties of shapes, flavors and colors.

The Government wants the trade to tell consumers there are four kinds of war-time candy they can eat, and it makes up the lists thus:

Group 1.

This includes all the chocolate and cocoa candies with centers of nuts, fruit, fruit pastes, marmalades, jam and the like, especially the old-fashioned chocolate creams with a bitter coating, also the uncoated soft candies like nougatines, Turkish pastes, etc. Our supplies of chocolate and cocoa are abundant, these materials are wholesome food, and you are co-operating in the conservation programme when you eat any chocolate confectionery containing such centers.

Group 2.

Hard-boiled candies, such as lemon drops, stick candy, fruit tablets, peanut bar, peanut brittle, glace nuts and the like, containing moderate percentage of sugar being made with a large portion of corn syrup. In this group may also be put the molasses candies, such as taffies and kisses and also candies made with peanuts and other nuts.

Group 3.

Marshmallows are made with a small percentage of sugar, being made with corn syrup, cornstarch and gelatine, all conservation ingredients, and they may be eaten plain, toasted, dipped in chocolate, rolled in cocoanut and in many other palatable forms.

Group 4.

This group consists of gum drops, jellies, jelly beans and the like, a wide variety of candies, made of corn syrup, gelatine and other wholesome ingredients, with a small percentage of sugar—a cheap grade of gum drops formerly sold by the carlot and en-

tirely wholesome, required only sufficient sugar to cover them, or "sand" them, as it is called by the trade.

BUSINESS CHANCES.

For Sale—Modern equipped clothing and gents' shoe store, 2,000 population. Fine location, country and opportunity. Southern Michigan. Address No. 569, Michigan Tradesman. 569

For Sale Or Exchange for general merchandise, nice level farm of 104½ acres, three miles from Otsego, Allegan county. Good buildings. Seventy acres improved. Plenty of timber. A. D. Hancock, Lake Ann, Mich. 570

For Sale Immediate Delivery

Bass Corliss engine 16x42 in., heavy girder frame, single eccentric, wheel wood lagged and grooved for rope drive. Has been running on 150-lb. steam pressure; also idler sheave and tension carriage for rope drive.

Standard Paper Co.
Kalamazoo, Mich.

We Buy Eggs We Sell Eggs We Store Eggs

We are in the market for fresh current receipt eggs, No. 1 dairy butter and packing stock. Until the market settles we will pay the full Grand Rapids market.

If not shipping us regularly, better get in touch with us by wire or phone.

KENT STORAGE CO.
Grand Rapids

YOU WANT CORN

Can ship promptly carloads good
ILLINOIS EAR CORN
at \$1.60 per bushel, seventy pounds, freight paid
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