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MICHIGAN TRADESMAN

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Thirty-Fifth Year

GRAND RAPIDS, WEDNESDAY, MARCH 6, 1918

Number 1798

An Astonishing Successful Method Of Retail Merchandising that Reduces Your Stock, Clears Yours Shelves and Counters of Odds and Ends, Dead and Unsalable Merchandise at a Profit—without injuring your future business—which meets with the approval of Retail Merchants, Wholesalers and Manufacturers throughout the United States and Canada. A Service that Cost You Absolutely Nothing until your Merchandise is Sold at a Profit and at the price you mark it. We will furnish you with 100 names and reasons for a Special Sale in Your Store.

Our Business is Conducting High Class Special Sales That Will Start Cash Circulating in the Direction of Your Cash Register and Bring Back the Disappearing and Elusive Old Time Prosperity. We are now conducting Special Sales for the Christian Clo. Co., Mt. Clemens, Mich., Winship & Denning, Shoes, and Wm. G. Mulno, Clothing, Rushville, Ind.

WRITE, WIRE OR PHONE FOR TERMS

The Business of This Country Is Going On A Cash Basis.

Possibly you have felt its effects already in shorter credit terms—it is only a matter of a few weeks until this movement in full force reaches you. You know from your own observation Mr. Merchant that all Retail Merchants bought too heavy in all lines of business. Retail Stock throughout the country (and probably this includes your own) are 50% above normal. The average merchant, because he had no more capital than was necessary for his normal business requirements bought this overstock on credit. He stretched his credit to invest in merchandise on the rising market. He expanded his stock but not his business on borrowed capital.

YOU CAN'T PAY NOTES WITH MERCHANDISE. YOU CAN'T PAY ANY KIND OF AN OBLIGATION WITH SURPLUS STOCK.

You're a Merchant, not a Speculator. You make your money by buying Merchandise at the market price and selling it to your trade at a profit. You make no profit by keeping stock on your shelves, no matter how high it goes up in price. It must be sold before you realize on it. Let us show you the way. It costs you nothing, unless we do.

References

E. A. STOWE,
Editor Michigan Tradesman
Grand Rapids.

RICHARD PRENDERGAST,
Financial Man,
Worden Grocer Co.,
Grand Rapids.

H. W. SEARS, Mgr.,
Grand Rapids D. G. Co.
Grand Rapids.

F. O. LINDQUIST, Pres.
F. O. Lindquist Co.
Grand Rapids.

J. C. MALONEY CO.
Detroit, Mich.

SMITH MERC. CO.
Plainwell, Mich.

MILLER & SESSIONS
Fremont, Mich.

C. E. ALBERTS
Ravenna, Mich.

A. SHOOK & SON
Coral, Mich.

THE JOSEPH P. LYNCH SALES COMPANY, ACKNOWLEDGED AMERICA'S GREATEST SPECIAL SALES-EXPERTS, offers the Merchants of this country a SPECIAL SALES SERVICE THAT ABSOLUTELY GUARANTEES to sell your Merchandise at a profit and in a way that will INCREASE AND DEVELOP YOUR FUTURE BUSINESS.

You pay us ABSOLUTELY NOTHING until we have SOLD YOUR MERCHANDISE. You guarantee us nothing. We take all risks.

We will furnish you with plans and all information FREE, without obligation to you, write, wire or 'phone—NOW—First inquiries received, get our attention first.

THE JOSEPH P. LYNCH SALES CO.

506-508 Lindquist Building

GRAND RAPIDS, MICHIGAN

Are You on the Lookout for New Ideas? **—Are You Forging Ahead in the Business World?—If You Are, READ!**

New York, Chicago and Philadelphia Merchants Employ Special Sales Conductors—

Every merchant has been in New York, Philadelphia, Chicago, St. Louis, Detroit or Buffalo. And every merchant is on the look-out for new ideas when in these great American trade centers. Do you know the fastest growing and best dividend paying retail houses in these cities? If you do, you also know that twice a year they employ an expert sale conductor to promote their special sales.

Why John L. Lynch Sales Are Always Successful—

We have only one system which is clean, simple and good in every respect. Did you ever see a John L. Lynch sale demonstrated? If you have not you have not seen the modern method of merchandising.

Here Is What a John L. Lynch Sale Will Accomplish—

Close out the entire stock within a short time if you wish to retire from business.

Reduce your stock and at a profit if you are overloaded with merchandise.

Raise enough money to put you on easy street if you are in need of cash.

If you think our sales are an expense, ask the merchant who has tried them.

They Are Profitable Business Ventures.

Your selling expense will be lower during a John L. Lynch sale than it is right now, and all included.

**We do all the work---You Place
the Selling Price on the Goods
---You Handle all Cash During
Sale---The Rest We Do**

Write For FREE Information TO-DAY

The John L. Lynch Sales Co.---Its Organization and Methods of Operation—

My organization is composed of America's best advertising and merchandising experts. Every man connected with my organization must be, and is an advertising man, a merchandise man, and a gentleman always.

Our References:

WE DO NOT ASK YOU TO TAKE OUR WORD—WRITE ANY OR ALL OF OUR REFERENCES.

BANK REFERENCES ON REQUEST

RETAILERS

SPEYER CO., Ladies' Ready To Wear, Kalamazoo, Mich.
EDWARD LONERGAN, Men's Clothing, Bridgeport, Conn.
F. O. LINDQUIST CO., Grand Rapids, Mich.
LYON FURNITURE CO., Hart, Mich.
BERT HIRSH, Men's Clothing and Furnishings, Bryan, Ohio.
I. H. MORRIS, Dept. Store, Washington, N. C.
FRANK DREESE, Dry Goods and Shoes, Grayling, Mich.
S. BONCZAK, Men's Clothing, and Furnishings, Detroit, Mich.
WALSH & MEYER, Dept. Store, Savannah, Ga.
BLANCHARD HARDWARE CO., Charlevoix, Mich.
I. GODULSKI, Men's Clothing, Shoes, and Furnishings, Muskegon, Michigan.

You probably know some of these business men and will you believe them if they tell you that they have tried the John L. Lynch sales service and found it satisfactory and a help to a retail business? Could you doubt the word of such reputable merchants?

WHOLESALESAERS

Edson Moore & Co., Wholesale Dry Goods, Detroit, Mich.

Would you believe a prominent wholesaler if he told you that he was satisfied that the John L. Lynch sales are a help to any retail business and the only satisfactory way for a merchant to close out a complete stock at a good price?

PUBLISHERS

Michigan Tradesman, Grand Rapids, Mich.

Would you believe this old established and reputable newspaper firm if they told you that they have seen the John L. Lynch sales conducted and assured you that they are everything that is good for a retail store?

JOHN L. LYNCH SALES CO.

Western Office
28 S. Ionia Avenue

Bell Phone, Main 860
Citizens Phone, 2713

Grand Rapids, Michigan

MICHIGAN TRADESMAN

Thirty Fifth Year

GRAND RAPIDS, WEDNESDAY, MARCH 6, 1918

Number 1798

SPECIAL FEATURES.

Page	
2.	Gabby Gleanings.
4.	News of the Business World.
5.	Grocery and Produce Market.
8.	Editorial.
9.	Canned Goods Review.
12.	Butter, Eggs and Provisions.
13.	Bankruptcy Matters.
14.	Shoes.
18.	Dry Goods.
20.	Financial.
23.	Hardware.
24.	The Commercial Traveler
26.	Drugs.
28.	Grocery Price Current.
31.	Business Wants.

STRAITS OF SAVINGS SPIRIT.

It is entirely too early to forecast with any definiteness the effect of food control during the war on after-war practices, save in a very vague and fragmentary way, but there is a growing feeling that some of the immediate effects are needlessly oppressive of sound business, now or after the war. In plain language there are many business men who feel that the slackening up of business due to the war is being badly overdone, not so much by Mr. Hoover as by certain temperamental local and state administrators and enthusiasts.

The case is well put by Truman A. De Weese, of the Shredded Wheat Company in a little booklet which concludes with the words: "Don't put up the shutters or pull down the sign. Business must go right on or we will lose the war—and then Germany will take up business where we left off."

Of course, it may not be wholly justifiable to agree with some of the ultra-cheerful ones who believe in a revel of psychological camouflage and sing the lay of "Business as usual"—for business is manifestly not "as usual"—but if we are to maintain our resources and preserve a normal buying power that will make for prosperity and popular ability to finance the war anything resembling an attack of the dumps will be a little short of a calamity. Conservation and economy are not necessarily synonymous with stagnation.

The interchange of money in trade is not necessarily waste. Waste occurs in the purchase of unnecessary things and the unnecessary use of excessive quantities of any commodity. What we need by way of conservation is satiety and rational curtailment in those things which our Allies need more than we do, or which they cannot replace as we can. The crime against patriotism is not in the buying of them but in the needless buying of them. Wheatless days are designed not to save the American home the cost of the flour but to reserve the flour itself for our Allies. The same is true of meat and wool and rubber and many foodstuffs and certain metals, etc.

But the hoarding of money and depriving trade of its movement in normal channels only helps the miser and deprives someone else of the privilege of spending it. As a material with which to buy Liberty bonds it only robs Peter

to pay Paul. Once cultivate the miserly habit or the idea that the retention of ready money is necessary and it will react on commercial conditions and depress the public spirit. A dollar in motion means life; a dead dollar is a Jonah.

Relatively there is bound to be a shrinkage in business during the war, due to the scarcity of goods (due to movements abroad) and the fact that a large share of the consumptive civil demand of the country is replaced by the turning of commodity movements into the channel that runs through the hands of Uncle Sam and avoids the tradesman. Again a reduced buying is inevitable as the consequence of the prevailing sense of economizing, due both to the operation of high price limitation, the public participation in the purchase of Government securities and of war comforts for the boys "over there." It is not in itself to be deplored, but it should be accompanied by a rational and intelligent appreciation of the distinction between prudence and penury. And in trade there are rather strong evidences that the depression is already getting on the mercantile nerves of the country.

For instance, it is reported in the food trades that things are rapidly getting into an almost exclusively hand-to-mouth order of trading, because every one is afraid to buy. Surely no one wants a retailer—or a jobber for that matter—to stock up beyond his needs, particularly to the degree of hoarding—and the smaller the individual stock, the better the reserve can be controlled by the Government or made available for emergency distribution, and withheld from speculative movements—although speculative movements are well-nigh dead since the famous Hoover decree of resale-on-the-actual-cost-basis came into operation.

But reports have it that this has now gone so far as to defeat economical handling of factory output and to be producing wasteful effects—setting back public efficiency faster than the reforms in the distributive trade—such as cash-and-carry, close credits, elimination of delivery and the return of goods privilege—can accomplish gains.

PROLONGING THE WAR.

It is generally conceded that the debacle in Russia and the advance of the German armies into that country betoken a rather long continuance of the war instead of its termination this spring or summer. This is being taken into account by the larger industrial enterprises in their provisions for future production. A continuance of existing conditions, whatever they may be, presents fewer problems in the conduct of business than does the reverse. A period of many months often elapses between the assembling

of raw materials and the sale to the ultimate consumer of the finished products. If, meanwhile, large disturbing factors arise tending to unsettle demands or values, business becomes more or less of a gamble and enterprise is apt to lag. As things appear to stand now, in view of the latest official German utterances and conduct, many months must elapse before real overtures of peace may be expected, and many more atop of them before the signing of treaties. It is not believed that any serious readjustment of values in actual things, as distinguished from the securities dealt in on the Stock Exchange, will occur until after the declaration of peace, if, indeed, it should then come to pass. The belief in this view is what is giving price strength to commodities at present and is encouraging the controllers of mills and factories as well as other producers to plan quite far ahead.

While this view prevails in the primary markets, there has been some careful scrutiny of the buying desire and capacity on the part of the general public. In every one of the mechanical occupations, and in very many of the others, there have been large wage advances. But the cost of living has in too frequent instances been increased at a higher ratio. On top of this condition have come the repeated appeals for economy, with devices like the War Savings Certificates to help along the movement. In view of these circumstances it has been the part of prudence for purveyors to the public to get some kind of a gauge on what to expect. The best evidences show a lack of uniformity. In some sections of the country buying during the past month, for example, has been in excess of the corresponding period last year, while in others it has shown a decrease, and, in still others, it has been stationary. The Credit Clearing House of New York in a report based on a compilation of over 160,000 active ledger experiences aggregating over \$60,000,000, shows that the buying in the four states of Kansas, Mississippi, New York and Ohio was about the same in February this year as last. The other forty-four states were about equally divided as to increases and declines in buying. In general, the conclusion is that "the comparison, as a whole, shows very favorably." This may prove correct, although certain factors are not taken into account. The first of these is that, in the lines of articles of wear, the buying this year in February should have been much larger than usual because of the early Easter. Then, too, a mere grouping of buying according to states, without regard to population, may not be alto-

gether logical. Analyzed according to population, it seems that as to about 36,000,000 the sales show an increase, while as to about 40,000,000 there is a decrease, and as to about 20,000,000 the sales are the same as last year.

Renewal of Fifty-Fifty Wheat Order.

Lansing, March 4—Beginning Monday, March 4, in all sales of wheat flour, there must be sold an amount of wheat flour substitutes equal in weight to the wheat flour sold.

Following is a list of the wheat flour substitutes: Hominy, corn grits, corn meal, corn flour, edible cornstarch, barley flour, rolled oats, oatmeal, rice, rice flour, buckwheat flour, potato flour, sweet potato flour, soy bean flour, feterite flour and meal.

In addition to the substitutes named, potatoes may be sold as a substitute, on a basis of four pounds of potatoes for one pound of other substitutes; in other words, when potatoes are sold as substitute, four pounds must be sold for every pound of flour sold.

Substitutes must be sold with graham flour and whole wheat flour in the proportion of six-tenths of a pound substitutes for every pound of graham or whole wheat flour; in other words, in selling a 25-pound sack of graham or whole wheat flour, the dealer must sell 15 pounds of substitutes.

The states adjoining Michigan some time ago put into effect the 50-50 plan. These other states have been using these substitutes and have been making the necessary sacrifices for war purposes. I am confident that Michigan people are as patriotic and self-sacrificing as those of any other state.

All dealers must comply with this order and I anticipate their customers will cheerfully co-operate.

Owing to the shortage of wheat substitutes, this office will use every effort to secure corn for mills which can grind it. An endeavor will be made to secure cars as well as looking after a supply to keep such mills in operation. Application should be made direct to the Lansing office, giving quantities desired, the amount in transit, if any, and the name of the dealer from whom he secured his usual supply. George A. Prescott,

State Food Administrator.

At a meeting of the wholesale dealers of this market, held at the Peninsula Club Tuesday evening, it was decided to hold a Buyers' Week June 24 to 28. The following general committee was appointed to work out the details: Harold Sears, Lee M. Hutchins, Charles E. Wilde, R. J. Prendergast, Howard F. Johnson, Frank E. Leonard, Heber A. Knott and Harry A. Spindler. Mr. Hutchins was made chairman of a special committee on programme, Heber A. Knott on programme and Charles E. Wilde on finances. It is the intention to ask each jobbing house to offer special inducements to buyer during the five day period. More particulars will be given by the Tradesman from week to week as they are worked out by the committee.

Gabby Gleanings From Grand Rapids

Grand Rapids, March 5—The annual meeting of Grand Rapids Council was called to order at 10 o'clock Saturday morning, March 2, with the presiding officer, Senior Counselor E. J. Mac Millan, in the chair.

Shortly after the opening of the meeting Grand Counselor John A. Hach, of Coldwater, and Grand District Deputy Frank H. Clay, of Kalamazoo, were presented and the gavel of authority was turned over to Grand Counselor Hach, who conducted the meeting until 12 o'clock, when a recess was called for lunch. All the officers and several members entertained the Grand Council visitors at lunch at the Morton House.

The Council was again called to order at 1:30 and the regular order of business was carried out.

The report of the Secretary-Treasurer for the fiscal year showed very satisfactory results and a good gain over last year, despite the abnormal conditions due to the Kaiser's war.

During the reading of communications a letter from Grand Counselor John A. Hach was read, requesting reports from every member of the hotel conditions in his particular territory, as an aid in securing a hotel inspector. Investigations here show that some of the supposed-to-be good hotels are violating the State hotel regulations and it is the intentions of the U. C. T. to remedy their faults or make them close their doors.

At 2 o'clock the Council was called to its feet and with bended head a silent prayer was offered as a tribute to the memory of Brother Hull Freeman and Mrs. Fred N. Rowe, wife of Brother Fred N. Rowe, whose funerals were held at that hour.

The following committees were appointed by retiring Senior Counselor E. J. Mac Millan:

On letters of condolence for the families of Barney Stratton and Hull

Freeman—Allen F. Rockwell, Arthur N. Borden and Harry D. Hydorn.

On a letter of condolence to Fred N. Rowe—Walter S. Lawton, John D. Martin and J. Harvey Mann.

Following the appointment of the various committees, the election of new officers for the ensuing year was carried out.

Two of the old guards were retired, after a long and faithful service. Past Senior Counselor A. N. Borden, who worked through all the chairs, and Past Senior Counselor William D. Bosman, who has served six years on the Executive Board.

A. F. Rockwell, who succeeded himself as Secretary-Treasurer, had the honor of Past Counselor conferred upon him for having served three years as Secretary-Treasurer of the Council.

Grand Committeeman Homer R. Bradfield, with his usually brilliant and well-chosen remarks, presented caps and jewels to the following:

Past Senior Counselor—A. N. Borden, a cap.

Past Senior Counselor—Wm. D. Bosman, a cap and jewel.

Past Senior Counselor—A. F. Rockwell, a cap and jewel.

Past Senior Counselor—E. J. Mac Millan, a cap and jewel.

After the conferring of the degrees of honor upon these brothers by Grand Committeeman Bradfield, the election of officers took place.

The following officers will guide the destiny of No. 131 throughout 1918:

Past Counselor—E. J. Mac Millan.

Senior Counselor—William E. Sawyer.

Junior Counselor—L. V. Pilkington.

Conductor—J. M. Vander Meer.

Page—John B. Wells.

Sentinel—H. W. Harwood.

Executive Committee—John Schumacher, to succeed himself, and Charles C. Perkins, to fill the vacancy

made by the retirement of Wm. D. Bosman.

Delegates to the Grand Council meeting—Wm. E. Sawyer, E. J. Mac Millan, Wm. D. Bosman, Eugene F. Scott, Fred DeGraff, Allen F. Rockwell and W. S. Lawton.

Alternates—J. Harvey Mann, A. N. Borden, C. C. Herrick, John Hondorp, Harry Hydorn and John D. Martin.

The officers were installed by Past Senior Counselor Harry Hydorn, deputized by Grand Counselor Hach.

Two candidates were added to the growing Grand Commercial Army and several more are on the waiting list to take the initiation.

Newly-elected Senior Counselor William E. Sawyer has announced the April meeting will be called in the afternoon, following which a pot luck supper will be served by the officers.

The meeting closed at 7 p. m. with nearly 500 members in good standing and, if pep and ginger counts, the new officers will add a 100 per cent. to this by next March, 1919.

A. E. Atwood, chairman of the U. C. T. dance committee, has announced that an invitation has been extended to the members of Kalamazoo Council and their ladies to attend a dancing party in the U. C. T. hall Saturday evening, March 23.

Every U. C. T. is requested to put his best efforts forward to make this party a hummer and, if the cohesive force of unity is regarded, Kalamazoo will go home with the feeling that the Grand Rapids members can do things up right. Bring your best step and a friend.

John A. Hach, Jr., Grand Counselor, has certainly had his share of trouble during the past year. So many concessions have been withdrawn from commercial travelers on account of the war that he has found his hands full undertaking to save something from the wreck. Because of the cancelling of so many passenger trains, he endeavored to get a ruling from

the Michigan railroads permitting traveling men to travel on freight trains with a reasonable amount of baggage. After much delay and circumlocution on the part of the railway managers, he was flatly turned down. Then he took an appeal to the Michigan Railway Commission, the members of which appeared to be inclined to look upon his application with favor. Just as the Commission was about to act, President Wilson issued the order placing the railways of the country in the hands of McAdoo. Thereupon Mr. Hach took an appeal to McAdoo, who turned him down so decidedly that he has not yet rallied from the shock. Mr. Hach has written hundreds of personal letters and traveled thousands of miles in pursuance of his duty to the organization he has served so well and faithfully since his election to the position of Grand Counselor last June.

Uncle Louie Winternitz (Fleischman Co.) is disporting himself at St. Petersburg, Florida, for the remainder of the winter. He is devoting most of his time to playing golf and teaching his friends how to play the new card game he invented, which, by common consent, is designated as Winternitz.

David C. Smith, who covered the larger grocery trade of Michigan about a quarter of a century until his sudden and unannounced retirement two years ago, is spending the remainder of the winter at Hot Springs, Ark. He can play as stiff a game of poker as ever and still tell big whoppers without the tremor of an eye lash or the movement of a facial muscle.

The death of Barney Stratton and the permanent retirement of M. H. Gunn and P. M. Van Drezer have made necessary three changes among the traveling salesmen by the Judson Grocer Company. Wm. G. Gibson is covering the territory so long visited by Mr. Stratton. Arthur J. Plumb is



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

Barney says—

"Buy the Line that is renowned—

When WORDEN'S Salesmen come around."

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO

THE PROMPT SHIPPERS

attending to the needs of the former customers of Mr. Gunn and Carl Hop-pough covers the territory so long served by Mr. Van Drezer.

Howard Rutka (Grand Rapids Council) and C. C. James (Kalamazoo Council) have formed a copartnership, bought the A. B. Allport moving line. The first thing they did was to go out and get the entire business of the new Haskelite Company, which recently located here. Both these young men are well and personally known to the traveling fraternity for their fair and honest dealings, industry and dependableness and, because of these admirable qualities, we have no hesitancy in recommending them to the consideration of anyone wanting work done in their line. We bespeak for them the full measure of success.

Again Grand Rapids Council bows its head in grief over the loss of a member, Hull Freeman, who was buried Saturday afternoon, March 2, after funeral services at his late home, 1430 Sherman street. The Council regretted its inability to attend the services in a body because of its annual meeting, at which were present Grand Lodge officers and candidates for initiation, and also because of the extra amount of work to be done at a meeting of this nature. However, in deference to the memory and out of respect for Mr. Freeman and also for Mrs. Fred N. Rowe, whose funeral services were held at the same hour, the entire Council, at exactly 2 o'clock, rose to its feet and with bowed heads, engaged, for a period, in silent prayer. Mr. Freeman makes the sixth member Grand Rapids Council has lost during the last year. Their names and dates of death are as follows:

Fred L. Raymond, April 19.
Ferry P. Hanifin, July 15.
David S. Haugh, Aug. 15.
Frank E. Edmonds, Jan. 10.
Barney E. Stratton, Feb. 8.
Hull Freeman, Feb. 28.
Two of these—Fred L. Raymond and

Frank E. Edmonds—met violent deaths, Mrs. Raymond receiving \$6,300. Proofs of death are now being executed for the payment of a like sum to Mrs. Edmonds.

Scott's cat has again jumped out of the bag. You see, "Gene" is a loyal U. C. T. and whether at home or abroad, he never loses an opportunity to attend Council meetings. The attraction which has kept him away for the last year from some of the meetings, however, has been Gene, Junior. During the January blizzard Gene, Sr., was stalled in Chicago over Saturday and Sunday and thought he would amble over to the U. C. T. Council meeting. When he got there he found a sign on the door, "No meeting because of storm." Eugene took the sign down and over to the hotel he went, where he secured the names and signatures of forty-two U. C. T. members, stating the name and number of the Council to which each belonged, and wrote at the bottom, "Why don't you stay at home when you have company?" He then took it back and pinned it on the door. We have never heard whether the members of No. 72 are glad or sorry they escaped what they doubtless believe to be a large and numerous body of distinguished visitors.

G. V. McConnell is confined to his home with an accident to his foot and would appreciate it if the members would make him a visit. Never mind the cigars. He doesn't smoke.

Make a circle around the figure six on the April page of your calendar and watch the Tradesman for further developments.

Our definition of Hooverizing is asking all of us to do part of the time what part of us are compelled to do all of the time.

F. Eugene Scott, P. S. C., in company with Mrs. Scott, attended a convention of salesmen and jobbers in Kansas City recently, and we have it on reliable information that "Gene,"

although but an eight months old baby with the Oliver Chilled Plow Co., personally made one-fifth of the sales recorded at the convention, and the sales aggregated over half a million dollars. The next time we see Gene he will be asking us where we got all our information, but we challenge him to deny it. Now, what we would like to know is, what will his sales be by the time he cuts his teeth?

Will E. Sawyer, S. C., was seen in one of our leading hatteries last Monday about 9:30 a. m., trying to buy a silk hat, but couldn't find one large enough.

Pay up your assessment No. 142 now lest you forget. Don't wait until March 17.

P. J. Wilson, alderman of Charlotte, says Spreckles and Havemeyer are not going to have anything on him in the sugar business. He proposes to tap the 3,000 trees within the corporation limits of Charlotte and sell the syrup at cost of production.

Suggests a National Patriotic Day Each Week.

Merritt, March 5—Of late we read and hear a great deal about the food shortage and the scarcity of labor and the matter of trying to produce bumper crops the coming season in the face of increased scarcity of the younger men who heretofore worked on the farms.

As yet there does not seem to be any definite method advanced whereby the amount of food stuffs might be increased. During the seven weeks just past our country has passed through experiences which have never before been known—the Monday closings. At first that might have seemed rather unnecessary to many of us, but now when it is over I believe many of us have learned we can do just as much business in five days as was the rule in six. Perhaps we might have to work a trifle hard-

er on Tuesdays, but I am sure we are all still alive, so far as the effects of overwork are concerned.

Therefore I, for one, would like to see at least one day each week declared a National Patriotic Day and all retail stores close and the managers and clerks go to the farms, vacant lots, factories, mines, etc., according to the industries surrounding their immediate vicinities, and thereby help to produce supplies absolutely necessary to carry on the war for freedom abroad and at home; at the same time leave enough in this good old U. S. A. to feed the hungry millions living at home. I am only advancing my ideas, being only one out of many. My business is located in a small country hamlet, yet to my personal knowledge I know several dealers who could close for such purposes the one day and still care for their business just as well as they now do.

Jay T. Hoard.

Various Kinds of Planners.

The man who can see no further ahead than the present is mentally blind.

The man who can plan for a year is a general.

The man who can plan for a lifetime is a genius.

The man who can plan for generations yet to be is a seer, a prophet.

There are business and professional men to-day who are so gaining the confidence and so thoroughly satisfying their patrons that they are practically insuring the patronage of the children of their present patrons.

Yes, they are even going far towards ensuring the patronage of the children of their patrons' children.

Thus are they planning their work for generations yet to be.



DANDELION



It's Not Necessary

to tell the experienced grocer that DANDELION BRAND—the old reliable butter color—gives that real golden June shade to butter—the shade that every woman in America demands.

But Sometimes It's Necessary

to remind grocers that there's a good profit in selling DANDELION BRAND to those dairy customers who are not so experienced. It means better butter prices to you both, too!



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

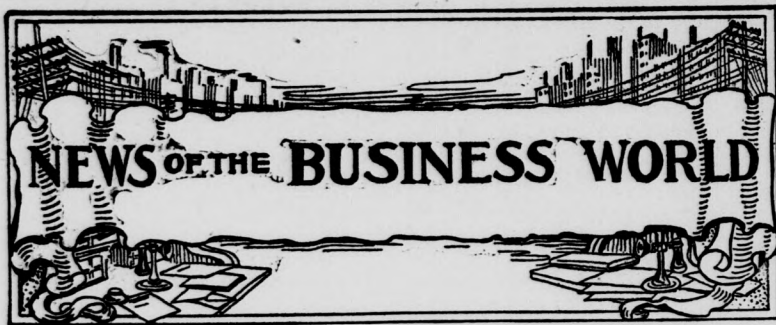
WELLS & RICHARDSON CO., BURLINGTON, VERMONT

Manufacturers of

Dandelion Brand Butter Color

THE COLOR WITH THE GOLDEN SHADE





Movements of Merchants.

Alma—Eichenberg & Co. succeed Miller Bros. in the grocery business.

Detroit—The Green-Whites Co. has changed its name to the Green-Haag Drug Co.

Ypsilanti—Dwight E. Hand has assumed the management of the General Stores Corporation.

Pontiac—The Fifty Associates Co. has increased its capital stock from \$10,000 to \$30,000.

Reed City—Holmgren Bros. announce their intention of retiring from the grocery business.

Litchfield—Charles Zacher, recently of Reading, will open a bazaar store on West St. Joseph about March 16.

Fern—Gordon Chadwick has sold his stock of general merchandise to Vernon Mayne, who has taken possession.

Freeport—The Farmers Co-operative Creamery Co. has increased its capital stock from \$2,500 to \$6,000.

Midland—The E. L. Gardiner Co., dealer in general merchandise, has increased its capital stock from \$25,000 to \$40,000.

Albion—The Albion Farmers' Co-Operative Elevator Association will erect a \$15,000 bean elevator and drier this spring.

Gagetown—The Ox Yoke Hardware Co. has purchased the stock of the Gagetown Hardware Co. and is closing it out at special sale.

Lansing—Young Bros. & Daly, dealer in produce and building material, has increased its capital stock from \$20,000 to \$25,000.

Vassar—Frank W. Wightman, who has conducted a jewelry store here for the past thirty-two years, died at his home Feb. 25, of pneumonia.

Holland—W. Bontekoe, who has been conducting a grocery business under the name of the Holland Tea Co., has discarded the latter name.

East Jordan—M. E. Ashley & Co. have sold their millinery department to Mrs. Roxanna Seymour, who will continue the business at the same location.

Kalamazoo—Thieves entered the store of the Kalamazoo Hardware Co., at the corner of Main and Church streets, March 3, and carried away considerable stock.

Otsego—George Burlington and Henry Morris have formed a copartnership and purchased the meat market of Ray Squires, on East Allegan street.

Lapeer—James H. Daniels lost his store building and stock of hardware, picture mouldings and artists supplies by fire March 1. The loss is partially covered by insurance.

Marcellus—W. D. Gildea has traded his store building and hardware stock

to Roy Williams for his farm near Penn. Mr. Williams will take possession about March 15.

Muskegon—F. C. Wachsmuth has sold his interest in the paint and wall paper stock of Panyard & Co. and engaged in a similar business under his own name, at 53 North Third street.

Reed City—Ringler & Sadler have turned their grocery stock over to their creditors. Mr. Sadler will take up farming and Mr. Ringler will take up his residence in Alma.

Lansing—W. Corvoran has sold a half interest in his grocery stock to his brother, Lee, recently of Laingsburg, and the business will be continued under the style of Corvoran Bros.

Saginaw—A. Hirschberg & Son, of Pigeon, conducting a chain of women's cloak and suit stores throughout the State, will open a similar store at 414 Genesee avenue, March 9.

Jackson—The Johnson Office Equipment Co. has been incorporated with an authorized capital stock of \$10,000, \$5,000 of which has been subscribed and paid in in cash.

Flint—The Empire Beef & Provision Co. has opened a meat market and sausage manufacturing plant, at 2804 North Saginaw street, under the management of Robert Kluger.

Detroit—Leyes Bros., 824 Lafayette boulevard, have been incorporated to deal in automobiles, with an authorized capital stock of \$3,000 all of which has been subscribed and paid in in cash.

Boyne City—Burt Fuday has sold his store building and stock of general merchandise to S. G. Arbuckle, who will continue the business as the fifth of the chain of stores he now owns.

Pontiac—The Michigan Mercantile Co. has taken over the stock and store fixtures of the General Stores Co., on North Saginaw street, and will continue the business under the style of "Chase's."

Kalamazoo—Madame C. H. Cook has purchased the hair dressing parlors of the Hogle Sisters, in the Peck block, and will continue the business at the same location as a branch to her Main street store.

Calumet—Thieves entered the confectionery and cigar store of Apostle Protogere, at the corner of Scott and Fifth streets, Feb. 28 and carried away about \$25 in cash and stock to the value of about \$200.

Detroit—The Tractor Sales Co., dealer in motor vehicles accessories and trailers, has been incorporated with an authorized capital stock of \$20,000, of which \$20,000 has been subscribed and paid in in cash,

Alma—The J. C. Penney Co., Inc., has leased a store in the Bahike block and will occupy it with a stock of general merchandise about April 15. The company conducts a chain of 197 stores, located in twenty-five different states.

Detroit—The Auto Electric & Service Corporation has been organized to manufacture and deal in autos and accessories with an authorized capitalization of \$50,000, of which amount \$30,500 has been subscribed and paid in in property.

Detroit—Miller Bros., dealers in farm and dairy produce, have merged their business into a corporation with an authorized capital stock of \$10,000, which amount has been subscribed, \$370 being paid in in cash and \$9,630 in property.

Detroit—The Patterson-Burrows Co., dealer in autos and other vehicles, has been incorporated with an authorized capital stock of \$15,000, of which amount \$10,750 has been subscribed, \$791.29 being paid in in cash and \$818.71 in property.

Detroit—The L. & M. Co., 1003 Beaubien street, has been incorporated to conduct a wholesale and retail grocery business, with an authorized capital stock of \$4,500, all of which has been subscribed and paid in, \$3,000 in cash and \$1,500 in property.

Jackson—W. A. Risheill, proprietor of the Risheill Basket Grocery, at 204 East Main street, has formed a copartnership with J. W. McFee and purchased the grocery stock of Charles G. Hill, at 1402 East Main street, and will continue the business at the same location as a cash-and-carry store.

Pellston—Local merchants have found by recent experience that shorter hours mean a substantial saving in fuel and light, the volume of business is the same and little inconvenience is caused their patrons, while proprietors and employees naturally enjoy having their evenings to themselves. April 1 to November 1 local stores will remain open from 6:30 a. m. to 6 p. m. standard time, with the exception of Saturday evenings and the 1st and 15th (pay days), when the closing hour will be 9 o'clock standard. Nov. 1 to April 1, the business hours will be from 7 a. m. to 6 p. m. standard except on Saturdays and paydays, when 9 p. m. will be the closing hours.

Detroit—Salesmanship as a factor in winning the war, will be discussed at a mass meeting in the Board of Commerce auditorium Friday night by D. M. Barrett, former director of the Board of Commerce, editor of Salesmanship and founder of the World's Salesmanship Congress. Local sales enthusiasts have been invited to attend the meeting, which is to be held under the auspices of the Salesmanship Club of Detroit. Mr. Barrett's address, it is thought, will sound the keynote of the coming third annual session of the World's Salesmanship Congress, to be held in Detroit, April 24 to 27, inclusive. Details of preparation for the war after the war will also receive full treatment.

Manufacturing Matters.

Lenox—The Michigan Pipe & Iron Co. has changed its post office to Detroit.

Grand Haven—The Hamilton Motors Co. has changed its name to the Panhard Motors Co.

Evart—The Evart Creamery Co. is rebuilding its plant which was destroyed by fire Jan. 4.

Detroit—The Acacon Motor Truck Co. has increased its capital stock from \$50,000 to \$200,000.

Plainwell—The J. F. Eesley Milling Co. is refitting its buckwheat mill for grinding all kinds of flour.

Manistee—The Goshen Shirt Manufacturing Co. has decreased its capital stock from \$64,000 to \$60,000.

Kalamazoo—The Kalamazoo Vegetable Parchment Co. will commence making paper in its new plant about March 18.

Detroit—The Grand Upholstering & Furniture Co. has increased its capital stock from \$25,000 to \$100,000 and has changed its name to the Grand Furniture Co.

Jackson—The Jackson Paint Manufacturing Co., which recently removed here from Pontiac, opened its new plant at 153 West Pearl street, March 1. It has a capacity of 1,500 gallons a day.

Detroit—The Fruehauf Trailer Co. has been incorporated with an authorized capital stock of \$150,000, of which amount \$120,000 has been subscribed, \$7,935.32 being paid in in cash and \$100,475.75 in property.

Flint—The Pohrt-Schmelzer Co. has been organized to manufacture all kinds of metal articles, with an authorized capital stock of \$20,000, of which amount \$10,000 has been subscribed and paid in in cash.

Kalamazoo—The Seward Pattern Works has been incorporated to manufacture and sell metal and wood patterns, with an authorized capitalization of \$5,000, all of which has been subscribed and paid in, \$2,000 in cash and \$3,000 in property.

Lansing—The Pregulman Packing Co. has increased its capital stock from \$50,000 to \$100,000. The additional stock has all been taken by the stock holders. The company has just completed a plant for manufacturing commercial fertilizer.

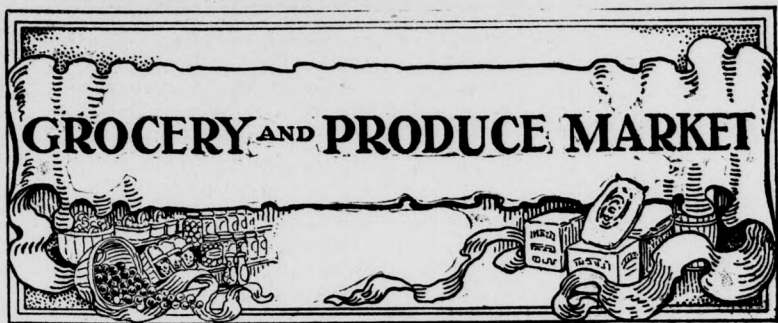
Muskegon Heights—The Heights Lumber Co. has been organized to manufacture, wholesale and retail lumber and lumber products, with an authorized capital stock of \$40,000, of which amount \$33,000 has been subscribed and paid in in cash.

Lansing—The F. J. Blanding Co. has been incorporated to manufacture and deal in motor vehicles, with an authorized capital stock of \$30,000, of which amount \$20,000 has been subscribed, \$1,349.37 being paid in in cash and \$18,650.63 in property.

Harry Winchester (Worden Grocer Company) has returned from Santa Monica, Calif., where he spent January and February. He denounces as false the statements made by pro-Germans that meatless and wheatless days are not observed in California.

Hein Herrema has purchased the wall paper stock of Mrs. A. Phillips, at McBain, and added a line of groceries. The Judson Grocer Company furnished the stock.

Some men are so unlucky that when soup is served the only utensil they have is a fork.



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—\$5.50 per 100 lbs. The price will evidently go considerably higher in the near future.

Beets—\$1.25 per bu.

Butter—The production of fresh butter, since we have had warmer weather, has increased to some extent and the consumptive demand seems to be better than usual. As a result the market is about 2c per pound lower than it was a week ago. The quality of butter is about as usual for the season. The market is fairly steady on the basis of present quotations. The condition of the market for a few days will be uncertain. Local dealers hold extra fancy creamery at 46c for fresh and 44c for June cold storage; centralized brings 1@2c less. Local dealers pay 40c for No. 1 dairy in jars and 38c in rolls; they also pay 30c for packing stock.

Cabbage—\$5 per 100 lbs.

Carrots—75c per bu.

Cauliflower—\$2.25 per case of 1 doz. Calif.

Cucumbers—\$2 per doz. for Illinois hot house.

Eggs—Receipts of fresh have increased materially the past week. The result is that the price is about 5c per dozen lower, with plenty of eggs to go around at the decline. The future price depends entirely upon how the consumptive demand is. Local dealers pay 35c for strictly fresh.

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—\$1.20 per basket for Southern grown.

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

Lemons—California selling at \$7.50 for choice and \$8 for fancy.

Lettuce—13c per lb. for hot house leaf; \$2 per hamper for New York head; Iceberg, \$3.50 per crate.

Limes—\$1 per 100 for Italian.

Maple Syrup—\$2 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—Local buyers are paying 75 @90c per bu. Considerable shipping de-

mand has sprung up since the coming of warmer weather.

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

Strawberries—35c per qt. for Florida.

Sweet Potatoes—\$2.75 per hamper for kiln dried Illinois.

Tomatoes—30c per lb. for hot house.

The Grocery Market.

Sugar—The next three weeks are likely to be the most serious the grocery trade has had to face. The supply of beet sugar is practically exhausted and the cane sugar is not yet arriving except in limited quantities. The Food Administration has instructed refiners to deliver to jobbers only 60 per cent. of what they used in 1916, which would be all right, as 1916 was a speculative year and jobbers bought heavily, but a good many jobbers are not even getting 25 per cent. of what they got in 1916. The supply of raws is not what it should be as yet. Prices are unchanged throughout. The latest order forbids the sale of more than 1,000 pounds of sugar to retailers. In view of the figures, official and otherwise, covering receipts and meltings of raws, the continued scarcity of refined in the face of a very materially enlarged output from refineries during the past three weeks is something of a mystery in many quarters. One theory is that refiners are holding back from the general trade a considerable proportion of their production, either to fill old orders or accumulate a surplus. Another and more plausible explanation is that the whole country is so dry of sugar that an output considerably larger than the present, extending over a number of weeks, will be necessary before its effects will be shown by a visible easing up of the conditions of stringency. Moreover, the fact should not be lost sight of that Government contracts absorb a large part of refiners' production and take precedence over trade business. Unequal distribution is being blamed for the trouble some sections are experiencing in securing prompt relief, and this has been recently made the subject of representations to the Food Administration, which is understood to be taking steps to rectify alleged injustice of favoring some buyers at the expense of others. The refiners also have been in conference on the subject, and an early solution of the difficulty will no doubt be reached.

Tea—Trade is slow, with such demand as is in evidence confined to spot lines, with Formosas and gunpowders getting most attention. Javas have sold to a fair extent of late, as have Japans, but Indias and Ceylons are slow to respond to the continued upward movement in primary mar-

kets owing to the absence of important buying interest. Recent cables from Colombo quote prices on the higher grades of Ceylons a little above those prevailing a week ago, while the others were about unchanged but very firm.

Coffee—The market is about ¼c higher for the week, speaking particularly of Rio and Santos. This is almost entirely due to the difficulty in shipping coffee from Brazil to this country. In spite of the enormous quantity of available coffee, the lack of transportation promises to seriously affect the season. Everything in the coffee business is very high. It used to cost about ¼c per pound to bring coffee to this country. It now costs about 2c per pound. Second-hand coffee bags, which are largely used and which formerly brought around 3c apiece, now bring about 25c. Milds are unchanged, in moderate demand and firm. Mocha has advanced further and is now quoted at 35c per pound. There is very little in the country and very light demand.

Canned Fruit—Very little is to be had on the local market and offerings from outside have about disappeared entirely.

Canned Vegetables—Just how the present situation is to work out the trade is trying to determine. Certainly nothing like it has ever occurred before in its history. There have been times when stocks of particular items have run low, but to have all the principal items taken arbitrarily off the market is something entirely new. The fact that the suspension is only temporary does not help the situation very materially, for when the order is revoked the general understanding is that only a small proportion will be released for general trade and that the bulk of the tomatoes, corn, peas and string beans will be requisitioned for the army and navy. It is true that before very long fresh vegetables will begin to come in from the South and that gradually the producing line will reach northward, but it will be many months before production reaches here, for the crop is not yet planted, so that canned goods will be in demand in the northerly part of the country for a considerable time as yet. This means that supplies in jobbers' and retailers' hands will be about all that can be depended upon, and as to the former, jobbers are not supposed to have on hand more than a sixty days' supply anyway. Hence, salesmen are being told to take only small orders and to be sure and not let any one customer get more than his share. There are many retailers who still have goods coming to them on contract, and in many instances these are being reserved; but taken all in all the trade has never had such a situation confronting them before and frankly and do not know what to make of it.

Canned Fish—Outside of California sardines there is practically nothing offering in the canned fish line at present and prices therefore are on a nominal basis.

Dried Fruits—How to analyze the

dried fruit situation at the moment is a problem that is puzzling the trade. As fast as some sort of an idea is conceived it turns out that there is some new development that complicates matters worse than ever, and so it finally resolves itself into a question of drifting along from day to day and doing the best that can be done. Futures, for instance, are all up in the air. Neither packers nor buyers know what to do about the matter and all hands are extremely wary of running into a Government snag. No one wants to become involved in profiteering, for it has gradually dawned upon the minds of practically everybody that the Government means precisely what it says in its rules and regulations. Some people seem to have had the idea that the Food Administration is not really a part of the Government simply because it is made up of people with whom they are on intimate terms and "what is the Constitution between friends?" They have lost sight of the fact that a man in his private capacity is one individual, but that the moment he is invested with the authority of the United States Government he is quite another and looks at things in a different light. There may be exceptions to this rule, but if so, the individuals sought place on the Food Administration with ulterior motives. Hence the surprise of some dealers upon learning that the rules would not be modified to fit their particular convenience, but that they are there to be obeyed.

Rice—There is still virtually no market for any grade but fancy head, all others, with the exception of an occasional strong lot, being under contract to the Government for the supply of our own and Allies' fighting forces. Under the circumstances prices are nominal, and, according to advices from the South, stocks will only be replaceable at a considerable advance over present quotations.

Corn Syrup—A review of this market resolves itself into a repetition of statements relative to the oversold state of production and a continued stream of orders which are booked subject to prices prevailing at time of delivery.

Molasses—There is no abatement of demand and no increase of supplies, with none probable in the near future. The tone of the market is strong, but prices are without further quotable change.

Cheese—The market has remained stationary for the past week, with only a moderate consumptive demand. The outlook is uncertain. We do not look for any change of any consequence in price in the near future.

Provisions—Everything in the smoked meat line remains steady at unchanged prices, with only a moderate consumptive demand. Pure lard is firm at the recent advance, with a moderate consumptive demand. Compound is having a moderate sale, at prices ranging the same as last week. We do not look for any change in the price of provisions of any consequence in the next week. Dried beef, barrelled pork and canned meats are steady at prices remaining about the same.



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You can serve five dishes of Quaker Oats for the cost of one egg, or for the cost of two slices of bacon, or for the cost of two ounces of meat. Think of that.

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and nutrition. Pounded for pound, it has twice the food value of beef.

The average mixed breakfast—for the same nutrition—costs four times a Quaker Oats breakfast. Even toast costs twice as much.

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Cost of 6200 Calories Elsewhere

6 dozen eggs, \$3.00	2¼ lbs. bacon, \$1.12
10 quarts milk, 1.20	8 lbs. chicken, 2.80
7 lbs. steak, 2.10	7 lbs. salmon, 1.75

Quaker Oats

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E. A. STOWE, Editor.

March 6, 1918.

FORGETTING AND HATING.

We cannot forget that Germany—inspired by Prussian greed—has grown from a weak group of independent states into a mighty nation—and has been fattening on conquests and rich territories seized by force from nations which were too feeble to resist these barbarous Huns. We cannot forget that this commenced long before free America entered the galaxy of nations; that during many generations the German people have been taught that in them centered all that was worth while in civilization and that it was their bounden duty to impose their peculiar type of philosophy upon the rest of the world even at the point of the sword. We cannot forget how little Belgium was crushed beneath the German heel; how its peace-loving people were cowardly slain, enslaved and driven as wanderers over the face of the earth. We cannot forget how the Belgian women were treated by the conquering Huns; how thousands of little children were wantonly maimed so as to prevent their becoming the parents of future generations; how the country was stripped of all its wealth and portable values to enrich the Fatherland; how treasures of art and skill were destroyed—to satisfy the savage instinct of a people who cannot claim any superiority so far as civilization is concerned to their savage progenitors, who once reddened every country in Europe with the blood of millions of innocent people.

We cannot forget—if we would—how this people have violated every solemn treaty into which they had entered; how the Germans have ignored every article of The Hague tribunal; have made use of poisons and asphyxiating gases; have bombed defenseless towns and murdered women and children; have sunk without warning merchant ships with their non-combatants; have deliberately attacked hospitals and ambulances plainly indicated by the Red Cross of Geneva to be sacred from such attacks; have starved and brutally murdered defenseless prisoners; have inoculated others with deadly and horrible diseases that they might spread among others at home; have committed so many outrages and horrors

that the heart sickens when they are suggested or referred to.

We are implored not to hate the people who have done these things—but the grass will cease to grow and water will cease to run before the world forgets what Germans have done in this war. It may not be hatred, but it will amount to the same thing, and no treaty of peace nor fair-spoken word will ever efface the scars which German atrocities, horrors and outrages against humanity and decency have seared upon the hearts of the American people. It may not be hatred, but when this war is over the German who seeks a dwelling place in our fair land, or who comes here seeking business, must be given to understand that Germans are no longer wanted in this land of the free and that German goods will never be purchased by any man who has a particle of red blood in his veins or any woman who has any regard for the sisterhood which was eternally wrong by the nation of beasts which has no regard for women or children.

OPPORTUNITY OF A LIFETIME

A great public duty confronts Rev. Henry Beets in this time of crisis. As the dominant factor of the Christian Reformed church in Michigan—corresponding to the Bishop in other denominations—he should at once and without any qualifications whatever mount the platform of every prominent church of his denomination and demonstrate to the people of his faith that they must not waver in their support of the Government at this time of trial; that the narrow minded preachers who are disseminating the doctrine of the Bolsheviks and shutting the American flag out of the churches are pro-Germans in disguise and should not be followed for a moment; that their doctrine is seditious and their words and actions treasonable.

Suppose such a crusade by Mr. Beets causes a division among the members of the Christian Reformed church. God speed the day! Then we will know to a certainty who are Americans and who are pro-Germans, because every churchman who cannot tolerate the sight of the American flag in his church is a fit subject for deportation or the firing squad.

GOVERNMENT OWNERSHIP?

The railroads are now in the hands of the Government, and when the period of control is over there will be a determined effort toward Government ownership. The present plan has demonstrated the undoubted advantage of pooling freight and terminals and equipment. Those advantages would atone for a good deal of Government inefficiency. Railroad men and bankers have admitted that we cannot return to the old regime. They have talked vaguely of retaining the advantages of Government ownership with the advantages of private ownership of retaining pooling with the efficiency and economies that come of private ownership, and the desire for gain. This states the desideratum, but it does not indicate

how it is to be brought about. Most bankers and railroad men certainly do not mean that a private corporation should control all the railroads. They do not seriously think that the public would tolerate that. Yet while they denounce Government ownership, they offer no clear-cut substitute.

Criticism is most effective when those who protest against what should not be done have a clear opinion on what should be done. Criticism is most effective when it is unified, when all or most railroad men and bankers agree on some definite plan, instead of one making here a rambling suggestion, and another a suggestion that contradicts it, so that legislators are confused at best, and at worst come to think that the railroad men themselves do not know what they are talking about, have never given the subject much thought, and can be safely ignored. If these should get together, thoroughly thrash out the question, and then present a unified, definite, liberalized suggestion, it would carry more weight when the Government-ownership question came up than any other step they could take.

Our local educational institution known as Calvin College should purge itself of the pro-German taint which now impairs its usefulness or be forced by the Government to "shup up shop" during the period of the war. While the student body appears to be patriotic, it is conceded by the friends and officers of the college that some of the professors are doing their utmost to plant the seeds of sedition and treason in the minds of all with whom they come in contact. Treason is the last thing which should be tolerated in this country at this time and any institution which permits itself to be dominated by pro-German influence when we are at war with Germany should be summarily dealt with. The professors who are conceded to be anti-American should be stood up against a wall and shot. There is no proper place for them in this land of the free.

Hats off to Plainwell! She has prohibited the teaching of German in her public schools, thus giving notice to the world that she is loyal to the core. Will the pro-German teachers who are holding onto their teaching jobs in Grand Rapids and other cities and towns, thus standing in the position of being faithless to the flag and loyal to the Kaiser please observe the handwriting on the wall and recede from the arrogant attitude they have assumed on this subject before it is too late?

The daily papers are still devoting one or more pages each issue to sporting topics, notwithstanding the fact that we are at war and that everything which does not contribute to the successful outcome of the war should be tabooed. Any daily paper which persists in this practice is certainly entitled to be classified as a slacker.

The clerks can often tell you what to buy and how to sell. Don't handicap your business by never consulting them.

AN INTERNATIONAL OUTLAW.

The United States Chamber of Commerce has been canvassing its members throughout the country, and reports a vote of 1,204 to 154 in favor of an economic combination against Germany unless her government ceases at once to proceed as a militaristic conqueror and enters into a righteous peace which bids fair to be lasting. The Chamber resolved to bring these conditions to "the attention of the business men of Germany, in order that they may take steps to prevent a 'disastrous economic war.'" In line with this warning, our own Government may soon move to take permanently out of German control the great docks and other terminal facilities, without which German shipping would be fatally handicapped in this country.

Such a step, and others like it that our Government might take, would surely confirm the gloomy prognostications of Herr Ballin, of the Hamburg Line. His letter of two months ago—the authenticity of which has been positively established—written to Privy Councillor Rathenau, asserted that "our mercantile marine is in a perilous condition." In fact, Herr Ballin was of the opinion that "the whole future of our economic existence" had been imperilled by the fierce enmities which the German government had provoked in England and the United States, on the continent and in South America. "All the military victories and the wild will-o'-the-wisps about 'Hamburg to Bagdad' will not help us." If that was the conclusion of Herr Ballin last December, what must be his feeling in the presence of the intensified animosities which the German government has since provoked in the nations with which it expects to resume trading, and of the evidence that economic weapons may be employed against Germany sharper than the Kaiser's sword?

The sharpest reminders, in the most concrete form, may well be made to the German government that its present course in the war, and its attitude to-day towards peace, is imperilling the industrial future of Germany. If she is now gloating over the possibilities of wealth through Russian conquests, it is in order to threaten her with losses greater than any possible gains. If she makes it all a question of money and goods and trade, let it be borne in upon her that the nations of the West have it in their power to cut off her buying and selling, and to have no more commercial dealings with her than they would with an international outlaw.

In the opinion of the Food Administration the gross maximum profit for wholesalers in flour should not exceed from 50 to 75 cents per barrel. The profit to retail dealers in original mill packages should not exceed from 80 cents to \$1.20 per barrel, depending upon the character of service performed. Where retailers sell in amounts less than original mill packages, the gross profit should not exceed 1 cent a pound. Profits in excess of these or in excess of those obtained in pre-war times will be cause for investigation.

CANNED GOODS REVIEW.

How the Situation Looks to Large Cannery.*

I was asked by your worthy President to address you to-day on the subject "The Canning Industry," which means food products so vital to the human race, and which the whole world is so deeply interested in at the present moment.

For your information, a representative lot of gentlemen engaged in the canning business in this country, including myself, were called to Washington on two or three occasions recently to meet the United States Food Administration and representatives of our Army and Navy, with a view of getting in line to supply them the necessary quantity of canned foods for the Army and Navy which they will require during the coming twelve months. I want to assure you, after going over this matter in detail, the quantity seems to be enormous, as our Government will take from the canned food packers this year one-third of their entire production, and if this quantity is not found to be sufficient a friendly commandeering is proposed by the Government to cover the remainder of their requirements. All of these goods will go to feed our soldiers and sailors in this tremendous world war in which we are now engaged.

Our Government recognizes the importance and necessity of maintaining each soldier on a reasonable diet of vegetables and fruits, together with the balance of the ration, in order to keep our boys in a healthy condition at all times. This fact ought to prove to every wholesale and retail grocer, as well as the consuming public, the necessity for a fair average diet of canned foods, fruits and vegetables to be used in our homes to maintain ourselves in a fair average state of health.

It will, no doubt, be of much interest to you to know that in the year 1795 the French Government offered a prize of 12,000 francs for the most practical method of preserving food. This offer stipulated that the method with all its secrets, if any, must be fully and plainly written out and become the property of the Government if accepted. There is, however, no record of how many papers or plans were submitted, nor is there any reference to the names of any but one contestant for the prize. It is remarkable with what jealous care France guarded, among her thousands of records, a monograph on "The Art of Preserving Vegetable and Animal Foods," signed by Nicholas Appert, an expert confectioner, brewer, distiller and chef, which bears the date of 1809. This paper is on public view in the office of the Minister of Finance and close beside it is the acknowledgment of Appert that he had received the award offered by the Government under whose administration his experiments were made. From that time to the present Appert has been regarded as the founder of the science which has proven to be a boom to the

human race and all mankind, and to perpetuate his memory France has erected a monument of enduring bronze.

Appert did his work so thoroughly and the method was so simple that others began using it as early as 1815, and it was put into commercial practices in 1820.

His process was to heat the food in glass vessels and expose it to the temperature of boiling water, after which they were closely corked. By some experiments made by other canners it proved that the theory of Appert was only partially correct.

Appert's theory that the elements and gases in the air caused decay and fermentation, and by exclusion of air food substance would remain pure and sweet was dispelled soon after by other chemists. They proved that

teria which are ever present in almost every food substance and by the application of intense heat they are made sterile and their activity entirely destroyed.

It was not, however, until after the experiments and research work done by Russell, of Wisconsin, Prescott and Underwood, at the Massachusetts Institute of Technology, in 1896, together with the work done by Dr. Wiley and also Dr. Bigelow and Dr. Biting, of the National Canners' Association, that the science of canning food in what is known as "hermetically sealed cans" was perfected and brought to a point where every canner of food products in the land knew what he was doing. He also knew in case of a defective food product the defect or loss was caused by an imperfect can and not by the art of can-

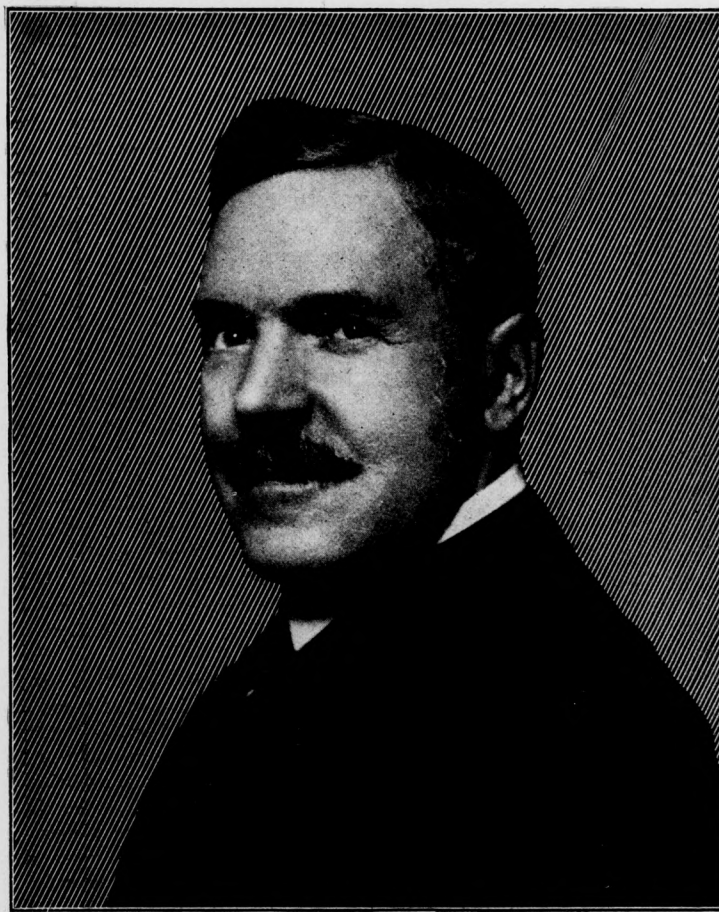
food is also done. To accomplish this condition live steam is employed. Under pressure, heat is forced to 235 to 250 degrees, according to the nature of the food. Without a wavering degree, with eyes upon the steam gauge, a Fahrenheit thermometer and the clock, and automatic temperature regulators, for a time of thirty to one hundred and ten minutes the cooking goes on. This perfection cannot be obtained in our domestic kitchens, although it is a simple performance, going on regularly every hour of the day in the kitchen of the great canning industries of the United States, whose food products are absolutely sterile and will keep under any and all climatic conditions, no matter whether found in the deserts of Old Mexico or in our extreme Northern Alaska.

The consuming public of the world and our soldiers and sailors can avail themselves of the choicest vegetables, and fruits, meats, fish, milk and other food products, imparting health and strength to every partaker thereof. When it is eaten we are positively assured that all germ organisms are absolutely killed and destroyed.

Notwithstanding the great shortage of canned foods this past season, we are assured that it will require nineteen million base boxes of tin plate to supply cans for 1918, according to reports, which is equal to seven billion No. 2 cans. With the great shortage of tin plate that now exists, our Government is trying to get tin ore from other sections than the source of supply, which is not as pure, for use in other lines, leaving the pure tin for food containers. There has been sent out to 528 manufacturers of tin containers a questionnaire and the matter is being thoroughly looked into. The shortage of tin plate to-day for canned foods is giving the Government and the canners of this country great concern at the present moment as the demand for canned food products is constantly increasing.

This present year, 1918, as it appears to me, is going to be a very hard one, both for the wholesale and the retail grocers. With our Government to-day in war and calling on the canned foods manufacturers for a very large percentage of our output, it is reasonable to believe you will often find yourselves short of canned foods this coming year, as the boys in our army and navy must be fed, regardless of whether our civilian population has sufficient food products to supply their needs or not.

It should be borne in mind that the supply of canned foods, vegetables and fruits, depends wholly on the production of the soil, which to a very large extent is controlled by weather and crop conditions. With the great shortage of seeds for planting now existing in this country—estimated at the best not to be over from 50 per cent. to 66 2/3 per cent. of our normal requirements—it is not hard to understand that unless Providence smiles on us this year and crop conditions are extremely favorable, canned foods will be in very short supply at the end of 1918.



WM. R. ROACH

air which had been previously heated, if allowed to come in contact with food no change would result. This, then, was an evidence that something other than the gaseous elements of the air provoked fermentation, and afterwards Appert's theory, which was founded solely on that principal, was set aside.

Experiments to ascertain and locate the cause of putrefaction and fermentation enlisted the ablest thinkers of the country at that time; investigations never ceased; experiments knew no end; then with amazement and astonishment we beheld the experiment of Tyndell Pasteur and Sir Joseph Lister, which was the discovery of that agency or cause which produced putrefactive changes in fermentation. In our food are minute particles or organisms known as bac-

ing or preserving, which is sterilization by heat alone.

It might be asked by many, "What is sterilization?" In the home kitchen the greatest heat that can be obtained by the hottest fire is 212 degrees. This is the degree of boiling water. While this heat is sufficient to kill bacteria it is not intense enough to kill or completely sterilize all germs or spores. It does not show that this heat is even sustained in the kitchen during the cooking process, and like as not the food is only partially cooked, notwithstanding the fact it may be declared "done."

The object of the cook in the great canneries is quite different. He knows nothing except time and temperature. He cooks to keep and "to keep" means complete sterilization with him. When this point is reached his

*Paper prepared by W. R. Roach of Hart, and read at Ann Arbor convention of the Retail Grocers and General Merchants' Association.

The great vegetable and fruit canners of this country at the beginning of each season make careful estimates of production; secure the very best and choicest seeds that are possible to obtain, which they either plant themselves or contracts are made with the farmers for growing a certain acreage under the direct instruction and supervision of the canner. An ample supply of cans and everything that goes to make up the canned food product is secured and stored away in the cannery until such time as the crop has arrived at a certain point of maturity, when it is sufficiently developed for canning purposes in its most prime and succulent condition. The crop is inspected almost daily by experts in order to harvest it and have the product brought into the cannery in order to harvest it and have the product brought into the cannery when the above condition exists.

Most of us present who know anything about the quality of canned foods are aware that all vegetable crops grown out of the ground only remain in the proper state for canning purposes for a period of thirty-six hours, during which time they must be gathered and brought into the cannery, canned and stored away in the warehouse for future distribution. It requires a great deal of constant supervision, detail and vigilance in order to produce canned foods of the highest standard that will please the consuming public and bring the customer back to the retail grocer in the way of "repeat" orders.

I might say further that the methods employed by the cannery are less than four hours from the field to the can in a finished product and in the warehouse.

Compare this method with the ordinary vegetables purchased in the market, which are usually grown in the South or at some distant point and shipped into the market and which take from a day to a week to arrive at destination before being placed on sale to go to the consumer. Often the vegetables lay around on the market several days before they are finally disposed of to the housewife. Compare this sort of vegetables and fruits with crops that are harvested right on the moment, properly sterilized and cooked and placed on sale on your shelves every day in the year.

Nature, however, is not always as kind as she might be in the production of normal crops. Every canner realizes and appreciates the fact he would like to deliver to his customer a full 100 per cent. of his requirements and would do so if it were not for the fact in the production of the product of fruits and vegetables many times the crops are cut extremely short by weather conditions—to much hot, dry weather, too much cold weather, too much wet weather, winds and hail storms, and other casualties over which the canner has no control. Therefore, I would ask every merchant present to bear in mind it is not always possible for the canner or the wholesale grocer to deliver 100 per cent. of the retailer's require-

ments on account of the obstacles and weather conditions which the canners are ever up against. These conditions not only effect the canner, but they effect the farmer in the production of all cereal products.

When we take into consideration that the housewife can go into any modern grocery store every day in the year, purchase and immediately serve on her table, at a less cost, a better article in canned foods than is usually possible to go into the market and buy, it would seem to me the canning industry is rightly considered a boom to the human race and the world. Walk into the best regulated and organized grocery stores in the country (in fact any grocery store) and you will find the shelves lined with canned food products. It is said that about 40 per cent. of the wholesale grocery business is canned foods.

Retail grocers should increase the sale of canned foods and should encourage their customers to buy these products in assorted case lots, which should be bought by the housewife at the time when the grocer is getting in his stock. If this can be done, the retail grocer will be relieved to a very large extent the constant annoyance of delivering a can of this, or a can of that now and then to his customers, and he would thereby save much time and money, and in this way not only increase his profits, but stimulate his business. Bear in mind at all times there is no better food on earth than canned foods. Dr. Wiley once said in my presence that he had found canned foods to be about the most wholesome and delicious food he knew of, and he used them nearly every day on his table, and would continue to use them until he found something better.

With canned foods already prepared (they should be accessible in the home at all times), the housewife need never be without something good to serve to her guests or her family on short notice.

Canned food products are only in their infancy. These are days of extreme high prices of all food products, and the price is doubling up on you each day. Compare them with the price that good canned foods can be bought for over the retailer's counter. You should give the matter of sale of all canned food products your careful detailed attention.

The interests of the canned foods manufacturers are with corner grocery and the legitimate retailer. We appreciate your burdens and the many obstacles you have to contend with. We want to assure you of our co-operation and our kindest consideration of your interests at all times.

Willing to Exchange.

Dr. Wishart recently got shaved at the Peninsular Club barber shop. As he got out of the chair he handed Clarence Baker a quarter.

"I'll take it in preaching," replied the barber, refusing the offered coin. "My friend," rejoined the minister, "I haven't any 25 cent sermons."

"That's all right," retorted the barber, "I'll go twice."

Occasion of the High Price of Meats.*

The demand for meat is universal. The potential demand is represented by the number of people in the country.

When you consider that it takes two years to produce a steer and about ten months to produce a hog, it will be clear that increased production takes a long time to manifest itself as a source of supply.

The furnishing of food to our Allies has brought about the meatless days in this country. As comparison will show, the amount of meat and meat products exported in 1917 exceeded 350 million in value, as against less than 150 million in the year preceding the war and 225 million in the high record year of 1916.

The number of food animals in the United States decreased 15 million in the seven years preceding the war, while the consuming population increased 11 million in the same period. Can you wonder at the prices meats are bringing at the present time?

A large part of the increase in value of exports is, of course, due to higher prices. However, there is also a very large increase in the quantity exported, especially in meats of the higher grade, which are demanded by people in this country.

Bacon exported in 1914 was 193 million and 660 million last year. Hams increased from 166 million in 1914 to 267 million last year. I am giving these figures to show the urgent need of conserving the food animal, for unless this is done at once, meat will be a scarce article on many tables for some time to come.

There is an old adage that the Lord sent meats and the devil sent cooks. Believe it or not, there is today, as there was then, as much food being destroyed by bad cooking as would keep hundreds of families from want.

While in Detroit recently I happened in a Woodward avenue meat market, when a young house wife entered and called for two pounds of porterhouse. The meat man, putting his hand on a beef loin, remarked that it was fine June beef. The young wife immediately said "But I don't want beef. It is porterhouse I want."

One thing I wish to say that is very rarely thought of by the people or the trade at large, that is about the percentage of the different cuts. In beef, for instance, the rounds are about 24 per cent., chucks about 27 per cent. and the loins and ribs, which, of course, contain the best cuts, represent together about 26 per cent. of the whole. When people mostly all want the loin or rib, it becomes a hard problem for the dealer to get rid of some of the cheaper cuts at a profit; so he must get an increased price for the better cuts.

There is only one solution to the problem of the rising cost of meats—we must produce more. Live stock production must rest on a broader basis. Some of the fundamentals are: Every farmer must grow and fatten some cattle and hogs; every section

*Paper read at Ann Arbor convention of the Retail Grocers and General Merchants' Association by George P. Geisen-dorfer, of Ann Arbor.

of the country must increase its supply and also improve the quality; conserve the supply of feed stuff by use of silos and otherwise, so that a larger percentage of feed stuff now raised will be utilized. If some or all of these things are not done, then we may look for meats to be put on a card system in the near future; so it behooves all of us to eat as little meat as possible and not to waste, for every ounce of food will be needed before the end of the war. We must send all of the food our soldiers use over there, as well as supply our Allies, I need not add that this all will be done until the war is won.

If each and every individual in the U. S. would appoint himself a committee of one to help the conservation of food, our troubles in this respect would be practically solved.

Many who have studied the situation which has been brought about by the upside down condition of the world owing to the war are wondering what the price of meats and other foodstuff would be now, if our wise Government had not taken over the task of regulating and conserving it all.

The regulations which the Government has been forced to place on meats and other foodstuff is the cause of many of us feeling or wishing that we were in some other kind of business. However, those of us who are in and can't get out, have been obliged to find the best remedy possible which consists in most cases of cutting down the overhead expense, such as giving less deliveries and the consolidating of the different branches of our business, that the whole may be done at a minimum of cost. If our customers all knew of the rough road the food merchant must now travel, they would, we believe, be more considerate in their demands upon us. However the feeling of patriotism which is in every American heart is lightening the burden for all of us.

There is no one better able to direct us than ourselves.

HARNESS OUR OWN MAKE

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

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An Investment Without a Peer

THIS is what can be truthfully said about an investment in the Petoskey Portland Cement Co.

With every other cement plant to-day doing so well that none of their stock is being offered and with an unprecedented future ahead of them on account of the enormous building boom of every kind ahead of us at the close of the war, your conclusion cannot be other than that an investment in a cement company at this time is the best one any business man can make.

Especially is this true when the opportunity is given to invest in a company that possesses every necessary factor required to make a success. If you do not investigate the assets and management of the Petoskey Portland Cement Company you will do yourself an injustice.

From the standpoint of raw material that is necessary in the manufacture of cement, market, transportation routes, etc., this company cannot be excelled. If other cement plants are making large profits from cement alone, what in your judgment can be done by a company that has proven that its crushed stone sales alone can pay a handsome profit on the entire capital, and can besides do as well as any other cement plant is doing to-day in the manufacture of cement; and to be sure, they are all doing so well that it is impossible to purchase stock in any of them.

A careful investigation on your own part will lead to your purchasing an interest in this Company.

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Representative in Eastern Michigan



Michigan Poultry, Butter and Egg Association.

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

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

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

Butter, Egg and Poultry Men's Convention.

Detroit, Feb. 28—The spirit which prevailed among the delegates at the annual meeting of the Michigan Butter, Egg and Poultry Association, held in Detroit at the Hotel Statler on Monday and Tuesday of this week was, "How can we be of the greatest service to the Government in its enforcement of the rulings of the Food Administration?" Practically every speaker dealt in some way or another with the special conditions which maintain in these lines of business and the delegates were made familiar with the innumerable restrictions that have necessarily been placed around the food industry for the purpose of preventing profiteering and to insure food products reaching the consumer without being subjected to any unjustified or unnecessary profits during its progress through the various channels of trade.

W. T. Seibels, Business Manager of the National Association, told of the work of that organization and submitted invaluable data in regard to the egg industry, based upon research work carried on by the National body.

Michigan Dairy and Food Commissioner Fred L. Woodworth told of the work of his Department and its relations with the houses engaged in handling butter, eggs and poultry. He convinced the delegates of his desire to see that the law is enforced without causing unnecessary hardships or inconvenience to any merchant.

Professor Anderson, of the Michigan Agricultural College spoke on "How the Agricultural College Can benefit this Association and How this Association Can Benefit the College." The speaker said that the problems of local supply in the food business are different than those existing in some nearby states, stating that if an imaginary line were drawn across the State from Bay City to Lake Michigan, it would be found that South of this line the state contains 50 per cent. more people than the State of Minnesota and 100 per cent. more than Wisconsin.

Fred J. Schaffer presented a most able report of the poultry and egg conference held at Washington and gave valid reasons why certain rulings affecting the butter, egg and poultry business were put into effect.

David E. Heineman, Food Administrator for Wayne county, spoke in the absence of State Food Administrator Prescott who was unable to be present and showed a marked desire to work with the members of the organization.

One of the most constructive features of the convention was an address by Daniel P. Boehm, of the U. S. Food Administration, who took charge of the question box and it developed that many of the dealers were

not informed in regard to important rulings which have been promulgated by the administrator. It was brought out that every man who handles butter, eggs and poultry and sells them to the retailer, must have a license. This affects the country merchant who accepts eggs and reships them. Many have not as yet taken out these licenses, but they must do so at once for the licensed jobber must not purchase from dealers who have no license. The dealer who ships goods should apply for a jobber's license. Eggs are not considered coldstorage eggs until they have been in storage thirty days. No broker is permitted to have any financial interest in a transaction. He is merely permitted to benefit to the extent of his commission from the profits of the buyer and seller. The Department disapproves of intertrading between dealers of the same class where such transactions add anything to the cost of the goods.

It developed that the delegates feel a modification should be made in the ruling requiring a car of butter, eggs or poultry to contain 24,000 pounds. It was pointed out that many dealers collect not over 250 cases per week, equivalent to approximately 12,000 pounds, and eggs would deteriorate if shippers had to hold the car until they could conform to the ruling. It was also claimed that there is less breakage when shipped in the present quantities than would be the case if it becomes necessary to load the larger quantity. A committee composed of F. J. Schaffer, H. L. Williams and J. E. Wagner was appointed to present the facts as they apply to Michigan shippers and endeavor to have the minimum capacity required in a car lowered to conform with conditions which exist in this State.

A resolution was adopted endorsing the policies of the United States Food Administration and pledging the members to see that its rulings are lived up to to the letter.

A vote of thanks was tendered to Mr. Boehm for the invaluable service he had rendered by coming here from Washington to post the members on the rulings of the Department.

A banquet was held at the Statler Monday evening at 6:30, when Rev. Rice, who recently returned from France, gave a graphic description of the conditions which he had seen while in that country.

Officers for the coming year were elected as follows:

President—J. W. Lyons, Jackson.
Vice President—P. M. Harley, Detroit.

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

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

Surprised Him.

Bacon—This is my birthday and my wife planned a surprise for me.
Egbert—That's nice.

"Yes; she went through my pockets last night and left 50 cents in one of them."

Clover and Timothy Seed

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Reed & Cheney Company

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SKINNER'S MACARONI 187½
The Nationally Advertised Line. 24s per CASE
On SPECIAL DEAL. See jobber's salesmen or write for particulars.
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Shipments of live and dressed Poultry wanted at all times, except hens and pullets, 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.

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BANKRUPTCY MATTERS.**Proceedings in the Western District of Michigan.**

Grand Rapids, Feb. 26—A petition for adjudication in bankruptcy has been filed by the creditors of the Plank Flexible Shaft Machine Co. Adjudication has been entered and the bankrupt company ordered to file a schedule of assets and liabilities on or before March 2, after which date a meeting of creditors will be called.

Burdette Stanton, of Grand Rapids, a laborer, has filed his voluntary petition in bankruptcy. Adjudication has been made and the matter referred to Referee Corwin. No meeting of creditors has as yet been called. The schedules of the bankrupt show liabilities amounting to \$629.98, with no assets at all. Following is a list of the creditors of said bankrupt:

Wurzburg's Dry Goods Company, Grand Rapids	\$ 5.77
The Menter Company, Grand Rapids	16.73
St. Mary's Hospital, Grand Rapids	40.50
J. B. Dewar Est., Cedar Springs	64.75
J. B. Whinery, Grand Rapids	6.50
Henry J. Pyle, Grand Rapids	13.50
Chas. H. Bull, Grand Rapids	8.00
T. C. Irwin, Grand Rapids	36.00
E. L. Kendall, Grand Rapids	3.00
Plyn Earle, Grand Rapids	19.00
F. C. English, Grand Rapids	2.65
N. L. McCarty, Grand Rapids	34.00
James J. Gainey, Grand Rapids	50.00
J. W. Shanks, Grand Rapids	15.00
W. E. Rowe, Grand Rapids	286.25
Irving W. Taylor, Grand Rapids	15.00
Central Storage & Realty Co., Grand Rapids	3.00
Mr. Johnson, Grand Rapids	2.00
H. J. Hall, Grand Rapids	8.33
Total	\$629.98

Milton E. Gould, of Muskegon, has filed a voluntary petition in bankruptcy. Adjudication has been made and the matter referred to Mr. Corwin. No meeting of creditors has as yet been called. The schedules of the bankrupt show liabilities amounting to \$708.99 and assets, consisting of household goods, etc., valued at \$200. Following is a list of the creditors of said bankrupt:

Creditors Holding Title Contracts, National Credit Clothing Co., Muskegon	\$ 41.00
Peoples' Credit Clothing Co., Muskegon	7.98
King Clothing Company, Muskegon	24.00
Olson Piano Company, Muskegon	65.00
Huizenga & Hartsema, Muskegon	30.00
Parker Home Furnishing Co., Muskegon	163.73
Creditors Whose Claims Are Unsecured, First State Savings Bank, Muskegon	\$65.00
Chicago Cash Market, Muskegon	7.50
William D. Hardy Company, Muskegon	27.50
Dr. J. Bursma, Muskegon	6.50
Dr. R. I. Busard, Muskegon Hgts.	6.00
Mangelson's Grocery, Muskegon	45.00
Donelson's Market, Muskegon	6.80
Mrs. Forbes, Muskegon	8.00
Mrs. Mary Bachanski, Grocery, Muskegon	4.50
Jerry Bergevin Grocery, Muskegon	6.50
Nels C. J. Jacobsen, Muskegon	7.50
Leo H. Hickey, Muskegon Heights	5.00
Edward N. Spliedt, Muskegon	2.78
F. G. Hagen Grocery, Muskegon	19.00
Hall Drug Company, Muskegon	1.50
Sundell Elec. Company, Muskegon	7.25
Morse Transfer Company, Muskegon	3.50
Neumeister & Schultze, Muskegon	20.00
Meuller's Jewelry Store, Muskegon	2.50
J. D. Vanderwerp, Muskegon	3.00
Dr. O. D. Eastman, Muskegon	25.00
Dr. R. A. Hornung, Muskegon	28.00
Andrew B. Ellis, Muskegon	22.00
Mr. Burns, Am. Cafe, Muskegon	38.15
W. J. Carl, Grocery, Muskegon	2.00
Emil J. Swanson, Muskegon	3.00
Vanity Hair Shop, Muskegon	3.00
Frank P. Hakes, of Grand Rapids, has filed a voluntary petition in bankruptcy. Adjudication in bankruptcy was entered	

Feb. 26 and the matter referred to Mr. Corwin. No meeting of creditors has been called. The schedules show liabilities amounting to \$3,802.91 and assets amounting to \$532.90, consisting for the most part of debts due on open accounts. Following are the creditors:

Preferred Creditors, Township of Lowell	\$ 5.80
Secured Creditors, Lowell State Bank, Lowell	\$789.00
Burgess Stock Farm, Winona, Ill.	1,800.00
Unsecured Creditors, Ray Howard, Rockford	5.25
Charles O. Clark, Alto	10.50
Arthur Clark, Alto	10.50
Behler Brothers, Alto	15.00
Fred Patterson, Alto	38.00
C. Hunt, Alto	9.00
S. P. Lowe, Alto	47.00
John Doyle, Freeport	58.50
John Tucker, Lowell	9.00
Orvin Wickham, Clarksville	9.00
Otis Heron, Clarksville	9.75
Reuben Lee, Lowell	50.00
E. R. Collar, Lowell	7.59
Luz Garage, Lowell	13.30
H. J. Buchanan, Lowell	6.73
W. S. Winegar, Lowell	12.79
F. B. McKaay, Lowell	20.89
W. S. Coons, Lowell	21.87
Mrs. R. D. Stocking, Lowell	21.15
John Kellogg, Lowell	20.33
Art Hill, Lowell	6.20
King Milling Co., Lowell	6.90
Yeiter & Co., Lowell	80.00
D. G. Look, Lowell	25.00
John Salley, Lowell	21.65
Klump & White, Lowell	36.71
Ward Willett, Lowell	8.00
Mrs. Geo. W. Parker, Lowell	30.00
Edson Gardner, Lowell	10.00
C. H. Alexander & Son, Lowell	25.00
A. W. Weeks & Son, Lowell	45.00
R. Van Dyke, Lowell	80.00
Dr. J. C. Smith, Lowell	41.50
Daniels' Neuropathic Inst., Grand Rapids	55.00
Fred Loseley, Lowell	100.00
City State Bank, Lowell	250.00

In the matter of Roy H. Shaw, Muskegon, whose voluntary petition in bankruptcy was filed March 13, 1917, an order has been entered by the District Judge, directing the referee to return the proceedings before him and ordering that the order of adjudication of bankruptcy heretofore made be set aside and the petition for adjudication in bankruptcy be dismissed. A certificate of non-prosecution has accordingly been made, setting up the fact that the bankrupt had not paid the necessary expenses of the referee in proceeding with such case, although repeated demands have been made for him to do so and that, therefore, the case is returned and all files and records returned to the clerk of the court.

In the matter of Welch-Atkinson Shoe Co., bankrupt, orders having been entered allowing the claim of Goodspeed Brothers as preferred creditors in the sum of \$1,186.90 and ordinary in the sum of \$3,813.10, and directing said Goodspeed Brothers to pay or secure to the trustee of this estate in bankruptcy the sum of \$1,444.29, wrongfully and preferentially paid to them within four months prior to the adjudication in bankruptcy, a final meeting of the creditors of said bankrupt was called. At such final meeting of creditors the matter of the compromise settlement of the claim of the trustee against said Goodspeed Brothers for preferential payment secured by said Goodspeed Brothers was considered, and by vote of creditors the trustee was authorized to compromise and settle said claimed right of action at \$794.36. The trustee's report, showing a balance of \$8,937.75 and disbursements of \$743.74, leaving a balance on hand of \$8,194.01 and the sum of \$794.36 received from Goodspeed Brothers, and interest item of \$464.08 having been added, making a total balance on hand of \$9,452.45, was approved and allowed. Certain administration expenses were ordered paid and a final dividend of 36 6-10 per cent. was declared and ordered paid.

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

TAKING INVENTORY

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

cMc PRICE CARDS
put "pep" in prices

As the price sells most goods more quickly than any other consideration, all goods on display should bear neat and attractive price cards—the cMc kind.

40¢
40 cents per 100 and up

Samples free on request
Dept., CARNELL MFG. CO.
338 Broadway, New York

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

Crescent Mapleine

is becoming as well known as lemon or vanilla, and vastly more useful, because it's a savor for soups and meats, as well as a flavor for other cookery.

Crescent Mfg. Co., Seattle, Wash.
Order of your jobber or Louis Hilfer Co., 1205 Peoples Life Bldg., Chicago. (M-165)

Crescent Mapleine
The Delicious "Golden Flavour"

Fieglers
Chocolates

Package Goods of
Paramount Quality
and
Artistic Design

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

Merchant Millers

Owned by Merchants

Products sold by Merchants

Brand Recommended by Merchants

New Perfection Flour

Packed in SAXOLIN Paper-lined Cotton, Sanitary Sacks

Bell Phone 596 Citz. Phone 61366

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

Perkins Perfect Salted Peanuts
are sold to those who demand high grade goods.
Order from your jobber today.

Perkins Brothers, Inc. Bay City, Michigan

G. B. READER

Jobber of

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

1052 N. Ottawa Ave. Grand Rapids, Michigan

LOVELAND & HINYAN CO.
CAR LOT SHIPPERS

Potatoes, Apples and Beans

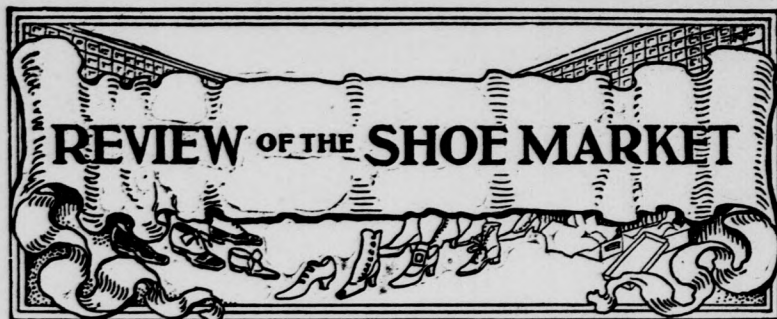
Write or telephone when you have anything to offer

Association of Commerce Bldg. Grand Rapids, Michigan



The Best Bread Is Made
with

Fleischmann's Yeast



Grading Up in the Interest of Economy.

Written for the Tradesman.

The writer has long held the belief that the high grade shoe is, in the long run, the most economical shoe one can buy. Time and again in these columns, and in the pages of publications devoted exclusively to the retail shoe trade, he has preached this gospel.

The war would seem to have given the topic a sort of timeliness which hitherto it has not possessed. For that reason the readers of the Tradesman may not be averse to a fresh approach to an old, but specially opportune, theme.

It has been, roughly speaking, about twenty-five years since we came to have in this country a standardization of shoe values. It is difficult to fix any hard and fast date, for the thing came into existence gradually and without any blare of trumpets. It was what we may term a natural and inevitable effect of economic laws. Looking at it from another angle, we may designate it as a splendid achievement of latterday shoemaking.

To the consumer it meant that, for about a certain price—which did not vary greatly in those days—he could be reasonably sure of getting a shoe of about such and such a grade. If it chanced to be a popular priced shoe, retailing for two dollars to two and a half, he could depend upon getting a fairly wellmade McKay shoe of that particular grade. It was not featured as a specimen of "fine footwear," nor did it claim uncommon merits in the way of material, workmanship, style, comfort, fit and all that sort of thing. It may have been made over a scientific, sensible, well-fitting last; but the point is it didn't have all its virtues on the outside and all of its faults on the inside where they couldn't be seen. The soles and heels were made of leather rather than leatherboard or paper; and if the shoe happened to get wet—as not infrequently occurs to shoes—it wouldn't come to pieces.

Within certain limits it was a dependable shoe. It stood up as well as the average shoe of that grade could be expected to stand up, and it gave as much foot-protection, foot-comfort and wear as the average shoe of that caliber could be expected to give. In other words, it was, to the man who bought shoes of that sort, a satisfactory shoe. It was satisfactory because it did not disappoint. In other words it had the standard value of a so-called popular-priced shoe.

And the same was true of what was termed a medium-grade shoe; i. e. a shoe retailing in those days for three or three and a half to four or four and a half dollars.

And the same was true of the high grade shoe whose retail price would vary from four and a half or five dollars to six, six and a half and seven. Six dollars was the price at which the average high grade shoe sold in the halcyon days to which I refer.

Prior to that time, there had been irregularity and uncertainty; i. e. no clearly defined and efficient effort towards standardization. And the inefficient shoe manufacturer could commit egregious sins in the realm of production, and get by with them. Also the unscrupulous shoe manufacturer could perpetrate colossal frauds upon the unsophisticated consumer and the uncritical dealer, and get by with them. All of that, of course, was part and parcel of pre-scientific merchandising era. The buyer tacitly understood that he had to beware. He might drive a shrewd bargain, and again he might get stung.

In buying shoes, the consumer perhaps more often than not, got stung.

It was easy to get stung because shoe values were not standardized.

Along about that time, or a little before, the fixed price specialty shoe appeared on the market. The strength of its appeal lay in the fact that it promised a shoe of uniform value for a certain figure. Upper stock, soles, linings and everything else that went into the shoe, was required to come up to a certain standard; and the workmanship was kept up to a certain fixed mark.

The margin of profit was made sufficiently wide to cover ordinary market fluctuations; and, for years and years, the old fixed price was not changed to the extent of a penny.

This appearance of the fixed price specialty shoe was itself a symptom of a new merchandising spirit—the spirit of truthfulness in advertising and fairplay in one's dealings with one's customers. But more than that, it was a sort of stimulation and challenge. Other manufacturers of shoes began to realize that the time had come when they too must put uniform values in their shoes if they hoped to hold the trade of retailers.

And so, it came about in time, that we got a certain standardization all along the line.

Now the standard high-grade shoe is made of the very best of materials. The workmanship upon it—if it be, indeed, a representative product of an accredited house turning out that manner of shoe—is dependable. And,

WHERE DO YOU STAND? Are You Making It Pay?

ANY TIME IS A GOOD TIME TO ADD A LINE OF ROUGE REX SHOES to your stock, but the wide awake dealer-economist of time, will not lose a minute

We cannot stop to parley with events, we cannot make excuses to circumstances. "Strike while the iron is hot" is the anvil chorus of the Victor, the time to work is now the place is here.

Fearlessly cut out your handicaps the poor sellers, get rid of them at any prices and put in a line of Rouge Rex Shoes the original "Hide to Shoe" line and your business will boom this Spring, but the time to do it is now.

Send that postal to-day, we will do the rest.

Our representatives start out this week for Fall 1918.

Hirth-Krause Co.

Tanners and
Shoe Manufacturers

Grand Rapids :: Michigan

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

where the customer selects a last in harmony with the requirements of his foot, style, comfort, and shape-retention qualities of the shoe will not disappoint.

In other words one gets in the shoe he buys the greatest number of, and the highest development of, the essential qualities of a shoe. And the economy of the transaction comes in because of the fact that the difference in price between this type of shoe and one far less desirable, is, relatively, slight. For example, some men who are rather hard on their shoes will wear out three pairs of shoes of a certain grade in twelve months, whereas two pairs of another grade would cover their footwear requirements for a similar period, and cover them far more adequately; so that they'd be better shod at all times; i. e. their shoes would be neater looking and more satisfactory generally. And the two pairs would not cost more than the three pairs.

In buying shoes most people are disposed to consider first cost rather than to figure their footwear expense account on a monthly basis, which is the correct way to estimate it. A pair of shoes costing less to start with, may easily cost more than another pair when one figures cost of repairs and estimates the time of their serviceability.

Now that the war has brought home to the average man and woman the necessity for economizing in articles of attire as well as elsewhere in essentials, one should make a certain yearly allowance for footwear; say so much a month for twelve months; and then proceed to buy his or her footwear advisedly. Actuated solely by economy—and quite aside from style considerations and matters of footwear refinements—should prompt one to consider buying high grade footwear exclusively. In the end it will prove not only better so far as looks and comfort are concerned, but it will prove to have been an economical departure.

Shoe dealers and merchants carrying shoes should try to impress these fundamental principles of footwear economy upon their patrons.

Cheap shoes come higher than high grade shoes. Cid McKay.

Women's Shoe Styles For Spring.

Manufacturers of women's shoes report that glazed kid in the lighter shades has been the feature of the spring trade thus far. It is said also that white, both in canvas and in various leathers, is proving more popular this year than ordinarily. There seems to be a strong possibility of its becoming the main style in spring and summer business. The colors which are said to be most in demand are pearl and battleship gray, field mouse, brown, and various tan shades. In the darker tans the military walking heel seems to be preferred.

The Situation.

Clerk—I would like more salary, sir, as I am going to get married.

Employer—Sorry, but I'll have to reduce it. I am going to get married myself.

Boomlets From Bay City.

Bay City, March 5—James E. Hamilton, Tawas City, who has been engaged in the general merchandise business for thirty years, has sold his stock to Ernest Moeller and will retire from active business. Mr. Moeller is well known in Tawas City, having been in the employ of S. Ferguson, retail grocer, for several years.

Charles Dulantz has bought the store building located at 1416 McKinley avenue from George Stenger and has put in a full line of groceries. The Michigan Tax Association, which held its annual convention in this city last week, elected the following officers for the coming year.

President—Henry C. Adams, Ann Arbor.

First Vice-President—D. W. Powell, Marquette.

Second Vice-President—John A. Russell, Detroit.

Secretary and Treasurer—George Lord, Detroit.

James E. Duffy, Bay City, was made a member of the Executive Committee.

M. Ryan, who has been city salesman for the National Grocer Co., this city, for several years, has resigned, and is succeeded by John A. McDonald, for several years representative in Northern Michigan for the Valley Coffee & Spice Mills, Saginaw. It is reported Mr. Ryan will engage in the retail grocery trade in Flint.

George T. Kelley, Twining, has sold his stock of general merchandise to N. J. Fuehr, Turner. Mr. Fuehr has also bought the general stock of Roy P. Eymer, Turner, and will continue both businesses at their present location under the name of N. J. Fuehr & Co. George Arrowsmith will manage the Twining Store and Roy P. Eymer the Turner Store. W. T. Ballamy.

Men's Shoes in Demand.

There is reported to be a good demand in many parts of the country just now for men's shoes. Many manufacturers with offices in this city say that they have more orders on their books at present than they can comfortably handle. A great deal of this business, however, is said to be for nearby delivery, and the probabilities are that there will be further ordering in the not far distant future. The greatest demand seems to be for shoes of medium prices but of good styles. As one manufacturer put it, "they want \$5 quality and \$11 styles."

Embrace this day of happiness, for true it is happiness has a way of coming and going without giving warning.

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
	\$4,076.45
Losses and expenses paid	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.

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.

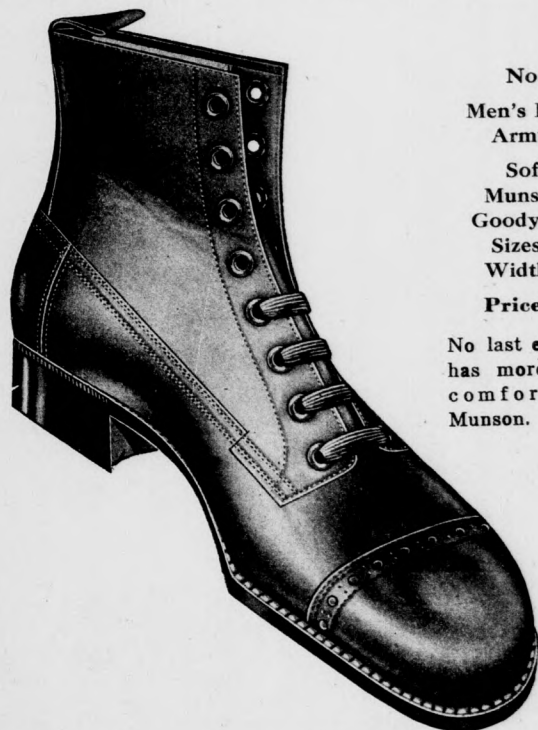
You can recommend and sell the H. B. HARD PAN SHOE to the man who needs the best, because IT IS THE BEST service giving shoe.

THEY WEAR LIKE IRON

HEROLD-BERTSCH SHOE CO.

Manufacturers of Serviceable Footwear GRAND RAPIDS, MICH.

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.

Making Special



YOU CAN pick up almost any newspaper and find a number of special sales advertised. But any one who analyzes the advertising of these sales cannot help but notice the great difference in the manner in which various business men announce a special sale.

And it is this manner of presentation which nine times out of ten accounts for the success or failure of a special sale.

A special sale to the average person means very little. It is the reason for the special sales that is the all powerful thing.

If a merchant simply advertises a special sale without giving a reason for such a sale, then a great many people will simply look upon it as an effort to get people into the store. In too many instances have people been enticed to a certain store through the advertising of a special sale and found that ordinary prices were asked for merchandise.

For this reason, a special sale to be successful, should not only be well advertised, but the advertising should give a real reason for a sale.

If any merchant erects a sign up in front of his store, "Our stock to be closed out by the Sheriff," it will at once bring large crowds of buyers to such a store, because the sign itself would give a reason for selling at lower than usual prices.

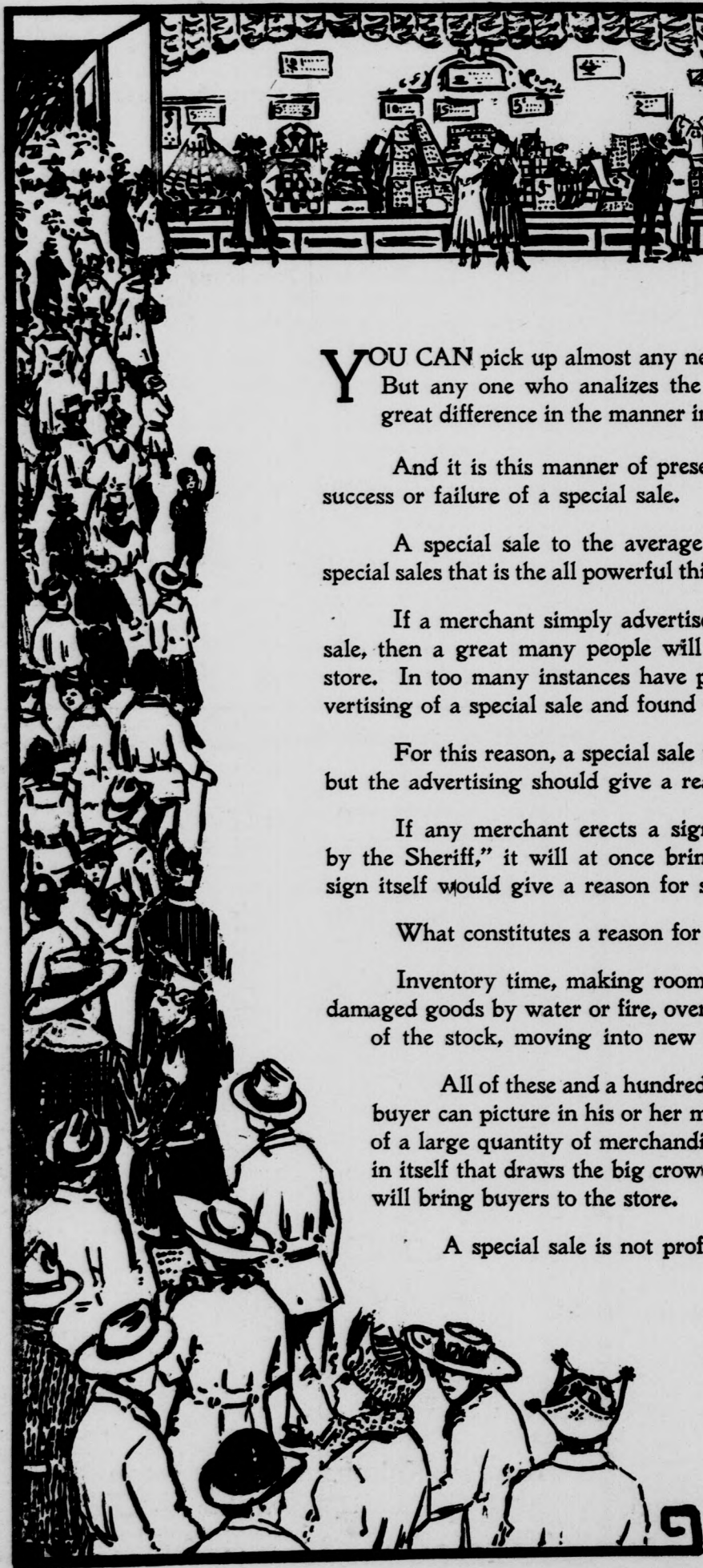
What constitutes a reason for a special sale?

Inventory time, making room for new goods, over-buying on certain items, partly damaged goods by water or fire, over-stocked, a clean up of odds and ends, rearrangement of the stock, moving into new quarters, or enlarging the present quarters.

All of these and a hundred others constitute good reasons for a special sale. The buyer can picture in his or her mind the reason why a merchant should want to dispose of a large quantity of merchandise at a lower than usual prices. It is not the special sale in itself that draws the big crowds, but it is the reason given for such a special sale that will bring buyers to the store.

A special sale is not profitable unless it accomplishes two or three things.

This is No. 11 of a series of ads. appearing in the Michigan Tradesman.



Sales Profitable



FIRST, IT must bring enough buyers to enable the merchant to greatly increase his business during the short period of the sale.

Second, the sale itself must show an actual profit to the merchant.

But in addition to these, every special sale should enable the merchant to dispose of his shelf worn and out-of-date merchandise.

Suppose a merchant has a lady's coat that is five years behind the styles. Such a coat should be sold at once even if the merchant receives only one-half the actual cost of the coat. This money can be invested in some staple seller and turned over and over and in that way result in an ultimate profit.

Many people are glad to buy merchandise slightly shelf worn or out-of-date, providing the price is low enough, but no merchant can conduct a successful special sale unless he offers some staple merchandise at unusually low prices.

Every Grand Rapids Wholesale house constantly has on hand staple selling merchandise on which the price is low enough to make such merchandise special bargains.

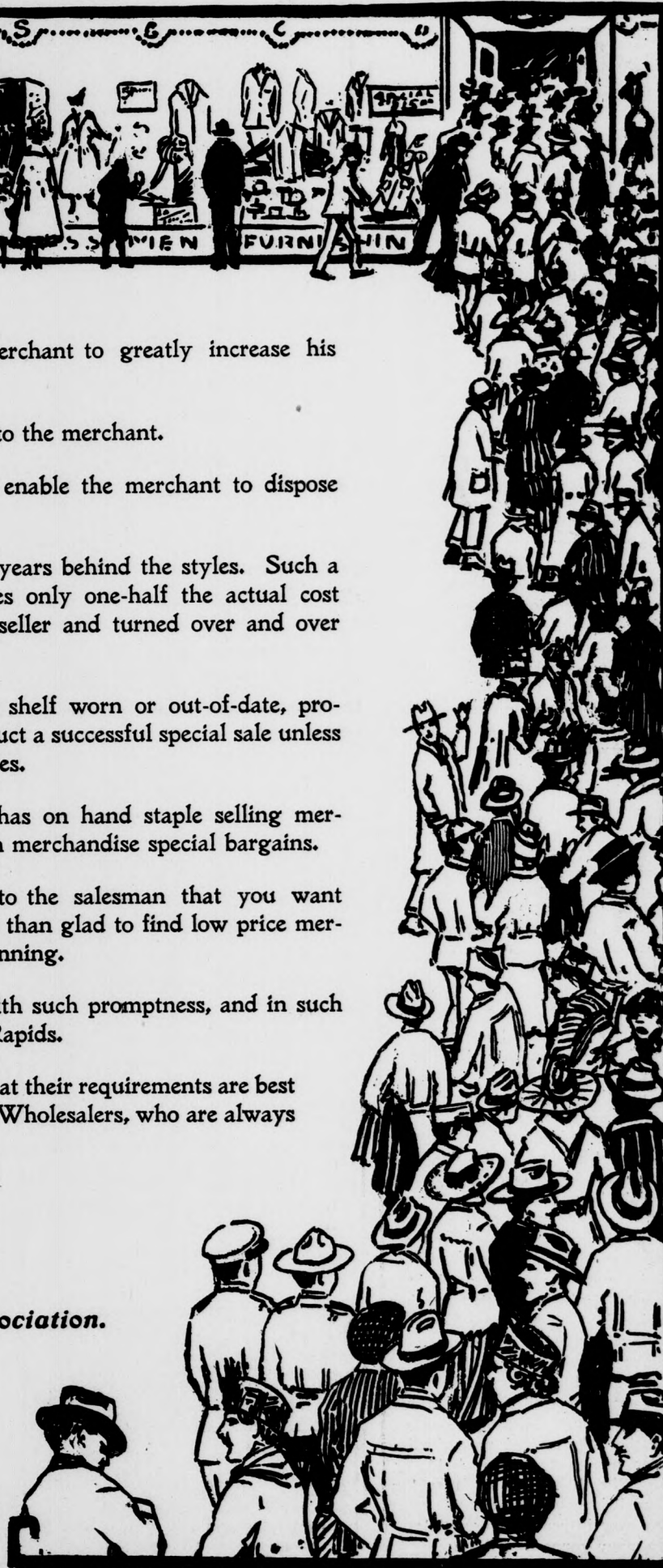
When you come to Grand Rapids, simply suggest to the salesman that you want merchandise suitable for a special sale. He will be more than glad to find low price merchandise exactly suited for the particular sale you are planning.

No other jobbers can serve Western Michigan with such promptness, and in such a satisfactory manner as can the Wholesalers of Grand Rapids.

Merchants in Western Michigan will always find that their requirements are best taken care of if they do their buying from Grand Rapids Wholesalers, who are always willing and anxious to serve Western Michigan.

Grand Rapids Wholesale Dealers Association.

Grand Rapids, Michigan.





Market Pressure Grows As War Orders Develop.

The magnitude of Government business in textiles continues to broaden. Preparations under way for the placing of business to run through the year account in part for the growing anxiety of civilian buyers. Civilian needs are sure to be submerged as the days go on and no one assumes to know in what direction it will be felt. Hesitation on the part of mills in accepting further business is complicated with the uncertainty of labor conditions and fuel supplies.

The figures of the Secretary of the National Wool Manufacturers' Association showing the active machinery on Government orders is one means of testing the situation accurately. Forty per cent. of the capacity of wool carding and wide loom weaving is now engaged for Government purposes and a very generous use is being made of the broad capacity of worsted machinery. It is not difficult to explain why civilian buyers are anxious about supplies of a staple character, as much of the Government machinery being used is employed on that line. Nor is it hard to understand why agents of mills in the markets are careful in their sales, as it is patent that mills are in a position to select what they can make to the best advantage.

Estimates made some time ago showing that about 30 per cent. of the cotton goods production of the country is employed by the Government, if revised at all, should be in the direction of an increase, as many mills not commonly supposed to be engaged on war work are busy on fabrics wanted for war purposes little talked about.

A month ago the feverish demands for cotton goods were confined to a comparatively few numbers. Now the whole market is affected. The goods that are not being made and will not be made in any substantial quantity for the period of the war are now being bought up from stock, and converters say they can sell anything they have at a handsome profit based on cost. The scarcity that has been growing in food and commodities is manifesting itself in textiles every week, and with the softening of weather conditions, indicating a return to spring, retail trade is undoubtedly improving.

In the offerings of new shirtings staples of good quality hold first place. Novelty and high fancy lines are small in comparison with any offering seen in years. The withdrawal of so many young men from civil life has taken out a large corps of fancy

shirt buyers and shirt manufacturers realize this phase of the situation as an all important one. A more serious one is the fact that 50c shirts are now in the dollar and a half grade and sales are more restricted. The best known qualities of well made madras are selling better than the many fancy sleazy materials that have masqueraded in the American shirting trade for years.

Converters are looking ahead for next spring on many lines. They are trying to place orders for fine combed yarn goods with mills that are now indifferent about selling unless they get prices based upon the high cost of long staple cotton. Many New England mills will not sell beyond June. Costs of living have been so great this winter that manufacturers are looking forward to another drastic demand for higher wages from workers.

The acceptance of long term contracts for any very large quantities of goods is too risky a matter for many mills to face and they much prefer to keep their looms running on staple goods where they can rather than in trying to help customers who would not help themselves by assuming risks of future manufacturing three or four months ago. The costs of manufacturing have jumped enormously as a consequence of congested freight and fuel conditions. One mill is paying \$1,000 a car for express charges for cotton shipments in order to overcome the delay in delivering cotton through the winter and to keep raw material enough in hand to supply the machines. The irregular operations due to fuel shortage have added greatly to the expense of manufacturing.

The actions of jobbers and other distributors and users of goods in the markets do not indicate any restriction of consumption of which merchants are fearful. In fact the buyers seem to have lost all perspectives that were common enough six months ago, and neither price nor payment holds many of them back.

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.

A Combination Hard to Beat

Quality Merchandise
Right Prices
Prompt Service

PAUL STEKETEE & SONS

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

Ha-Ka-Rac

We have a complete line of Hockey caps in all colors and in a complete range of prices. Our line contains a great many exceptional values and it would pay any merchant to see same before buying.



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

Perry Glove & Mitten Co.
PERRY, MICHIGAN

Pere Marquette Railway Co.

FACTORY SITES
AND
Locations for Industrial Enterprises in
Michigan

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

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

Address

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

Mercantile Side Lights on the Celery City.

Kalamazoo, March 5—When the dam and mill race broke at Eames mill, on Arcadia Creek, near the College campus last Monday evening, it caused serious damage and loss to property along the entire course of the creek, which broke out of its tunnel under the city and flooded the basements of many business places where quantities of merchandise were stored. The most serious damage was at the Brink Baking Co. plant, on Church street, where the fire department lent its aid in pumping the water out of the basement, after it had destroyed about \$1,000 worth of material.

The Kalamazoo Co-operative Society has engaged Harry R. Gildea as its new manager to take the place of Wm. Frielink, who resigned recently.

Death has again claimed two of our pioneer grocers, H. Ouderik, who for a number of years conducted a store on West North street, and Richard Taylor, who for the past thirty-two years has conducted the store on the Portage road, just South of the city. Mr. Taylor had been a resident of Kalamazoo for over fifty years and built the Kalamazoo brewery at the corner of Lake and Portage streets.

W. S. Cooke, Manager of the Worden Grocer Company, is one of the new men appointed by Governor Sleeper to comprise the Kalamazoo War Board.

Gerrit Bos, chief grocery dispenser for Frank Niessink, on South Burdick street, has been passing out the smokes to his friends the past week. "Bussy," as he is familiarly known, wears one of those fatherly smiles as he hands over the smokes while he says, "Here's one on my new boy."

Dame rumor has it that the delegation of four who attended the State grocery convention at Ann Arbor had

at least one sleepless night while there. The writer doesn't feel like exposing Sam and Bill, but he heard that the slats in their bunk broke and let them down quite forcibly. They say Bill is a Y. M. C. A. gym friend and was giving Sam lessons on "setting up" exercise.

Word was received the past week from Lynn Barber, grocer at Flint, that he was the proud father of a baby girl. Mr. Barber at one time conducted a store in this city and also a picture theater at Portage street and Washington avenue.

Wm. H. Fletcher has purchased a ford delivery car to better his grocery delivery on the South side.

The M. Ruster & Sons Store, on East Vine street, is undergoing a general spring cleaning and painting. The boys say when they get through painting they expect to head the list published by the city food inspector.

The Kalamazoo Corset Co. reports a heavy increase in business, having recently engaged thirty girls additional to its present force. This concern has recently opened a new department for the manufacture of leg-gins and puttees.

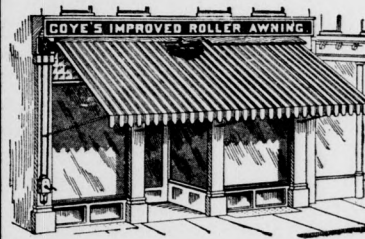
Frank H. Clay, who manufactures platinum points and other intricate and valuable automobile accessories, was unable to obtain anthracite coal to burn during the winter. Instead his coal dealer doled him out soft coal and slack. The combination proved to be an excellent one—from the standpoint of the decorator. He will be compelled to have his home all gone over in the spring at a cost of about \$250. Frank A. Saville.

There is joy in Berlin to-day over the action many of the Christian Reformed preachers of this country in refusing to permit the American flag to be displayed in their churches or patriotic hymns like "America" to be

sung by their members. The Kaiser and his fiendish cohorts recognize this action as the direct and logical result of pro-German propaganda—paid for by the coin of the realm, but worth all it costs—because it leads a great body of badly advised religionists directly into the camp of sedition and treason. Any preacher who promulgates this pernicious doctrine is a dangerous man to be abroad in a Nation of freemen and should be summarily dealt with by the strong hand of the Government. He has forfeited his right to exist among decent people and voluntarily made himself an object of disgust and suspicion.

Queer things are always happening to queer people.

AWNINGS



Chain or Cog Gear Roller
Pull up Store and Window
Plain or Decorated

CHAS. A. COYE, Inc.
GRAND RAPIDS, MICH.

The Book That Takes the Risk Out of Buying

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

Butler Brothers

Exclusive Wholesalers of
General Merchandise

New York Chicago
St. Louis Minneapolis
Dallas

QUALITY

SERVICE

Message to the Spring Buyer

Of all times RIGHT NOW is the best for a personal visit to the market.

Advertising, letters, even salesman's calls are all proper and have their place, but your personal touch with the markets surpasses all of them.

The same as our buyers go East and to all markets, so you should come and learn from them the situation first hands.

Even if nothing is purchased, you will be in a position to take your full mark-ups, so your selling price will cover replacement cost and not place a burden on you later. Will more than pay for your expense and time.

The Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Michigan

SERVICE

QUALITY



Grave Food Shortage Which Confronts the World.

Written for the Tradesman.

From the fact that Secretary of the Treasury McAdoo has announced that the new certificates of indebtedness are to bear 4½ per cent., it is reasonable to infer that the third Liberty Loan bonds will bear the same rate of interest as the certificates.

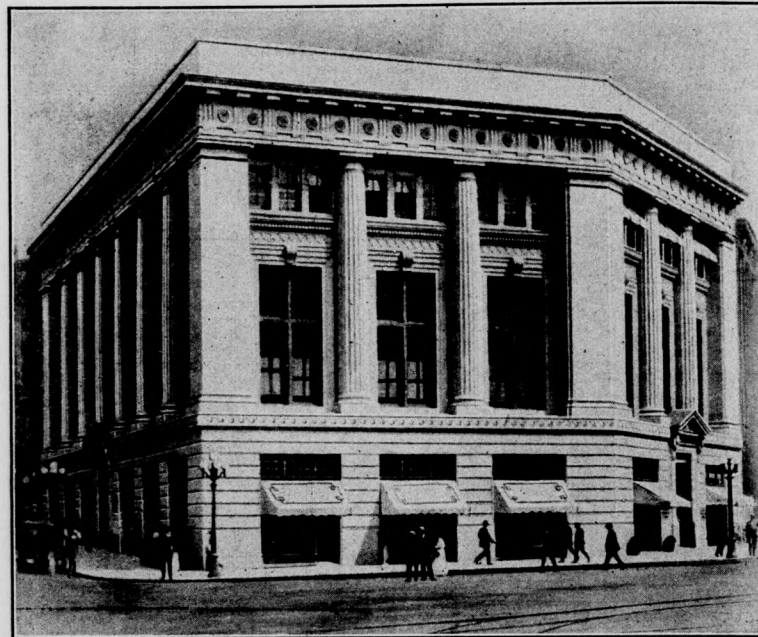
Along the lines of agricultural development, as suggested in the Michigan Tradesman relative to community ownership of man-saving implements, pressure should be brought to bear upon the Government to make all possible arrangements to stimulate production, and also distribution. It would seem this phase of the matter could be very advantageously taken up by the Food Administration and agricultural department.

A great deal of agitation and attention is now being directed to the price of 1918 wheat. What a field of conjecture and conflict of opinion this subject opens up. Will raising the price of wheat sufficiently to induce the farmers to plow up their grass lands and plant to that cereal solve the question? As to production it might, but there are other phases of the problem to be considered. Does not an excessive price for wheat, even though we thus feed the Allies through increased product, create a hardship to them and cause their people to pay this additional price out of dire need? Again, does Congress establish the doctrine that only through the Almighty Dollar can the American farmer be brought to aid in the winning of the war through increased production? If so, it is a sad commentary as to the character of our agriculturists. It is true that a lamentable and hard fisted selfishness has been displayed by some farmers, even here in Michigan, but it is possibly due to a lack of appreciation of the seriousness of the situation. Instead of further increasing the burden of the Allies and of our own people through an increase in price, would it not be better to lower it? Who is to judge what is a reasonable price for wheat? Different conditions prevail in different localities. What would be reasonable in one place might be otherwise elsewhere. Even an average might work an injustice to some. There should be, however, a maximum price set, beyond which no one can go, thus putting a curb on the non-patriotic and avaricious. Stringent laws should be enacted against speculation in any form. Of course, no matter which way the matter may be adjusted there will be criticism and under the circumstances

it would be best to select the least of the no evils and let the matter rest in the discretion of the Government, which can make adjustments as circumstances may warrant.

A step of far reaching interest and importance has been taken by the National fuel administration, being the elimination of coal jobbers' prices after April 1. Under the new regulations coal dealers will obtain coal at the same price, whether purchasing from the mines or through middlemen. Jobbers are now permitted to add to the Government price 15 to 30 cents a ton, but the old practice will be resumed of making the jobbers look to the mine operators for compensation. The mine price, it is reported, will be slightly increased to provide for the operators' additional expense, but it is announced the advance will not be equal to the commission now allowed the jobber. The elimination of jobbers' commission, the Fuel Administration announces, was necessary in order to wipe out a system of profiteering which has increased the cost of fuel to the consumer. Under the system allowing the jobbers a guaranteed commission, says the statement, it developed that it was possible for some operators to adopt the system of establishing subsidiary companies, solely for the purpose of selling, thereby absorbing the jobbers' commissions. Another practice was that of swapping coal. Two producing companies might agree to act as jobbers for each other. Each might buy the coal of the other and then sell at mine price, plus the jobbers' commission. The operator who sold direct to the retailer was at a disadvantage, because he was forced to bear the selling expense and was not permitted to collect the jobbers' commission. The jobber is indispensable to the coal business and

GRAND RAPIDS NATIONAL CITY BANK CITY TRUST & SAVINGS BANK ASSOCIATED



CAMPBELL 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.....	\$ 1,724,800.00
Combined Total Deposits	10,168,700.00
Combined Total Resources	13,157,100.00

GRAND RAPIDS NATIONAL CITY BANK CITY TRUST & SAVINGS BANK ASSOCIATED

Why Name a Trust Company Executor of Your Will?

The handling of estates is a business in itself. It is peculiarly the business of a modern trust company.

Loss to estates managed by an individual executor happens generally through inexperience. As executor of your will this reliable Company will bring to the handling of your estate the fruits of over twenty-eight years' experience.

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

THE MICHIGAN TRUST Co. OF GRAND RAPIDS

Safe Deposit Vaults on ground floor;
Boxes to rent at very low cost.

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

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

the Fuel Administration has given careful study to the best means for insuring him reasonable compensation for his services, while at the same time eliminating fictitious commissions which were ultimately paid by the consumer. The mine prices under the new order will be published on or before April 1.

Many persons who have delved deeply into the facts are inclined to believe there is much hysteria in the food conservation campaign and in the statements made, especially as to wheat. A statement of facts presented from official figures will show better than any argument the necessity there is for domestic economy in the use of wheat as urged by the National Food Administration. At the close of the year, the International Institute of Agriculture reported on the wheat crop of all Europe, except the Teutonic alliance, Roumania and Russia. These countries, with India, Japan, Northern Africa, the United States and Canada had 1,864,000,000 bushels. This was 4 per cent. less than the small crop of last year and 15 per cent. less than their average for five years immediately preceding the beginning of the war. In these same countries rye was less than 92 per cent. of the average; barley, 95.9 per cent.; rice, 83.7 per cent.; oats, 113.4 per cent. and corn, 113 per cent. This includes a large quantity of soft corn in the United States. If this were deducted the crop would show below the five year average. Here, then, is the world's bread supply, with the exception of the crops of Argentina and Australia, which, because of lack of shipping, are for the most part unavailable. The United States, Canada and India are the only exporting countries in the group reported by the International Institute. Their estimated crops will foot 1,260,000,000 bushels. This leaves a crop of about 600,000,000 bushels in the crops of the Entente powers and small neutral countries. Together these countries before the war consumed on an average 1,250,000,000 bushels of wheat a year. They are now short 650,000,000 bushels. As the Wall Street Journal points out Lord Rhondda visualized the situation in few words when he said to the United States: "Unless you can send us 75,000,000 bushels, we can not hold out until your army is ready to strike." On the basis of pre-war consumption and reserves, 250,000,000 bushels would represent the limit of wheat North America could supply. This country has already passed its limit and Canada is swept clean, and little dependence can be placed upon the other countries in the present state of shipping. Since January 1 Australia has shipped 3,380,000 bushels, Argentina 2,680,000, and India 800,000. Not quite enough to set the tables two days shipped in six weeks. It can be plainly seen from this that a food crisis has been slowly developing since the war began. A famine in Europe this year is easily within the reach of possibilities, and should the war last through another year a more perilous situation will result. The farm and gardens of the United States are

properly styled the hope of the world and it devolves upon us to use every means in our power to avert such a catastrophe; to extend credit to our farmers and otherwise co-operate with them and, as a Nation, plant, plant, plow, hoe and economize or our brave soldiers will fight in vain. It is the duty of the business interests of our State and of the Nation to let these facts sink into their consciousness, and to use their brains, resources and persuasive powers to aid increased production and decreased domestic consumption.

There is a much better feeling in evidence in both stock and bond markets and investment demand for high grade industrial and municipal bonds is much brisker than was anticipated. Paul Leake.

Get Cumulative Effect into Liberty Loan Advertising.

The number of people in the United States before the war familiar with Government bonds, or, for that matter, any investment securities, was limited. Investment securities have been handled through banks for benefit of large investors. This is the main reason why blue-sky and other frauds of an alleged investment nature have been so easily put over—people at large have not been educated to invest in high-grade securities. Nor have there been adequate facilities for them to make such investment.

It was charged during the last Liberty Loan campaign that farmers were not buying the bonds. If this was the case it certainly could not be attributed to lack of interest or lack of loyalty, but rather to a lack of information. The average farmer, regardless of his faith in the strength of the Government bond, was absolutely in the dark as to the nature of the security. He knew about a mortgage or a note, but bonds were out of his line. I suggested to the Treasury Department at Washington at the time that for the benefit of farmers and to further future bond sales, the Government should launch an educational

Public Utility Investments

We shall be glad on request to furnish information regarding Public Utility Companies under our management, or to answer any questions concerning other Public Utilities of recognized standing in this country.

Hodenpyl, Hardy & Co
Incorporated

Securities for Investment

14 Wall St., New York

First National Bank Bldg., Chicago

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.

You Can't Make Any Mistake

in getting better acquainted with The Old National Bank of Grand Rapids, Michigan.

Anything consistent with good banking which this bank can do for a customer, always is readily and cheerfully forthcoming.

You'd like this bank.

THE OLD NATIONAL BANK

MONROE AT PEARL



GRAND RAPIDS

campaign through farm bureaus, granges, and all farmer and stockmen organizations, farm, town and country papers.

But it is not the farmer any more than people in general to whom bonds are unfamiliar. To expect the people to buy and continue to buy Government bonds purely on patriotic grounds is not by long odds the surest way of selling the bonds in the maximum volume. Right now the Treasury Department is issuing certificates of indebtedness at the rate of five hundred millions every two weeks while "waiting" for a more favorable time in which to make the third Liberty Loan. In this period savings bank deposits are mounting, but war spirit and patriotism have sagged, due mainly to the coal and transportation fiasco. Bonds already issued are at a discount. True, money rates are high, but to the mass of people that means little or nothing as relating to putting their earnings and surplus in sound investments. So my proposition gets down to this: Establish the value and convenience and safety of Government bonds through educational advertising. This advertising should be handled by the Treasury Department and should appear in practically all weekly and monthly publications of a National circulation. Newspaper advertising would continue to be handled by banks and other local agencies selling the bonds.

Specifically my plan calls for the addition of a National advertising campaign to present methods. An enormous amount of the bonds have got to be absorbed by the public, and that means an enormous amount of advertising. In turn that means employing the most efficient advertising methods. Newspaper, street car, outdoor and all other forms of advertising ought to be backed by a big National campaign.

It is important that National advertising should be continuous. The spasmodic campaigns now pursued do not carry cumulative results.

H. H. Franklin.

Activities in Michigan Cities.

Written for the Tradesman.

Pontiac is getting in line for war gardens this year. The Board of Commerce has taken up the matter with all factories and every foot of idle land in the city will be set to work. The new county farm agent, C. B. Cook, will give at least one evening a week to classes in city gardening.

Hydro-electric development of Crockery creek, furnishing light, power and heat for Ravenna, Conklin and other nearby towns, will follow if the recommendations of engineers are followed. The survey shows that if a power plant be located at Bailey bridge, with twenty-six foot head, a maximum of 300 and minimum of 150 horse power units will be developed. The Ravenna Improvement Association and public spirited citizens of Ravenna and Conklin are pushing the enterprise.

The Saginaw-Bay City Railway Co., according to its annual statement,

has lost over \$7,000 during its past year's operations.

Pontiac merchants will hold their fourth annual Dollar Day March 21.

The Saginaw Board of Trade has written the superintendent of the American Express Co. asking for betterment of service from Detroit & Mackinac points into Saginaw.

The Boyne City Chamber of Commerce is trying the "every member get a member" plan of expansion.

Forty-two of the social service organizations in Detroit have affiliated and will work together in raising funds for patriotic and civic needs.

The Reed City woolen mills is building an addition of 1,200 square feet to the plant, which will double the capacity.

The Rudy Furnace Co., of Dowagiac, has plans for two additions to its plant, one of 60 x 100 feet to the molding rooms, also another building 100 feet square.

To turn garbage and street waste into a high grade fuel at a cost of about \$3.50 per ton is a proposition which has been put up to Lansing officials by the Michigan and Ohio Fuel Co. The company proposes to erect a plant at a cost of \$29,000. It also asks a bonus of \$4,000 for expert services in building and starting the plant and a royalty of 60 cents a ton on the fuel produced during the life of the patent. The finished product is in two-pound bricks and is black, the garbage and refuse being mixed with coal-waste in making the product. The company has a plant at Pueblo, Col., also one in Texas.

A fine Y. W. C. A. building has been opened at Battle Creek, costing \$55,000. It is the Cordelia Stone memorial and is the gift of I. L. Stone, in memory of his first wife.

"Every young man in Menominee must go to work or go to war" is the statement of Chairman Trudell, of the local exemption board. A canvass will be made of every pool room, saloon and loafing place and the town will be cleaned up as never before in its history.

Belding business men and farmers met and took first steps towards establishing a farmers' co-operative market in that city.

Almond Griffen.

Many have turned stumbling blocks into stepping stones.



JOIN THE
**GRAND RAPIDS
SAVINGS BANK
FAMILY!**

33,000 ☐

☐ Satisfied
Customers

know that we
specialize in
accommodation
and service.

THE BANK WHERE YOU FEEL AT HOME

GRAND RAPIDS SAVINGS BANK

WE WILL APPRECIATE YOUR ACCOUNT
TRY US!



Henry Smith
FLORIST

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

OFFICE OUTFITTERS
LOOSE LEAF SPECIALISTS

The Tisch-Hine Co.

237-239 Pearl St. (near the bridge) 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

Fourth National Bank

United States Depository



Savings Deposits

Commercial Deposits

3

Per Cent Interest Paid on
Savings Deposits
Compounded Semi-Annually

3½

Per Cent Interest Paid on
Certificates of Deposit
Left One Year

Capital Stock and Surplus
\$580,000

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

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

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

Hardware

Pointers For the Hardware Dealer in March.

Written for the Tradesman.

"What to do this month" is a problem that every progressive hardware dealer considers carefully as each month starts in. To secure the best results, it is important to give the new month a good start; and to work throughout according to a fairly well determined plan of campaign.

Buying should be watched carefully. In good buying lies half the success of any business. You must have the goods to meet the prospective demand; you must have them when the customer wants them; and in times like these you must watch the markets closely in order to buy to the best advantage. There may have been a time when careless buying did relatively little harm; but care in buying is now the order of the day for the alert hardware dealer.

During March, the hardware dealer should find time to do a little outside missionary work. It pays the hardware dealer right now, when he has the time, to get out occasionally and meet people. Go over the prospect lists. Find the names of people you can conveniently interview. Perhaps your salespeople can, individually, reach some of those you can't reach. Plan to get in touch, personally or through a member of the staff, with as many prospects as possible.

For instance, farmers can be canvassed regarding wire fencing and other spring needs—including paint. Then there are paint prospects in town. Then there are builders, and athletic organizations. In fact, a great deal of good outside work can be done just now.

You should plan to accomplish this work with a minimum expenditure of time, however. Spend as much time as may be desirable with each individual on your list, but cut out waste motion between calls, and do not let the calls themselves overrun a decent limit. Get the staff to help out in this work where possible. It is good training for them.

This work may not produce results right now. But it paves the way toward results in April and May, and indeed, throughout the season.

Book out for items of new building, and canvass personally, and at once, for builders' hardware and paint.

One of the important departments in latter March and April is the sporting goods branch of the business. With springtime, the healthy young fellow's thoughts turn to athletics. True, the draft has taken a share of the young men; but there is a host who will still be interested in rods, guns, golf, tennis and baseball—not to mention the youngsters, who will always have their local ball leagues the minute the snow is off the ground, and the old chaps who like to get next to nature or to show that they're as good men to-day as they were twenty years ago.

So plan to play up the sporting goods department in March. Bring the goods to the front, put in a live window, and do a bit of advertising. Remember, that the merchant who shows the goods a week in advance of their season is a better business-getter than the merchant who shows the goods a week late.

The same thing holds true with regard to all seasonable goods.

Toward the end of March, and even earlier—depending largely on the weather—spring housecleaning will start in a host of homes. The house cleaning season, indeed, runs from cold weather to hot weather all depending on the individual.

Map out now the lines along which you will appeal to your feminine customers. Is a special sale advisable? Look over your stock, and think up some new ideas for featuring these goods. A lot of articles can be hitched up very nicely with your spring cleaning campaign. There are step ladders, curtain stretchers, vacuum cleaners, carpet sweepers, mops, scrubbing brushes, pails, washing machines, wringers, besides polishes, cleaners, varnishes and a lot of other lines.

Put on a good window display to start this line going. If you can feature for the opening of the housecleaning season a first class demonstration of one or two new lines, it is worth while to do so. For instance, it is a simple thing to have someone demonstrate a vacuum cleaner on a stretch of carpet in one of your windows for an hour or so when the crowds are on the streets. Use plenty of dust, bits of paper, cotton and other incidentals; clean them up, empty the sack, and repeat the process. Although not a word is said, the pantomime will halt anyone. A few good show cards in the corners of the window will do all the necessary talking.

Or, you can demonstrate the vacuum cleaner or washing machine or some other article of like nature inside the store, and send out printed invitations to customers and prospects. A demonstration of this sort could be run three days or a week, for certain hours of the day. One of your salespeople can do the work. Like outside canvassing, it's good training.

The paint trade, of course, is an important factor in spring business. Just when the demand will begin depends on weather conditions.

The stock objection you will probably have to argue against this season is the high cost of paint. Really, there's no such thing. Paint, comparatively, is better value than anything else. And if it costs more than it did a few years ago, so do houses and stores. Their depreciation, if paint is not used, will be relatively greater. Nor does the average man have to work longer hours, or the average farmer to raise more produce, in order to buy paint. Relatively, paint is as cheap as ever.

That is, good paint. The cheapness of paint is determined by the value the customer gets for his money. I could supply paint for a small house

for, say, \$25. A better brand of paint would cost \$40 to cover the same house. Yet while the former for two years of actual wear and good appearance would cost \$12.50 a year, the latter would serve four years and cost only \$10 a year. Which is the cheaper paint? The answer is obvious.

Get ready now, and get your salespeople ready, to answer the objections your own paint-buying or paint-needing community may raise when

you go to talk paint. Get ready for a big paint drive this year. Plan your paint campaign beforehand. Good window displays, good circular advertising, good newspaper copy and good salesmanship are all essential to a successful paint campaign.

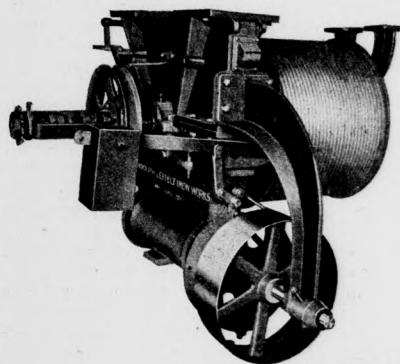
Sit down and plan your month ahead. You may not be able to carry out your plans to the letter; but you'll accomplish more with less effort for having a plan of campaign to guide you.

Victor Lauriston.

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

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



Deep Damnation of Doomed and Devilish Germany.

Grandville, March 5—In reading extracts from the address of Newell Dwight Hillis, one is led to exclaim, "Can this be the opening of the twentieth century and can such things be in a land of civilization and highest culture?"

No other Nation in the world has so liberally educated her people as has Germany. It has been the proud boast of that land that her schools are the most complete and thorough of any in the world. Despite this fact, what do we see?

As pictured by the reverend speaker, the awful nature of the crimes committed by those men who march under the banner of the German empire have never been equalled in the history of our world. Read calmly if you can of the offenses against humanity, of the brutish attacks on young girls, of the mutilating of little boys and girls for the avowed purpose of putting them forever out of the race for the perpetuation of their kind.

Does not the blood congeal in one's veins at the recital? Can anything more inhuman be imagined? What punishment can be too drastic for these vile scoundrels who parade under the banners of the most cultured nation in the world?

As a boy I read a complete history of the Indian race in America, of the battles, adventures, captivities and massacres from the discovery of America down to latest times, and find nothing in that record to compare with the diabolism of these cultured friends of the most brutal nation in Europe!

Does not the reading set one's blood boiling? It is not pleasant to dwell on these hideous enormities; it is not pleasant to know that civilized man anywhere in this world of ours has fallen to such bestial depths of infamy—infamy so gross and devilish as throw the veil over the worst deeds done by North American savages in the palmiest days of their reign on our Western plains.

We men of America have a duty in the premises which must be performed. Lest we forget, it is well enough to revive these tales of blood and carnage which have blasted brow of educated Germany with the black mantle of shame that nothing but severe and swift retribution can wipe out. The mangled maidens of Belgium, France, the hideous, worse-than-death mutilation of young boys cannot be slurred aside or laid to the passions of an ignorant and passion-marred soldiery. The dastard crime is branded deep and damning on the brows of Germany's greatest. From the throne of the Hohenzollern down to the musket-bearer in the ranks runs the line of unholy lust and scoundrelism.

Blazoned across the skies of Europe in letters of blood the world sees and takes note of the deep damnation of all this shocking tragedy, the blackest in the whole history of mankind. These Germans claim for themselves and their cause the blessing of God. They even pollute the air with blasphemous prayers uttered to a being whom they pretend to think looks down with benign complacency upon

the worse than murder of innocent maidens and little boys not yet in their teens! Could sacrilege and blasphemy go further?

Knowing as we do from actual witnesses the full measure of Germany's worse than murderous crimes, it is idle to think of granting immunity to the men who have instigated and carried forward this hideous thing known as German kultur.

The black flag of the Caribbean freebooters, with its hideous skull and cross bones, was an emblem of purity and love beside the banner that waves above the hosts of the central empire. Under that banner, beneath which in days long past German hymns to God were sung, now marches a horde of merciless outlaws whom to name robbers and assassins is to praise.

It seems that there is no crime in all the world's criminal annals too infamous for the German soldier to commit. Five years ago had there come a prophet bespeaking the Kaiser's war and the dire and terrible doings to accompany the march of educated Germany, that prophet would have been hissed out of the country as a soothsayer without sense or common honesty.

To-day there is no crime in the calendar to which the German has not stooped. In face of all this, Hertling, the German chancellor, goes about prating of peace with terms! What terms think you the world is willing to grant the despoilers of womanhood, the worse than murderers of children? Can there be any peace; ought there to be any peace granting terms to this hell-born banditti of the Central Empire, whose corner stone is founded on lust, spoliation and murder?

The peace we shall give is that founded on complete victory for the Allied arms; complete submission of every Hun within the borders of the central empire. There must not be left one single regiment or company of Teutons in arms when the sunset gun of peace echoes over the shorn fields and broken battlements of German towns and cities.

Justice is as eternal as the hills. Justice shall be demanded, justice for all the unspeakable crimes of nearly four years of amuck-running brutal German soldiery. This justice must not be shirked while a single known defender of these unspeakable crimes is free to live and speak jeeringly of the deeds he wrought among the boys and tender girls of France and Belgium.

Undeniably the task is a large one, yet that duty to humanity must not be shirked by America, by England, by France and Italy, even though to carry it through requires the erection of a scaffold in every town of importance within the central empire. God will not be mocked; the world of mankind will not be cheated of its just reward. The punishment which shall fall upon the inhuman monsters of the Hohenzollern race must be of sufficient magnitude to point a lesson and to serve as an everlasting warning that another attempt to spill the blood of a peace loving people will be met with instant annihilation to the nation attempting the deed.

Old Timer.

OCCIDENTAL HOTEL

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

HOTEL HERKIMER

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

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

New Hotel Mertens

GRAND RAPIDS

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

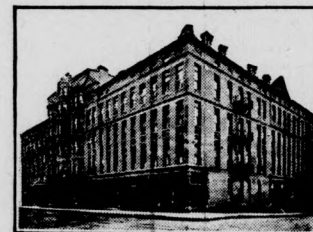
Union
Station



75 Steps East

Fire Proof

CODY HOTEL



IN THE HEART OF THE CITY
Division and Fulton

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

CODY CAFETERIA IN CONNECTION

Bevo
A BEVERAGE

—the home drink

Besides its popularity at drug stores, fountains and restaurants, Bevo has found a welcome place in the home. A family beverage—a guest offering—a table drink that goes perfectly with all food.

As a suggestion for Sunday supper—Sweet red or green peppers stuffed with cream cheese and chopped nuts or olives, served on lettuce leaves. French dressing. Cold meat. Toasted crackers. Bevo for everyone. A beverage that tastes like no other soft drink. Pure, wholesome and nutritious.

Bevo—the all-year-round soft drink.

Sold in bottles only and bottled exclusively by
ANHEUSER-BUSCH—ST. LOUIS



AUNT JEMIMA MILLS COMPANY

ROBT. R. CLARK, PRESIDENT
J. W. CRAVER, TREASURER
WM. M. CLARK, SECRETARY

UNITED STATES FOOD ADMINISTRATION
Wheat Products License No. E-4202
Corn Products License No. G-07969

St. JOSEPH, Mo.



Regarding the New Rule on Flour Issued February 13th by the Food Administration and Reading:

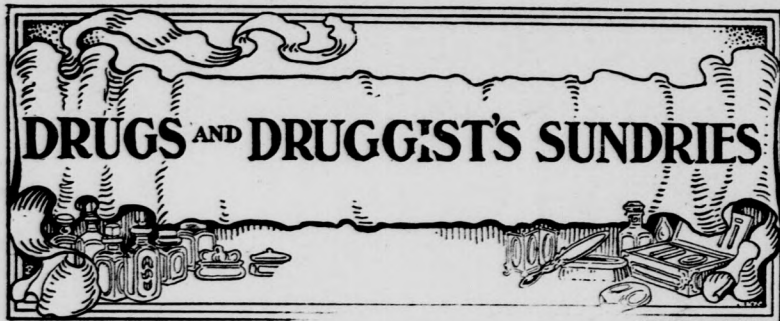
*"No substitutes need be purchased
when the mixtures contain less than
fifty per cent of wheat."*

**Aunt Jemima Pancake Flour and Aunt Jemima
Buckwheat Flour are Mixtures Containing Less
Than Fifty Per Cent of Wheat.**

**Aunt Jemima Can, Therefore, Be Sold by Itself
Without Requiring the Buying of Substitutes.**

It can be used for Muffins, Gems, Waffles, Dumplings, Pie Crust
and other foods where baking powders are called for in the recipes.
Aunt Jemima Pancake Flour already has baking powder in it. Tell your
customers to try it in all their baking where baking powder is needed.

Aunt Jemima Mills Company
St Joseph, Mo.



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.

Women Must Take Place of Male Pharmacists.

Lansing, March 4—An S. O. S. call to women to become pharmacists, has been sent out in Michigan. War times have played havoc with the available supply of pharmacists, even assistants, and classes in training have been reduced 60 per cent. in the last year. Unless girls and young women come to the rescue the registered pharmacist in Michigan may soon become extinct.

H. H. Hoffman, former member of the Legislature from Sanilac county, and now a member of the Michigan Board of pharmacy, says that young women can save the day and he issues an appeal for them to take up pharmacy.

"We hold five examinations a year," said Mr. Hoffman, "and on our last two held in Grand Rapids and Detroit, the number of candidates dropped from the neighborhood of 140 and 150 to thirty-five and forty."

"The war took the younger male pharmacists right from the start. Those who were skilled in pharmacy and sound physically had no trouble securing good positions in hospital corps, ambulance corps and in the medical department. Some too went into the navy. And in the draft, the pharmacists who were at the right age had to go, for the Government is on the lookout for men of that class."

"As a result it is up to the young women to help out. The work is congenial, lasts but nine hours a day, and the pay is much better than young women can get in other lines of business. There is hardly a drug store in the State that does not pay as high as \$10 a week for beginners and some of them get much more than that. At the end of two years they can become registered pharmacists and nowadays that class draws \$30 and \$35 a week, or a little less."

"Unless a supply of pharmacists becomes available and assuming that the drag on the profession is continued, some of the largest stores in the State will be in a very bad way at the end of a year."

Jimson Weed.

Jimson, or, as Mark Twain spells the word in his book "A Tramp Abroad," Jimpson, is a corruption of Jamestown, a somewhat commonplace name in this country and elsewhere, but here referring to the place of the first English settlement in Virginia under Captain Newport in 1607.

Datura Stramonium got the name of Jamestown weed because it occurs plentifully in this neighborhood. A writer quoted in the "Philosophical Transactions" for 1687, says: "Several of them (the soldiers) went to gather a Sallad * * * and lighting in great quantities on an Herb called James-town-weed, they gathered it; and by eating in plenty were rendered apish and foolish." In an account of Carolina written shortly after this we are told that "James-Town-Weed is excellent for Burns and assuaging Inflammations."

Developed Commercial Instinct Early

The acumen of Julius Rosenwald, who subscribed \$2,000,000 to the Liberty loan, led a Chicagoan to say:

"It was impossible to overreach Rosenwald even when he was a boy."

"One summer day, when a boy, he delivered some eggs to a druggist for egg phosphate and such like drinks. The druggist counted the eggs and there was one egg over. Julius demanded it back, but the druggist said:

"No, I'll keep it, and you can have a drink at the fountain."

"All right," said the boy.

"Now, then," said the druggist, "what'll you have?"

"Egg phosphate," said Julius."

Alkaline Mouth Wash.

Sodium bicarbonate360	grains
Sodium borate360	grains
Sodium benzoate15	grains
Sodium salicylate15	grains
Eucalyptol7½	grains
Thymol7½	grains
Menthol4	grains
Oil of gaultheria4	minims
Phenol (95% solution)320	minims
Alcohol24	ounces
Glycerine8	ounces
Water96	ounces

Mix, allow to stand for at least a week, and filter.

If you are such a grouch that it hurts to show people you like them, how can you expect them to get crazy about you—or about your store and your goods?

MCCRAY

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

AGRICULTURAL LIME BUILDING LIME

Write for Prices

A. B. Knowlson Co.

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

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



Putnam's Menthol Cough Drops

Packed 40 five cent packages
in carton

Putnam Factory
National Candy Co., Inc.
MAKERS

Grand Rapids, Michigan

Citizens Long Distance Service



Reaches more people in cities tributary to Grand Rapids than can be reached through any other telephone medium.

USE CITIZENS SERVICE

CITIZENS TELEPHONE CO.

Efforts to Introduce the Pinto Bean.

The United States Food Administration has decided to make a strong effort to push the pinto bean into general consumption, to help out the scarcity of more common and popular varieties. The Food Administration officers have discovered that on a basis of 8 cents a pound to the grower, which will be satisfactory to him, it is possible to retail these beans at two pound for 25 cents. White navy beans now retail for 20 cents per pound. Several canners have begun packing the pinto beans, and a tin containing one pound four ounces net cooked pinto beans retails for 15 cents, as against 25 cents for the equivalent in navy beans.

The pinto bean has been tested, and is equal in food value and flavor to the navy bean, only its mottled brown coat before cooking causing price discrimination. To stimulate production and consumption by fair prices to both grower and consumer, without causing an artificial price rise, is the practical problem.

The Western pinto bean, at the beginning of this year, was in the hands of dry land farmers in the West and Southwest, who had planted 500 per cent. greater acreage last year than in 1916, and harvested a crop 400 per cent. greater. Having responded to the Nation's call for foods, they found themselves with an estimated 3,000 cars of pinto beans, salable with difficulty at about 6 cents a pound, which they claim does not allow a profit on the average cost of production. To help them move their

beans and encourage further planting this year is the hope of the Food Administration.

Butter, Eggs, Poultry, Beans and Potatoes.

Buffalo, March 6—Creamery butter extras, 47c; first, 46c; common, 45c; dairy, common to choice, 36@43c; dairy, poor to common, all kinds, 33@35c.

Cheese—No. 1 new, fancy, 26@27c; choice, 25@26c; held 27@28c.

Eggs—Choice, new laid, 37@39c; fancy henery, 50@52c.

Poultry (live)—Cockerels, 30@33c; old cox, 23@25c; ducks, 28@32c. The Food Commission forbids the sale of hens or pullets after Feb. 11, 1918.

Poultry (dressed)—Turkey, fancy, 35@36c; choice, 33@34c; 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@14.00 per hundred lbs.; Red Kidney, \$15.00@15.25 per hundred lbs.; White Kidney, \$15.00@15.50 per hundred lbs.; Marrow, \$14.50@14.75 per hundred lbs.

Potatoes—\$1.50@1.70 per 100 lbs.

Rea & Witzig.

Spain's Navy.

Spain made a strong effort to become a great maritime nation, but ultimately failed, partly from governmental mismanagement, partly from various causes connected with the temperament of her people or with the country's environment. In 1588, she sustained a crushing blow in the defeat of the invincible Armada, which was to conquer England.

"Does your wife care anything for baseball?" "She never did until one day she learned they were going to play two games for one admission."

PINE TREE

BRAND

Timothy Seed



AN EXTRA
RECLEANED AND
PURE SEED
AT
MODERATE COST

DEALERS
WRITE FOR
SAMPLE, TEST
AND PRICE

The Albert Dickinson Co
SEED MERCHANTS

Established 1855

CHICAGO

MINNEAPOLIS

DIAMOND CRYSTAL

The Salt
that's all salt.

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

Three Sure Winners



There is a Sugar Famine

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

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

Stand Behind the Government

Oelerich & Berry Co.

Packers of "Red Hen,"

NEW ORLEANS

CHICAGO

GROCERY PRICE CURRENT

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

ADVANCED

DECLINED

Cocoanut
Barley
Fruit Jars
Solar Salt
Canary Seed
Clothes Baskets

Prunes

AMMONIA
Arctic Brand
12 oz. 16c, 2 doz. box 2 60
16 oz. 25c, 1 doz. box 1 75
Mica, 3 lb., 2 dz. dz. 2 50
Mica, 25 lb. pail 1 40

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, 2-2 4 60
Cream of Wheat 7 50
Quaker Puffed Rice 4 30
Quaker Puffed Wheat 4 30
Quaker Brkfst Biscuit 1 90
Quaker Corn Flakes 2 75
Washington Crisps 2 30
Wheatena 5 10
Grape Nuts 2 85
Sugar Corn Flakes 2 80
Holland Rusk 3 80
Krinkle Corn Flakes 2 80
Mapl-Flake, Whole
Wheat 4 05
Minn. Wheat Food 6 50
Ralston Wheat Food
Large, 18s 2 90
Ralston Wht Food 18s 1 95
Ross's Whole Wheat
Biscuit 4 50
Saxon Wheat Food 4 50
Shred Wheat Biscuit 4 25
Triscuit, 18 2 25
Pillsbury's Best Cerl 2 50
Post Toasties, T-2 3 30
Post Toasties, T-3 3 30
Post Tavern Porridge 2 80

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
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 25
String 1 50@2 00
Wax 1 50@2 00

Blueberries
Standard 1 75
No. 10 3 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, 1s 2 80
Buttons, 1s 2 80
Hotels, 1s 4 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 ds. 2 50@3 00

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

Peaches
Pie 1 35@1 50
No. 10 size can pie 2 75

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

Pumpkin
Fair 1 30
Good 1 40
Fancy 1 50
No. 10 3 90

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 10 50

Shrimps
Dunbar, 1s doz. 1 25
Dunbar, 1 1/2 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 3 60

Tuna
Case
1/4s, 4 doz. in case 4 50
1/2s, 4 doz. in case 7 50
1s, 4 doz. in case 10 00

CATSUP
Van Camp's, 1/2 pints 1 90
Van Camp's pints 2 75

CHEESE
Acme 2 29
Carson City 2 29
Brick 2 29
Lelden 2 29
Limburger 2 29
Pineapple 2 29
Edam 2 29
Swiss, Domestic 2 29

CHEWING GUM
Adams Black Jack 65
Adams Sappota 70
Beeman's Pepsin 65
Beechnut 70
Doublemint 67
Flag Spruce 65
Hershey Gum 50
Juicy Fruit 67
Sterling Gum Pep. 65
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 35
Epps 42
Hershey's, 1/4s 42
Hershey's, 1/2s 42
Huyler 36
Lowney, 1/4s 37
Lowney, 1/2s 37
Lowney, 5 lb. cans 37
Van Houten, 1/4s 12
Van Houten, 1/2s 18
Van Houten, 1s 36
Van Houten, 1s 36
Wan-Mita 36
Webb 33
Wilbur, 1/4s 33
Wilbur, 1/2s 33

COCOANUT
Dunham's per lb.
1/4s, 5 lb. case 32
1/4s, 5 lb. case 31
1/4s, 15 lb. case 31
1/4s, 15 lb. case 30
1s, 15 lb. case 29
1/4s & 1/2s, 15 lb. case 30
5 and 10c pails 4 25
Bulk, pails 24 1/2
Bulk, barrels 23
Baker's Brazil Shredded
70 5c pkgs., per case 3 00
36 10c pkgs., per case 3 00
16 10c and 33 5c pkgs.,
per case 3 00
Bakers Canned, doz. 1 10

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

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

Maracaibo
Fair 24
Choice 25
Mexican
Choice 25
Fancy 26
Guatemala
Fair 25
Fancy 28

Java
Private Growth 26@20
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 or-
ders direct to W. F. Mc-
Laughlin & Co., Chicago.

Extracts
Holland, 1/2 gro. bxs. 95
Felix, 1/4 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 Pails
Broken 18
Cut Loaf 19
French Cream 20
Grocers 13
Kindergarten 20
Leader 18
Monarch 16
Novelty 19
Paris Creams 22
Premio Creams 24
Royal 17
Special 17
X L O 16

Specialties Pails
Auto Kisses (baskets) 21
Bonnie Butter Bites 23
Butter Cream Cakes 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
Honeysuckle Candy 22
Iced Maroons 22
Iced Orange Jellies 19
Italian Bon Bons 20
AA Licorice Drops
5 lb. box 1 85
Lozenges, Pep. 21
Lozenges, Pink 21
Manchus 20
Molasses Kisses, 10
lb. box 22
Nut Butter Puffs 22
Star Patties, Asst. 24

Chocolates Pails
Assorted Choc. 23
Amazon Caramels 25
Champion 22
Choc. Chips, Eureka 27
Eclipse, Assorted 23
Klondike Chocolates 27
Nabobs 27
Nibble Sticks, box 1 75
Nut Wafers 27
Ocoro Choc Caramels 25
Peanut Clusters 31
Quintette 23
Regina 21
Star Chocolates 23

Pop Corn Goods
Cracker-Jack Prize 4 40
Checkers Prize 4 40
Cough Drops Boxes
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 1/2 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, 1/2 doz. 10 25
5 Gal. tins, 1-6 doz. 18 50

NUTS—Whole lbs.
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 1/2@16 1/2
Ex. Lg. Va. Shelled
Peanuts 16 1/2@17
Peanut 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
Citron
California 18@21

Currents
Imported, 1 lb. pkg. 26
Imported, bulk 25 1/2

Peaches
Muirs—Choice, 25 lb. 12
Muirs—Fancy, 25 lb. 13
Fancy, Peeled, 25 lb. 16

Peel
Lemon, American 22
Orange, American 23

Raisins
Cluster, 20 cartons ...
Loose Muscatels, 4 Cr.
Loose Muscatels, 3 Cr. 9
L. M. Seeded 1lb. 10% @11

California Prunes
90-100 25 lb. boxes @
80-90 25 lb. boxes @
70-80 25 lb. boxes @10 1/2
60-70 25 lb. boxes @11
50-60 25 lb. boxes @12 1/2
40-50 25 lb. boxes @13 1/2

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 8 80

Hominy
Pearl, 100 lb. sack 6 1/2

Macaroni
Domestic, 10 lb. box 1 30
Imported, 25 lb. box 1 30
Skinner's 24s, case 1 87 1/2

Pearl Barley
Chester 7 25
Portage 8 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 13
No. 8, 15 feet 14
No. 9, 15 feet 15

Linen Lines
Small 20
Medium 26
Large 34

Poles
Bamboo, 16 ft., per doz. 50
Bamboo, 14 ft., per doz. 55
Bamboo, 18 ft., per doz. 60

FLAVORING EXTRACTS

Jennings D C Brand
Pure Vanilla
Terpeneless
Pure Lemon
Per Doz.
7 Dram 15 Cent 1 20
1 1/2 Ounce 20 Cent 1 75
2 Ounce 30 Cent 2 60
2 1/2 Ounce 35 Cent 2 75
3 Ounce 40 Cent 3 00
4 Ounce 55 Cent 5 00
8 Ounce 90 Cent 8 50
7 Dram Assorted 1 25
1 1/2 Ounce Assorted 2 00

FLOUR AND FEED

Grand Rapids Grain & Milling Co.
Winter Wheat
Purity Patent 11 75
Fancy Spring 12 50
Wizard Graham 11 00
Wizard, Gran. Meal 12 00
Wizard Buckw't cwt. 8 00
Rye 12 00
Kaw's Best 11 50

Valley City Milling Co.
Lily White 12 00
Graham 5 40
Granena Health 5 50
Gran. Meal 5 50
Bolted Meal 5 50

Watson-Higgins Milling Co.
New Perfection 11 60

Worden Grocer Co.
Quaker, 1/2s cloth None
Quaker, 1/4s cloth None
Quaker, 1/2s cloth None
Quaker, 1/4s paper None
Quaker, 1/2s paper None

Kansas Hard Wheat
Worden Grocer Co.
American Eagle, 1/2s None
American Eagle, 1/4s None
American Eagle, 1/2s None

Spring Wheat
Worden Grocer Co.
Wingold, 1/2s cloth Sold Out
Wingold, 1/4s cloth Sold Out
Wingold, 1/2s cloth Sold Out

Meal
Bolted 11 80
Golden Granulated 12 00

Wheat
Red 2 08
White 2 05

Oats
Michigan carlots 92
Less than carlots 95

Corn
Carlots 2 05
Less than carlots 2 10

Hay
Carlots 29 00
Less than carlots 32 00

Feed
Street Car Feed 73 00
No. 1 Corn & Oat Fd 73 00
Cracked Corn 78 00
Coarse Corn Meal 78 00

FRUIT JARS
Mason, pts., per gro. 7 30
Mason, qts., per gro. 7 70
Mason, 1/2 gal. per gro. 10 05
Mason, can tops, gro. 2 80

GELATINE
Cox's, 1 doz. large 1 45
Cox's, 1 doz. small 1 90
Knox's Sparkling, doz. 1 75
Knox's Sparkling, gr. 20 50
Knox's Acid'd doz. 1 85
Minute, 1 doz. 1 25
Minute, 3 doz. 3 75
Nelson's 1 50
Oxford 75
Plymouth Rock, Phos. 1 40
Plymouth Rock, Plain 1 25
Waukesha 1 60

GRAIN BAGS
Broad Gauge, 12 oz. 24
Climax, 14 oz. 29
Stark, A, 16 oz. 29

HERBS
Sage 15
Hops 15
Laurel Leaves 15
Senna Leaves 25

HIDES AND PELTS
Hides
Green, No. 1 12
Green, No. 2 11
Cured, No. 1 14
Cured, No. 2 13
Calfskin, green, No. 1 22
Calfskin, green, No. 2 20 1/2
Calfskin, cured, No. 1 24
Calfskin, cured, No. 2 22 1/2
Horse, No. 1 6 00
Horse, No. 2 5 00

Pelts
Old Wool 75@2 00
Lams 50@1 50
Shearlings 50@1 50

Tallow
Prime @13
No. 1 @12
No. 2 @11

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

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

HONEY
A. G. Woodman's Brand.
7 oz., per doz. 4 50
20 doz. 4 50

HORSE RADISH
Per doz. 90

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

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

JELLY GLASSES
15 lb. pails, per doz. 1 45
30 lb. pails, per doz. 2 65
8 oz. capped in bbls.,
per doz. 34

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

MINCE MEAT
Per case 3 75

MOLASSES
New Orleans
Fancy Open Kettle 60
Choice 58
Good 50
Stock

Half barrels 5c extra
Red Hen, No. 2 2 30
Red Hen, No. 2 1/2 2 85
Red Hen, No. 5 2 75
Red Hen, No. 10 2 60

Uncle Ben, No. 2 2 30
Uncle Ben, No. 2 1/2 2 85
Uncle Ben, No. 5 2 75
Uncle Ben, No. 10 2 60

Ginger Cake, No. 2 2 65
Ginger Cake, No. 2 1/2 3 20
Ginger Cake, No. 5 3 10
O. & L. Open Kettle,
No. 2 1/2 4 25

MUSTARD
1/2 lb. 6 lb. box 16

OLIVES
Bulk, 1 gal. kegs 1 20@1 30
Bulk, 2 gal. kegs 1 15@1 25
Bulk, 5 gal. kegs 1 05@1 15
Stuffed, 5 oz. 1 10
Stuffed, 5 oz. 1 15
Stuffed, 14 oz. 2 50
Pitted (not stuffed)
14 oz. 2 50
Manzanilla, 8 oz. 1 10
Lunch, 10 oz. 1 50
Lunch, 16 oz. 2 60
Queen, Mammoth, 19
oz. 5 00
Queen, Mammoth, 28
oz. 6 25
Olive Chow, 2 doz. cs.
per doz. 2 25

PEANUT BUTTER
Bel-Car-Mo Brand
4 oz. 4 doz. in case 3 60
7 oz. 2 doz. in case 2 90
8 oz. 2 doz. in case 3 30
18 oz. 1 doz. in case 3 25
12 lb. pail 5 20
5 lb. pails, 6 in crate 6 25
10 lb. pails 20 1/2
15 lb. pails 20
25 lb. pails 19 1/2
50 lb. tins 19

PETROLEUM PRODUCTS
Iron Barrels
Perfection 11.
Red Crown Gasoline 21.5
Gas Machine Gasoline 37.9
V M & P Naphtha 21.
Capitol Cylinder, Iron
Bbls. 36.9
Atlantic Red Engine,
Iron Bbls. 22.9
Winter Black, Iron
Bbls. 13.4
Polarine, Iron Bbls. 40.9

PICKLES
Medium
Barrels, 1,200 count 12 00
Half bbls., 600 count 6 50
5 gallon kegs 2 60

Small
Barrels 14 00
Half barrels 7 50
5 gallon kegs 2 80

Gherkins
Barrels 25 00
Half barrels 13 00
5 gallon kegs 4 50

Sweet Small
Barrels 24 00
5 gallon kegs 4 20
Half barrels 12 50

PIPES
Clay, No. 216, per box
Clay, T. D. full count 80
Cob, 3 doz. in box 1 25

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

POTASH
Babbitt's, 2 doz. 1 90

PROVISIONS
Barreled Pork
Clear Back 52 00@53 00
Short Cut Clr 50 00@51 00
Bean 47 00@48 00
Brisket, Clear 55 00@56 00
Pig
Clear Family 85 00

Dry Salt Meats
S P Bellies 32 00@33 00

Lard
Pure in tierces 29 1/2@30
Compound Lard 24 1/2@24 1/2

80 lb. tubs advance 1/2
60 lb. tubs advance 1/2
50 lb. tubs advance 1/2
20 lb. pails advance 1/2
10 lb. pails advance 1/2
5 lb. pails advance 1
3 lb. pails advance 1

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

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

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

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

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

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

Uncolored Oleomargarine
Solid Dairy 23 @26
Country Rolls 28 @29

Canned Meats
Corned Beef, 2 lb. 6 50
Corned Beef, 1 lb. 3 75
Roast Beef, 2 lb. 6 50
Roast Beef, 1 lb. 3 75
Potted Meat, Ham
Flavor, 1/4s 55
Potted Meat, Ham
Flavor, 1/2s 95
Deviled Meat, Ham
Flavor, 1/4s 52
Deviled Meat, Ham
Flavor, 1/2s 1 00
Potted Tongue, 1/4s 55
Potted Tongue, 1/2s 1 00

RICE
Fancy
Blue Rose 8 1/2@8 3/4
Broken 7 @7 1/4

ROLLED OATS
Monarch, bbls. 10 50
Rolled Oats, bbls. 10 25
Steel Cut, 100 lb. sks. 5 10
Monarch, 90 lb. sks. 4 90
Quaker, 18 Regular 1 75
Quaker, 20 Family 5 60

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

SALERATUS
Packed 60 lbs. in box.
Arm and Hammer 3 10
Wyandotte, 100 1/2s 3 00

SAL SODA
Granulated, bbls. 1 80
Granulated, 100 lbs. cs. 1 90
Granulated, 36 pkgs. 1 80

SALT
Diamond Crystal
150 2 lb. sacks 5 75
75 4 lb. sacks 5 50
24 12 lb. sacks 4 75
280 lb. bulk butter 3 37
280 lb. bulk cheese 3 37
280 lb. bulk Shaker 3 65
28 lb. cotton sk. butter 40
56 lb. linen sk. butter 85
24 2 lbs. Shaker 1 70
D. C. Table, 30 2 lbs. 1 30
D. C. Cooking, 24 4 lbs. 1 70
D. C. Meat, 35 lb. bags 48
D. C. Meat, 70 lb. bags 90
D. C. Stock briquettes
18s 1 30
D. C. Block Stock 50 lb. 40

Solar Rock
56 lb. sacks 47
Common
Granulated, Fine 2 00
Medium, Fine 2 10

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

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

Trout
No. 1, 100 lbs. 7 50
No. 1, 40 lbs. 2 25
No. 1, 10 lbs. 90
No. 1, 3 lbs. 75

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

Lake Herring
8 lbs. 54

SEEDS
Anise 35
Canary, Smyrna 11 1/2
Caraway 75
Cardamom, Malabar 1 20
Celery 45
Hemp, Russian 7 1/2
Mixed Bird 9
Mustard, white 22
Poppy 80
Rape 15

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

SNUFF
Swedish Rapee, 5c, 10 for 40
Swedish Rapee, 1 lb. gls 60
Norkoping, 5c, 10 for 40
Norkoping, 1 lb. glass 60
Copenhagen, 5c, 10 for 40
Copenhagen, 1 lb. glass 60

SODA
Bi Carb, Kegs 3 1/4

SPICES
Whole Spices
Allspice, Jamaica 9@10
Allspice, lg. Garden @11
Cloves, Zanzibar @50
Cassia, Canton @20
Cassia, 5c pkg. doz. @35
Ginger, African @15
Ginger, Cochiti @20
Mace, Penang @90
Mixed, No. 1 @17
Mixed, No. 2 @16
Mixed, 5c pkgs. dz. @45
Nutmegs, 70-80 @35
Nutmegs, 105-110 @30
Pepper, Black @32
Pepper, White @32
Pepper, Cayenne @22
Paprika, Hungarian
Pure Ground in Bulk
Allspice, Jamaica @16
Cloves, Zanzibar @68
Cassia, Canton @32
Ginger, African @24
Mace, Penang @21 00
Nutmegs @36
Pepper, Black @30
Pepper, White @40
Pepper, Cayenne @30
Paprika, Hungarian @45

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

SYRUPS
Corn
Barrels 72
Half barrels 75
Blue Karo, No. 1 1/2,
2 doz. 2 65
Blue Karo, No. 2, 2 dz. 3 30
Blue Karo, No. 2 1/2, 2
doz. 4 10
Blue Karo, No. 5, 1 dz. 3 95
Blue Karo, No. 10, 1/2
doz. 3 70
Red Karo, No. 1 1/2, 2
doz. 2 80
Red Karo, No. 2 1/2, 2 dz. 4 40
Red Karo, No. 5, 1 dz. 4 25
Red Karo, No. 10, 1/2
doz. 4 00

Pure Cane
Fair
Good
Choice
Cotton, 3 ply 55
Cotton, 4 ply 55
Hemp, 6 ply 34
Wool, 100 lb. bales 18

VINEGAR
White Wine, 40 grain 17
White Wine, 80 grain 22
White Wine, 100 grain 25
Oakland Vinegar & Pickle
Co.'s Brands
Highland apple cider
Oakland apple cider
State Seal sugar
Blue Ribbon Corn
Oakland white pickling
Packages free.

WICKING
No. 0, per gross 40
No. 1, per gross 50
No. 2, per gross 65
No. 3, per gross 95

WOODENWARE
Baskets
Bushels 1 50
Bushels, wide band 1 60
Market, drop handle 70
Market, single handle 75
Splint, large 5 75
Splint, medium 5 25
Splint, small 4 75

Butter Plates
Ovals
1/4 lb., 250 in crate 45
1/2 lb., 250 in crate 45
1 lb., 250 in crate 50
2 lb., 250 in crate 55
3 lb., 250 in crate 70
5 lb., 250 in crate 90

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

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

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

Gunpowder
Moyune, Medium 28@33
Moyune, Choice 35@40
Ping Suey, Medium 25@30
Ping Suey, Choice 35@40
Ping Suey, Fancy 45@50

Young Hyson
Choice 28@30
Fancy 45@56

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

English Breakfast
Congou, Medium 25@30
Congou, Choice 30@35
Congou, Fancy 40@50
Congou, Ex. Fancy 60@80

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

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

Johnson Cigar Co.'s Brand
Dutch Masters Club 75 00
Dutch Masters, Ban 75 00
Dutch Masters, Inv. 75 00
Dutch Masters, Pan. 75 00
Dutch Master Grande 72 00
El Portana, 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 37 50
300 assorted 36 50
2,500 assorted 35 50
2% cash discount on all
purchases.

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

WINE
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 pickling
Packages free.

WICKING
No. 0, per gross 40
No. 1, per gross 50
No. 2, per gross 65
No. 3, per gross 95

WOODENWARE
Baskets
Bushels 1 50
Bushels, wide band 1 60
Market, drop handle 70
Market, single handle 75
Splint, large 5 75
Splint, medium 5 25
Splint, small 4 75

Butter Plates
Ovals
1/4 lb., 250 in crate 45
1/2 lb., 250 in crate 45
1 lb., 250 in crate 50
2 lb., 250 in crate 55
3 lb., 250 in crate 70
5 lb., 250 in crate 90

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

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

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

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

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

Mop Sticks
Trojan spring 1 35
Eclipse patent spring 1 85
No. 1 common 1 35
No. 2, pat. brush hold 1 85
Ideal, No. 7 1 35
12oz. cotton mop heads 2 60

Pails
10 qt. Galvanized 3 25
12 qt. Galvanized 3 75
14 qt. Galvanized 4 25
Fibre 5 60

Toothpicks
Birch, 100 packages 2 00
Ideal 85

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

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

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

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

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

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

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

SOAP
Lautz Bros. & Co.
Acme, 100 cakes 5 00
Big Master, 100 blocks 5 45
Climax 4 60
Queen White 4 95
Oak Leaf 5 00
Queen Anne 5 00
Proctor & Gamble Co.
Lenox 4 75
Ivory, 6 oz. 5 65
Ivory, 10 oz. 9 20
Star 4 35

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

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

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

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

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

Washing Powders
Snow Boy, 100 pkgs. 5 25
Snow Boy, 60 pkgs. 3 15
Snow Boy, 48 pkgs. 4 30
Snow Boy, 24 pkgs. 4 25
Snow Boy, 20 pkgs. 4 75

SPECIAL
Price Current

ARCTIC
EVAPORATED MILK
Tall 6 00
Baby 4 25
Manufactured by Grand
Ledge Milk Co.

Sold by all jobbers and
National Grocer Co., Grand
Rapids.

BAKING POWDER
Royal

10c size 1 00
1/4 lb. cans 1 48
6 oz. cans 2 00
1/2 lb. cans 2 55
1 lb. cans 3 95
1 lb. cans 4 95
5 lb. cans 23 70

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

Bankruptcy Matters in Southwestern District of Michigan.

St. Joseph, Feb. 25—Sam Walper, engaged in the retail grocery business at Benton Harbor, has filed a voluntary petition and been adjudicated a bankrupt. The matter was referred to Referee Banyon. The schedules disclose assets for about \$500 over and above the bankrupt's statutory exemptions and the following creditors:

Butler Bros., Chicago	\$111.08
C. L. Smith Co., Chicago	12.00
Puhl-Webb Co., Chicago	37.00
National Biscuit Co., Grand Rapids	87.13
B. M. Nowlen Co., Benton Harbor	21.54
Benton Products Co., Benton Harbor	12.68
John F. Haelska, Chicago	158.32
Barry Fruit Co., Benton Harbor	70.37
Schaus & Closson, Benton Harbor	34.85
Henry Horner & Co., Chicago	188.32
C. L. Swindell, Benton Harbor	573.02
Paul Skardina, Benton Harbor	25.35
Elkstrom Coal Co., Benton Harbor	28.14
Parks & Edgecumbe Co., Benton Harbor	12.90
Twin City Milling Co., St. Joseph	320.00
Benton Harbor Paper Co., Benton Harbor	48.50
Wm. Barentsen, Benton Harbor	35.00
Herr Bros., Benton Harbor	75.00
Barlow Bros., Benton Harbor	30.00
John Bury, Benton Harbor	20.00
Berrien County Bank, Benton Harbor	125.00
American National Bank, Benton Harbor	100.00
Benton Harbor Paper Co., Benton Harbor	48.50

\$2,339.40

Feb. 26—In the matter of Mrs. J. C. Neuman, bankrupt, of Dorr, the trustee, has filed his supplemental final report and account, showing the disbursement of all funds, whereupon an order was made by the referee closing the estate and recommending the discharge of the bankrupt and also discharging the trustee.

Feb. 27—In the matter of Lee Dornam, Jerome J. Hamlin and Dornam & Hamlin, a copartnership, bankrupt, of Glenn, the inventory and report of appraisers were filed, showing assets, including the bankrupts' exemptions, of \$2,449.96, whereupon an order was made by the referee directing the trustee, after ten days' notice to creditors, to sell all the assets of the bankrupt estate.

Feb. 28—In the matter of Sam Walper, bankrupt, an order was entered calling the first meeting of creditors at St. Joseph on March 11 for the purpose of proving claims, the election of a trustee, the examination of the bankrupt and the transaction of such other business as may properly come before the meeting.

March 1—Louis F. Brown, engaged in the retail clothing business at Niles, has filed a voluntary petition and been adjudicated a bankrupt. The matter was referred to Referee Banyon, who was also appointed receiver by the District Judge. The following are scheduled as creditors:

City of Niles, taxes	\$139.20
City Light Dept., Niles	63.11
J. Friedman Co., Chicago	76.13
Vassar Knitting Mills, Bay City	161.39
Isaac Stein, Chicago	79.00
Sparta Mfg. Co., Dayton	24.00
Davies Shirt Company, South Bend	26.50
Black Cat Textile Co., Kenosha	5.96
Star Paper Co., Kalamazoo	12.10
J. P. Platte, Grand Rapids	22.50
Chicago Rubber Co., Racine	15.21
Waterson & Denio, Rochester	17.00
Lamb Skirt Co., South Bend	27.00
Woodbine Childs Co., Woodbine, N. J.	34.40
Lamb & Company, Chicago	72.15
American Mfg. Co., Waterloo, Ia.	16.25
United States Rubber Co., Milwaukee	52.45
A. J. Brunbach, Chicago	9.94
Washington Woolen Mills, Fredericksburg, Va.	75
Aircraft Pants Co., Cleveland	40.75

L. E. Wood Estate, Niles	9.35
Herman Roebbeck, Niles	35.80
Hoffman Brothers, New York	12.50
Waether Clothing Co., Detroit	27.18
Ederheimer Stein Co., Chicago	10.50
Charles A. Stevens, Chicago	10.00
Martin & Martin, Chicago	31.66
C. M. Montague, Niles	115.83
Niles Gas Co., Niles	2,049.57
B. Frankenburg Estate, Toledo	1,600.00
Mrs. Louis F. Brown, Niles	135.00
William D. Casy, Niles	140.00
Benjamin Schneemit, Chicago	262.80
Lamb Skirt Co., South Bend	68.14
Knox Hat Co., Brooklyn	372.88
Cohn Brothers, Milwaukee	115.00
Hirsch Wickwire Co., Chicago	19.98
Ideal Clothing Co., Chicago	575.00
Frankenberg Lempert Hat Co., Toledo	3,445.00
Snell & Co., Niles	12.95
Henkel Brothers, Niles	14.55
Calvin Brothers, Niles	12.75
Dr. Baldwin, Niles	330.00
Genevieve Brown, Detroit	1,300.00
V. H. Kendall, Detroit	400.00
Samuel A. Brown, Detroit	600.00
Reliable Building Loan Association	

\$12,751.71

Assets.	
Real estate	\$1,000.00
Stock in trade	5,000.00
Book accounts	1,200.00

\$7,200.00

March 2—In the matter of the Herrieman Manufacturing Co., bankrupt, of South Haven, the inventory and report of appraisers were filed, showing assets of the appraised value of \$7,200, whereupon an order was entered by the referee directing the trustee to sell the same after ten days' notice to creditors.

Recipe For Rolled Oats Bread.

- 3 Cups Rolled oats.
- 3 Cups boiling water poured over oats over night.

½ Cup high grade molasses.

1 Tablespoon lard or shortening.

1 Teaspoon salt.

1 Small yeast cake dissolved in ½ cup lukewarm water.

Mix stiff with white flour raise like white bread, and bake slowly one hour.

In the above receipt you will notice that we eliminate the use of sugar entirely, and reduce the quantity of white flour to a minimum (from a half cup to a cup).

Cordial Welcome To New Comer.

Jackson, March 6—Direct information has just been received by telephone at this office, stating that a young lady by the name of Phyllis Beth Redding has arrived at the home of Mr. and Mrs. Clarence H. Redding, Weight, 8½ pounds; color of her eyes, hair, complexion and height, to be ascertained later.

Mother and child doing well. Father, 4 inches taller and 16 inches wider. Corners of the mouth still turning up.

The office staff, as well as our salesmen, will gladly unite in extending congratulations to the happy parents and wish for the young lady a pleasant and prosperous journey through life.

The parents, as well as the other members of our industrial corporation, all and severally, most heartily and cordially unite in extending to Miss Phyllis Beth Redding welcome to the F. & J. family.

Foot & Jenks.

Red Crown Gasoline for Power

The modern motor and improved carburetors have demonstrated beyond question that gasoline made especially for motor fuel—as Red Crown is made—will give the most power—the most speed and the most miles per gallon.

Red Crown, like your automobile, is built to specifications and Red Crown specifications have been worked out by the most eminent petroleum chemists and automobile engineers available.

Red Crown contains a continuous chain of boiling point fractions, starting at about 95 degrees and continuing to above 400 degrees. It contains the correct proportion of low boiling point fractions to insure easy starting in any temperature—the correct proportion of intermediate boiling point fractions to insure smooth acceleration—and the correct proportion of high boiling point fractions with their predominance of heat units to insure the maximum power, miles and speed.

These are the things that make Red Crown the most efficient gasoline possible to manufacture with present day knowledge.

For sale everywhere and by all agents and agencies of

STANDARD OIL COMPANY

(INDIANA)

Chicago

U. S. A.

Ceresota Flour

Always Uniformly Good

Made from Spring Wheat at Minneapolis, Minn.

Judson Grocer Company
The Pure Foods House

Distributors

GRAND RAPIDS, MICHIGAN

THE SOUL OF BUSINESS

is in Service rendered to the mutual satisfaction and profit of those who trade. Whether he realizes it or not, each merchant is engaged in the trade of Service for some commodity of his neighbor. All of us are interdependent. He who trades best, serves most.

Our aim is to have a store of safe, sure service; where patronage is built on merchandise merit alone; where friendship becomes a part of every succeeding purchase; where satisfaction and value giving are the keystones of our success.

Whether you know us or not, we extend you an invitation to visit us, try us out, in a small way or large. We offer now more than we have ever offered before.

Michigan Hardware Company

Exclusively Wholesale

Grand Rapids, Michigan

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.

AUCTION SALE

General stock of merchandise to be sold at public auction Thursday, March 14, 1918, at Decatur, Michigan, in the store room known as Durkee store. Sale will take place at 3 p. m. Stock consists of dry goods and shoes. Stock will invoice from \$11,000 to \$12,000. J. D. Reide, Decatur, Mich

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

\$8000 stock of staple Dry Goods at Lexington, Ill., banner county of state
Address N. J. CARNAHAN & CO.
LEXINGTON, ILL.

Old Line Accident and Health Insurance Company has excellent proposition to offer whole or part time agents. Write National Casualty Company, Detroit, Michigan. 576

For Sale—New patent on cigar novelty; economical, ornamental, useful; low cost; good advertising medium. T. A. Hilliard, Sioux City, Iowa. 577

For Sale—Chautauqua tent size 50 x 80 ft., 10 ft. side wall, 300 ft. 8 ft. canvas fence, 1,000 folding chairs been used three weeks good as new, also tin shop with tools, well established business, will sell separately, retail implement, buggy and wagon business, prosperous farming, mining and manufacturing town. Stock implements about \$8,000. Will make terms part cash, 20,000 county 50,000 inhabitants. J. Ed. Guenther, Owensboro, Kentucky. 579

Wanted—Drug man, pharmacist, experienced in buying and managing a busy city store; good salary. Write, stating age and experience, No. 730, care Tradesman. 730

Clothing Stock For Sale—Twenty-five hundred dollar stock of Kerschbaum men's, young men's and boys' suits and overcoats. All staple styles. Located in the best town of its size in Northern Indiana. Population eleven hundred. Will sell right for cash. Address 129 Napoleon Blvd., South Bend, Ind. 571

For Sale Or Trade—Fruit and stock farm, 128 acres fine location, fine view on the Dixie Highway, elegant farm home. Thousand fruit trees bearing. Full particulars on request. Address Box 77, Flat Rock, Michigan. 574

For Sale At Sacrifice—Approximately 13 acres city property in Bradenton, Florida. Suitable for fruit orchard or subdivision. Value \$3,000. \$1,800 cash takes it. C. P. Paul, Box 38, Texas City, Texas. 575

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

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

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 \$3,300. A bargain. S. S. Frederick. 568

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

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 Musegon. 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. 325

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.

United Agency

Reliable Credit Information
General Rating Books
Superior Special Reporting Service

Current Edition Rating Book
now ready

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

THE UP-TO-DATE SERVICE

Gunther Building
CHICAGO :: ILLINOIS
1018-24 South Wabash Avenue

Signs of the Times Are Electric Signs

Progressive merchants and manufacturers now realize the value of Electric Advertising.

We furnish you with sketches, prices and operating cost for the asking.

THE POWER CO.

Bell M 797 Citizens 4261

Sand Lime Brick

Nothing as Durable
Nothing as Fireproof
Makes Structures Beautiful
No Painting
No Cost for Repairs
Fire Proof
Weather Proof
Warm in Winter
Cool in Summer

Brick is Everlasting

Grande Brick Co., Grand Rapids
So. Mich. Brick Co., Kalamazoo
Saginaw Brick Co., Saginaw
Jackson-Lansing Brick Co., Rives Junction

TANGLEFOOT

The Non-Poisonous Fly Destroyer
Safe, Sanitary, Sure.
Catches 50,000,000,000 flies each year

Grand Rapids Calendar Co. PUBLISHERS

WEATHER CHARTS, MARKET BASKET and BANK CALENDARS

We also carry an extensive line of Wall Pockets,
DeLuxe, Art Calendars and Advertising Specialties

Order Now Territory Open for Salesmen

GRAND RAPIDS CALENDAR CO.
572-584 SO. DIVISION AVE. - GRAND RAPIDS, MICHIGAN



Wilmarth show cases and store fixtures in West Michigan's biggest store

In Show Cases and Store Fixtures
Wilmarth is the best buy—bar none

Catalog—to merchants

Wilmarth Show Case Company
1542 Jefferson Avenue
Grand Rapids, Mich.

Made In Grand Rapids

UPPER PENINSULA.

Recent News of the Cloverland of Michigan.

Sault Ste. Marie, March 5—Frank Shafer, well-known traveler, formerly with the Soo Woolen Mills, expects to leave in the near future for California, where Mrs. Shafer has just gone. They expect to make the Golden Gate their future home. Mr. Shafer is one of the best known traveling men in the Upper Peninsula and was a general favorite throughout Cloverland. He will be greatly missed by the traveling fraternity and his many customers who wish him every success in his new field.

It was only a few years ago that John P. Connolly, of the Connolly Manufacturing Co., embarked in business at the present location on Spruce street. Since then, the new firm, under his management has been a success. Mr. Connolly has added new fixtures to the harness business, which will soon be ready for the grand opening to which the public will be invited. He had the place enlarged, taking in two stories and installing new fixtures which are said to be the finest in the United States of their kind. On the first floor is an elaborate display of harnesses and accessories in glass show cases, appropriately installed and designed. On the other side of the store is an up-to-date shoe repair department, where a large force of experts are constantly at work. In the rear of the building is the repair department, which is equipped with all the modern machinery, both electrical and hand power, which is in charge of Harry McKinstry, who is considered one of the best repair men in Cloverland. In the second story there is a large display room for harness parts, while in another room there is a complete awning factory with a large capacity for doing all kinds of canvass work, such as awnings, window shades, blankets, etc. In this factory many girls are employed. In another room there is ample merchandise to keep the factory busy all the time. Mr. Connolly is deserving of great credit for the large business that he has built up. He is one of our leading musicians, while his wife is pianist for the Soo orchestra. He is a man who attends strictly to business.

"In spite of the high cost of living we find that there is no one ready to stop."

W. R. Cowan, of Cowan & Hunt, one of our largest dry goods establishments, returned last week from New York, where he had gone on a purchasing expedition. He spent a few days visiting at Camp Custer en route.

George Dupois, one of our pioneer grocers, left last week for an indefinite stay at Kniepp Sanitarium, at Rome City, Ind., where he hopes to regain his health.

A. J. Jean, proprietor of a leading jewelry house, accompanied by Mrs. Jean, left last week to spend the winter in California. He secured the services of J. D. Erard, of St. Ignace, to assist in the jewelry store during his absence.

N. G. Mountsatson, proprietor of the Olympia candy store, received a cablegram from Greece last week announcing the death of his mother, age 73 years.

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

The many friends of T. J. Lucas, well-known grocer of Brimley, were pained to learn of the death of his wife last Sunday evening, after a brief illness. Mr. Lucas has the sympathy of his many friends.

There have been three marriages among the young people of Allenville during the past few weeks, which put considerable life in this small village for the time being.

Birch & Larson, who opened a meat market at Rapid River a short time

ago, have discontinued business, with an unsatisfactory settlement with creditors.

The Chalmers building, on State street, occupied by the Pilson jewelry store on the first floor, was damaged by fire last week. The efficient fire department of St. Ignace were on the job as usual, with the results that there was no damage done to the jewelry stock, with the exception of being soaked with water.

Charles Mulcrone, of the Mulcrone meat market, at St. Ignace, was elected director of the First National Bank to fill the vacancy by the death of Patrick E. Murray.

St. Ignace has a new doctor in the person of David H. Webster, formerly of Rudyard, and for a number of years practicing at Pickford. He has many friends throughout Mackinac county. After making several visits to St. Ignace, he came to the conclusion that it was a good town and decided to cast his lot.

The St. Ignace Business Men's Association will have to get a hustle on to retain the Jones mill, as it is understood that other places have been making some flattering propositions for its location elsewhere. Richard Jones likes St. Ignace and it is hoped that satisfactory arrangements can be made to retain this important industry.

According to the predictions made by one of the Russellites who gave a lecture at the Star theater Sunday, we have it figured that the war will probably last but a few months longer. He also stated that the only men what wanted the war to continue were the large manufacturers that were getting rich making war supplies.

"Some things that are still within the reach of the public are the straps on the street cars."

William G. Tapert.

Wafted Down From Grand Traverse Bay.

Traverse City, March 5—Joseph F. Nelson, for a number of years representative for the United Carpet Cleaners of New York, left Tuesday for Fort Oglethorpe, Greenleaf, Ga., with the Traverse City quota of drafted men. A coincidence in connection with the drafting of Mr. Nelson and W. E. Wallace, who left with him, was the fact that both became 31 years old June 6. Registration day was June 5. If the date had been set one day later neither would have been eligible for registration. Both previously tried to enlist, but were rejected on account of inability to meet official physical requirements. When the last call came both passed with marks of 99. A banquet in their honor given by the local order of Elks, of which they are members.

Robert E. Edwards, for the past eight years with the Hamilton Clothing Co., has affiliated with Burnham, Stoepel & Co., of Detroit, assuming charge of the local office, filling the vacancy caused by the drafting of W. E. Wallace into Government military service.

Following precedent, whereby correspondents have availed themselves of the opportunity afforded through the Tradesman columns of praising or criticizing as occasion demanded, we call attention to the remarkable renovation process the Pere Marquette hotel and eating house has undergone since the management has been taken over by G. A. (Daddy) Ward. Everything old has been replaced by everything new and, with the culinary department under the supervision of Mrs. (Ma) Ward, no better meals can be found in Northern Michigan. Mrs. Ward's fame was expressed tersely by a traveler the other day who said, "The best cook in Michigan."

Fred Richter, erstwhile correspondent of this section for the Michigan Tradesman, was seen hereabouts recently. Readers of the Tradesman

will be pleased to know he is still alive and well, although suffering somewhat from excess avoirdupois. Why not a reunion of Tradesman correspondents on a day set by ye editor for the has-been correspondents, such as Pfander, Richter, Bullen, Steindler, Brubaker and—us.

Moses O. Champney, of the men's clothing and furnishing goods store of Garland & Champney, is among the Traverse City business who are serving the colors during the present National stress. He is now located in Jacksonville, Fla. Arthur Garland is in sole charge of the business.

Sunny Jim.

Cash-and-Carry Made an Official Rule.

By way of supporting the cash-and-carry plan, overcoming objections of consumers, Federal Food Administrator Magnus Swenson, of Wisconsin, has ordered grocers in Madison, Wisconsin to charge 5 cents for each delivery and 3 per cent. on all credit accounts. This is not optional with the grocer. He must make these charges, and when his customers remonstrate with him he is able to point to the order. In Louisville, Ky., one large retail concern has adopted the opposite plan of paying customers 5 cents in cash to take packages home, provided aggregate purchases amount to \$1 or more. Customers get 5 cents refund on paying for goods in cash. On charge accounts a 5-cent tag is stamped by the cashier and handed back to the customer, who turns it in at face value to apply on the bill at settlement time. This plan, however, has been confined to basement sales

of goods such as toys, china and glassware, where congestion is frequent and delivery breakage high.

Joseph P. Lynch will open two sales at Rushville, Ind., March 7—William G. Mulno, who has a \$15,000 clothing and furnishing goods stock, and Winship & Denning, who have a \$10,000 shoe stock. The sales both close March 16.

BUSINESS CHANCES.

For Sale—Small confectionery business in Battle Creek, Michigan. Good location, cheap rent. Will pay to investigate. Address 413 Maple St., Battle Creek, Mich. 581



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

An Aid to Economy

In handling loose sugar many pounds are wasted through spillage in scooping and breakage of paper bags.

Franklin Package Sugars go from refinery to housewife without waste of sugar—without loss of your time. There is a saving also of paper bags and twine.

The Franklin Sugar Refining Company

PHILADELPHIA

"A Franklin Cane Sugar for every use"

Granulated, Dainty Lumps, Powdered, Confectioners, Brown

