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GRAND RAPIDS
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MICHIGAN TRADESMAN

PUBLISHED WEEKLY

TRADESMAN COMPANY, PUBLISHERS

EST. 1883

Thirty-Fifth Year

GRAND RAPIDS, WEDNESDAY, MARCH 13, 1918

Number 1799

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— C R E D O —

I BELIEVE—

In my country and her destiny.
In the great dream of her founders.
In her place among the nations.
In her ideals.

I BELIEVE—

That her democracy must be protected.
Her privileges cherished.
Her freedom defended.

I BELIEVE—

That humbly before the Almighty,
But proudly before all mankind,
We must safeguard her standard,
The vision of her Washington,
The martyrdom of her Lincoln,
With the patriotic ardor
Of the minute men,
And the boys in blue
Of her glorious past.

I BELIEVE—

In loyalty to my country,
Utter, irrevocable, inviolate.

Thou in whose sight
A thousand years are but as yesterday,
And as a watch in the night,
Help me
In my frailty
To make real
What I believe.



The Best Bread Is Made
with

**Fleischmann's
Yeast**

Grand Rapids Calendar Co.

PUBLISHERS

WEATHER CHARTS, MARKET BASKET and BANK CALENDARS

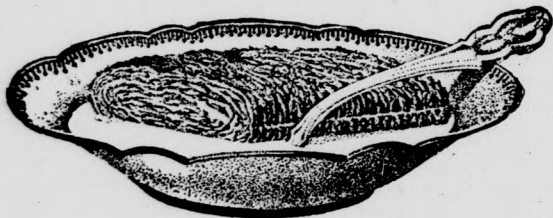
*We also carry an extensive line of Wall Pockets,
DeLuxe, Art Calendars and Advertising Specialties*

Order Now Territory Open for Salesmen

GRAND RAPIDS CALENDAR CO.

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

"Food Will Win the War"



To our distributors: Every time you sell a
package of

Shredded Wheat Biscuit

you are helping the Government conserve food. Thousands of families eat Shredded Wheat Biscuit as a substitute for meat, eggs, and more expensive foods.

You don't have to sell any "white flour substitute" with Shredded Whole Wheat. The Food Administration does not require it. There is no "substitute" for Shredded Wheat. It is 100 per cent. whole wheat, nothing wasted, nothing thrown away. It is ready-cooked, ready-to-eat. No sugar is needed to sweeten it; no fuel is needed to cook it.

Your customers can eat Shredded Wheat Biscuit for two meals every day, except Monday and Wednesday, which are wheatless days.

Made only by

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

Let COCOA take the Place of Meat and Wheat

Government conservation is making your customers use less meat and wheat. And everyone of them wants a real substitute for these nourishing products.



is the natural substitute, for it combines, in just the right proportion, the body building elements.

Let Bunte's be your biggest seller.

It always repeats.

BUNTE BROTHERS

Established 1876

Makers of World Famous Candies

CHICAGO

GIVE THEM

WHITE HOUSE COFFEE AND TEA



NONE BETTER AT ANY PRICE

SECURELY PACKED IN CANS ONLY

SOLD BY GROCERS EVERYWHERE

DWINELL - WRIGHT CO.
BOSTON CHICAGO



"Real" people do not care for the "hit-or-miss" coffees or teas. They do not like to feel obliged to "hunt-around" and do a lot of experimenting.

They want the "sure-thing" kind of coffee and tea.

These real people prefer to trade with ONE grocer—but the one they do "tie-up" to simply must "deliver-the-goods"—the real goods, or else it is "Good Bye—Sorry I met you."

LEE & CADY, WHOLESALE DISTRIBUTORS

of DWINELL-WRIGHT CO'S Products

DETROIT—KALAMAZOO—SAGINAW—BAY CITY



MICHIGAN TRADESMAN

Thirty-Fifth Year

GRAND RAPIDS, WEDNESDAY, MARCH 13, 1918

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GERMANY SHUT OFF THE SEA.

While Germany is victoriously marching over prostrate Russia on land, she is completely shut off the sea.

Admiral Jellicoe, in a recent address, touched with a firm and sure hand upon the subject of sea power. He said that there was a good deal of confusion in the minds of ordinary folk, and even of military experts and naval writers, about the true meaning of "command of the sea." The popular idea was of supremacy demonstrated in a general action with the enemy's fleet. But that is really incidental, and nothing more. The victory of Nelson at Trafalgar was not truly so clear a demonstration of sea power as was the long blockade by Collingwood that followed. Command of the sea simply means ability to use the sea, and to prevent the enemy from using it. And the outstanding fact—which may easily become the controlling fact—in this great war is that Germany has been deprived of the use of the sea, and, in all human probability, can never recover it so long as hostilities continue.

It was a shrewd bit of advice which Admiral Jellicoe gave his hearers when he urged them to look, not merely at a map, but at a "large map." A large one is needed to include the oceans and the commercial routes from which Germany has been driven. We think mainly of the vital necessity for England and France of the transport of supplies and troops by water. Less often do we reflect upon the immense crippling which the mere exclusion of Germany from the sea has brought upon her. Its immediate effects have been calamitous—precisely as they were predicted in 1913 by Prince Bulow, when warning his countrymen against a war with England. The German High Seas Fleet has become a useless luxury. German overseas commerce has ceased to exist. It cannot be restored to life except on terms prescribed by the Allies. This is the consideration which must be the death's head at the German feast of rejoicing over the subjugation of Russia. Land lies to the East, indeed, but the sea to the West, and over it the smoke from the

funnels of English battleships spells out the word, for baffled German eyes, "Verboten."

For years the watchword in Germany has been, "Our future lies on the sea." This phrase was made to cover ambitious naval plans—useless, as we now see—but chiefly meant the opportunity for trade across the oceans without which an industrially expanding Germany could not live. And it is that road to the future astride which the Allies stand to-day, blocking and thwarting German hopes. Of what avail to secure more land unless the sea is open? The Russian provinces are coveted because they contain raw materials to be worked up in German factories, with food for German workmen. But if the great markets of the world are cut off from German manufacturers, what advantage will it be to them to have new facilities for piling up goods that cannot be sold? It is, as we have maintained before, this powerful economic weapon, due to command of the sea, which the enemies of Germany can most successfully employ against her. The German diplomats speak of "pawns" which they hold in their hands for trading off at a peace conference. But they are veritable pawns compared with the knights which the Allies have on the chessboard. Their control of the sea gives them, so long as the Germans cannot break it, a power which can be used so as to compel Germany in the end to ask for peace. German trade with other countries reached by water will be shut off completely for a generation to come unless the German government agrees to such terms of peace as have been laid down by President Wilson. Germany has already a warning of what may happen in the plan of the Administration to take away the Hamburg and North German Lloyd docks in this country. It would be possible to make such after-the-war handicaps to German overseas commerce progressive. The German rulers could be approached on the principle of the Sibylline books. If they agree at once to evacuate and restore Belgium and Northern France, they may hope to have their ships and trade back within from ten to twenty years, but every month they delay will add two years to the period of commercial punishment. This is only a hint of what may be done to push the enormous advantage, the unconquerable might, which the nations arrayed against Germany possess in their command of the sea.

LIMITING THE PROFITS.

The Government has limited the profits which operators on cold storage eggs and poultry can make, but has stopped short of dictating the

profits which shall be made by the retailer who is not under license. The new rules have been drawn after much care, and are intended to eliminate the speculative feature of the sale of cold storage poultry and eggs, which has always been rampant. These rules do not apply to any trading in poultry not at some time in a cold storage warehouse or to trading in fresh eggs. They do not, in themselves, place any restriction upon the prices to be paid for poultry or eggs intended for storage. They merely limit the profits that can be made on any transaction after the first purchase until the poultry or eggs are in the retailer's hands, and are intended to reduce the number of transactions to the economic minimum.

The rules and regulations provide, in brief, that the original storer of poultry in a cold storage warehouse may be allowed an advance over cost not to exceed 6 per cent.; that a commission merchant selling frozen poultry for an original storer may receive a commission not exceeding 5 per cent. on the cost of the poultry; and that a wholesaler, a jobber, or a supplier of hotels and institutions may receive an advance over the cost to each dealer in such frozen poultry of 5 per cent., 10 per cent. or 15 per cent., respectively.

The storer of eggs in a cold storage warehouse may be allowed an advance of 6 per cent. over cost; a commission merchant selling storage eggs for an original storer may receive a commission not exceeding 4 per cent.; a wholesaler may receive an advance of 4 per cent.; and a jobber selling in original packages may receive an advance of 5 per cent. In selling candled storage eggs the actual net candling loss is considered part of the cost; and jobbers, suppliers of hotels and institutions and retailers operating under license are allowed advances of 10 per cent., 12 per cent. and 15 per cent., respectively, over cost. With both poultry and eggs trading between dealers in the same class is strictly limited, and commissions and brokerage, except as specifically allowed, must be paid from the advances in cost, not added to them.

CANNED GOODS SITUATION.

Business in canned goods came to a complete standstill last week. It was, without doubt, the dullest week on record. There have been times in the past when conditions have been very quiet, but for the past week or ten days, or, in fact, ever since the Government asked for the suspension of trading in the leading staples, there has been practically nothing done at all. Brokers have had nothing to do except to try to induce business in the

lines not affected, but this has been just as difficult as though the lines were prohibited for the reason that holders were waiting to see how the canned goods situation in general was going to shape itself. As yet there has been no intimation as to whether or not the Government would release any of the items that have been held up, but the supposition is that at least a portion of them will be released for general trade, otherwise jobbers declare they will have to go out of business entirely. Some items are already exhausted from certain jobbers' hands, but not the same items from all jobbers, and as there is no selling between dealers, not only because it cannot be done with profit but because each dealer wants to protect his own trade, the point has been reached where retailers have to go from jobber to jobber to get a complete list for their current needs.

Nothing proves more conspicuously how immigration has dropped almost to the vanishing point than the practical shutdown, just announced, of Ellis Island as an immigrant station. From more than a million a year, our foreign influx has been dropping below the hundred-thousand mark, and will probably go to nearly nothing soon. Many active and efficient philanthropic societies, which among other things did excellent service in helping the immigrant on arrival, to his proper destination, in solving his difficulties with the authorities, in protecting unaccompanied women, have now been liberated from the burden of these activities. If such societies now transform themselves promptly into agencies for the study and help of the foreign-born population, and take up what is ordinarily miscalled Americanization work, then the country may benefit greatly by a three years' drying up of immigration. We shall, by the aid of their experience in handling newcomers, and if the Government and various communities co-operate, go a long way on the road toward assimilating the millions that flooded us in the previous decade.

The Grand Rapids Drug Club has issued a call to the druggists of Michigan to meet at the ball room of the Pantlind Hotel Tuesday, March 26, at 2 p. m., to consider the action retail druggists should take in regard to the new prohibition law which goes into effect May 1. All druggists are invited, whether they get an invitation or not. Arrangements have been made to secure the attendance of Fred L. Woodworth, State Dairy and Food Commissioner, and Lee H. Pryor, Assistant Attorney General.

Three Methods of Handling Staple Groceries.

Cadillac, March 12—The constantly changing ideas in retail business is surely an indication that something must be wrong with present methods.

Some advocate the cash-and-carry plan, others a credit plan and still others recommend the cash and delivery basis, making a specific charge for delivery. Attempts have even been made to go on a strictly cash basis as a community.

In a general review of these various plans, a few suggestions may be of interest. For example, cash-and-carry will suit people who are so situated that some member of the family can make a trip to the store to do the buying and carry the goods home. By this method he is able to save from 2 to 4 per cent. on his purchases, saving on his weekly grocery bill from 12 to 15 cents. If he uses a 50 pound sack of flour each week and must pay for having it delivered, it will cost at least 10 cents. If a merchant looks after the delivery or if a licensed draymen is employed, the cost would in most cases exceed the saving on the weekly bill of groceries.

On the cash-and-carry basis, with a delivery privilege, the merchant must either keep a delivery wagon or arrange with some public delivery system in order that his customers may get the service to which they are entitled. Many cases are on record showing that delivery expense does not exceed 1½ per cent. of sales where the management is efficient. Then, if only those who desire delivery use the service, the expense to them necessarily would be a great deal more, but inasmuch as good business practice seems to warrant the wholesaler making a delivered price, why should not the retailer carry out the plan which proves good with the wholesaler?

The third and most important method, that of credit and delivery, seems

to be most generally used and appreciated by most people and when efficiently conducted is productive of best results. The merchant who buys, sells, extends credit and runs a delivery system efficiently is fully equipped to handle such business as may come his way. He is also equipped to extend his business by solicitation. Then, again, he is fully equipped to give the service people like and for which they are willing to pay a fair price and the important consideration is that the expense attached to this method is more equitable than under any other plan.

Occasionally a fellow objects to paying the price a delivery service demands, yet will take his automobile, drive to a neighboring town, buy his goods at a cash-and-carry price, saving a merchant's delivery charge of 10, 15 or 25 cents, while he is spending \$1, \$2 or \$3 for gasoline, oil and wear and tear on his car, besides being unfair to the community in which he lives by buying his goods elsewhere.

There is as great a necessity that the telephone company put the phone charges on at so much per call basis as that the grocer should put his business on the cash-and-carry basis, with a charge for delivery and credit. It can be done, but the added expense would be as great, if not greater, than under the present system.

Goods must be delivered by some method. Establish your business on the basis of good service. Then study efficiency, in order that you may give your customer a square deal. He is willing to pay for the accommodation.
J. M. Bothwell.

Abe Scheffman, sales manager for M. Piowaty & Son, in renewing his subscription to the Michigan Tradesman, says: "I would not like to do without the Tradesman. I always look for it on Thursday."

What Can Be Done to Aid Food Conservation?

Ann Arbor, March 12—Every day reveals some new angle of the food conservation or distribution problem which the regulations of the Food Administration do not touch. What can a grocer do when he knows that a family uses a gallon of corn syrup a week more than another family of the same size and each have their one-half pound of sugar per person per week for him? The first may buy sugar at other stores; the second does not. He knows one makes no effort to lessen the quantity of sweets used; the other does. No limitation on selling syrup. Why not?

Again, he is told by customers themselves who buy rolled oats or corn meal in order to obtain an equal amount of white flour, that in all probability those substitutes will stand around unused or be fed to the hens. They aim to get just as much flour as formerly if possible and the feeding to poultry or animals of those substitutes means so much direct loss of human food, of which available supplies are soon to be scarcer and scarcer. It were better to let them have flour alone.

A family of seven buys 24½ pounds of flour—and the substitutes each week, and uses them all. Another family of four buys an equal amount, and say they use them all. On the grocer's advice, the first family killed their dog; the second has not; his wages are sufficient to afford this luxury of watch dog and companion.

Other questions arise like these: Could not the corn syrup be made into sugar and save expense of pails, bulk of moisture and freight space and charges? Is corn sugar really of the same constituent, sweet as corn syrup or is it plain corn starch and confectioners' sugar mixed? Is there in existence machines to weigh sack and seal packages of one or two pounds of sugar? Just dump 100

pounds of sugar in a hopper, apply power and have the packages turned out in less than one-tenth the time a clerk can put them up. If not, let us have those machines at once.

And by way of suggestion: Government civil service employes must pass a rigid examination to obtain positions. Should not all food administrators be required to have considerable experience as grocery clerks or proprietors or spend a certain number of hours a day in a retail grocery?

Who is equal unto this? The man buys flour substitutes and is willing to eat them, but the wife won't cook them if there is white flour in the house. Or the wife cooks every substitute possible, but the man and others of the family won't eat them if there is any white bread in the house.

Why not limit the amount of white flour for each person and allow them to buy substitutes at any time or place and in any quantity they choose? Then they would not buy to throw away.

What modification for hospitals or families where invalids, infants or aged people must have toast, crackers and mainly fine flour products?

Why not put the price of wheat higher to stimulate increased production and also keep the price of flour higher than meal, rolled oats and buckwheat flour, so consumers would be more willing to buy the latter? Forcing a poor man with a large family to buy the higher priced food stuffs is hard. If other products were cheaper, some would go without flour entirely.
E. E. Whitney.

The Two-In-One Tire Co. has been organized to deal in autos and accessories, with an authorized capitalization of \$19,500, all of which has been subscribed, \$525.54 being paid in in cash and \$11,808.81 in property.



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

Barney says—

"Every Demonstration—

Helps the 'QUAKER' reputation."

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO

THE PROMPT SHIPPERS

Gabby Gleanings From Grand Rapids

Grand Rapids, March 12—It requires an attraction of unusual attractiveness to induce a very numerous body of U. C. T. men and their friends to leave their cozy firesides and venture out on a wild and sleety night like last Saturday night, when it looked as though each hour was going to tie up street car traffic all over the city; but in spite of the gloomy outlook for their safe return home, about sixty-five couples, with their families and friends, attended the dancing party given under the crafty leadership of A. E. Atwood, et al., who early in the season demonstrated to the lovers of the terpsichorean art that they are capable of doing things and doing them right.

We are all looking forward with more than ordinary interest to the big event of the season's dance course to begin Saturday evening, March 23, when we will have as our guests several members of Kalamazoo Council with their wives and friends. The dance committee have a right to put it squarely up to the U. C. T. men of Grand Rapids Council to help make this a huge social success. On several occasions our Council has been treated in the most royal style by Kalamazoo Council and now let us return the favors by bringing our families and friends to the dance Saturday night, March 23, and show our hospitable brothers from Kalamazoo and their friends a royal good time. Even though you do not dance, come out and join in the hospitality and other forms of entertainment which will be provided by the committee in charge.

As you have already been advised through the columns of the Tradesman, James Balen (Valley City Milling Co.) has a large and growing family—so much so that they have outgrown the neat and modest ford coupe which Jim bought before his family became so large and Daddy had to hunt around for a bigger car. Now James wants to sell this smaller covered two passenger roadster which, he says, is a bargain at \$300 and just the checker for some salesman to take out on the road to make his territory in.

Several persons kept us busy last Saturday and Sunday calling us up on the telephone to enquire just why we asked them to draw a circle around the figure 6 on the April page of the calendar. Do not be impatient, dear readers, but rest assured the reason will be fully given in later editions of the Tradesman.

H. M. Freeman has accepted a position to travel in Minnesota and leaves this week for St. Paul, where he expects to make his home. We all extend him our best wishes for his success.

J. Harvey Mann, P. S. C., Foster Stevens & Co.) is taking his winter vacation this week. When the sales manager asked for a volunteer to go over to Boon to invoice a stock of general merchandise, Harvey promptly raised his hand, for he never loses an opportunity to go to this thriving little village and stop at the Hotel Pontchartrain II.

Mrs. Ferry P. Hanifin is calling on her many friends in Grand Rapids this week.

John Zoet has bought the general stock of William Kleis, Filmore. Success to you, John.

Our idea of a more dangerous place in which to be than the Western front is Detroit.

If you see Andy Wanner (Hirth-Krause Co.) looking straight ahead, neither to the left nor to the right, and if you don't happen to come in his range of vision and, therefore, he fails to notice you or speak to you, although you have known him some time, don't take offense, for it is a habit he has acquired of late through his efforts in trying to master the wily antics of a new Buick six.

R. F. Peterson, a prosperous and old-time merchant of Brooklyn, is rapidly improving from a two months' confinement to his home with a disabled hip. We are glad to report that within a week or so he will be on the job again at the old stand.

S. J. Doster, hardware merchant at Doster, was a Grand Rapids visitor Saturday of last week.

Things not to forget:
The dance March 23.
Assessment No. 142.
The circle around the figure 6.
G. K. Coffey.

Your income tax.
To be always an American Citizen.
Your last year's coal bill.

On account of the enormous reduction in railroad accommodations, particularly sleeping cars, traveling salesmen will be forced to cut down their traveling this season and perhaps entirely eliminate many of their customary trips to the smaller cities and towns throughout the country. Some of the traveling salesmen for several of the more important houses in the trade are planning to establish headquarters as nearly as possible in the center of their respective territories and have their customers, the retailers to whom they sell, come to them there. The Eastern representative for one of the largest clothing manufacturers in the country declared recently that he expected to adopt that plan this season. Allan F. Rockwell.

The War and Democracy.

Detroit, March 12—An all-important truth is dawning on the peoples of the world. The autocrat's strange hold on democracy lies in the use of the instruments of democracy for its destruction. That hold must be broken loose. The capacity of democracy to survive is not to be determined wholly on the Western front, nor by military superiority, nor necessarily by the outcome of the present war. It has been in a sense and prima facie predetermined in the negative on the Eastern front.

The Bolsheviks, with all their faults, represent but the extreme of weak or foolish or misguided popular leaders of the moment controlling the destinies of a great people, leaders who hoped to make sentiments or ideals govern the world, and leaders of a people who we may assume for the moment shared that hope and trusted those leaders. Their brief career of unarmed and confiding diplomacy matched against the adept emissaries of the Kaiser presents a chapter in the story of the autocrat against democracy which will remain one of the most instructive episodes of history. This story had its inception long before 1914, and if autocracy survives will continue long after a "negotiated peace."

Democracy's capacity to survive is not to be determined wholly on the Western front, nor by military superiority, nor by the outcome of the present war. In a year Prussian Junkerism has advanced from near-defeat to the vision of ultimate victory, without a purely military triumph of any magnitude. The Italian victory, like that now consummated in Russia, was the work of non-military factors, and it is of course possible that the partial failure of the French under Painleve and Neville was not an exclusively military failure. I need not bring the same suspicion any nearer home. We know, or ought to know, the lesson.

Autocracy presents a single interest, a single aim and a single will without a single scruple, against the unstable elements and divided councils of scrupulous and idealistic democracy. It is possible to look bravely and with faith at this picture. We cannot safely ignore it if we are to win. Robert R. Reed.

Broad publicity makes broad aisles necessary in the store.

Boomlets From Bay City.

Bay City, March 12—W. J. Meagher and Frank Beach, of this city, have incorporated a company to be known as Meagher & Beach, with a capital of \$25,000. Their business will be dredging and they now have contracts for the coming season aggregating \$105,000.

D. J. Obey and Nicholas Meagher, who recently formed a partnership for the purpose of engaging in the dredging and dyking business, have secured a contract to dredge and dyke the big farm belonging to the Strauss Land Co. The farm, comprising several hundred acres, was formerly owned by Captain Boutell, and is located on the bay shore about three miles from this city. The cost of the work will be close to \$25,000.

S. S. Morris, prominent business man of Pinconing, died at his home March 4. Mr. Morris was one of the best known men in Bay county, having been engaged in the general merchandise trade for twenty-five years.

Louis Goldport, of the J. Walter Levi Co., dry goods, shoes and clothing, Wolverine, has been called to the colors and is holding a special sale, preparatory to going to the front.

It is reported that the Hotel Ottawa, of Cheboygan, has been leased by local parties and will be re-opened about May 1. This will, undoubtedly, be good news for the traveling public in general, and commercial men in particular, as the present hotel accommodations are anything but satisfactory.

The monthly report of Superintendent Ganse, of the public schools, shows an absolute attendance of 7,026, or 500 more than last year. This does not include the parochial schools, which probably have as many more enrolled. The boys outnumber the girls by 118, there being 3,572 boys and 3,454 girls.

The regular meeting of Bay Council was held Saturday night, and, notwithstanding the severe storm which had been raging all day, there was a fair attendance. This was also the annual meeting and, after the regular routine of business, the following officers were elected for the ensuing year:

Past Counselor—W. A. Patenge.
Senior Counselor—John L. Sullivan.

Junior Counselor—R. A. Allen.
Conductor—Roy Snyder.
Page—Charles Kilborn.
Sentinel—H. A. Smith.
Secretary-Treasurer—E. B. Bennett.

I. N. Baker and E. B. Timm were elected to succeed themselves on the Executive Committee.

Delegates to the Jackson convention to be held in June—F. G. McCloy; alternate, M. C. Empey; I. N. Baker; alternate, E. B. Timm; J. H. Belknap; alternate, R. S. Richards.
Wm. T. Ballamy.

U. C. T. Banquet at Jackson.

Jackson, March 10—The annual banquet of the United Commercial Travelers is always looked forward to with pleasure, for it never fails to be a success. Last evening was not an exception, the social gathering at the Otsego being delightful in every way. Covers were laid for 150 guests, the tables being beautiful with a handsome arrangement of flowers. At the conclusion of the banquet, F. A. Aldrich, as master of ceremonies, announced several speakers, who gave five-minute, up-to-the-minute talks of special interest to the members of the organization. These included John A. Hach, of Coldwater; M. J. Hemans, of Columbus, O.; R. F. Summerfield, of Dayton, and John D. Martin, of Grand Rapids. A talk by E. Mead, of Grand Rapids, who is working in the interest of the Thrift Stamp movement, then gave a timely talk on the work.

Later the guests enjoyed dancing, the music for which was furnished by Miler and Delbridge's four-piece orchestra.

Owing to the lack of time, the annual election was not held at the business meeting, held in the afternoon, at the U. C. T. hall. The meeting was postponed one week.

Many a firm who thought it undignified to run its name in the newspaper has been humiliated by the sheriff's papers.

Wanted—Sales Manager

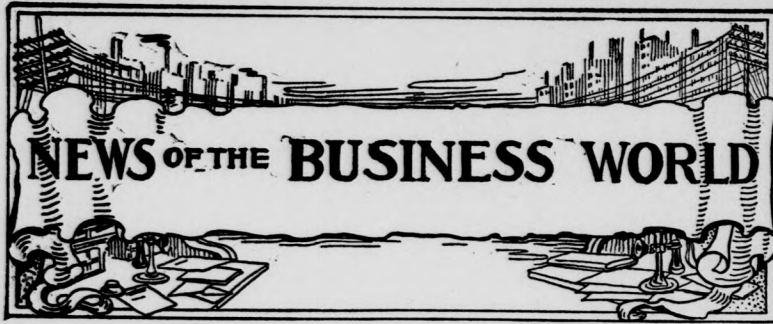
For a wholesale house in Grand Rapids operating several branch houses in the Michigan territory. Require one with wholesale grocery experience. Answer, No. 1,000 care The Tradesman, giving age, experiences, references, and salary expected.

United Tires and High Test Tubes

There is a time for everything and this is the opportune time to place your orders for automobile tires—as far before April 1 as possible. We have it on pretty good authority that another advance in price will take place sometime during the next two weeks. The merchant who gets in his order before the advance will reap a double profit on his sales.

We are Michigan distributors for the above Tires and Tubes.

Michigan Hardware Company
Exclusively Wholesale Grand Rapids, Michigan



Movements of Merchants.

Mesick—Harry Caplon succeeds George D. Caplon in general trade.

Marion—R. Klomparons succeeds R. Prince & Son in general trade.

White Pigeon—Bisbee's General Store succeeds H. J. Hutton in general trade.

Lapeer—Charles Ellsworth is the new manager of the J. C. Penney Co. branch store.

Mendon—Swank & Heiney have installed plate glass windows in their grocery store.

Ionia—The Fashion Cloak Co. has increased its capital stock from \$10,000 to \$14,000.

Ishpeming—Miss Hilda Brodine succeeds Mrs. L. Villeneuve in the millinery business.

Holland—John Ver Hulst, grocer, died at his home March 12, following a short illness.

Albion—H. T. Cortright has closed his restaurant and cigar store and retired from business.

Detroit—The Rubbo-Lastic Sales Co. has changed its name to the Rubbo-Lastic Roofing Co.

Holland—Fire damaged the grocery stock of Kardux & Karsten March 9 to the extent of about \$500.

Stockbridge—Robert Bloomfield has sold his bakery to H. K. Smith, who took immediate possession.

Sault Ste. Marie—D. K. Moses & Co., dealers in dry goods, have increased their capital stock from \$60,000 to \$75,000.

Laingsburg—V. Fabiano has purchased a store building which he will occupy with his stock of fruit and groceries.

Lapeer—Norman B. Crain, dealer in clothing, has merged his business into a stock company under the style of Crain & Co.

Montague—William Peck has leased the Franklin House to William Walker, formerly of Grand Rapids, who has taken possession.

Alto—Charles R. Foote has sold his hardware stock to Dintaman Bros., who will consolidate it with their stock of agricultural implements.

Mendon—J. A. Creed has purchased the garage building of Lew Meyer and will occupy it with a stock of feed and produce about March 18.

Alma—Eichenberg & Co., who recently purchased the grocery stock of Miller Bros., also conduct stores at Big Rapids, Park Lake, North Star and Orono.

Detroit—The Arrow Sand & Gravel Co. has been incorporated with an authorized capital stock of \$50,000 common and \$25,000 preferred, all of which has been subscribed and \$50,000 paid in in property.

Kalamazoo—Thieves entered the S. Willage bakery, Walbridge and Ransom streets, March 10, and carried away considerable stock also flour and sugar.

Detroit—The Garrison Fuel Co., Inc., has been organized with an authorized capital stock of \$10,000, all of which has been subscribed and \$4,000 paid in in cash.

Alma—Besore & McCullough have dissolved partnership and the Alma City Laundry will be continued by B. McCullough, who has taken over the interest of his partner.

Carrollton—Fire destroyed the store building and grocery stock of Theodore P. Kasper March 11, entailing a loss of over \$4,000. The loss is covered by insurance.

Zeeland—Joe Elenbaas, who has conducted a grocery store here for the past eight years, has sold his store building and stock to J. Vander Baan, who has taken possession.

Kalkaska—M. S. Johnson is remodeling his grocery store, preparatory to taking up his position as Assistant Cashier of the Kalkaska State bank. C. H. Personett will manage the store.

Grand Haven—Martin Ringleberg and Gustave Fett have formed a copartnership and purchased the John Hoffman grocery stock and will continue the business at the same location, on North Sixth street.

Adrian—The Adrian Market Co. has been incorporated to conduct a farm produce market, with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$1,000 paid in in cash.

Port Huron—Eugene O. Spaulding & Son, who conduct a department store at Caro, have opened a women's ready-to-wear store in Military street under the style of Spaulding & Spaulding, with C. W. Spaulding as manager.

Ithaca—W. T. Davis, who conducts a general store at Beebe, about six miles from here, has sold his stock to John Hileman, of Mt. Pleasant. Mr. Davis has purchased a farm and will devote his time to agricultural pursuits.

Alma—Mrs. Sylvia Gaffney, who conducts the Gaffney Style Shop, has enlarged and remodeled her store. The stock has been greatly increased and the millinery department placed under the management of Miss Ruth Shirk, of Chicago.

Albion—G. Schneider, who has conducted a clothing store here for the past thirty-one years, has sold his stock to J. D. Torrey, formerly engaged in the dry goods and clothing business at Manchester, and Lester

Blaisdell, who have formed a copartnership under the style of Torrey & Blaisdell and will continue the business at the same location.

Detroit—The Chenot-Kernahan Co. has been organized to conduct a restaurant and retail grocery business at 1267 Fourteenth avenue, with an authorized capital stock of \$10,000, all of which has been subscribed and \$2,000 paid in in cash.

Muskegon Heights—Fire completely destroyed the store building, grocery and meat stock of James Steinhoff, corner of Hackley and Eighth streets, March 11. The loss on the stock was about \$4,000 and was partially covered by insurance.

Kalamazoo—Downey & Beattie, conducting drug stores here and at Richland, have dissolved partnership. Shirley Downey will continue the store at Richland and Frank Beattie will devote his entire attention to the store at 1717 East avenue.

Hancock—According to some interesting data dug up by Village Clerk Oliver Marian, of Houghton, James Manley is the only Houghton business man still in active business in Houghton or Hancock who was in business forty-six years ago. The death of Attorney Dan H. Ball, of Marquette, removed the last man in business in Houghton in 1872. Mr. Ball at that time having been a member of the law firm of Bill & Chandler. When Mr. Manley was in business here in 1872 Hancock had a population of 2,000. There were no railroads running into the place. L'Anse having been the terminus, and Baraga county did not exist as a county organization.

Manufacturing Matters.

Jackson—The Colvin Dairy Co. has changed its name to the Jackson Dairy Co.

Jackson—Foote & Jenks has increased its capital stock from \$50,000 to \$70,000.

Flint—The Wolcott Packing Co. has decreased its capital stock from \$60,000 to \$30,000.

Lowell—The Edwin Fallas Canning Co. has increased its capital stock from \$25,000 to \$40,000.

Detroit—The Trussed Concrete Steel Co. has changed its name to the Truscon Steel Co.

Marshall—The Peerless Fixtures Co. has increased its capital stock from \$25,000 to \$60,000.

Ecorse—The Ecorse Foundry & Machine Co. has increased its capital stock from \$200,000 to \$500,000.

Detroit—The La Bell Funeral Motor Car Co. has changed its name to the La Bell Funeral Service, Inc.

Muskegon—Thieves entered the factory of the Walker Candy Co. March 11 and carried away considerable stock.

Munising—Albert Imoberdorf has sold his bakery to G. Gutekunst, proprietor of the Superior bakery, who will consolidate the two.

Portland—B. D. Smith has severed his connection with the Ramsey-Alton Manufacturing Co. Herbert Emery succeeds Mr. Smith as Secretary-Treasurer.

Frankenmuth—The Frankenmuth Brewing Co. will change its name May 1 to the Frankenmuth Beverage Co. and will manufacture and sell non-intoxicating beverages.

Sibley—The Sibley Chemicals Co. has been organized with an authorized capitalization of \$25,000, of which amount \$12,500 has been subscribed and \$7,000 paid in in cash.

Detroit—The Shupe Bread Co. has been incorporated with an authorized capital stock of \$100,000 common and \$100,000 preferred, all of which has been subscribed and paid in in property.

Detroit—The Carroll Steel Corporation has been organized with an authorized capitalization of \$1,000,000, of which amount \$500,000 has been subscribed and \$150,000 paid in in property.

Ypsilanti—The old brewery, owned by L. Z. Feerster, has been converted into a manufacturing plant. It has been equipped for making commercial bodies for automobiles, painting and storing cars.

Detroit—The Wolverine Stamping Co. has been organized with an authorized capital stock of \$15,000, of which amount \$7,500 has been subscribed and paid in, \$142.35 in cash and \$7,357.65 in property.

Galesburg—The Galesburg Foundry & Casting Co. has been organized with an authorized capital stock of \$5,000, all of which has been subscribed and paid in, \$1,785.28 in cash and \$3,214.72 in property.

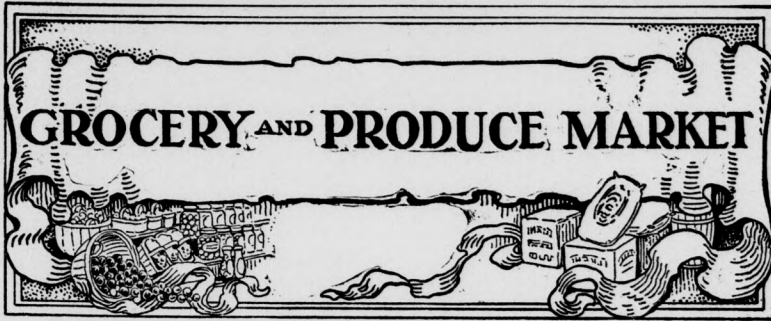
Battle Creek—The Strain Baking Co. has been incorporated with an authorized capital stock of \$150,000, of which amount \$100,000 has been subscribed and paid in, \$720.80 in cash and \$99,279.20 in property.

Saginaw—The Schemm brewery has been converted into a plant for the production of alcohol for industrial purposes and a non-intoxicating drink. The business will be conducted under the style of the Schemm Products Co.

Detroit—The Frank A. Callan Drug Co. has been incorporated to manufacture and deal in drugs and chemicals at 712 Trumbull avenue with an authorized capital stock of \$25,000, of which amount \$15,000 has been subscribed and paid in in cash.

Agency Service Worth Having.

The United Agency, which conducts the agency business along lines recommended by the National Association of Credit Men and gives its subscribers dependable information at a reasonable price, will open a branch office in this city this week. The office will be located at 419 Widdicombs building and will be in charge of H. L. Brundage, who has been in training for the position in the Chicago office for some time past. Mr. Brundage is a married man and will remove his family to this city and become a fixture here. The Tradesman has been a subscriber to the United Agency for the past year and feels no hesitation in stating that the service received was away ahead of anything it was ever able to obtain from either the Dun or Bradstreet agencies in the past.



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 per bu.

Butter—There has been a slight decline in the market due to a somewhat larger accumulation of fresh creamery butter. No material change is looked for in the market in the next few days. Receipts are increasing very gradually and the consumption is good. There is a good movement on all grades of storage butter. Local dealers hold extra fancy creamery at 45c for fresh and 42c for 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—\$4 per 100 lbs.

Carrots—75c per bu.

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

Cucumbers—\$2@2.25 per doz. for Illinois hot house.

Eggs—The market is headed downward and much lower prices will soon be in evidence. Local dealers pay 35c to-day, cases included, delivered in Grand Rapids, but expect to reduce the price to 30c before the end of the week.

Figs—12 10 oz. packages, \$1.60.

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

Green Onions—Shallots, 60c 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 for choice and \$7.50 for fancy.

Lettuce—14@15c 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 demand has sprung up since the coming of warmer weather.

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

Strawberries—50c per qt. for Florida.

Sweet Potatoes—\$2.50 per hamper for kiln dried Illincis.

Tomatoes—30c per lb. for hot house.

The Grocery Market.

Sugar—The market and shipping conditions are unchanged.

Coffee—The market is unchanged from last week, the advance noted at that time being fairly well maintained upon the continued scarcity of ships to bring Brazil coffee here. The demand is fair, but does not show a great deal of enthusiasm. There is no immediate change in sight, although if the transportation situation does get worse, the market may advance slightly further, although there is no other reason for it.

Canned Fruit—The market is entirely nominal. Arrivals are sold in advance and go immediately into distributing channels.

Canned Vegetables—The market is on a nominal basis in the absence of offerings.

Canned Fish—The feature of the canned goods trade at the moment is a demand for salmon. There is nothing more offering from first hands, so that in every direction there is a desire to pick up from second hands anything that can be obtained. Brokers here have wired to out-of-town customers in the hope of buying back surplus lots, but in almost all instances replies come back that the goods are needed for their own trade. In other words, anyone who has any salmon is unwilling to give it up. As high as \$2.85 has been paid on the spot for red Alaska, which is considerably above a parity with the price fixed by the Government as a maximum. The probability is, however, that such salmon entered second hands before the maximum price was fixed as from first hands so that second hands are permitted to add a reasonable profit to their original cost. In other respects the situation is unchanged. The general impression is that something is under way at Washington, but precisely what it may be has not yet been revealed. At any rate, no permission has as yet been received to sell goods held in first hands. Jobbers' stocks, however, have in some instances been released where it has been found that they did not have any more on hand than was needed for their own trade.

Dried Fruits—The dried fruit market is strong, but is very quiet because of surrounding circumstances. There is very little stock here with which to

do business. There have been some additional arrivals of late, as railroad conditions have improved, but not sufficient to accumulate any stock, and in any event, with the restrictions as to trading between dealers, there is little chance for business, anyway, inasmuch as stocks from first hands are practically exhausted. It is said, for instance, that there is less than 10 per cent. of the prune crop remaining in first hands, although what the association actually has in hand is not known. But even so, it is believed that stocks are being held back for the possible future requirements of the army and navy. Apricots are out of stock on the Coast, with only small offerings on the spot, with prices very firmly held. The association is not offering any peaches, and stocks in the hands of independents are so small as to be insignificant. Currants are going very slowly, notwithstanding the fact that the quality is said to be excellent. There has been a very general substitution of seedless raisins because of the great difference in price, the latter selling for less than 9c, as against 25c for currants. A steamer is due the latter part of the month with a large supply, and prices are therefore likely to feel the effects of the additional supplies.

Rice—Much of the current receipts at primary markets go to fill the Government contracts and most of the remainder is deliverable on advance orders. Prices are unchanged, but are still tending upward.

Sugar Syrups—Supplies continue to be much below what is required, especially for export, and business is consequently confined within narrow limits. Prices are firmly maintained, with a tendency to go higher.

Cheese—The market is steady, with quotations ranging about the same as last week. There is a very moderate supply of new-made goods and the withdrawals from the warehouses are fair. There is some export enquiry and only a moderate home consumptive demand. No change is looked for in the near future.

Provisions—Pure lard is steady, with quotations about the same as last week, local packers cleaning up their make daily. The receipts of hogs are a little heavier but the demand seems to clean up the output of local packers. Compound lard is steady, with unchanged quotations, moderate supply and a good consumptive demand. The market on smoked meats is steady, with quotations ranging about the same as last week, with a fair supply and a good consumptive demand. The market on dried beef is firmer, prices ranging about 1c per pound higher over previous quotations, due to a light supply and a heavier consumptive demand. The market on barreled pork is very firm at unchanged quotations. The market on canned meats is steady, with quotations about the same as last week, with a good consumptive demand and a fair supply.

Salt Fish—The mackerel situation is unchanged from last week. Supplies of Irish fish in very fair demand, although there is no overplus and no

particular shortage. Prices continue very high. Shores are almost out of the market, although there are a few about.

Sears, Roebuck & Co. on the Rack.

A curious instance of separating an individual from his corporation is presented in the Government's suit against Sears, Roebuck & Co., the big Chicago mail order house on grounds of unfair trading at the very time when the president of that corporation is acting as one of Uncle Sam's most trusted and responsible bureau officials. Because some of the acts of Sears, Roebuck & Co. are questionable in the eyes of the Federal Trade Commission, however, does not necessarily reflect on the personal honesty and patriotism of Julius Rosenwald.

The action against the big Chicago house is one of the most interesting actions ever undertaken by the Federal Trade Commission, because it strikes very near the root of the sorrest spot in grocery trade merchandising; a sore spot rubbed raw in almost every large center of trade and especially where the price cutter flourishes. It sets up as unfair the selling of one article at a loss, as a bait to sell another on which the losses are recouped and a profit obtained. And that has been practiced by sensational merchants in every city of the country for years past, department stores especially.

To quote from the complaint, it is alleged that "Sears, Roebuck & Co. advertised sugar for sale at 3 to 4 cents a pound, and that these advertisements are false and misleading, causing customers to believe that the concern, because of large purchases of sugar and quick movement of its stock, is able to sell sugar at a lower price than others, whereas, in fact, Sears, Roebuck & Co. has been selling sugar at a loss, and its offer to sell is only of a limited amount of sugar, and is made only upon the express condition that certain specific amounts of other groceries be purchased therewith, for which a sufficient price is received to make a profit on the combined sale of sugar and other merchandise."

The complaint charges also that the advertisements are calculated to lead the trade and the public to believe that Sears, Roebuck & Co. is selling sugar at a lower price than its competitors, thereby imputing these competitors with the purpose of charging more than a fair price. It is charged that the concern, in order to harass and embarrass its competitors, to destroy their trade and to stifle competition, has sold merchandise at less than cost, on condition that other purchases be made at the same time.

If the charges of the Commission are upheld by the court it will give all the legal relief that was ever hoped for by the friends of the notorious Stephens bill, and will show that the present law has ample protection for fair trade without recourse to the questionable radicalism inherent in the Stephens bill, whatever of merit there may also have been in it.

THE MODEL GROCERY CLERK.

Duties and Responsibilities Which Develop Upon Him.

There are many different kinds of clerks to be found in our many industries, but my statements will refer essentially to the grocery clerk, and I take it that he fairly represents clerks as a whole.

Broadly speaking, the duty of the clerk is to carry out the orders of the employer, and his success depends upon his ability to properly execute those orders. The duty of the clerk, then, is obedience to the employer. In the performance of this duty, however, certain recognized qualifications present themselves.

When a grocer hires a man he judges the man on the basis of his character, industry, punctuality, loyalty and initiative. It is needless to say that these are very elastic qualifications, and that 100 per cent. perfection in them would fit a man for any position. However, let us consider them particularly in regard to the grocery trade.

What shall be said of the clerk's character? Here we think, first of all, of honesty. The clerk must be honest in his relations to customers, to his employer, and to his fellow employees. He must be fair to himself. Cheerfulness is also a great advantage. The clerk must not be a grouch. Sullenness is contagious and may spread to other clerks. Moreover, any customer dealing with a sullen clerk is likely to be a dissatisfied one. On the other hand, a smile, a pleasing appearance and untiring patience are very desirable. Many people patronize a particular grocer because some one of his clerks is a pleasant man to deal with. Personal habits must be considered as a part of the clerk's character. Any personal habits repulsive to any customer or any habit which will decrease the mental or physical efficiency of a clerk is a handicap to him. No employer wants a man with such a habit.

How industrious shall the clerk be? He must be a good worker. He must be willing to do a little more than his share if necessary and ready to give a few extra hours at an unusually busy time. A man who is steady and systematic in the performance of his duties is preferable to one who shows only flashes of speed. The steady worker is usually more dependable, will accomplish more on the average and will do his work better.

Punctuality should be a habit. Punctuality should extend not only to arriving on time in the morning and at noon, but also to the completion of duties at the proper time. You are all well aware of the confusion caused by the few who are always behind time in the performance of their duties. To do a thing properly is half the job. To do it on time is the other half.

The fourth qualification is loyalty. Whether during the business hours or after, a clerk must have at heart the success of his employer. Many a grocer has been greatly harmed by the clerk who, loyal enough when around the store, has completely changed his policy when outside. Such a one we can imagine in the corner pool room raving about "stingy old Jones," when, no doubt, Jones is giving him more than a square deal. The clerk must agree with the store's policy and work with it. He must be in harmony with the organization. If he has no faith in the store he can not be a success in it. His loyalty will determine his progress.

The last but very important consideration is initiative. This is ability to lead, to successfully and independently execute some piece of work. Initiative plus industry constitute the motive force of the individual. Industry is the force which drives and does the work. Initiative is the accelerating force. The man with initiative will forge ahead. It is he who will successfully handle unforeseen problems. He will reach out for new business and make valuable changes within the store. The man with initiative is keen, alert and wide awake.

I would not suggest that each grocer demand presence of all these qualities in every employe. The higher the grade the better, but it is impossible to fill every vacancy with an ideal man. It would be idle to entertain the thought. However, it is evident in my mind that the men who ultimately secure the positions of responsibility are men in whom are incorporated these important qualities of character, industry, punctuality, loyalty and initiative.

May I suggest, then, to clerks and other employes that they cultivate the five qualities discussed to as high a degree as possible. Play the business game fair! If you are at all inclined to inactivity, be more industrious! Let punctuality be one of your habits. Stand on your own feet; assume more responsibility. Show your employer that you have initiative. Be satisfied in your own mind that your employer's policy is right and then stick to him to the last ditch. If you can't stand by him, get out. You are a misfit.

There is one very important factor which I may seem to have forgotten. It is business ability. Why has this not been discussed as a qualification for the

grocery clerk? Speaking broadly, it is a qualification, but it is built up on the other five more fundamental ones. They are the foundation for business ability. The degree to which these fundamental qualifications have been developed marks the extent to which a clerk may acquire business ability. Just what do we mean now, by business ability?

In the grocery trade we mean ability to buy and sell goods and to handle men. To the clerk the question of handling men is not at first an important one. It is only when he has developed to the point where he knows he can improve business by giving orders that he is concerned with handling men. Usually with the development of responsibility there comes also a knowledge of executive methods. The best teacher in this matter is experience.

Now as to buying ability. Even though I knew enough—which I do not—to give a detailed discussion of how to buy groceries, it would not be my purpose to do so at this time. These statements are sufficient.

Buying ability can be increased from day to day by applying close attention to just what your class of trade demands, thus learning what to buy. Then you must watch your wholesale grocers for the one who best combines the following factors: low price, high quality, reliability and prompt delivery. In that way you learn where to buy. You may not be the buyer now, but you will some day, and when the chance comes any knowledge or ideas you may have will be greatly to your advantage.

To tell all the ways in which selling ability can be improved would take an infinitely long time. Anything you do which increases your store's output is an increase in your selling ability.

May I give these few suggestions?

Your stock should be so organized that the articles for which there is the largest demand are the easiest to get. Neatness in appearance should also be considered. All parts of your store should be kept clean. Emphasis on the back room and basement! People like to have the things they eat come from clean places. Learn all that you can about your stock. Keep it complete. Know where to find any article without hesitating. Learn all that you can of the relative merits and uses of the different brands and qualities on hand. Frequent attention to shelves will keep you in touch with any change in stock, will keep the stock clean and will tend to keep the shelves free from old stock. Window displays and special inducements to customers are often profitable. They constitute a whole big problem in themselves. It is a problem worthy of considerable attention, but which can only be mentioned here.

It is well to study your different customers. Become acquainted with their likes and dislikes. It may even be necessary to approach each type of customer in a different manner—some rather formally, others more cordially. Assume that each customer intends to buy. Perhaps you can sell him more than he came for. Try to make every customer a satisfied customer, for that is the kind that will make your store a success.

Undoubtedly many of these sugges-

tions have come to you before. However, it is well for us to take stock of ourselves not too infrequently. We should determine just where we stand in relation to what we are doing, and what we have the ability to do. We usually find considerable room for improvement.

There is a wasteful practice which, although common everywhere in grocery stores, should be stopped. I refer to thoughtless eating by employes of all the kinds of articles kept in the stores which can be consumed. It is a habit and nothing more. There is no thought on the part of the clerk of doing other than the square thing. However, this habit costs the owner many dollars a year. No one benefits from the expense and the consumer often suffers ill health as a result of over eating. It is a waste that should be reduced to a minimum in ordinary times and cut out absolutely during a National crisis like the present. Do not misunderstand me. I do not condemn the man who occasionally eats a piece of candy or a cookie. I refer to the ones who are frequently and almost continuously eating the candy, cookies, sardines and pickles and drinking grape juice and root beer. You know to whom I refer. Perhaps your store is free from them. If so, you are very fortunate.

It must be remembered in this connection that the margin of profit in the retail trade is very small, especially at the present time. Many retailers are in such a financial position that they must cut down any needless expense to avert disaster. In my opinion this is one form of waste which should go first. The eat-less day in the grocery store should be near at hand.

We have discussed now the qualifications which, when properly developed, permit the clerk to fulfill his duty to the employer. We have seen that this duty is fundamentally obedience. Let us now consider the results of an efficient and conscientious clerk's fulfillment of his duty.

Obviously he benefits his employer, but he also benefits himself. He has the satisfaction of having done his duty well. More than this, he has acquired qualities which are practically his only means for future advancement. He has a wider experience, a broader business ability and greater initiative. He is now no longer the average clerk, but rather one whose future is more clear. There has been opened to him a road of many opportunities. Those which are nearest to him are directly connected with his own trade. He may become department head, general manager or even owner of the store in which he has been working. Or he may go into his wholesale grocery business. In fact, he has an experience which will be of advantage to him in any business enterprise.

We have seen that the fundamental duty of the clerk to the employer is obedience. The conscientious clerk in the performance of this duty will have developed qualities which will make possible a successful future. It is possible, however, that the clerk's progress may be hindered by unfair treatment on the part of the employer. This brings up the question of the duties of the employer to the clerk.

The main thing to be remembered by the employer is that his business is not himself alone, but an organization of the clerk, or even the delivery boy, is an organic part, capable of a growth and an improvement, which will be reflected in the business itself. The development of an employer's business is, after all, merely the growth of its integral parts. It is the duty of the employer to maintain conditions favorable to this development.

For example, it is his duty to pay each employe a wage sufficient for his proper development. The employer who underpays a man not only makes a dissatisfied clerk, but at the same time prevents a development which would be of great benefit to his business. Reasonable hours should also be granted, not only for the employes, but for the good of the business itself.

Another duty which an employer owes a clerk is the consideration of suggestions given by employes. The employer should encourage the clerks to make suggestions for the improvement of the business.

The interest of the clerk can be further stimulated by teaching him the business or that part of the business with which he might be concerned in an exigency. Many an emergency has been successfully met because some clerk has been acquainted with more than his own particular duties and has thus been able to fill in a breach.

It goes without saying that no employer can profitably carry on business and adopt a policy which does not recognize the advancement of employes. Here, then, is another of his duties.

All of the duties of the employer to the clerk may be summed up in two brief statements: He must recognize co-operation between employer and employe as an essential to success. He must play the business game fair.

E. C. L. Matthews.

United Agency

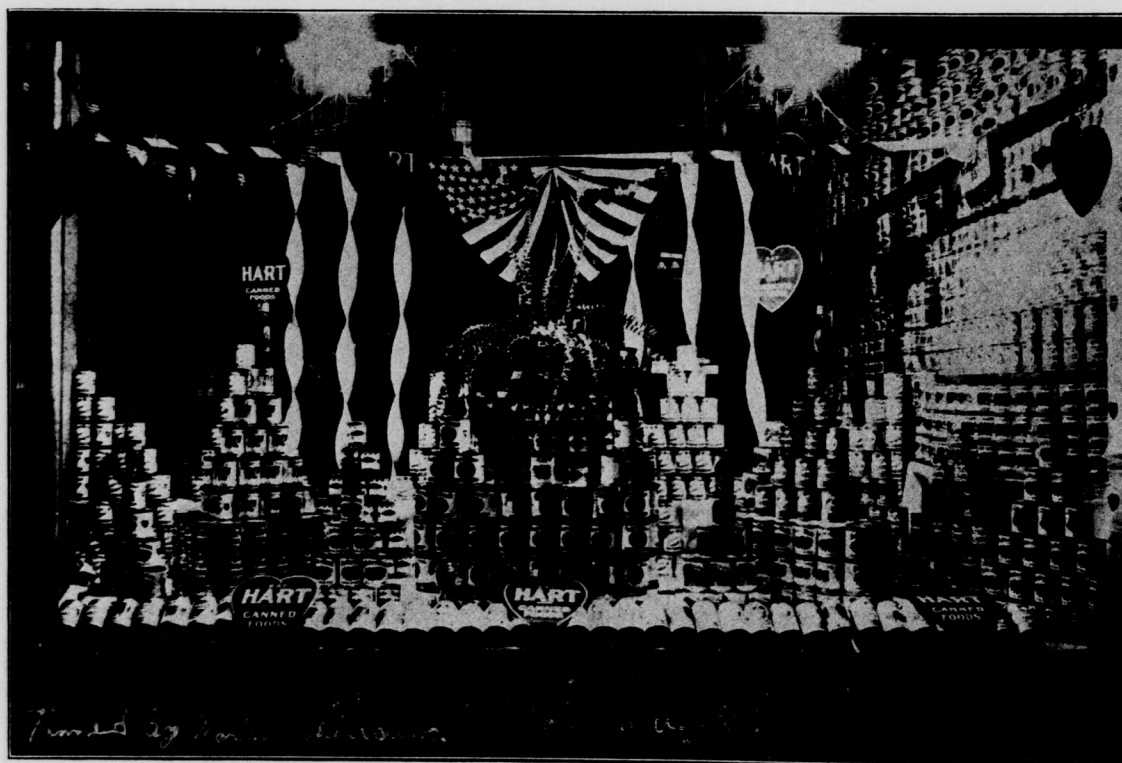
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THE UP-TO-DATE SERVICE

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Window Display Arranged by Martin Wiersum in the store of J. Van Duinen—now known as Boughner Cash Grocery—
803 Cherry Street, Grand Rapids.

GOOD MEN AND TRUE.

Four Advertising Agencies Which Honor Grand Rapids.

Peterson & Dean is one of the well known advertising agencies of Grand Rapids, serving a clientele scattered over many states. The agency is located in fine quarters at 427-429-431-432 Michigan Trust building.

It is completely organized and equipped to handle all branches of advertising, specializing in complete campaigns. Peterson & Dean is recognized by the magazines and prepares and places magazine and newspaper advertisements, direct mail matter, outdoor display campaigns and other branches of the business.

The agency is rendering satisfactory service to a number of clients among the manufacturers, jobbers and retailers. It has a number of conspicuous advertising successes to its credit. Peterson & Dean has a reputation for sober, conscientious judgment in handling advertising appropriations that wins and holds the confidence of their customers. The agency has had a steady growth since its formation nearly four years ago, having on three occasions enlarged its quarters and increased its organization in response to the needs of its business.

"If you have a story to tell, tell it well and mark the telling or the point is lost." That, perhaps, best describes the mission of the Lafferty Advertising Service of Grand Rapids who are expert in the "telling" as many of the striking "Ads," written by this concern and appearing in local dailies and weeklies, bear out. The recent "Bel-Car-Mo" advertising campaign is an example of how even the lowly peanut can be clothed in "toothsome" language when given the "Lafferty Touch." The firm conducts a general Advertising Service, writing and placing Advertisements in all American Newspapers and numbers among its clients many successful concerns. J. W. Lafferty, the head of the firm, is a practical advertising expert with many years of newspaper and printing experience back of him and the "copy" turned out is refreshing as it always has something to say—and says it.

The George A. Murphy Advertising Agency, located in the Michigan Trust building, was founded in Grand Rapids May 5, 1914.

Its business is confined to wholesale, manufacturing, financial and public service accounts. The owner, George A. Murphy, came into the advertising business via the newspaper route having held executive positions in the daily, weekly and monthly fields on both the editorial and business sides.

The Murphy agency secures no business through personal solicitation; handles only one account of a kind and never advises anyone to advertise. It places business in publications covering the country in widely varying fields, although most of its work is for Grand Rapids and Western Michigan clients.

Mr. Murphy belongs to no clubs; doesn't drive a machine; refuses to discuss advertising publicly; hopes every other advertising agency is fine; is willing to admit that he doesn't know all about advertising; likes advertising better than he would a job in the city laundry; never reads advertising—even his own—when he can help it; thinks about 60 per cent. of the money spent for advertising is wasted, but that as soon as advertisers quit filling space with ballyhoos and lies their wastage decreases to the point where they begin buying on golf records or from members of the Weehawken Athletic Club.

Mr. Murphy believes in advertising as a great force, but doesn't think there is anything mysterious about it and in his work never refers to a

spade as "an instrument of husbandry" unless the client insists and is willing to pay for the injured feelings at regular gross rates, Murphy keeping all the discounts, of course.

The Brearley-Hamilton Company, Inc., Michigan Trust building, handles all kinds of selling and advertising campaigns. C. B. Hamilton, President, and H. K. Brearley, Secretary and Treasurer, have both had long and active experience in selling and advertising lines. The company enjoys complete recognition by all advertising media and are prepared to plan, produce, and place any kind of advertising in any section of the world.

Too many people are apt to look upon the activities of an advertising agency as simply embodying the preparation of advertising copy. This may be the smallest part of their work. Wherever sales of a manufacturing institution are below normal, an advertising agency with the proper equipment can render invaluable assistance.

Selling and salesmanship have within the last few years of our business life come to be an organized science and in these days of keen competition the demand for scientific methods in selling are more apparent than ever.

Advertising as it is commonly understood is simply the written word of the manufacturer proclaiming the superiority and qualifications of his product, but in order to make his proclamation effective it must be backed up by a selling organization that is loyal to a degree, that is in sympathy with the course followed and that is on its "tip-toes" to accomplish results.

This kind of an organization the Brearley-Hamilton Company have had splendid success in building for many of their clients. The experience and training of the heads of this concern and the men in their employ has been gained through activities in all the different roads to the desired goal.

"Recognition" of an advertising agency by publishers means that the advertising agency so recognized has the ability to sell space to their clients at the same rates at which the publications themselves charge and make their profit from the commissions allowed them, their services being free to their client.

Grand Rapids and Western Michigan is and ought to be a great advertising center. Its hundreds of manufacturing institutions produce goods which can be, if they are not already, in demand around the world, and the help which such an organization can bring makes such a market possible.

As You Make It.

To the preacher, life's a sermon,
To the joker, it's a jest;
To the miser, life is money,
To the loafer, life is rest.

To the lawyer, life's a trial,
To the poet, life's a song;
To the doctor, life's a patient,
Who needs treatment right along.

To the soldier, life's a battle,
To the teacher, life's a school;
Life's a good thing to the grafter;
It's a failure to the fool.

To the man upon the engine
Life's a long and heavy grade;
It's a gamble to the gambler,
To the merchant, life's a trade.

Life is but a long vacation
To the man who loves his work;
Life's an everlasting effort
To shun duty, to the shirk.

Life is what we try to make it—
Brother, what is life to you?
E. S. Kiser.

The Grand Rapids Coca-Cola Bottling Co. has been incorporated to manufacture and distribute soft drinks in bottles, with an authorized capital stock of \$5,000, all of which has been subscribed and paid in, \$500 in cash and \$4,500 in property.

The Modern Advertising Agency



Ours is a sales organization. Every advertisement, every circular, every catalog, and every sales letter is measured, not in advertising terms, but in actual sales.

We have over 40 clients who are doing a national and international business.

We make it our business to see that the product advertised is absolutely right and that the sales organization of our clients backs up the product in the proper manner and spirit necessary to accomplish the maximum success.

If you are facing a problem in advertising, selling, or merchandising, we can be of material assistance to you.

Just write us saying that you are interested and one of the members of this firm will call at your office for a personal interview.

BREARLEY-HAMILTON COMPANY
516-517-518-519 Michigan Trust Bldg. Grand Rapids, Michigan

Lafferty Advertising Service

512 Grand Rapids Savings Building
Citizens Phone 1444

Newspaper Advertising

Artistic Copy

Forceful Sales Talk
pleasingly presented
in convincing arguments,
clothed in modern typography

General Advertising

GEORGE A. MURPHY Advertising Agency

Third Floor Michigan Trust Building
Grand Rapids, Michigan

ADVERTISING COUNSEL

PETERSON & DEAN

ADVERTISING
MICH. TRUST BLDG., GRAND RAPIDS, MICH.



A complete advertising agency, producing magazine, newspaper and direct mail campaigns. Serving many manufacturer, jobber and retailer clients, with room for a few more desirable ones. Preferring to develop the business of a client gradually, safely and surely. Believing that a small appropriation judiciously expended, can be made to bring proportionately as profitable results as a large.

MICHIGAN TRADESMAN

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

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
TRADESMAN COMPANY,
Grand Rapids, Mich.

Subscription Price.

Two dollars per year, if paid strictly
in advance.

Three dollars per year, if not paid in
advance.

Canadian subscriptions, \$3.04 per year,
payable invariably in advance.

Sample copies 5 cents each.

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

Entered at the Grand Rapids Postoffice
as Second Class Matter.

E. A. STOWE, Editor.

March 13, 1918.

SECTARIAN NARROWNESS.

The Tradesman regrets to note that the sectarian narrowness which has been a distinguishing feature of the Y. M. C. A. ever since the organization was inaugurated—narrowness which thousands of prominent Y. M. C. A. leaders have bent every energy to eliminate, without result—is seriously handicapping and nullifying the work of the organization in the army camps in various parts of the country.

Considering how generously the people of all religions and nationalities responded to the appeal for a fund of \$35,000,000, to carry on war work, it would require no great vision to see that the organization could exert its vast influence to better effect and with larger results than to close its doors to enthusiastic workers who do not happen to subscribe to the narrow Calvinistic creed maintained as a fetish by the Y. M. C. A. Because ex-President Taft is a Unitarian, he is barred from giving official aid to the Y. M. C. A. The same is true of hundreds of efficient workers who could render great assistance to the Y. M. C. A. at this time if they were not refused the opportunity by the small minded individuals who hold the maintenance of a narrow creed superior to the demands of humanity.

The refusal of the Y. M. C. A. workers to permit any soldiers to dance or play cards in the Y. M. C. A. huts—erected and maintained by the money of the people with the understanding that they were to be kept open for soldiers of all creeds and beliefs, without resort to sectarian lines, comes as a shock to men of large minds and broad vision. As a matter of fact, the huts appear to be maintained solely to demonstrate the narrowness of religious bigotry and afford a harbor for hundreds of lusty fellows who ought to be fighting in the ranks, instead of selling postage stamps and cigarettes and laying down hard and fast rules for the men who are making the supreme sacrifice to maintain the integrity of the Nation and prevent the collapse of human freedom.

While the Y. M. C. A. draws the line on dancing and card playing, which have always been favorite pastimes

with soldiers, it contributes to their physical degeneration by putting no limit on the sale of cigarettes—in fact, pushing the sale to the greatest possible extent. Physicians insist that the use of cigarettes impairs the heart action, so that the victim of the habit is unable to survive the critical periods of typhoid fever and pneumonia; that while we build up strong men, externally, by the scrupulous care and good food we give our soldiers, we are creating a race of weaklings by destroying their hearts. There is an incongruity between the uplift work of the Y. M. C. A. and the destructive work of the cigarette which stands out very clearly in the minds of men of vision.

The Tradesman regrets to be compelled to reach the conclusion that, in the face of the greatest opportunity which ever confronted a humanitarian organization, the Y. M. C. A. has demonstrated its utter inefficiency to properly cope with the situation. This conclusion cannot fail to be very much in evidence when the Y. M. C. A. again goes before the country for funds to continue the work it promised to do, but has been prevented from accomplishing because of the narrowing influence of sectional prejudice which should have no place in an organization which derives its support from people of all classes, creeds, cliques and clans.

THE FORKS OF THE ROAD.

There are two ways of meeting the present rulings of the Food Administration.

The right way:

By cheerfully obeying its rulings;

By using your head and your heart in a co-operative effort to help your country to win the war;

By inducing your customer to cheerfully accept the law's provisions.

The wrong way:

By trying to find every objection to the law that you can;

By insisting that "somebody is getting his out of it;"

By criticism of the inconveniences and apparent objections to the law;

By sympathizing with those consumers who have not come to realize they must do everything to help put Uncle Sam "over the top."

Which one will you take?

Powers Opera House (Grand Rapids) augmented the unsavory reputation it has so long cultivated and enjoyed by the presentation of the Cleopatra moving picture show last week. The price charged for admission was highway robbery and the evil effect of such a vile presentation on the minds of the young people of the community can never be computed. The person who seeks to contaminate the morals of a community by presenting debasing spectacles is no better than the pro-German who seeks to undermine the patriotism of the people by false reports and unfounded statements. Every one connected with Powers Opera House should be prosecuted to the limit for such an offence against public morals and common decency.

KAISER NOT ALONE TO BLAME

For one half a century Germany prepared for the present war, having grown in a material sense in thievery and made open profession of faith in blood and iron. Observers like Lord Roberts in England and Admiral Dewey and Leonard Wood in this country warned the world of the coming storm, but the warnings fell on the dulled ears of indifference. More remarkable still, knowledge of Germany's designs came at first hand to men in authority and left them unmoved. In England, Asquith knew and Grey knew and Haldane knew, yet these men balked at an expenditure of a few thousand pounds for a needed military staff requirement. Germany's feverish activity was met by the famous dictum "Wait and See." We, too, were guilty of the same incredible folly, heedless of the approaching war, until we were caught in its vortex, with certain "watchful waiting" slogans by our too hopeful President that are bearing deadly fruit. So much for the past.

The present folly is embedded in the different peace pronouncements emanating from the Allies including ourselves. These all wear the familiar ethical garb that is so often suggestive of insincerity. They invoke lofty principles in polished periods—always dear to lovers of happy expressions. We have no quarrel with the German people. Why? We have no intention of interfering with them in any way. Why? There must be nothing punitive and no taint of what is rather vaguely designated as imperialism in our aims. Why? Certainly such utterances are calculated to prolong the war, because the Germans will count on securing as good terms in ten years as to-day. On the moral side, they probably have as much effect as an exhortation to altruism would have on a jungle tiger. Doubt on this point can be dispelled by weighing the German replies. Besides these expressions, differing in source and detail, tend to breed divergent views that may conceivably endanger a just settlement at the end. And the case is a perfectly plain one. Common sense, backed by decent knowledge of conditions and indifference to the imagined whims of electorates, would have been satisfied by a short and incisive statement, calling for neither addition or alteration:

"You Germans have brought on this war and turned the world into a charnel house for reasons of pure material greed—the lust for your neighbor's possessions—and you must pay the bill. The longer you fight, the bigger will bulk the cost. And this is only the recoil of your own avowed professions on your own heads. Moreover, your methods of warfare have been marked by acts embodying such a challenge to accepted civilized codes, that we shall hold your leaders to responsibility—and by responsibility we understand something more than mere loss of office. Remember we are going to see this through, whether it takes one year or ten, whether it takes five million or twenty

million men, whether it takes a hundred billion or a thousand billion of any known denomination of gold. And we shall so settle it that never again will a nation attempt to repeat your experiment."

This is the only kind of language that Germany understands and respects. What the Allies need to-day, more than men and guns, and food and ships—all of these they have—is a leader of the type of Lincoln, who would stand like the Rock of Gibraltar amid the uncertain drifts of wandering aims. Recall those words that have gathered about them, as they ring down the ages, a sort of immortality, "If there be those who would not save the Union unless they could at the same time save slavery, I do not agree with them. If there be those who would not save the Union unless they could in the same time destroy slavery, I do not agree with them. My paramount object is to save the Union and not either to save or destroy slavery." And the paramount object of every man and woman in every one of the Allied nations to-day is to save civilization and not to save this or that form of government or this or that political creed. There is another utterance of Mr. Lincoln, in quite marked contrast to resentment of criticism, that should also appeal to all in authority, "I shall try to correct errors when shown to be errors, and I shall adopt new views as fast as they appear to be true views."

ABOLISH THE HALF HOLIDAY.

Now that we are at war and need to utilize every moment to produce food, clothing, arms and ammunition for ourselves and our Allies, we should by all means abolish the Saturday half holiday which has become common in some manufacturing centers during the past few years.

The only reason for the adoption of this custom was the oversupply of labor, due to the importation of so many laborers from alien shores. Now that the importation has ceased; that the tide has turned in the opposite direction; that we have 1,500,000 workers in the training camps of our country and on the other side of the sea; that 5,000,000 men will have to be taken out of productive channels in this country before the war against the German beasts is won, we must lose no time in discarding the half holiday which is now a relic of the time of peace and also discard the eight hour and nine hour schedules which were brought about by union labor slackers and slovens and return to the sixty hour schedule, instead of working only forty-four hours or forty-nine hours, as at present. Unless we do this the soldiers on the other side—who are working up to twenty-four hours per day, seven days a week—will not be supplied with the necessary food, fuel, clothing and equipment to render their service to the country and to humanity the most effective and efficient possible.

Who will be the first to start a crusade which will change us from slackers and slovens to patriotic workers in the cause of humanity?

LENT JUSTIFIED.

One of the surprises revealed by experience is the vitality which persists in ancient customs. Many people, for example, think that the keeping of Lent is merely a survival of an ancient superstition, and they mock at this fasting, self-denial, and self-discipline. We know now that each of these religious exercises has a fundamentally practical use.

The psychologist has proved by his experiments that fasting makes the mind more alert in perceiving, clearer in the power of expression.

In these days of war we are all receiving from the authorities many appeals to deny ourselves certain foods, that we may have the more to send to our Allies. For the time being the abstinence is voluntary. It is exactly the sort of self-denial that has been going on unnoticed year after year in many a household during Lent, that the less fortunate of the earth may receive the surplus.

As we see our young men come home from the military camps, cheerful under the discipline to which they are subjected, improved in health and character by their obedience, we see anew the permanent value which lies within the self-discipline of Lent. It is no child's play for a smoker, for instance, to decide that he will take himself in hand and show himself that for six weeks he can get on without the use of tobacco, not because he believes smoking wrong, but because he likes from time to time to test the mastership of his own soul. We know that all discipline holds a reward. The highest reward comes to the man who has the strength to impose his own discipline and to abide by its commands.

So we find in a new way that Lent deserves to be kept. By increased watchfulness over ourselves, by increased use of the instinct of worship, both public and private, we may take an ancient convention and make it a stimulus towards strength and life.

Exactly how much tonnage will be saved by the plan of Secretary of the Interior Lane, in trying to get from domestic sources a lot of mineral matter needed for war purposes, is somewhat problematical. But there is nothing conjectural as to the great value that will come from the investigations that are to be made, and that have been already made, by the different bureaus in his department looking to the development of American resources. It may be a long time before this country, for instance, is made independent of Chilean nitrate of soda for its supplies of nitrogenous material, but it is beyond question that much progress will be made in this direction before the war ends, and that domestic industries will be much helped after the war by the results of the work now in progress. The same is true as regards the output of anhydrous sulphuric acid, which is obtained from pyrites. Getting enough potash for the country's needs at a sufficiently low price is a little harder proposition. But chemical research, stimulated by the prospect of large profits for a couple of years or more to come,

may overcome the obstacles which just now seem almost insurmountable. Other products sought are magnesite, graphite, tungsten, chromite, and mica, and the prospects for obtaining them are not unfavorable. The technical research by the Government's officers will not be labor lost, because it is certain to produce results which will make this country, during the war and after it, more self-contained than it has ever been.

It is an argument among bond dealers that if the present bonds are convertible into the next issue (which is altogether probable, then the present bonds will inevitably go to par. If, on the other hand, the present bonds are not convertible (which could only be in the event that the next issue has less than a five-year maturity), then the present bonds would not only fail to rise, but would actually decline further, no matter whether the next issue were $4\frac{1}{2}$ per cent. or higher. The argument is this: The Government cannot put out a new issue at par when the present bonds are selling below par, and are convertible into that issue. Either the Government itself would have to bid the old 4 cent. issues up to par, or the higher rate of the new bonds would assure that. Instead of buying the new bonds, people would buy first the old bonds in the open market at a cheaper rate, and then convert; and they would continue this as long as there was a profit in the operation, which would be until the old bonds were practically at par. If, on the other hand, the Government put out a $4\frac{1}{2}$ per cent. short-term issue at par into which the present bonds were not convertible, the present bonds would be likely to fall further; for the new bonds would bear a higher rate; holders would want to sell the old bonds in order to obtain them; and the old bonds are already partly sustained in price by a consideration of their convertibility feature. But hardly any one believes that the present bonds will not be convertible into the next issue.

Almost fabulous prices for good seed corn are reported paid at auction sales in the Northwest. In some cases farmers who held part of their 1916 crop in their cribs have been able to dispose of it to immense advantage in localities where the 1917 crop was frosted. Meanwhile, a representative of the Federal Seed Stock Committee has arrived at the Massachusetts Agricultural College with authority to pay \$4.25 a bushel for Massachusetts flint corn that will show a germination of 85 per cent. or better. The variety is immaterial. The work of certifying to the percentage of germination is to be assigned to the Massachusetts Agricultural College. Where a farmer has seed corn he is to notify the County Agricultural Agent of the fact; the agent is to visit the farm, and to take a sample which he will send to the College in a special container; and the result of the test will be notified to the county agricultural agent. Shipment will be made from a central point in the county, and the county agent will supervise it and certify that the corn is as tested. It is hoped to obtain nearly 25,000 bushels at once.

AFTER-WAR THOUGHTS.

If eternal vigilance ever was the price of liberty, it certainly is so today. We rightfully give up everything for the prosecution of the war, since without winning it life itself is worthless, but we pay little attention to the state of affairs which we must face with the return of peace.

An immense horde of Government officials who now fix prices and regulate trade, industry, transportation and finance will wish to keep their jobs, and may be expected to have great political influence. Labor unions will help these officials because the labor market cannot easily absorb more men than will come from the disbanded armies.

Then the old way of governing by the people and for the people may be shown to have had its faults. It gave us our present transportation difficulties, and also our lack of preparation for war.

There is no danger of our adopting autocratic government, in form; but of failing to get rid of autocratic government, in fact. If the war lasts long enough, Government officials will be doing our thinking for us in all of our activities, a large portion of the population being appointed to watch over the rest of it. We are sure to get more and more firmly in the grip of a kind of socialism, but there is hope for our getting back some of our personal liberty if Congress shall stipulate, whenever it grants extraordinary power to the Executive, that such grant is only for the duration of the war. Much of our individuality is gone forever, but it may be possible to make sure of the return of a valuable remnant. There should be constant and persistent reminders of the temporary nature of any new concentrations of power.

The President has said that he did not want any more Mrs. Bixby's that is, any more families in which all the sons of draft age should be sent to the front, leaving the mother of the family, like the one to whom Lincoln wrote, sometimes three and even four times bereaved. Thus far, however, no provision has been made in the draft regulations to carry out the President's desire. There are cases, not very frequent, fortunately, in which four sons have been called to the army, while in others, owing to chance, none have been taken. The boards have stated themselves powerless to take action, as there are no rules covering the subject. This is a small matter, so far as numbers go, as a change in the regulations would not affect the draft in the aggregate at all. But it is a very great matter to the mother who sees herself deprived of all her sons at once. Official word from Washington should give permission to draft boards to exempt those remaining when two are already serving with the colors.

In another laudable effort to discover the missing hired man, an official at Washington is urging "war vacations" for city workers. If they cannot be enticed back to the soil for a few days

in the name of patriotism and a coat of tan, these people will simply have to be drafted, but it is thought that few stenographers will refuse Uncle Sam two weeks among the haycocks. Yet farmers as well as army men have manifested pardonable resentment at the various proposals to conscript for their ranks all forms of life from the parlor snake to the drug addict. The farmers, moreover, have questioned whether their technique can be learned in even a whole vacation; and this new prospect of a throng of transient and bucolically unsophisticated aides calls forth protest from a hitherto patient partner of the farmer's griefs. In the Detroit Free Press "a farmer's wife" asks if she will be expected to take breakfast trays up to the vacation helpers which the Government insists shall be hers. She is appalled by anticipated complaints about mosquitoes, noisy roosters, and the bathing facilities afforded by the old swimming-hole. She has a dreadful vision of her kitchen in the throes of a perpetual reception of "hayin' hands" and "the thrashers." But facts like these are far from the dreams of theoretical Washington.

A very definite and insidious propaganda against the growing of sugar beets is now showing its effect in our Western States, and Federal food administrators in the states and counties where sugar beets are grown may well be on the look-out for this propaganda and prompt in killing it. The general effort is to discourage the beet farmer to reduce acreage, chiefly by predicting unprofitable prices for sugar next fall. Any reduction in our sugar-beet acreage would serve two purposes for Germany—first, a direct shrinkage in this wartime crop; second, the crippling of our industry for the advantage of German beet sugar. Since the war we have made this country independent of Germany for sugar-beet seed, replacing inferior Russian strains formerly sold us by Germans with pedigreed seed of our own breeding. We must now endeavor to make our country as nearly independent of outside sources of sugar supply as possible, and beet farmers should be encouraged.

The departure of the first detachment of a Jewish battalion, on its way to fight in Palestine, marks a new step forward in the recovery of that country. The men who went were all outside the draft, men, for the most part, who had not yet become full-fledged American citizens. They will have to fight under the British flag, because the United States is still formerly at peace with Turkey. How the Turkish government can reconcile this open recruiting here by England of volunteers for service in Palestine is one of the mysteries that only diplomats can solve. At present, Washington permits only residents, but not citizens, to go and fight for the old Jewish homeland. Nobody believes that this pretext can be maintained for long. If it leads to war between Turkey and the United States, large numbers of volunteers, exempt from draft or in the deferred classes, will clamor to go and fight on sacred soil against the ancient oppressor.

MEN OF MARK.

Edward Horan, Manager of the Allegan Grange Store.

Edward Horan was born at Niles, Feb. 9, 1858. His antecedents were Irish on both sides. His father was a stone mason and stone cutter and long enjoyed the reputation of being an excellent mechanic. His son completed the grammar grade and one year in the high school, when the call to get out into the world of activity overcame the ambition to secure an academic education. At 14 years of age he obtained employment as water boy for the gravel gang employed by the Michigan Central Railway. A few months later the idea entered his head that the mercantile business held out alluring inducements to the young man who had thus early determined to make his mark in the world and, in pursuance of this idea, he sought and obtained employment in the grocery store of Milo Brown. Here he assiduously devoted himself to acquiring the rudiments of the business. Three and a half years later he was offered a more responsible position in the more pretentious grocery store of J. M. Wells, with whom he remained about eighteen months. Believing that a knowledge of the dry goods business would better enable him to round out his career as a merchant, he then entered the employ of A. J. Fox, whose dry goods store was widely known as one of the largest and best conducted establishments of the kind in Southwestern Michigan. He remained in this store seventeen consecutive years, during which period he became known as one of the best posted men in the dry goods trade of the State. One year was subsequently spent in the general store of Kingsbury, Harrington & Smith, at Cassopolis, when he removed to Allegan—twenty-three years ago—to take the position of manager of the dry goods department of the Grange Store. He developed the department along progressive lines and exhibited so much ability along managerial lines that eight years ago he was made Manager of the entire establishment, which position he has held with credit to himself and with satisfaction to the stockholders and customers of the corporation, which has a paid in capital stock of \$106,200 and is officered as follows:

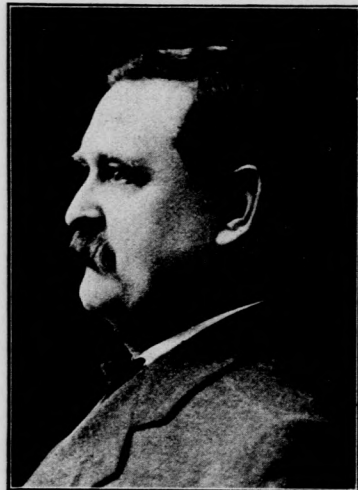
President—A. H. Tracy.
Vice-President—S. K. Tanner.
Secretary—D. M. Webster.
Treasurer—Edward Horan.

The business was established in 1876 and for many years was conducted as a co-operation institution under the management of the late Albert Stegeman. The co-operative feature is still maintained to some extent, but in the natural course of events the stock holding has been shifted into fewer hands, the men who are responsible for the success of the institution having acquired a large portion of the outstanding capital stock. Mr. Horan has selected his associates and assistants with much care and discretion. The office and finances of the company are looked after by

D. M. Webster. The dry goods department is managed by George D. Horan; the grocery department by Orlo McGetch; the shoes, ready-to-wear and clothing department by Edward T. Horan; the hardware department by Austin Coburn. All work together as a unit under the watchful care and supervision of Manager Horan, who has gradually increased the volume of business conducted by the store until it now exceeds a quarter of a million dollars per year.

Mr. Horan was married Feb. 15, 1882, to Miss Augusta Wesselhoff, of Niles. Two sons have joined the family circle—George D., aged 34 years, and Edward T., aged 32. The family reside in their own home on Cedar street.

Mr. Horan is a member of the Roman Catholic church and the Modern



Edward Horan

Woodmen. He has no other fraternal relations, his home being almost his only place of resort and refuge outside of business hours.

Mr. Horan attributes his success to treating people right and dealing with them honorably. He stands back of every promise and never fails to satisfy a customer if it is within the realm of possibility for him to do so.

Personally, Mr. Horan is one of the most companionable of men. Although he has the reputation of being a little stubborn at times, he never takes a stand unless he is fully convinced that he is right. When he is so convinced nothing can swerve him from the path of duty as it appears to him. He is generous to a fault in his dealings with his family, his friends and his church and as the years go on and his own possessions are steadily increased he is inclined to look with more favor upon the charitable, philanthropic (civic and patriotic demands which confront the business man from so many angles at this time.

Always of an optimistic and creative disposition, his courage, aggressiveness and determination enabled him in the early days to overcome what to others would have been insurmountable obstacles.

His complete grasp of every department of the business—for many years, even to the minutest detail—gave to the concern its more recent impetus



cMc Ready-Made
PRICE CARDS
are neat and attractive and cheaper than you can make them—40 cts. per 100 and up.
Write for Samples
CARNELL MFG. CO.
Dept. k, 338 B'way, New York

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

AGRICULTURAL LIME
BUILDING LIME
Write for Prices
A. B. Knowlson Co.
203-207 Powers' Theatre Bldg., Grand Rapids, Mich.



HARNESS OUR OWN MAKE
Hand or Machine Made
Out of No. 1 Oak leather. We guarantee them absolutely satisfactory. If your dealer does not handle them, write direct to us.
SHERWOOD HALL CO., LTD.
Ionia Ave. and Louis St. Grand Rapids, Michigan

Fiegler's
Chocolates
Package Goods of
Paramount Quality
and
Artistic Design

Valid Insurance at
One-third Less Than
Stock Company Rates
Merchants insure your stocks, store buildings and residences in the
Grand Rapids Merchants
Mutual Fire Insurance Co.
of Michigan
For the last ten years we have been saving our policy holders 33 1/3 % on their insurance. We can and will do as much for you.
Home Office, Grand Rapids



Grocers Lose Over \$500,000 a Day!

If only \$1 worth of perishable food spoils, taints, sours or decays each day—the loss to the 500,000 Grocers of the United States would be \$500,000 a day. Each Grocer would lose \$365 every year. The total loss to the 500,000 Grocers of the United States would be over 150 Million Dollars a year. These are startling figures—but experience has shown that the average daily loss to each Grocer is over \$1 a day. Even a loss of only \$1 a day would more than pay for a

MCCRAY SANITARY Refrigerator

which prevents all loss of perishable foods. The first year's saving would more than pay for it—therefore it is not an expense, but an economy. The MCCRAY will give efficient service for many years—and save money for you every day in the year.

LET US TELL YOU HOW TO STOP THESE LEAKS AND PREVENT THIS WASTE OF PERISHABLE FOOD

Write NOW for our Grocers' Catalog and full information about our Easy Payment Plan which makes it easy for any Grocer to buy a MCCRAY and pay for it while he is using it. Ask for Catalog:

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

MCCRAY REFRIGERATOR CO., 844 Lake St., Kendallville, Ind.
Salesrooms in All Principal Cities

and to Mr. Horan that ripe business judgment which during later years has so prominently contributed to the successful growth and expansion of the business.

His energy, devotion and enthusiasm, his cordial support and encouragement of and stanch belief in young men, his constant thoughtfulness of others, have been a continual source of inspiration to all employes and largely responsible for the spirit of loyalty and fine esprit de corps that pervades the entire organization.

How to Sell the Conservation Cereals

Washington, D. C., March 12—“How am I going to use a pound of cereals for every pound of wheat flour I buy?” asks the housewife, confronted by the new “fifty-fifty” ruling of the Food Administration.

“And how am I going to sell a pound of corn meal, rice, oatmeal or other substitutes with every pound of wheat flour? echoes the retail grocer.

And the answer is paradoxical—that over a very large part of this country the grocer has always been selling cereal substitutes in pretty much the “fifty-fifty” proportion, and the housewife has been cooking them up into palatable, nourishing dishes.

This ruling is largely an established American practice, but now put into a definite conservation demand. In the South, for instance, cornmeal, hominy and rice have been used always to such a degree that wheat flour is probably the real substitute there. Twelve or fifteen Southern states use cereal with wheat on a liberal “fifty-fifty” basis, and perhaps the proportion is even greater, running in many sections 40 per cent. wheat flour to 60 per cent. cereals. In the Middle West the proportion has been about 75 per cent. wheat flour to 25 per cent. cereals, and the grocer and housewife are asked to exert sales and cooking ability only to the extent of doubling the ordinary consumption of cornmeal, oatmeal, rice, and other cereals, popular in that section.

In the Far West the normal ratio has been about the same, 75 per cent. wheat flour to 25 per cent. barley flour, and oatmeal. The Pacific coast states have lately become great producers of barley and rice, and the conservation problem there becomes very simple when one remembers that the appeal can be made to sectional spirit.

In California barley has largely replaced wheat as a crop and rice has made productive thousands of acres of land of little value for other crops. In New England the normal ratio has been 80 per cent. wheat flour to 20 per cent. other cereals, chiefly oatmeal and rice, with limited amounts of corn meal. In those states and among consumers of the East generally, the greatest changes in selling, and cooking are called for, but to aid in making such changes we have the most highly organized distributing trade and a vivid realization of war issues, due to closer contact with Europe that makes consumers in this section par-

ticularly responsive to conservation measures.

For the grocer, about the first thing to do after realizing that the “fifty-fifty” proposition calls for nothing very radical in the way of change, is to stock, display and merchandise his cereal substitutes on combination lines. When the housewife asks for twenty-four pounds of cornmeal with twenty-four pounds of wheat flour she is probably purchasing more cornmeal than she can use. It takes very little intelligence to see that she is merely complying with a Food Administration ruling instead of purchasing economically for her household. The ruling has thrown her purchases out of balance for the moment, so to speak, and it is plainly the dealer's duty to aid her with suggestions, splitting up the cereal purchase among several substitutes—oatmeal, rice, barley, hominy, and the like.

If she asks what she is to do with all these different cereals the answer is easy. As a housewife and a member of the U. S. Food Administration her ingenuity in preparing dishes and menus has been enlisted. Every one of the cereal substitutes is a concentrated palatable food staple, capable of making innumerable, delicious dishes. The very fact that she is purchasing a half dozen cereals ought to furnish a stimulus to her cleverness, lead her to cook and serve new dishes and diversify the family diet.

Some doubts have arisen in the trade as to whether combination sales of cereals would be permitted—that is, twenty-four pounds of flour with eight pounds of cornmeal, six pounds of barley flour, four pounds of oatmeal, three pounds of rice, and three pounds of hominy, or grits, or similar assortments. There is a wide range for making assortments of this sort attractive to the public, basing the kinds and quantities of different cereals upon supplies at hand, local preferences and the capacity of the average family to use up different cereals while the proportion of wheat flour is being used. Such assortments cannot be forced upon customers, and a wide range of cheese is advised.

To any dealer who may have heard that combination sales are not permitted it is sufficient to explain that under ruling twenty-three he may sell wheat flour in combination with one or more wheat substitutes, such as hominy, corn grits, corn meal, corn flour, edible corn starch, barley flour, rolled oats, oatmeal, rice, rice flour, buckwheat, buckwheat flour, potato flour, sweet potato flour, soya bean flour, and feterita flour and meals, while in the case of whole wheat or graham flour containing at least 95 per cent. of the entire wheat, six-tenths of a pound of wheat flour substitutes are sufficient to meet Food Administration requirements in selling a pound of such whole wheat or graham flours. He cannot compel a purchaser to take any particular combination, but he can be of great assistance by suggesting assortments by which the usual breakfast cereals, those that can be served as vegetables and those that can be used in Victory breads can be sensibly included.

James H. Collins,
U. S. Food Administration.

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Can ship promptly carloads good
ILLINOIS EAR CORN
at \$1.60 per bushel, seventy pounds, freight paid

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CARLOAD WELLMAN,
Grand Rapids, Michigan

Petoskey Portland Cement Company

In offering to the public the stock of the above company we do so with full confidence in it as the best investment that could be offered in view of what all know of the future with respect to construction of every kind.

There is a great demand for stock in present cement plants, but none is for sale. The next best thing is to get in on the ground floor in a company that has every necessary factor possessed by other cement plants and a few in addition.

Present cement plants are busy supplying the demand even now under decreased building operations. Such being the case it must appear to you that the output of these plants will be entirely inadequate in supplying the demand just as soon as the war is over.

We will need more cement plants and the Petoskey Portland Cement Company from the standpoint of its location, market, raw materials and transportation routes, etc., under efficient management is destined to become one of the big industries of Michigan.

We have a Board of Directors of known integrity and business ability.

We would not have you forget that outside of the manufacture of cement this company's sale of hundreds of thousands of tons of crushed stone assures you a handsome return from the start.

There never was a time like the present in the cement industry.

Now is the time to prepare for the large profits that the basic conditions of the industry seem to assure careful buyers.

The industry enjoyed remarkable prosperity in the last few years. This prosperity must and will continue due to the enormous building projects under way.

We court an investigation on the part of any one interested, and such an investigation is sure to prove an extraordinary opportunity for profitable investment.

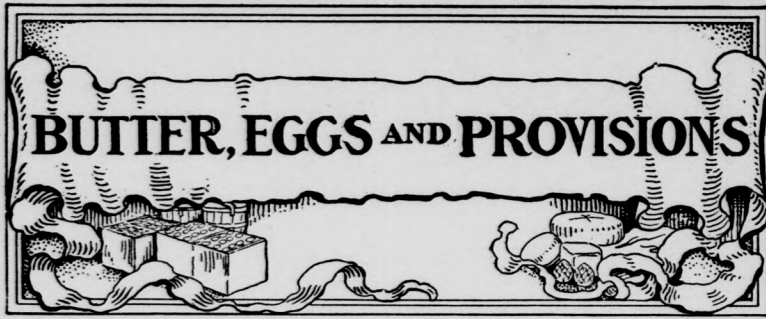
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69 Buhl Block,
Detroit, Mich.
Representatives for Eastern Michigan.



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.

How to Crate Fattened Poultry for Market.

The quality of market poultry can be much improved and the weight considerably increased, by proper feeding for a few days before marketing. A hundred pounds of poultry sells for more than a hundred pounds of any other kind of live stock commonly used for meat production. Three hundred and fifty pounds of the right kind of mash feed, moistened with buttermilk or skimmilk and fed in the right way to the right kind of feeding stock will produce a hundred pounds of poultry meat.

Growing the frame is the most expensive part of poultry raising, but finishing the birds by special feeding for a short time before marketing is highly profitable. A gain of 35 per cent. over the original weight for fifteen days' feeding is not unusual with the right kind of feeding stock. The improvement in quality as well as the increase in quantity cannot be over-emphasized. Prime milk-fed broilers and springs are a rare delicacy and need only be tried to be fully appreciated. The flesh of a properly fattened market fowl is more palatable and digestible than that of a lean fowl, because the fat of the former takes the place of water in the tissues of the latter. When the flesh of the fattened fowl is roasted the fat melts and softens the tissues, while in the lean bird the water evaporates and leaves the flesh dry and hard.

Fattening may occur at any age, but young growing stock uses its feed for both growth and fattening and so will make greater gains per pound of feed given than fully matured stock. The highest percentage gains can be secured with young stock about broiler size, weighing from 1½ to 2½ pounds each, although springs weighing from 2½ to 4½ pounds can also be very profitably fattened, and hens will make good gains for a shorter feeding period. Vigor and vitality of the feeding stock is as important in poultry feeding as in other live stock feeding and the most vigorous birds in the crate will get the most feed and make greater gains than their more timid neighbors. Crate feeding is really a kind of force feeding, for the birds cram themselves with unusually large amounts of a very palatable feed. Unless the birds are en-

dowed with good vigor and vitality, they will not be able to digest and assimilate large amounts of feed in a short time and will consequently make smaller and more expensive gains. An observation of the relative gains of two birds in a crate, one of the weak, crow-headed type and another of the strong, bold and vigorous type, will convince anyone that the matter of vigor is of great importance for profitable feeding. In fact, vigorous stock should be the first consideration in the selection of birds for the breeding pens, the laying flocks or the feeding crate.

One of the problems in fattening is to keep the birds quiet, thus conserving the energy otherwise expended in moving about.

For this reason the birds should be confined to a crate or battery. A very satisfactory feeding crate may easily be made of 2-inch by 2-inch lumber for a frame, 2-inch mesh poultry netting for the top, back and ends, and lath for the front and bottom. A crate for ten springs or eight hens should be about 24 inches deep, 36 inches long and 16 inches high. The lath for the bottom should be placed about 1½ inches apart so that the droppings will fall through to the ground or tray below. A lath bottom is preferred to a wire bottom, because the birds can stand on it more comfortably. The front of the crate should be made of lath placed about 2 inches apart, so that the birds can eat the buttermilk moistened mash from a trough placed along the front. A "V"-shaped trough may be made of half-inch lumber. The feeding crate should be placed in an open shed during warm weather, but during cold weather it will be more profitable to put the crate or battery in a room in which the temperature is above freezing most of the time. This crate may be used as a broody hen coop when it is not being used for crate feeding.

When rather large numbers of birds are to be fattened and where space is an important consideration, as it is with grocers, market and produce men who wish to fatten stock for their own trade, the regulation type of portable feeding battery as used in most commercial feeding stations may be well used.

The ration for feeding stock should consist altogether of mash feed moistened to a mortar-like consistency with buttermilk. A very satisfactory ration may be made as follows:

60 per cent. finely ground corn-meal.

40 per cent. red dog flour.

If red dog flour is not easily avail-

Clover and Timothy Seed

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Grand Rapids, Mich.

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The Nationally Advertised Line.
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24s per
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We pay highest market prices
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Jackson, Battle Creek, South Bend, Ind., and Elkhart, Ind.

Onions, Apples and Potatoes

Car Lots or Less

We Are Headquarters

Correspondence Solicited



Vinkemulder Company

GRAND RAPIDS

:::

MICHIGAN

able, a good grade of white middlings may be used.

Another good ration may be made of:

50 per cent. finely ground corn-meal.

30 per cent. oatmeal or sifted ground oats.

20 per cent. middlings.

Moistening the ration with buttermilk to a mortar-like consistency results in a very palatable and highly digestible feed. The proteins of milk are known to be particularly efficient for growing chickens. Approximately 2 pounds of buttermilk will be needed for each pound of dry feed to give it the right consistency. During the warm weather the feed should be mixed somewhat thinner than during cooler weather.

Care should be taken not to overfeed the first two days. The first few feeds should be rather light, gradually increasing until on the third day and after the birds may be given all they will eat in twenty minutes, morning, noon and night. Any surplus feed should be taken out of the trough at the end of each feeding period so the birds will be "up and coming" for the next feed. The skillful feeder soon learns to stop feeding just before the birds have had their last mouthful which they desire.

The feeding period is usually ten to fifteen days. Old stock rarely makes profitable gains after ten days, but good, vigorous young stock will make profitable gains up to the fifteenth day of feeding.

While the suggestions in this circular have been made particularly for the poultry producer who wishes to finish his surplus stock for home use or for a special local market, still it is not out of place to suggest that there are many communities in this State which offer splendid opportunities for the starting of a commercial milk-feeding plant, particularly those communities where buttermilk is readily obtainable as a creamery by-product. The fact that so much market stock leaves the producer in an unfinished condition has led to the development of a specialized milk-feeding industry in many communities in the Middle West. In these milk-feeding plants the stock is not only properly fattened, but is also dressed graded and packed, usually in a most creditable manner. The milk-feeding establishment is one of the few lines of the poultry industry in which intensive factory methods have been successfully employed. The success of the milk-feeding plants is partly due to the fact that managers have learned the lessons of cleanliness, sanitation and ventilation better than the average poultryman and farmer. Most of the feeding stations are well lighted, splendidly ventilated, and constructed so that they can be thoroughly cleaned and disinfected at regular intervals.

Grocers and market operators, too, who dress out the stock which they retail will find that the improvement in quality effected by milk feeding will make their stock more popular, while the profit due to increased weight is

not to be overlooked. Creamery managers can make every profitable use of the buttermilk which is available as a by-product by operating small milk-feeding plant in connection with their creamery. By crate feeding a saving of space, equipment labor, and feed is made over any other method of fattening. The rapid development of this branch of the poultry industry in some sections of the Middle West is proof of the profits which are possible if good business judgment is exercised.

To realize the most profit from crate feeding the stock should be properly dressed before being marketed. Well-fattened poultry should not be shipped to market alive because the shrinkage in weight and danger of bruising is very great. The feeder should always dress the birds and market them as milk-fed dressed poultry.

The work incident to dressing consists of complete bleeding and the removal of the feathers. The entrails should not be removed since extensive investigations have shown that undrawn poultry keeps better than does drawn poultry.

There are two ways of dressing poultry for market—by dry picking and by scald picking. It is becoming more and more imperative that dry picking be used where the better markets are catered to, for many investigations show that dry picking is more sanitary and satisfactory in every way. The only circumstances under which scald picking is advisable is when the birds are to be used immediately at home or, at most, when they are marketed locally. Even then, however, there is no absolute reason why scalding should be used since dry picking is not at all difficult if the killer learns to bleed and stick the bird properly.

F. E. Mussehl.

It was not the prospect of extra pay which made so many young men throng into the aviation service that the ground schools have waiting lists which it will take three months to exhaust. Gen. Pershing's recommendation that this extra pay be cut off because "flying duty is no more hazardous than duty with other combat troops, and involves nothing like the hardships endured by troops in the trenches," offends the Aero Club of America. It will not offend these volunteers. Their disappointment will be in hearing that there is no extra risk. Yet Pershing's statement has been borne out by British reports. Safer machines are being built, safer methods of instruction developed. The death of one of the thousands of practicing aviators gets far more notice than even the deaths from accidental gunshot wounds that Pershing reports. There is a general movement for a readjustment of army pay in the interests of equity, of which one manifestation is the bill to give certain commutation allowances to field officers with dependents. The general scale now is liberal, and no one wishes it thought that his motive was selfish in going into the army.

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

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

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"

SKINNER'S MACARONI 187 1/2
The Nationally Advertised Line. 24s per CASE
On SPECIAL DEAL. See jobber's salesmen or write for particulars.
SKINNER MANUFACTURING COMPANY
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Special Sale Experts
Expert Advertising—Expert Merchandising
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Potatoes, Apples and Beans
Write or telephone when you have anything to offer
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Perkins Perfect Salted Peanuts
are sold to those who demand high grade goods.
Order from your jobber today.
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We Buy Eggs
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We are in the market for fresh current receipt eggs, No. 1 dairy butter and packing stock. Until the market settles we will pay the full Grand Rapids market.
If not shipping us regularly, better get in touch with us by wire or phone.
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GRAND RAPIDS, MICH.
Merchant Millers
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Brand Recommended by Merchants
New Perfection Flour
Packed in SAXOLIN Paper-lined Cotton, Sanitary Sacks





Present Difficulties Confronting Shoe Dealers.

This article isn't a creed on pessimism from the retail shoe dealer's point of view, or anybody else's, for that matter. On the contrary it may be characterized as a frank facing of facts, and a cursory consideration of the practical question growing out of them: namely, What can the retail shoe dealer do by way of overcoming these adverse conditions?

Things are not what they used to be anywhere—and least of all in shoedom. Many things have changed. Conditions that so long obtained we had come to look upon them as matters of course, have changed. The unbelievable—the impossible—is happening almost daily. Old maxims have ceased to apply. New problems have arisen, and the business of selling shoes at retail, on a profitable basis—a matter difficult enough before the war—has become a puzzling proposition.

The Labor and Fuel Situation.

Whatever fundamentally and vitally effects the manufacturing end of the shoe business, effects also the distribution of shoes; for unless orders are filled, and the merchandise reaches the dealer on time, and in proper condition, the dealer is handicapped. No branch of the shoe business exists to itself alone. When one suffers, all suffer.

And the fuel situation effecting all territory east of the Mississippi, contributed its share to the present shortage of shoe production. Factories are behind with orders. Many of them will not be able to catch up. Where floors are swamped with work, and everybody is geared up to high tension and trying to prod the other fellow along, you have a situation that naturally brings about hasty, imperfect, and obviously rushed-through work.

Labor problems enter to complicate matters. Many skilled shoe operatives have been called to the colors through the selective draft; and many others have entered munition plants and other manufacturing concerns engaged on war orders. The larger wages proffered by such concerns have diverted them, for the time being at least, from shoemaking. In the mad scramble for trained help among big manufacturers of shoes, one employer has big against another; and there has been a shifting of operatives from one locality to another. And all the common or garden variety of labor problems as they have flourished among shoe operatives, have been aggravated by wartime stimuli.

The Transportation Problem.

Add to this the embargo on shipping, and you have a choice collection of distinctly new and different difficulties.

Fuel, food and war materials must, to be sure, have the right of way. This is as it should be; and nobody but a pro-German would have it otherwise. But, at the same time, it has its effect in complicating retailing conditions.

Now that the railroads are under Government control, it is devoutly to be hoped that the situation in so far as shipping is concerned will be in better shape—and soon. But let us remember that there is an immense crop of grain to be moved, and millions of tons of coal, and other millions of tons of things essential to our soldiers in the training camps and our expeditionary force in France; and freight cars and locomotives to pull them can't be wished into existence.

With all of its resourcefulness, it will take time for the Government to solve this gigantic transportation problem. And, in the meantime, there'll be delayed shipments of shoes. Retailers will, in many cases, be disappointed.

The Style Limitation.

And there is the style limitation. And that, we also believe, was a good thing; but it has—or rather I should say, will have—its effect in rendering a difficult situation more acute.

The American woman has come to admire pretty shoes. Shoe manufacturers and retail shoe dealers have combined to help her acquire this fondness for attractive footwear.

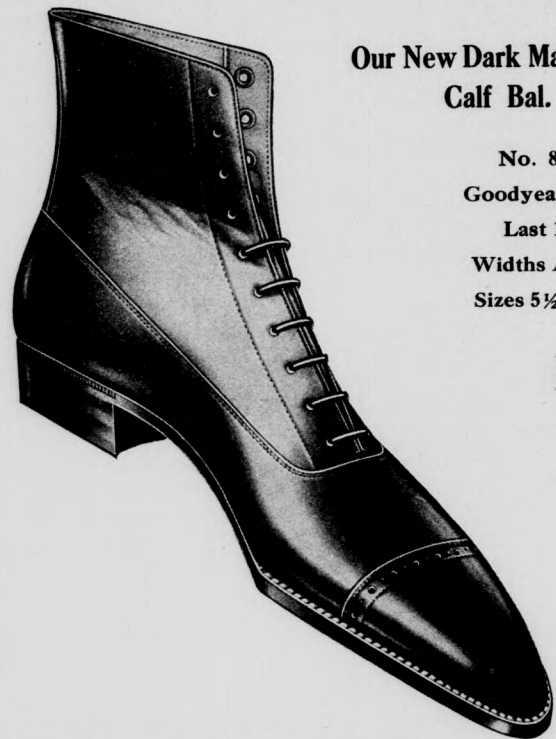
She has become accustomed to multiplicity of styles. And there have been extremes—extremes in the matter of delicate colors and combinations of tints, in height, ornamentation and what not.

And now it is decreed that 8½ inches is the limit of height, and two shades of tan and two of gray, the extent of colors. Of course there'll be blacks and whites, and combinations of the same.

But the style limits have been definitely—one may say, radically—restricted. Will she buy as many shoes as heretofore? Certainly not. These be wartime days, and the dealer must



Ready to Ship To-Day



Our New Dark Mahogany Calf Bal.

No. 8580
Goodyear Welt
Last 103
Widths A to E
Sizes 5½ to 11

Price
\$5 50

Rindge, Kalmbach, Logie Company
Grand Rapids, Mich.

Of Course, It Takes Nerve

to frankly tell a Customer that a shoe that costs a few cents less a pair, will not give a third of the wear that our—

Rouge Rex Shoes

will give—but it takes nerve, grit and stick-to-itativeness to win out at any game—but you never have any trouble selling the second pair—and you know that it's the "come back" customer that keeps your business growing.

The line is yours if no other dealer is handling the Rouge Rex line in your town, don't you think it worth a postal to find out.

No waiting, we deliver right out of factory stock.

Hirth-Krause Co.

Tanners and
Shoe Manufacturers

Grand Rapids

:::

Michigan

somehow contrive to make a living profit on a somewhat smaller business. It stands to reason that somebody is bound to sell fewer pairs under present conditions than formerly. This shrinkage of business, it should be stated in all fairness, will be most pronounced in female footwear lines usually designated as millinery or novelty shoes.

Increasing Cost of Shoes.

And the increasing cost of shoes will continue to make the retailer's problem difficult.

"Isn't that a somewhat excessive price for that pair of shoes?" enquired a woman, in the writer's presence recently.

The pair of shoes indicated were a pair of dull leather 8-inch boots for misses' wear, and the retail price was \$4.50.

"No indeed," replied the clerk. "We have a letter from the house advising us of a sharp advance in this shoe. Hereafter they'll cost us \$4.65 a pair wholesale—15 cents more than I am asking you for this pair; and you know what that'll mean? We'll have to ask \$6.00 a pair for them."

The woman took the shoes, and seemed glad to get them at the price. But how many mothers can stand the traffic at \$6.00 the pair? It does not require an over-active imagination to anticipate a lot of business for repairers as the price of shoes continue to advance.

The introduction of lighter materials and leather substitutes will tend to check the tendency somewhat, but the inevitable tendency is upward. And with every advance in price, there must be a corresponding educational propaganda on the part of retailers. His is the thankless task of breaking the news to the public—and persuading the consumer that he can meet the extra expense.

The Mounting Overhead.

And then there's the increasing cost of doing business.

Light, fuel, paper, string, advertising, delivery, help—everything—is costing more than formerly.

Conservation and Economy.

And there's the condition that must be reckoned with—the wartime inclination of the average customer to retrench in the matter of footwear expenditures.

To stretch the serviceability of a pair of shoes to the utmost limit. Everywhere the idea is flung at him—Retrench, retrench, retrench!

And the customer is doing it—as many a retail shoe dealer can testify. Oh he's retrenching all right.

And, in addition to all this, a feeling of vast, vague, inarticulate uncertainty. It isn't that the American public is terrified by Prussian terrorism—not that. It's only that so many surprising, amazing, unbelievable things have happened in the world recently, we are just simply wondering what is going to happen next.

And it is all more or less disconcerting.

It hurts business.

In view of which the retail shoe dealer who hopes to win out must simply buckle down to the job a little harder.

Cid McKay.

Billy Sunday's Hottest Shot at the Kaiser.

"The Kaiser, that dirty dog, has kept bragging that he was going to eat his next Christmas dinner in Paris. That hot dog, belly gazzoled, treacherous murderer will be damned lucky if he eats his next Christmas dinner in Berlin after Uncle Sam gets through with him."

"The hell the Kaiser has created on earth makes the real hell look like a side show and he is such a liar that Ananias is a Sunday school teacher beside him."

"Germany lost when she turned from Christ to Krupp."

"Germany has been indicted by the international grand jury. Let's call it a trial and to hell with her."

"Do you know what a pacifist is? He is one too damned cowardly to fight and too damned cowardly to run. He ought to be stood up against a wall with a firing squad in front of him."

"Those I. W. W. fiends ought to be stood up against a wall, facing, a firing squad. I'd be only too glad to lead such a firing squad."

"So help me God, I'll never buy anything stamped 'Made in Germany' as long as I live. If I do, you'll know I am nuts or bughouse."

"Anybody in this country who does not do what he can to help win this war is worse than an alien."

"If it hadn't been for what the French and British did to hold them back, the German murderers would be at our doors now."

Study Your Business.

Take your business parts, one by one, study them, improve them, better them, and gradually the whole business will work easier and smoother and better.

Value your business; it makes you a living; it will do more; it will make you a competency and an independence if you study it as you would a machine, make it run right and develop the power that it should have.

Study your business machine; perfect its parts; make them run smoothly and well; render the public a service and tell them about it. Do this and the wandering dollars will come home to your store—yours by right of reason and conquest—conquered through the power of your Service.

E. B. Moon.

Michigan Shoe Dealers

Mutual Fire

Insurance Company

Fremont, Mich.

Our Responsibility over \$1,500,000

Statement for March 1, 1918	
Amount at risk Feb. 1, 1918	\$1,769,350.00
New business in Feb., 1918	92,550.00
Total	\$1,861,900.00
Cancellations in Feb., 1918	6,600.00
Amount at risk March 1, 1918	\$1,855,300.00
Cash and Liberty Bonds on hand, Feb. 1, 1918	\$7,245.37
Cash received in February, 1918	2,060.40
Total	\$9,305.78
Cash paid out in February	1,456.67
Cash on hand March 1, 1918	\$7,849.11
We write insurance at 25 per cent. discount from board rate, less 5 per cent. if paid in twenty days from date of policy on all kinds of mercantile stocks and buildings.	

Men's Hood Princeton

(Self Acting Over)

on the Gotham last

(Some call it English)

ON THE FLOOR

Men's F wide - - \$.91



Here is another on the floor

Women's Hood Defender

(Storm)

On the Mode (Improved Louis)

High heel, pointed toe.

Women's M wide - - - \$.68

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

From now on for several months your out-door customers will need thoroughly substantial Footwear. Footwear that will withstand water and the severe usage that accompanies the spring work on the farm.

The H. B. Hard Pan Shoe

for men is the best wear resister offered you to-day.

Strong, sturdy shoes that will stand up under the severest kind of service and yet they are comfortable.

The H. B. Hard Pan have for years been looked upon as the standard in service shoes. We have made very few changes in style and absolutely no changes in quality this year.

You can assure your customers the same satisfactory service from the H. B. Hard Pan Shoe that they have always had, and you who sell them will certainly receive credit for having supplied the best.

Write for samples or salesman.

THEY WEAR LIKE IRON

HEROLD-BERTSCH SHOE CO.

Manufacturers of Serviceable Footwear

GRAND RAPIDS, MICH.



Some of the Various Uses of Grand Parents.

Dr. Holmes once remarked upon the need for special care in the selection of one's grandparents. Doubtless he was right about it, but most of us were not warned in time, and found these grandparents on the premises without so much as by our leave. Theirs is a precarious position, and quite often they make it more uncomfortable than need be—acting as if it were the younger generation that was intruding! Personally, I admit that one is entitled to a certain consideration for what he or she has been and done in the past, and that old age, per se, has its title to respect and reverence. Feebleness must be tenderly dealt with on the general principles of unselfishness and consideration for others. But I know grandparents in good health who waste a precious opportunity in their relations with their children and grandchildren; and by the same token, whose possibilities of direct usefulness in the making of a family spirit are quite ignored by their own children.

You can't have a happy and rounded home circle if the relations with the old people are not sweet and friendly and mutually helpful. But those relations cannot be one-sided; the thing is as broad as it is long. Allowing for all the blessed exceptions that you please to mention—and I know as well as you that they are innumerable—it remains a fact that we do not get out of the grandparents, and they do not get out of us, the blessings that are there for the taking.

One little boy that I knew, whose widowed grandmother lived not far away from his home, used to breakfast with her every Sunday morning; it was a happy occasion looked forward to by both. It helped Grandmother to keep her own youth, and the little boy and she found many things of common interest. Nobody had to teach him to "respect his grandmother!" That took care of itself.

In another family that I knew the children have charge of the matter of the grandparents' birthdays. Both of the old people are aged and feeble, but to the end of their lives these young people will be taking thought of them and helping to surround their declining years with love. They stop at the house often on their way to and from school, and take to them little gifts, and tales of their adventures; plan surprises for them, and bear them in mind generally.

But it must be said that these old

people earned this tender regard. In the earlier day, when the children came, they were very wise. They kept their hands and tongues out of the business of bringing up the children. They gave advice when it was asked. They knew perfectly well that some of the new-fangled ideas about child-training were nonsense, and that these children ought to have the old-fashioned care; but they knew, too (perhaps they remembered something out of their experience with their own parents in similar circumstances), that times and ideas change, and they kept their thoughts largely to themselves. Maybe they were even wise enough to suspect that the new ideas and way might possibly be better than theirs!

There is such a sweet, benign influence that emanates from the really lovely elderly couple, with all their wisdom from long years of experience, their travel, perhaps; their reading and thought and growth in real grace of spirit! How foolish of old people to fuss and nag about petty things of life! Yes, I know it is "natural" in them; but why need it be? As Dr. Holmes says to such as these; "You may carry cheerfulness and love with you into the teens of your second century, if you can last so long." "I have," he says in another place, "opened my eyes to a good many neglected privileges and pleasures within my reach, and requiring only a little courage to enjoy them."

It is natural for children to dread old age. Something about it chills them instinctively. The wise grandparent makes it a definite business to create a joyous atmosphere, and overcome the querulous, fault-finding tendency to the last possible moment.

Grandfather has a fund of knowledge and experience that can keep the boys on tip-toe with ecstatic interest. Wasn't he a soldier in the Civil War? Even if not, didn't he ever play games and hunt foxes and see Indians in his boyhood days? Was he always a dull, complaining old man? Hasn't Grandmother any girlhood memories that come back to her as she sits by the fire? Are there no things out of the past that the girls will hear with delighted giggles?

Many parents are already in the Grandparent State of Mind. What an appalling thing it is to see a father and mother so wrapped in their own dignity that they frighten or chill or snub their children out of touch with them. Are we growing broader, less fault-finding, more indispensable mentally and spiritually to our children? The same duty to be large and temperate and sweet with the

younger folks lies upon us as upon the grandparents. And we have to take charge of the relationship with them—all the more if the grandparents do not themselves attract the children.

We must see that the young people go out of their way, at some sacrifice of their own desires, to consider and serve Grandfather and Grandmother; to drop in at their house frequently. It is an important part of the children's education.

But after all, the best thing is for Grandfather and Grandmother to take thought of the business themselves. We may have lost in great measure the old-fashioned grandmother who sat by the fire, knitting and darning our stockings, and ready to bind up the cut finger, or put vinegar and brown paper upon the bumped head. Yet have we not instead the vigorous member of the Woman's Club, up to the minute in the news and discussions of the day? And shall she not be all the more interesting and broadening as a member of the home circle?

It is not enough to maintain a headquarters for gingerbread, or a place where Grandson gets a five-dollar gold-piece as he starts off for college. Those things are well enough in their way. The thing I am talking about is a whole system of life, a basis of relationship to the family they have brought into being. These old people in the average case have it largely within their own power to incarnate their belief that old age is not a curse, that in very truth "the best is yet to come." They can hardly do it alone; it is a mutual affair, in which Grandfather and Grandmother, Father and Mother, and the children—yes, and the aunts and uncles, too!—may definitely conspire together without saying a single word about it, to establish such a community of love and happiness and mutual service and consideration that the late years shall be the happiest of all.

Prudence Bradish.

Ann Arbor Merchants Agree on Shorter Hours.

Inspired by the discussion which took place at the recent State convention in regard to a shorter working day for retail merchants, the business men of Ann Arbor have canvassed their city thoroughly and have brought about an agreement by which grocery stores will be open from 6:30 a. m. to 5:30 p. m. for the first five days of the week and from 6:30 to 9 o'clock on Saturday. Other lines will open at 6:30 and close at 5 p. m.

In making its announcement to the public, the Merchants' Association stated that this action was prompted by a desire to allow employes more time to do their bit in the way of home gardening, etc.

The new hours went into effect on March 4 and all of the business men seem very enthusiastic over the changed conditions. The reform was accomplished easily on account of the splendid organization of merchants which exists in the University City.

If your pockets are empty, you have some place to put something.

SUCCESSFUL SALESMAN.

Charles C. Perkins, Representing Armour & Company.

Charles C. Perkins was born in Oswego, N. Y., Oct. 23, 1880. His antecedents were English. When he was 12 years old he moved with his parents to Keokuk, Iowa, where his father still resides, holding a life pastorate of the First Congregational church of that city. Graduating from the high school when he was 17, he came to Grand Rapids and secured a position as shipping clerk with Clark, Jewell & Wells, wholesale grocers, remaining with them three years. Believing that he could make a success selling goods on the road, he secured a position with D. M. Am-



Charles C. Perkins

berg & Brother, wholesale liquor merchants, covering Michigan territory, with whom he remained for thirteen years, leaving their employ when they retired from business. He then engaged to travel for the wholesale liquor house of Hannah & Hogg, of Chicago, voluntarily resigning this position after one and one-half years to accept a position with the soap department of Armour & Company, covering Southern Michigan and Northern Indiana. He sees his trade twice a year, selling the retail trade through the branch houses.

Mr. Perkins was married Nov. 8, 1913, to Miss Bertha Loetscher, of Chicago. They have one son, Charles Stuart, and reside in their own house at 351 Hampton avenue.

Mr. Perkins is a member of Grand Rapids Lodge, No. 48, B. P. O. E., and Grand Rapids Council, No. 131, and he was elected a member of the Executive Committee at the annual meeting Saturday, March 2.

Mr. Perkins attributes his success to hard work, loyalty to his employer and customer alike, and keeping everlastingly at it. He is possessed of a pleasing personality and a record for honesty and fair dealing with all. He has endeared himself not only to the members of Grand Rapids Council, but to hundreds of customers and acquaintances in all the walks of life.

Always look on the bright side of life and make the best of your environments.

A REPRODUCTION of the April full page Wilsnap advertisement in VOGUE and HARPER'S BAZAR.

Imagine yourself a woman. Wouldn't you instinctively feel friendly toward a snap fastener advertised in this way?



Always WILSNAP—
wherever snap fasteners are used

AT LAST comes to you a dependable snap. One made for you. Endorsed by modistes and dressmakers, and sold in the places where you shop.

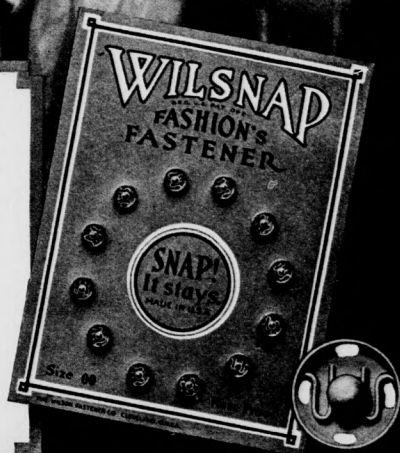
Wilsnaps always *will snap* and *stay snapped*, yet open at a touch. Correct and uniform in action, Wilsnaps give the dur-

able service you have a right to expect.

Be forehanded. Buy several cards. Keep them with your sewing things. Then when you want a dress fastener that will snap, rust-proof Wilsnaps are ready to begin their splendid service for you.

THE WILSON FASTENER CO., *Makers*, 117 E. St. Clair Ave., Cleveland, O.

Always will snap



Look for this card orange-colored—10¢ Everywhere

WILSNAP
REG. U.S. PAT. OFF.
FASHION'S FASTENER



Giving Customers Samples of Goods Too Wasteful.

Paraphrasing the Immortal Bard, the sample problem of the retail stores of the country may be said to have reached the stage where "to give or not to give, that is the question." Much has been said on both sides, but for the most part the evil still flourishes like many another grounded in custom.

That the decision to refuse to give samples over the counter can be reached and adhered to without injuring the business of the piece goods departments of a store, was borne witness to at the recent convention of the National Retail Dry Goods Association in New York City by I. G. Goldsmith of the Strouss-Hirshberg Company of Youngstown, Ohio. In his address Mr. Goldsmith told how his firm had successfully answered the sample question. The plan of not giving samples had been in operation for three or four months, he said, and already had proved to be the right thing.

One of the chief objectionable phases of the sample problem. Mr. Goldsmith pointed out, was that when a salesperson gave a sample at the request of the customer the chances of completing the sale became strongly negative, if not entirely missing, in the majority of cases. In most of the latter instances he said, requests for samples were made by customers who either wanted to get away from the selling arguments of the salesperson without buying or who were merely "killing time" at the expense of the store.

Having observed the tactics of both classes of shoppers for some time, Mr. Goldsmith said that he finally came to the conclusion that it was necessary to change the order of things. Immediately after this decision was reached signs were displayed in all of the piece goods departments requesting customers not to ask for samples. If the latter asked why, the salespeople were instructed to call their attention to the country's need of the conservation of materials.

"The greatest result of the whole thing," Mr. Goldsmith told his audience, "was that 50 per cent. of those 'please-give-me-a-sample' customers were converted into immediate purchasers." Another result accomplished, he said, was the doing away with adverse criticism of the store's merchandise by dressmakers, to whom many samples are shown by prospective customers, in order that the latter would take goods that the dress-

makers themselves were trying to sell. Mr. Goldsmith further said that in case a woman really needed a sample she was just as willing to buy it, when the store's policy and the reasons back of it were explained to her, as she would be to pay for any other service she required. Only in the case of mail orders are samples now given out by his firm.

In the discussion that followed Mr. Goldsmith's address the fact was brought out that a well known Kansas City store had for years given out no samples whatever and yet it did a very large piece-goods business. This was taken as further proof that the no-sample idea was practical and could be worked successfully if too much attention was not paid to what the "other fellow" did.

The Tradesman recently talked with executives of well known local stores regarding the sample question, and the opinion expressed by them was that something should be done to eliminate or check the evil. One of the executives in question went so

far as to say that he was almost ashamed to tell what the giving of samples cost his establishment, but ultimately asserted that this expense averaged at least 3 per cent. on the sales of the various piece-goods departments. He said that he thought the problem might be solved by an agreement among the stores on the order of the one that resulted in the seven-day rule on returned goods, but he did not think any one store could settle the question by itself. "Competition is too free for that," he said.

He went on to say that, while every well-managed store has a good system for handling requests for samples at the lowest possible cost, it was actually nothing more than theory, and that its working out in practice depended very largely on the salesperson. "It is my belief," he continued, "that no situation in which the salesperson has the final say can work to the good of any store in the long run. But, I confess, I do not see how things can be changed unless an agreement is reached in the matter."

A merchandise man for another prominent store thought that in his piece goods departments the sample cost did not run above 1 per cent. on sales, but he said that that figure was much too high for the results obtained from the practice.

"Without going into our actual figures," he continued, "it can be said that it is a poor store that does not do at least \$100,000 a year in the fabric departments. Figuring on that basis, the sample cost at 1 per cent. is \$1,000,

Ha-Ka-Rac



THE *Ha-Ka-Rac* kind always "make good" because they are made that way—with the utmost care put in their construction. It's easy to sell these coats because their superiority is plainly apparent, while their prices make them a good "buy" for you as well as your trade.

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

Perry Glove & Mitten Co.
Perry, Mich.

THE SLIP-PON VEIL Girl is here again.



Here is a Real Creation Slip-pon Veils

JUST what the name implies—a veil you slip on that requires no pins, no tying—just slip it on.

For motoring, golfing, riding or walking and general out-door wear. Can be worn over a small hat, under a large hat, or without a hat.

There will be a larger demand for Slip-pon Veils this season, with half the supply of last year. That means there will be a great shortage a little later after the real rush starts.

Buy your supply now while the assortment is complete.

\$7.50 a gross.

**Grand Rapids
Dry Goods Co.**

Exclusively Wholesale
Grand Rapids, Michigan

and the return, in sales, is insignificant in comparison.

"If there is any store man who thinks that sample giving brings business to him, excepting in more or less isolated cases, let him go through his fabric departments about 4 p. m., as I do, and see the samples of other stores' goods that he finds on the floor. He may be optimistic enough to think that this is because his goods are better and that the poorness of the other stores' fabrics, in comparison with his, is, causing the shopper to give him her business. But what guarantee has he that his samples will not be lying on the floor of some competing store half an hour later?

"There is no question that sample getting, excepting in the case of the more expensive yard goods, is made too easy for the customer, and that this encourages requests for them. One of the reasons, I think, that our sample cost is as low as it is that, before samples of goods above a certain price level can be given, the floor man's permission must be obtained. This is especially true in the case of high-priced silks.

"It has been my experience to find that two of the greatest contributors to the sample evil are the comparison shoppers of the other stores and certain people who make a business of supplying samples and prices of your merchandise to retailers in other cities. Why, I have even had the experience of going abroad to buy goods and having my own samples and prices shown to me as arguments why I should pay more for the same kind of goods than I did the first time. It may have been that I got a better price for the first lot over the counter than I could hope to duplicate, yet, if I did not fight tooth and nail for the best possible quotations, that price would have been the manufacturer's lowest figure to me on those goods ever after.

"There is no question in my mind that the whole sample proposition is wrong, but how are you going to stop it when the store across the street will give away enough samples to make a patchwork quilt in the hope of making a sale? The only offset to the consumers' demands that I can see is for the stores to figure a good stiff sample cost into the overhead of their fabric departments and let the public go on paying the cost of their sins."

Activities in Michigan Cities.

Written for the Tradesman.

Paw Paw is having plans prepared for a public library building.

A new Government fish hatchery has been completed at Charlevoix. It is built of concrete and is 75 x 145 feet, with a capacity for 95,000,000 eggs, which makes it the largest Government hatchery in the United States. Steam heat has been installed and preparations made for a record-breaking output of fish fry this season.

The Michigan Railway Commission has ordered the Pere Marquette Railroad to build a new depot at Belding within eighteen months. Plans

of a suitable station are to be submitted within a year.

Saginaw pays unusual tribute to the officers of its Board of Trade by re-election of same throughout the entire list. This has not happened before since the organization was formed, fifty-five years ago.

Cities of St. Louis and Alma and villages of Ithaca and Breckenridge were represented at a meeting held last week at St. Louis when the urgent necessity of raising the price of gas was presented by the Gratiot County Gas Co. It was voted to recommend to the councils of these cities and villages the adoption of a sliding scale of prices based on the price of coal, ranging from \$1.25 to \$1.40 per cubic feet.

Saginaw has received quotations of \$54.55 per ton on 18 inch iron water pipe and \$2.04 per barrel for Portland cement, delivered, both figures being about 50 per cent. higher than last year's prices.

Boyer City's new library building was formally opened March 15.

Their petition for an ordinance advancing Soo gas rates having been turned down, the Sault Ste. Marie Gas & Electric Co. has turned to the City Commission for temporary relief.

Kent City is happy over the news that the Roach cannery will start operations at once on a Government order for 100,000 cases of pork and beans.

Saginaw reports only sixty to eighty vacant houses and with prospects of great industrial development this year the need of many more houses is apparent.

The Alma Board of Trade held its annual meeting. Reports showed an active year, with expenditures of \$16,644.60. More get-to-gether meetings will be held this year. The officers elected are: President, C. F. Brown; Vice-President, C. G. Rhodes; Secretary, D. L. Johnson; Treasurer, C. H. Washburn; Directors, Otto Sanderhoff, A. P. Cook, J. E. Mitchell, Harry Gerber, J. S. Knoertzer, Wm. Cushing, Francis King and Fred Slater. Almond Griffen.

Features in Millinery.

A novelty in spring hats that is just making its appearance here, and which is being worn by ultra-fashionable women, is a straw "tam" in lisere or milan. In some cases, according to the bulletin of the Retail Millinery Association of America, the "tam" is made of caterpillar straw to make it flexible, or it is crushed to give a soft effect. Some of these "tams" have small mushroom or roll brims and are trimmed with burnt ostrich fancies, ostrich or burnt ostrich pom poms, quills, and small wings.

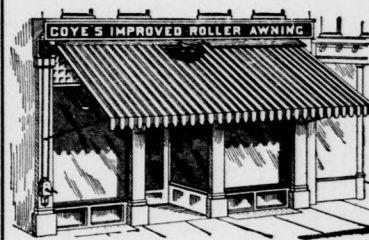
The bulletin also says that many of the leading wholesale houses are showing something new in shapes of lisere or milan straw, the former being used to a great extent. The braids are sewed on the brim horizontally, and vertically on the crown, which is spoken of both as "inlaid" and "reverse" sewing. These hats are both handmade and blocked. They are offered in all of the season's popular shapes and colors.

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

President Suspenders
 for comfort
 Of All Jobbers
 PRESIDENT SUSPENDER CO., Shirley, Mass.

We are manufacturers of TRIMMED AND UNTRIMMED HATS for Ladies, Misses and Children, especially adapted to the general store trade. Trial order solicited.
CORL, KNOTT & CO., Ltd.
 Corner Commerce Ave. and Island St.
 Grand Rapids, Mich.

AWNINGS



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

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

Spring Dress Goods

We are showing for immediate delivery a very desirable line of Dress Goods in the latest spring plaids, serges and Danish Poplar. We quote these goods at popular prices.

Quality Merchandise—Right Prices—Prompt Service

PAUL STEKETEE & SONS

WHOLESALE DRY GOODS GRAND RAPIDS, MICH.

Pere Marquette Railway Co.

FACTORY SITES

AND

Locations for Industrial Enterprises in Michigan

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

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

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

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.



District Board Held Infallible in Exemption Appeals.

Washington, D. C., March 9—Red tape is neither all unwound, nor cut off here in governmental matters, and blunders are made through lack of good judgment and too close an adherence to fixed policy in individual cases. One case in point is that of Clarence J. Farley, Manager of the department of receiverships and reorganizations of the Michigan Trust Company of Grand Rapids. Mr. Farley, a young man of remarkable executive ability, was notified that he was placed in Class A 1 of the next draft. Mr. Farley has no desire to shirk his responsibility to the Government, but as he has the sole management of an iron mine and a railroad in Georgia, requested a deferred classification in order that he might place the property in a position where he could leave it without detriment to the creditors and owners. In fact, for him to leave it now would seriously interfere, if not cripple, the industry. The West Michigan District Board failed to see the importance of the situation and turned down Mr. Farley's application, supported by a strong letter to the board from Hon. C. W. Sessions, United States Circuit Court Judge of Grand Rapids, in which he said, among other things: "The remaining properties of this estate from which these debts must be paid consists of mining and other properties in the South. These properties were nearly worthless until developed. Mr. Farley, acting for the Michigan Trust Company, has had sole charge of the operation and development of these properties. Large sums of money have been expended and the properties are now, for the first time, in a condition to commence to yield returns. For these reasons, I firmly believe that the success of this enterprise is largely, if not wholly, dependent upon the continuance of Mr. Farley's connection therewith and management thereof. In my opinion, it would be impossible for any other man to take up the work if he were compelled to abandon it. The statements made in his questionnaire (copy of which is herewith attached) fairly and truthfully sets forth the situation."

For the benefit of the public in order that the methods of the West Michigan District Board can be known the statement submitted, was as follows:

In 1911 the Michigan Trust Company was appointed receiver for Richard G. Peters by the United States court. During the intervening period Registrant has acted for the Receiver in charge of the handling of said estate. The indebtedness totalled about \$1,500,000 in the beginning and has since been reduced to approximately \$500,000. The assets remaining are about 12,000 acres of Red Hematite iron ore property, 2,560 acres of Brown iron ore property and Rome & Northern Railroad. The ore properties were undeveloped and the railroad operated at a loss due to lack of business. There are outstanding at the present time \$143,000 of receiver's certificates issued under and authorized by the United States court. In order to pay these and the debts registrant has spent approximately \$75,000 of estate funds in opening the Peters mine above mentioned. The prospect work was done under the direction of registrant. The building of two miles of standard gauge railroad, town of Farley, Ga., and development of a commercial iron ore mine was all done under direction of registrant. The

plans were prepared by him and the construction work has been done under his direction, he having spent a substantial part of his time at the mine. The superintendent, foremen and workmen were selected by him or under his direction. The procuring of labor, buying of supplies, materials and construction, keeping of records and all details of management were done by him, including the signing of checks, etc. Registrant has handled the selling of the ore including the making of contracts with blast furnaces, etc. The mine will produce upwards of 100,000 tons of Red Hematite iron ore per annum which is necessary to the operation of several blast furnaces. The resulting freight business will assist in placing the railroad on a dividend paying basis and the subsequent sale of it. All of the details of the handling of the Peters mine and other properties of the receivership have been handled by registrant alone, including the reduction of the debts, etc. and no one else is familiar with the management of the Peters mine or the other properties of the receivership and it is therefore impossible for anyone to take up the exclusive management of same. What time of registrant is not necessary in the management of the Peters mine is devoted to the other properties above mentioned and the handling of other receiverships in which the Michigan Trust Company has been appointed receiver by United States courts, State courts, etc.

Registrant is General Manager of Peters mine, Farley, Georgia. It mines and sells Red Hematite iron ore to blast furnaces in Rome, Georgia, Anniston, Alabama, Birmingham, Alabama, Chattanooga, Tennessee, and other points in that district.

The selective service regulations provide under "Industrial Classifications" that any registrant found to be engaged in a "necessary" industrial enterprise and found to be "necessary" to such enterprise in the capacity of sole manager, controlling and directing head of the enterprise, shall be placed in Class 4. Rule 17 defines "necessary" as applied to any industrial or agricultural enterprise within the meaning of the regulations, to import that the discontinuance, the serious interruption or the materially reduced production of such enterprise will result in substantial, material loss and detriment to the adequate and effective maintenance of the military establishment, the adequate and effective operation of the military forces, or the maintenance of the National interest during the emergency.

Mr. Farley has, since the beginning of the enterprise, and is still acting as general manager of the Peters mine. Since its inception he has spent from one-third to one-half of the working day at the scene of operations on Taylor's Ridge at Farley, Georgia.

Between the actual times when he has been at the mine he has actively managed and directed the management of the enterprise through instructions to subordinates. The plan of organization of the mine consists of the necessary

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.

GRAND RAPIDS NATIONAL CITY BANK CITY TRUST & SAVINGS BANK ASSOCIATED



CAMPAU SQUARE

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

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

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

GRAND RAPIDS NATIONAL CITY BANK CITY TRUST & SAVINGS BANK ASSOCIATED

Kent State Bank

Main Office Ottawa Ave.
Facing Monroe

Grand Rapids, Mich.

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

Resources
10 Million Dollars

3 1/2 Per Cent.

Paid on Certificates of Deposit

The Home for Savings

miners, muckers, men operating equipment, foremen, superintendent and registrant as general manager. All of these are directly accountable to him as general manager. None of them are capable of managing the mine but look to him for instructions.

There are about 150 men employed at the mine and it will produce upwards of 100,000 tons of iron ore per annum. While the mine does not have actual Government orders none of the ore mines do but sell the iron ore to blast furnaces which make it into pig iron which is later used in the production of steel and war munitions.

On account of the shortage of iron ore in the United States it would be harmful to the adequate and effective operation or maintenance of the National interest to put this iron mine out of business or seriously interrupt or reduce the production of such enterprise, which would likely result from the loss of registrant as general manager."

It would seem the selective service regulations fully cover Mr. Farley's case in Rules 17 and 18; especially Rule 18, given below:

RULE XVII. The word "necessary" as applied to any industrial or agricultural enterprise within the meaning of these regulations shall be taken to import that the discontinuance, the serious interruption or the materially reduced production of such enterprise will result in substantial, material loss and detriment to the adequate and effective maintenance of the Military Establishment, the adequate and effective operation of the military forces, or the maintenance of the National interest during the emergency.

A particular agricultural or industrial enterprise shall be found to be "necessary" only when it is shown of such enterprise that it is a well-conducted and going concern, contributing substantially and materially to the maintenance of the Military Establishment, the effective operation of the Military Establishment, the effective operation of the military forces, or the maintenance of the National interest during the emergency; and, further, of a particular agricultural enterprise; that it is apparently producing an appreciable amount of agricultural produce over and above what is necessary for the maintenance of those living on the place.

RULE XVIII. The word "necessary" as applied to the relation of a registrant to an industrial or agricultural enterprise within the meaning of any particular rule governing deferred classification in these regulations shall be taken to import:

1. That the registrant is actually and completely engaged in the enterprise in the capacity recited in any such rule and that he is competent and qualified in that capacity.

2. That the removal of the registrant would result in direct, substantial, material loss and detriment to the adequate and effective operation of the enterprise to a degree proportionate to the importance of the capacity recited in the rule.

3. That the available supply of persons, competent in the capacity recited in the rule, is such that the registrant can not be replaced in such capacity without direct, substantial, material loss and detriment to the adequate and effective operation of the enterprise to a degree proportionate to the importance of such capacity.

In spite of this strong evidence as to the necessity of retaining management of this property for eight or nine months, so he can safely leave it, the District Board refused a deferred classification. This situation caused the matter to be taken up at Washington, where it was found that the District Board, being unanimous, its decision, under War Department rules, cannot be revised. Parallel cases in agricultural industry have been presented to the writer, in none of which was favorable action taken. In addition to the evidence above mentioned, a strong letter from Hon. William T. Newman, Judge of United States Courts for the Northern District of Georgia to a high official in Washington, setting forth even more fully than Judge Sessions, the importance of the industry and the urgent necessity for Mr. Farley to continue in the management of the property until such time as it can be left to the care of others whose training would require months of time.

Here in Washington everyone in the various divisions of the war department was courteous and kindly, but could promise no action. Only to-day Secretary of the Treasury McAdoo endeavored to secure a deferred classification for his personal stenographer, but was turned down by the District Board here, which goes to show that no favorites are played. In

fact, the various departments of the Government resent any attempt at using influence by either senators or congressmen.

This situation is not the fault of any one save General Judge Advocate Crowder, who is absolutely deaf to all appeals. To one applicant he said: "When once finally passed upon by the District Board of any State I have no jurisdiction and thank God for it," intimating he would be swamped with appeals.

One interesting feature is that a full history is taken of every man drafted, and the war department is keen for men of ability, but all commission in such as the ordnance department have been suspended and they will now be given only to those who through their qualifications are selected from the ranks. It would seem there is both justice and good sense in that as it entirely cuts out political pull. This policy would be all right if District Boards were selected the members of which have a vision which will look over an area more than thirty feet in circumference.

The writer was to-day informed by a member of the upper house that a bill exempting indispensable agricultural workers is ready for introduction and the same thing is true of a bill taking care of essential industrial managers and workers, irrespective of the opinion of any district board. Whether it will pass both houses is a problem that time alone will tell. While there are many in both houses who favor such a measure there are more who are saying nothing.

Paul Leake.

The request for our help in rehabilitating Spain's railway system will not come as a surprise to people who have travelled in the Iberian peninsula. Even before the war Spanish railways were somewhat down at heel, antiquated, and in need of a thorough overhauling. Most of the scant mileage was single track; and there was hardly a decent roadbed, from our point of view, in the whole country. Consequently, the average speed of passenger trains seldom rose above fifteen miles an hour. Freight, carried in out-dated trucks, naturally made but slow progress to the French border, where, owing to the difference of gauge, a shift had to be made. If there has been any great additional deterioration since the war, it is quite plain that, without a large investment of labor and money, Spain will not have the facilities with which to ship our expeditionary forces her abundant stores of food and other manufactured products. Everything our troops get from across the Pyrenees, through the two or three railroad gateways that open up into France, saves its equivalent in valuable cargo space.

United Light and Railways Co.

Davenport Chicago Grand Rapids

**Preferred Stock Dividend No. 30
Common Stock Dividend No. 13**

The Board of Directors have declared a dividend of one and one-half (1 1/2%) per cent. on the First Preferred Stock and a dividend of one (1%) per cent on the Common Stock, payable out of surplus earnings on April 1, 1918, to stockholders of record at the close of business, three o'clock in the afternoon, March 15, 1918.

Common Stock transfer books, for purpose of Annual Meeting, to be held at ten o'clock in the morning, March 15, 1918, will be closed as of noon March 2, 1918, and will remain closed until adjournment of meeting.

First Preferred and Common Stock transfer books will reopen for transfer of stock certificates at the opening of business March 16, 1918.

L. H. HEINKE, Secretary.

March 2, 1918.

**OFFICE OUTFITTERS
LOOSE LEAF SPECIALISTS**

The Tisch-Hine Co.

237-239 Pearl St. (near the bridge) Grand Rapids, Mich.

Automobile Insurance is an absolute necessity.

If you insure with an "old line" company you pay 33 1/3% more than we charge. Consult us for rates
INTER-INSURANCE EXCHANGE
of the
MICHIGAN AUTOMOBILE OWNERS
221 Houseman Bldg., Grand Rapids, Mich.

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.

WM. A. WATTS
President

RELL S. WILSON
Sec'y

CLAY H. HOLLISTER
Treas.

SURPLUS TO POLICY HOLDERS \$479,058.61

You Put More Than Money

into an account with this bank. And you get more than the money deposited out of that account.

A combination of this bank and your business acumen should mean something added to the business strength of this section, shouldn't it?

In assuming this, we take it for granted that the business and financial forces of the country should pull together a little more than ever.

And we are pulling—and so are you.

Let's pull together.

THE OLD NATIONAL BANK

MONROE AT PEARL

GRAND RAPIDS

Fourth National Bank

United States Depository

Savings Deposits

Commercial Deposits

3

Per Cent Interest Paid on Savings Deposits Compounded Semi-Annually

3 1/2

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

Review of the Recent Ann Arbor Convention.

Cadillac, March 12—As Secretary of the Association that has for its incorporated name Retail Grocers and General Merchants' Association of Michigan, permit me to extend to you most hearty greetings and best wishes for a safe and prosperous business in 1918.

The Association has just closed one of the best years in its history—one that brought to light many important changes in the method of doing business.

The great war now being fought in Europe to maintain the principles of democracy should teach us how to be more loyal, while the pledges made by the retailers as a class should be sufficient proof of their determination to do all in their power to more definitely establish democracy as a world principle.

This Association embodies these principles, placing, however the legislative, executive and judicial power in the hands of their officers whom they elect annually, but the success of the Association depends altogether on the spirit of loyalty shown by its members.

In the beautiful State of Michigan there are some eight or nine thousand merchants who should work as a unit when adopting measures beneficial to the people. The very fact that in numbers lies strength should cause each and every one to resolve to be a member of a body of men engaged in like business with his own.

With reference to your selling plans for the year, your attention is called to the fact that you have only done part when you have declared your willingness to help the Government and food administration. You have yet to put that willingness into practical form and a simple and profitable plan will be to make it your business to sell all the substitutes possible in order that you may conserve wheat flour. You are doing business at an average overhead expense of 17 per cent. Then you are losing money on your sales of flour, as your profit, based on the present wholesale price, is only 10 per cent. You are allowed a profit of 8.33 per cent. on sugar, yet substitutes permit you a reasonable profit. Then why not use your ability as a salesman to increase your profit and at the same time help win the war by urging your customers to take rye flour, oatmeal, barley meal, rice, etc.? These may cause the good housewife a little more trouble to prepare, but you should insist on their use.

Mutual fire insurance has saved many dollars in premiums the past few years to the policy holders, Ohio has saved 25 per cent., Pennsylvania has saved 40 per cent., while in Michigan the hardware men have saved 50 per cent. If your insurance premiums are a burden, why not get in touch with some member of the Association and get inside information that will not only be profitable to you, but will keep your premium money in Michigan.

One merchant, in making a report of conditions in his town, made this statement, "I have attended every convention for fifteen years and although I paid my own railway fare and hotel bill, yet it has not cost me a cent. It has been an investment on which I collected a big profit from some of the business done on information I received at the meeting.

Another says: "I cannot understand how any merchant can measure up to the best that is in him unless he does attend such meetings."

Another says: "Why, it is simply business suicide to extend credit these days without first finding out about a fellow's honesty."

Comments on the value of the Association are so numerous and the advantages so great that, in order to be a success, it is almost necessary

to meet and treat with men who have like problems to solve. Your co-operation is of the utmost importance. Then why not do a little investigating on your own account?

When you are confronted with the necessity of paying your bills promptly, then you will realize the benefit of associated effort. When your debtor moves without paying you, the Association can help you. When Mrs. Grundy says you are the cause of the high cost of living, then you can let Mrs. Grundy know that your mission is one that has not produced millions. Our interests are mutual and you should not sleep until you have stepped into the band wagon with the full determination to do your part as a progressive merchant.

Several meetings are planned at an early date and if the Secretary can be of any help in bringing about better conditions in your community by helping get members, installing credit systems or in any other way, please feel free to write him.

We cannot let this opportunity pass without expressing our appreciation of the magnificent way the Association at Ann Arbor managed the local work of the convention and we want to publicly thank them for their splendid co-operation. Although handicapped by not having a pure food show, they gave us one of the best conventions in our history.

J. M. Bothwell, Sec'y.

Food City Stores Pledge Fair Price To Soldiers.

Battle Creek, March 11—Battle Creek merchants went on record today as determined that no condition shall be allowed to exist in their dealings with Custer soldiers, present or future, which will lead to a repetition of the unpleasantness following the opening of camp, when accusations of overcharges were made and denials vigorously registered.

At the weekly meeting the Retail Merchants' Bureau, a subsidiary of the Chamber of Commerce, organized recently, a committee was appointed to form plans for dealing summarily with violators of fairness. Five business men here, representing varied interests, form the committee. J. C. Grant, of the Toeller-Grant department store, is chairman; David Klein, clothing; August Kapp, clothing; F. E. Strong, hardware; and M. L. Kunkle, manager Kresge interests in Battle Creek.

Charges of unfairness, which were laid at the doors of some merchants in the early days of the camp, were caused, it is alleged, by a general misunderstanding on the part of both military and merchants, and lack of proper organization among the latter, rather than to any malicious desire to place the city and its merchants in an unfair light before the State.

This action was prompted by knowledge that soon several thousand men of the first draft will arrive at camp and that within a few weeks members of the second draft will begin to flow in. Within a week all details of the committee's plan will be made public.

The question of a supply of cotton khaki clothing for Custer soldiers has not been taken up, and prospects are that cotton will not be universally worn next summer. Supplies of wool breeches, shirts, hats, leggings and socks continue to arrive. In the Southwest cotton is adopted by order when spring opens, but in the opinion of officers the wool uniform will be maintained here.

Jackson is still boycotted by Custer soldiers because it is alleged sanitary offices are not thorough enough in safeguarding against communicable diseases. A number of officers and men whose families live there are none too pleased over the enforcement of quarantine against relatives and are considering a petition to the State Board of Health to get into the Jackson situation.

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

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.

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.

Hardware

Getting Into Personal Touch With Your Community.

Written for the Tradesman.

The business like hardware dealer has long ago completed his annual inventory, and is now looking ahead to and planning for spring trade.

A great deal of valuable preparatory work should have been done in the winter months. Prospect lists, if they have not already been gone over, should be revised now. Talk over your range and paint and builders' hardware prospects with the staff, when you get time. Discuss each prospect individually. And try to get in touch with them personally, if at all possible.

One hardware dealer, when he goes over these lists early in March every year, makes it a point to find out which member of the staff is best able to approach and get into touch with the individual prospect. "See him the first chance you get, and get him interested"—these are standing instructions to the individual salesman.

There are some salespeople who seem to have a deep-rooted objection to talking shop once they get outside. Their view is, that so long as they do their bit behind the counter and inside the store, they have accomplished all that can be expected; and that they have no call to mention hardware outside regular working hours.

I don't believe in a man worrying about his business night and day, and making it the one constant theme of his thoughts. That doesn't pay. It pays, outside working hours, to take a healthy interest in other topics—so long as those other topics themselves are healthy.

But if a salesman, on the street, or at a social or fraternal gathering, runs into a chance to say a good word for store or stock, the wise salesman grabs that chance. It can be done tactfully; and so long as it's done tactfully, it does good.

March is a month when a lot of good missionary work can be done outside the store, even in business hours. The hardware dealer and his salespeople are not so crowded with customers that they cannot spare the time to spread the hardware gospel to the far corners of their own community.

There are builders to interview, people planning houses to see, farmers to canvass, athletic organizations that are commencing to frame plans for the coming season. So far as the country trade is concerned, much depends upon the condition of the roads; but while the winter roads are still passable is a good time to get out and meet country customers. The farmer isn't too busy to talk; a little later it will be harder to get to him.

If you can't get out yourself, put one of your salespeople on the road. Pick a man who has proven himself fairly tactful and on whom you can rely to boost intelligently the interests of the store. An absolutely in-

experienced man may do damage, but a salesman with some experience will not merely do good work for the store, but will develop his own capabilities through this outside work.

This country canvass, if you undertake it, should be mapped out systematically, to save as much waste motion as possible. Plan the salesman's route ahead of time, list the customers and prospects on whom he is to call and the lines in which they are likely to be interested. Give him all the pointers you can regarding the individuals he is to meet. His time will be much better spent than if he stayed about the store doing nothing or next to nothing.

If a country canvass is impossible, there are still two good methods of reaching the country customer personally.

First, the weekly market day brings many of your country customers to town. If you can possibly spare the time, get out for a while and meet old friends, on the street. This may be difficult, for Saturday is the hardware dealer's busy day; but in my experience of weekly markets, the farmers do their selling in the morning, and their buying later. Go out on the market and meet them early, before the hour at which business starts to become heavy.

Another agency by which many country customers can be reached is the rural telephone. The farmer has time to talk to you at this particular season, and in my experience he won't object to being called up and interpellated regarding his prospective needs. Don't make your enquiries purely business; a little personal interest regarding what he harvested last year and intends to plant this year, regarding his boy in training or at the agricultural college or any member of his family who has been ill, is sure to be appreciated.

Many merchants do not give sufficient attention to the problem of reaching newcomers to the community. They argue, "Suppose a new man does come to town. He's got to buy hardware. I keep a hardware store, dress my windows, and advertise, and I have as good a chance as any of my competitors of getting his business. Let it go at that."

But if, among six merchants, one, more alert than his competitors, makes it a point to get at once in touch with this new resident and to welcome him to the community—will all six merchants stand an equal chance of getting his business?

The question answers itself. The average man prefers the friendly merchant and the friendly store. So, even from a crass monetary and commercial stand point, it's worth while to be friendly to the newcomer.

This personal work on the eve of the spring trade will pay well in the long run. The results may not show immediately, but they're sure. An energetic canvass of regular customers and prospects during March will lay the foundations for a splendid trade in April. And making a practice of getting promptly in touch with the worthwhile newcomer to the com-

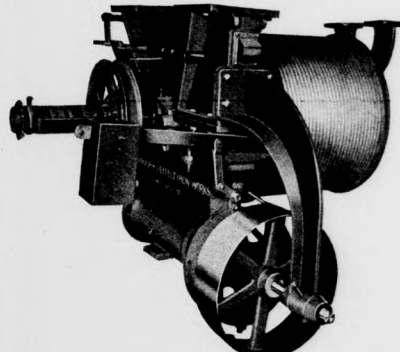
munity will add materially to your list of prospects and bring you a good share of new customers.

Two things are important in the personal canvass: know your goods and cultivate friendliness. A friendly attitude, a knack of sympathetic interest in the individual, is worth a lot to any salesman. And knowledge of the goods is essential if you are to give people that sort of service which counts in gaining and holding customers.

Whatever work you do along this line should be planned carefully, and talked over with the staff, so that you can secure their co-operation and make every salesman you employ, not merely a good hardware advocate behind the counter, but a wholesouled hardware missionary on the street.

Victor Lauriston.

Opportunity is but a date on the calendar to tell you when to wake up.



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

Foster, Stevens & Co.

Wholesale Hardware

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



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

SUCCESSFUL SALESMEN.

J. M. Goldstein, the Well-Known Dry Goods Salesman.

James M. Goldstein, who has been connected with the wholesale dry goods house of Burnham, Stoepel & Co., Detroit for the past five years, has handed in his resignation to take effect April 1. On that date he will assume the responsible position of advertising manager for A. Krolik & Co.

James M. Goldstein was born in Grand Rapids March 12, 1879, being the eldest of a family of four children. His father was at that time a clerk in the clothing store of Houseman & May. He subsequently conducted a grocery store on East Bridge street. He also traveled on the road about twenty years for the wholesale dry goods house of Edson, Keith & Co., of Chicago. When James was 2 years old the family removed to Chicago and from the time he was 5 until he was 14 his attention was claimed by the public schools of that city. At the age of 14 the family removed to Lakeview, where the elder Goldstein engaged in the dry goods business. James worked behind the counter of this store three or four years, when he was invited to go to Detroit to take the position of house salesman for A. Krolik & Co. He remained with this house four years, when he was offered the position of Western Michigan salesman for Edson, Moore & Co., succeeding Ira M. Smith, who had long represented that house in this territory. He filled this position eight years with credit to himself and with satisfaction to his house. He saw his trade every thirty days at least, calling on the city trade of Grand Rapids once a week.

In February, 1912, he was given an opportunity to acquire an interest in the Ira M. Smith Mercantile Co. and become manager of the Rye & Adams dry goods store at Ludington. After giving the matter due consideration, he accepted this proposition and very reluctantly bade farewell to the ranks of the traveling men, for a time, at last. He closed up his accounts with

Edson, Moore & Co, after installing in office his successor, Milo Whims, who had been covering the Upper Peninsula for three years for Edson, Moore & Co., with headquarters at Ishpeming.

Sixteen months at Ludington was sufficient to satisfy Mr. Goldstein that he was more at home in the wholesale than the retail business, so he parted company, with his associates at Ludington to accept an important position in the hosiery and underwear



James M. Goldstein.

department of Burnham, Stoepel & Co. Here his active mind led him into other avenues of exploration and usefulness. He induced the house to start a monthly publication, the Optimist, which bore evidence of Mr. Goldstein's energy and resourcefulness as long as it was published. He spent much time on the road, engaging and posting new salesmen, and keeping in close touch with the large trade around the State, with whom he has always been on good terms. He possesses to a remarkable degree the salesman instinct, knowing to a certainty where the large orders lie and when they are likely to be placed.

Mr. Goldstein was married July 20, 1903, to Miss Josephine Berard. They have a son, 14 years of age, who has been given the cognomen of Gaylord Gillis Goldstein.

Mr. Goldstein is a member of the Elks and U. C. T. While located in Grand Rapids Mr. Goldstein acted as a regular correspondent of the Tradesman, covering the U. C. T. field in particular and traveling men generally in a broader way. His work was very satisfactory, because it possessed the marks of inherent genius. After Mr. Goldstein had sent in several letters, the editor of the Tradesman wrote him as follows:

"I desire to commend the character of the matter you are kindly contributing each week to the Michigan Tradesman.

"It is witty without being silly.

"It is sharp without being malicious.

"Your personal jokes leave no bad taste in the mouth and no bitterness in the heart.

"Many writers apparently labor under the impression that a joke should be rubbed in so deeply that it rangles—that personal matters should be publicly paraded until they hold the victim up to scorn and ridicule. You do not belong to that class. You touch personal matters lightly and kindly, leaving smiles and sunshine in your pathway."

Subsequent acquaintance with Mr. Goldstein only served to increase the admiration the Tradesman has always felt for his work and his methods.

Mr. Goldstein has one hobby and that is athletics. There is nothing in the athletic line that he does not enjoy, either as a spectator or a participator. He attributes his success to giving everybody a square deal and if he carries into his new duties the same degree of energy and shrewdness and patience that he has given his old position, there is no question as to his complete success. Like many other men of a similar character, Mr. Goldstein has set his mark high and predicts that he will ultimately gravitate into a position where his duties will be broader and his opportunity for advancement greater. The Tradesman believes that a man who sets a mark like that and stays by it can surely achieve the highest measure of success.

The War God.

Written for the Tradesman.
 Hell-bred ill-born of sin—
 With all his cruel kin
 The great and grim war god
 Has reached our peaceful sod
 And broad Atlantic's wave
 Is both the shroud and grave
 Of mother, father, son
 And e'en the suckling one
 At mother's breast.

Hell-led he brings war in—
 Unheard of woes begin—
 And machinations fast
 Do culminate at last
 In cruelties unknown
 Where hearts are hearts of stone,
 And all that's kind and true
 Is crushed; and then anew
 Speeds on the strife.

Hell-wed and for his bride
 Is Hate close by his side
 When follow Wail and Woe
 Wherever he does go.
 'Tis god brings war to earth
 Thinks men of nothing worth;
 Would feast his selfish train
 Where only lie the slain
 Both young and old.

Hell-spied and faster still
 He slays and more would kill,
 For killing is the plan
 He weaves for fellow man;
 Where naught does satisfy
 Save that he sees them lie
 A-dead by gas—a-torn by shell
 The earth he too would make an hell
 With demons mad.

Hell-red with bloody gore
 Would stake a "million more!"
 The innocent to kill
 The aged, the babe—until
 The land is sacked and burned,
 And every field upturned
 With deadly shell and shot.
 The Dead! For life is not—
 And still no peace!

O God! haste on the end!
 To this our life we lend
 Nor cease until the sun
 Shines bright for every one;
 When joy, good-will and mirth
 Shall fill again the earth;
 And every man the other
 Shall love as his own brother
 And war no more.

Charles A. Heath.

Substitutes For Wheat Mill Feeds.

Present demands for wheat mill feeds exceed the supply to such an extent that they can be only partly filled during the present season. In calling attention to this fact, the Food Administration recommends the use of other by-product feeds such as rye feeds, barley feeds, oat feeds, rice feeds, hominy feeds, gluten feed, linseed meal, cottonseed meal, peanut meal, soy bean meal, dried grains and molasses feeds.

The by-product feeds mentioned are generally selling at lower prices than mill feeds produced from wheat, corn, or oats, and are generally of equal or higher feeding value.

CODY HOTEL

GRAND RAPIDS

RATES \$1 without bath
 \$1.50 up with bath

CAFETERIA IN CONNECTION



HOTEL HERKIMER

GRAND RAPIDS, MICHIGAN

European Plan, 75c Up

Attractive Rates to Permanent Guests
 Popular Priced Lunch Room
 COURTESY SERVICE VALUE

OCCIDENTAL HOTEL

FIRE PROOF

CENTRALLY LOCATED

Rates \$1.00 and up

EDWARD R. SWETT, Mgr.

Muskegon :: Michigan

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



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

UPPER PENINSULA.

Recent News of the Cloverland of Michigan.

Sault Ste. Marie, March 11—The lumberman throughout Cloverland have been in a happy frame of mind during the past week on account of the cold weather continuing, instead of a breakup, which will give them ample time to finish up their winter's operations.

Charles Farm, pioneer soft drink manufacturer, has sold his bottling works to Mathew Hervonen. Mr. Farm has been conducting the soft drink business here for the past sixteen years and just got under way of increasing his equipment and making many improvements throughout the factory. The change came as quite a surprise to the trade here. Mr. Farm has not as yet announced his plans for the future. Mr. Hervonen is an expert at the business, however, and bids fair to keep up the reputation for this well known Soo product.

A. E. Cullis, the popular manager for the Soo Woolen Mills, has returned from a two weeks' stay at West Baden and French Lick Springs, where he spent two weeks. Mr. Cullis feels much better and comes back to his desk ready for the spring rush.

Dave Tate, popular clerk for the Gowan Hardware Co., stole a march on his many friends last week when he was united in marriage to Miss Lela Scott. The happy couple left for Escanaba on their wedding trip, after which they will return to the Soo to make this their future home. Their many friends extend to them their heartiest congratulations.

The Soo is agitating more daylight plans and is endeavoring to turn the clocks ahead one hour, beginning April 1 to continue until Sept. 1. Whether they succeed or not will be ascertained in the near future, as there are many who favor the change being made May 1. The plan worked out very satisfactorily last year.

The many friends of C. E. Ainsworth were surprised to learn of his resignation as district manager for A. Booth & Co., a position he has held for the past twenty years. He made this announcement upon his return from Georgia last week. While he has no definite plans for the immediate future, he devotes much time to the Red Cross cause and County War Council, also selling of Liberty bonds and other war time campaigns. His successor has not as yet been named.

Charles Fields, the well-known cigar dealer and hockey enthusiast, is well pleased with the work of his team this winter. They cleaned up on Sturgeon Falls in a four game series by making a total of nineteen goals to the latter's fifteen, thereby demonstrating the superiority of the local seven in arousing greater interest in hockey and an assurance that our plucky little fellows will be kept together for future seasons. Charles has been more than repaid for his efforts since taking hold of the local team, which helps him to make his place of business one of the most popular in Cloverland.

We are to have a new agricultural agent to assist Mr. Kunze in Chippewa county work. The new assistant will be Miss Helen Pratt, a graduate of the Michigan Agricultural College. Miss Pratt will instruct women and children of the rural districts in household duties, garment making, gardens, canning and cooking. The preparation of warm lunches in the country schools will be one of the first instructions.

The Soo high school debating team is winning many honors this winter, not having lost one debate, giving this district the championship for the State.

Mike Hotton, one of the popular Sheldrake citizens, was a business visitor here last week. After getting a haircut and doing his usual shop-

ping, and meeting his old friends who are always pleased to see him, he returned by stage from Eckerman, as he found that the aeroplane system was out of commission after the severe storms of last week.

"Burglars and book-keepers are alike in one respect. They are both used to making entries."

While there is not much news from Mackinac Island during the winter months, we learn that the menfolks have been taking up knitting. Sgt. Leggett has been spending the winter knitting helmets and wristlets turning out a goodly number. It is said that Joe's helmets are superior to any turned out in the State. Another resident, Mr. Poole, holds the record for making perfect socks. They are shaped correctly, have the proper length, are regular and without a flaw. Mr. Poole runs a hotel at Mackinac Island during the summer. He says that it takes seven hours to knit one sock. He made four pair of socks during the past two weeks. Going some for Mackinac Island.

"Flat feet exempteth thee not from the income tax."

Laurence Beaudoin, of Manistique, has the distinction of being the first to ride a motorcycle this season which he is using in delivering meat.

Burnie Coulter and Thos. McCann of Grand Marias have purchased the steamer Trumbley of Saginaw to ply between Grand Marais, Munising and Marquette at the opening of navigation this season. It is said to be equipped for both passenger and freight. Burnie Coulter was a former resident of the Soo and is well known here.

Ed Hagar from East Jordan has returned to the Soo to accept a position with A. H. Eddy in his grocery store. Mr. Hagar was formerly manager of the Central grocery store here before moving to East Jordan. He has many friends here who are more than pleased to note that he has returned to the Soo.

"It is generally understood that the man with the weakest jaw exercises it the most."

We are informed that Newton Gilbert, a resident of Point Aux Chene, was attacked by a large lynx Friday afternoon, near Moran. Gilbert left his home in the early afternoon on snowshoes and expected to reach Moran before dark. At first Gilbert thought the animal was a dog and paid no attention to it, but as it came rushing toward him he realized it to be a lynx. Gilbert happened to have a green stick in his hand which he used to strike the lynx and stunned him and then beat him until dead. He did not overlook the fact, however, that there is a bounty on the pelt of a lynx, which he cashed in at St. Ignace, feeling none the worse for his adventure. William G. Tapert.

Butter, Eggs, Poultry, Beans and Potatoes.

Buffalo, March 13—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 26@27c.

Eggs—Choice, new laid, 38c; fancy hennery, 49@51c.

Poultry (live)—Cockerels, 32@35c; old cox, 23@25c; ducks, 30@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@15.50 per hundred lbs.; White Kidney, \$15.00@15.50 per hundred lbs.; Marrow, \$15.00@15.50 per hundred lbs.

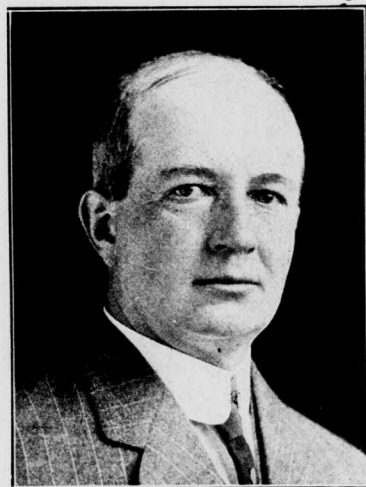
Potatoes—\$1.45@1.60 per 100 lbs. Rea & Witzig.

GONE TO HIS REWARD.

Death of Frank S. Ganiard, of Jackson.

Frank S. Ganiard, the Jackson wholesale grocer, died Monday at the home of his daughter at Xenia, Ohio. The funeral will be held at Jackson to-morrow afternoon.

Mr. Ganiard was born in Concord, Mich., Feb. 4, 1865. He was a son of Almond M. and Evelina C. Ganiard. He was of a family of seven children, three of whom are still living. He left school at the age of 15. His father's continued ill health made it necessary for the children and mother to work. He worked in a grocery store until he was 19 years of age and then went to Dakota for six months, where he worked in a general store at Groton, Brown county. He then went back to Concord and engaged in business, but subsequently sold out



The Late Frank S. Ganiard.

and started traveling for Clark, Baker & Co., wholesale grocers, Jackson, Aug. 1, 1887. He traveled for this concern two and one-half years, subsequently joining forces with W. J. Gould & Co., of Detroit, with whom he remained nine and one-half years. On the retirement of the Gould house from business—April 1, 1902—Mr. Ganiard engaged to represent C. Elliott & Co., of Detroit, with which house he remained until three years ago, when he purchased a half interest in the retail grocery establishment of Lamb & Spencer, at Ann Arbor. Two years ago he disposed of his interest in this business and engaged in the wholesale grocery business at Jackson.

Mr. Ganiard became a charter member of Jackson Council, No. 57. U. C. T., when it was organized May 1, 1894, and holds certificate No. 3,321. He was elected Secretary-Treasurer in March, 1898, and served four years. He was elected Grand Sentinel in Detroit in May, 1903, went through the chairs and was elected Grand Counselor at Saginaw in 1907, presiding at the meeting held in Battle Creek in 1908. He was a delegate to the Supreme Council meeting in 1907 and was elected Supreme Sentinel in 1911, thus becoming Supreme Page in 1912, Supreme Conductor in 1913, Supreme Junior Counselor in 1914 and Supreme Counselor in 1915,

thus placing in the most responsible position within the gift of the organization a man who was a thoroughly representative traveling man by both association and experience. He discharged the duties of this office with discretion and dispatch, winning much commendation from his immediate associates and the members of the organization at large.

Mr. Ganiard was married to Metha beautiful gold medal, fully inscribed and set with a diamond, by the subordinate councils in the Michigan Grand Jurisdiction at the Grand Council meeting in Bay City, 1912.

Mr. Ganiard was married to Metha M. Findley, of Concord, Dec. 20, 1889, and had two children, Florence I. and Donald F. He moved to Jackson in April, 1894. He had been on the session roll of the First Presbyterian church since 1899.

Mr. Ganiard believed it to be his duty to hold himself accountable to those in both the church and the U. C. T., who expressed their confidence in him by placing him in offices of honor. He believed that life was not subscribing to a creed, but living up to the tenets of his faith and that with a full regard for the other man.

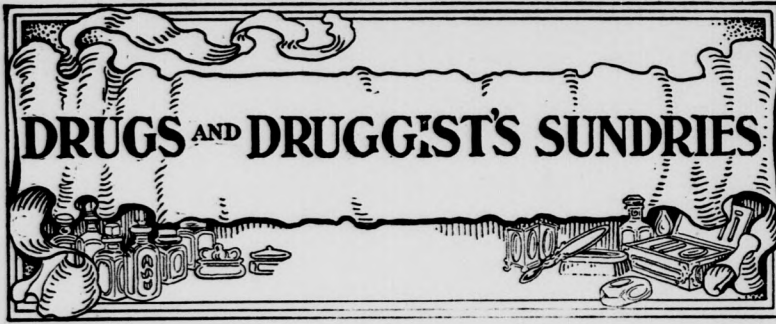
In every successful man's career there stand out certain constructive character traits which, more than any other, have contributed, and continue to contribute, to his success. These traits are not in all instances alike. In one instance they may be great tenacity of purpose, coupled with untiring energy and courage to persist in face of apparent failure; in another, geniality, ability to create friendship where another would cause enmity and gain respect and command a hearing where another would be looked upon with scorn or derision, and a host of other combinations, each one manifesting itself in the successful individual, or in the individual who inevitably succeeds, to such an extent as to overshadow all the other traits in him and counteract the ill effects of his errors and indiscretions.

In the case of Mr. Ganiard these preeminent traits were as follows: A healthy restlessness, a genial disposition, steadiness and close attention to business, initiative and the ability to deal with his customers in the new way—never losing sight of the human element that entered into the problem, getting things done by suggestion and example rather than by authoritative command, thereby getting them to work with him instead of against him.

H. T. Stanton (Judson Grocer Company) made a careful study on the raisin business while at Fresno on his winter vacation and has promised to prepare a vivid description of the methods employed in growing, curing and preparing raisins for market, which will appear in next week's issue.

Knox Sparkling Gelatine

A quick profit maker
A steady seller Well advertised
Each package makes
FOUR PINTS of jelly



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.

Government Needs the Advice of the Drug Trade.

Many of the rules and regulations promulgated by the Federal Departments show prima facie a lack of actual knowledge of the industries affected. This is especially true as to the requirements of the drug trade and the prevailing conditions and trade customs under which the supplying of the needs of the inhabitants of the country for medicines and the industries for drug and chemical products has to be carried on.

There is evidenced in many ways that those in authority in the various departments of our Government have failed to grasp the importance of the drug and chemical industries and the National necessity for conserving these and encouraging their fullest development. As a necessity of life, medicines must be classified with such other prime necessities as food, fuel and clothing. The conservation of all materials considered as necessities of life or as needed for war and the providing of ample supplies of these for the needs of our country and our Allies, has been recognized as a great National problem calling for the advice and aid of the highest scientific experts and of specialists in the various trades and industries. Nevertheless, in the organization of the National Council of Defense, the drug trade, controlling one of the prime necessities of life and of no secondary importance in providing alike for the needs of the army, the navy and of the civilian population, was entirely ignored. Medicine and surgery, whose functions are the application of drugs in appropriate ways and doses, properly has nothing whatever to do with the real problems at issue here, yet medicine boldly attempts to usurp the functions of pharmacy.

In the National Drug Trade Conference there is always available for consultation by Congress and the departments a competent committee of gentlemen representing the pharmaceutical and the various drug trade

organizations who are thoroughly conversant with the needs alike of their calling and of the Nation. In addition, the several National organizations representing pharmacy have standing committees always ready to give advice or render material assistance if needed.

All of this expert knowledge is available to the Government and has been cheerfully proffered. Nevertheless, time after time, the advice, recommendations and suggestions offered by these competent representatives of the drug interests have been ignored and the ips dixit of some department "desk expert," lacking in the essential practical knowledge or experience has been accepted instead. It is not to be wondered at that the regulations promulgated under the existing conditions are full of inconsistencies and impracticabilities.

We are not prepared to admit that Congress without departmental mal-advice would have singled out the drug business, already thoroughly disorganized by the abnormal war and trade conditions, for special taxation. We cannot conceive that the law-enacting body would have deliberately violated basic humanitarian principles, by adding enormous price burdens on the medical needs of the suffering. If Congress had accepted proper advice this basic error would have been avoided and other materials less important to life than medicines should have carried this portion of the taxation.

The alcohol tax has been a most vexing question affecting the drug trade and the regulations framed by the Internal Revenue Department are not only confusing but in some respects impracticable and well illustrate the need for trade counsellors. In the War Revenue Act, Congress deliberately provided for non-beverage distilled spirits at a less rate of tax imposed than upon spirits when "used or intended for use as a beverage." It is well known that this action was not in accord with the desire of the Treasury Department, whose experts represented to the congressional committees that "the Department was unable to distinguish between alcohol to be used as beverage and that for other purposes." The provisions of Section 300 of this Act are in harmony with and further the purposes of the Food Control Act previously enacted. The intent of Congress undoubtedly was to give all legitimate users and manufacturers, of other than beverages or beverage products requiring pure ethyl alcohol, and who from the nature of

their uses or products could not use "denatured alcohol," the right to use "non-beverage alcohol" at the lesser rate of taxation.

Among the uses for non-beverage alcohol that Congress had in mind was the medical uses and such legitimate manufacturers as food products, pharmaceuticals and perfumes. The latter was specifically named in a clause providing that the same rate of tax be levied on the alcohol in imported perfumes as was paid on non-beverage alcohol used by the domestic manufacturer.

The regulations as promulgated under the Food Control Act with the approval of the President are simple and provide for the proper labelling of spirits produced for non-beverage purposes after the passage of the Act and the penalizing of violators.

The regulations covering non-beverage alcohol promulgated since by the Treasury Department attempt to cover both of these laws and are complicated and confusing, and, despite the several modifications made in subsequent rulings, these are still far from clear.

Among its other provisions the original Treasury regulation on this subject forbade "the selling or delivery" of non-beverage alcohol "to any person, firm or corporation not qualified as a user or dealer" (i. e., by taking out a permit and filing a bond) "and then only upon delivery by the person so qualified of an application therefor in due form, approved by the collector of the district

in which the applicant's place of business is located."

Under the regulations a druggist must qualify by first filing an application in duplicate for a permit and giving bond in duplicate and then can purchase the alcohol only on approval of the collector of the district. The druggist having complied with this regulation cannot sell to the baker or confectioner any of this non-beverage alcohol for cutting the flavors used in their business until they each have gone through the same rigmarole. Moreover, a customer who needs some alcohol for external application to reduce the temperature in a fever-stricken member of his family, must be denied even when a prescription is furnished, unless he likewise has gone through the prescribed rigmarole that will make him also an official user or purchaser.

To meet the strenuous objections of physicians and patients to this radical ruling the regulations were modified. The modified Treasury decision 2559 now permits "pharmacists," who hold permit and have given bond, to sell non-beverage alcohol either with or without a physician's prescription, to persons who do not hold permits and who have not given bonds under the provisions of Treasury decision 2559, in quantities not exceeding one pint, but not in advance of orders, provided they first medicate the same in accordance with any one of the formulate recited."

The denaturants permitted are carbolic acid, formaldehyde, mercuric

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

Bottom Facts From Booming Boyne City.

Boyne City, March 11—The most impressive fact to-day is the universal tie-up of transportation by a fierce thunder snow storm of twelve hours' duration from noon to midnight Saturday. Within two hours after the snow began to fall, driven by a strong East gale, every railroad in this section was out of business. The storm was heralded by the most beautiful display of Northern lights that has been seen in many years. The whole sky, from North to South and East to West, was filled with its crimson dancing plan.

Our new Carnegie Library will be opened to the public on March 15 with appropriate ceremonies. Boyne City is proud of this addition to its educational system. The school board has had some very discouraging problems to meet in putting through the project, but has given us a building which is a credit to the town. It is neither so big nor so ornate as some, but is a gem in its way.

One of our enterprising livery men has solved the one-train-a-day problem for us. Jim Dean has been running a special bus in connection with our one G. R. & I. train, bringing passengers and newspapers from Boyne Falls junction, so that the passengers save five hours' time and we stand a chance of getting Grand Rapids morning papers the same day they are published. This train schedule is fierce, but Boyne City is better off than any other town in this part of the woods.

The merchants have made permanent the tentative 6 o'clock closing agreement which was started last summer. They have found that they save in fuel, light and nerves, sell just as many goods and sell them better and have found that the long evening hours can be very profitably employed in getting better acquainted with their friends, their families and, incidentally, themselves. The hours are 6 o'clock, except Wednesdays and Saturdays.

It is rumored that the B. C., G. & A. is making preparation for vigorous prosecution of the work of completing its connection and terminals at Alpena as soon as weather will permit. When this work is done Boyne City will have three outlets to the South and East by rail, in addition to the water route to everywhere. This road has been snowed up less days than any of the connecting lines during the unprecedented weather of the past winter, and not because especially favored by its location either. It gets all the weather there is, going and coming. Maxy.

Sparks From the Electric City.

Muskegon, March 12—Vinnie Porter (International Harvester Co.), who fell on the ice in Grand Rapids and broke his leg, is getting along fairly well.

Harold Foote, Ernie Welton and Herman Anderson had a fine time last Wednesday in the famous drive out of Hart (commonly known as around the horn). They got lost in the woods and had to hire a guide to get out. They reached Hart about midnight, pretty well bushed. And yet they say Hart is —

Mrs. Marr, of the hotel at Middleville, died in a Grand Rapids hospital and was buried Monday at her old home in Eastern Michigan.

Frank Thompson, of Coopersville, has severed his connection with the Brown & Sehler Co. and gone to work for the International Harvester Co. Frank is a good salesman and will meet success.

Middleville had their village election March 11. Had Grand Rapids or Muskegon exhibited a thousandth part of the interest in their primaries, it would have been more to their credit.

N. M. Walker, who was with the P.

M. Railway for ten years as inspector of dining and parlor cars, has leased the Franklin House, at Montague, for two years, with an option for five years. The house has fifty rooms, running water and steam heat. Mr. Peck, former landlord, is temporarily away, but expects to make Montague his home. Here is success to you, Mr. Walker.

Muskegon Council will hold its annual election of officers Saturday, March 16. The election will be followed by a banquet. Meeting starts at 2:30 p. m. sharp. A full attendance is desired.

Joseph Roebuck, of Muskegon, is moving into his new garage on Clay avenue. E. P. Monroe.

Babbitt Soap Business Sold to Mendelson.

The entire stock of \$3,000,000, of B. T. Babbitt, Inc., New York, manufacturers of Babbitt's Soap, Babbitt's Lye, and other cleansers, has been sold to the Mendelson Corporation, also of New York, manufacturers of Acme Chlorinated Lime, and other household chemicals. S. W. Eckman, for three years sales manager of Babbitt's, but for the last two years sales manager of the Mendelson Corporation, has succeeded Mrs. L. Babbitt Hyde, former owner of the Babbitt Company, as president, and has assumed the general management.

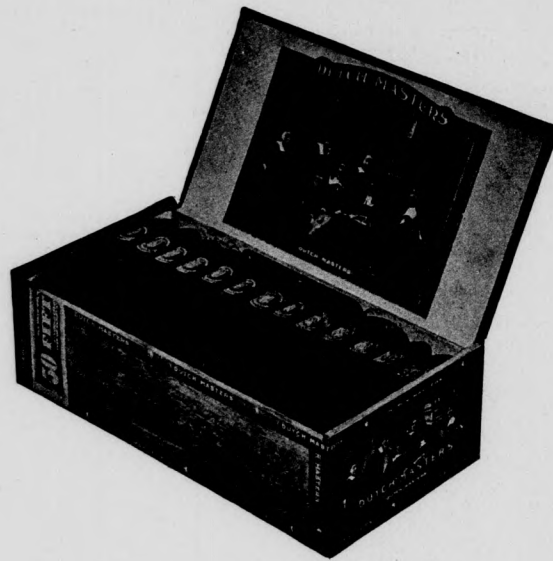
The new owners do not contemplate any radical changes in the administration of the two companies, which, for the present, will continue as separate organizations, except that Archibald E. Reed, Vice-President; Arthur Hacker, Treasurer, and C. E. McGown, Sales Manager of B. T. Babbitt, Inc., have resigned and their places are to be filled by new appointees named by Mr. Eckman.

The Babbitt soap business was started in 1836. Babbitt's Best Soap was the first laundry soap to be extensively advertised. B. T. Babbitt, the founder of the business, saw the advantages of publicity even in the early days. He began by advertising in the newspapers of the larger cities that he would send, prepaid, a handsome panel picture for twenty-five trade marks cut from soap wrappers. Mr. Babbitt was among the first advertisers to use painted bulletins along railroad lines and to employ street cars for advertising purposes.

S. W. Eckman became connected with the Babbitt business in 1910, when he was engaged to investigate the South American and Caribbean trade opportunities because of his knowledge of those countries and their language. Later he performed a similar service in other countries and was then made export manager. After being admitted to the bar in 1912, he became sales manager of the company.

A young Grand Rapids man who has not long been married usually confides his troubles to a friend whose matrimonial experience covers a period of twenty years. One day the former remarked very despondently, "I said something to my wife she didn't like and she hasn't spoken to me for two days." The eyes of the old married man brightened. "Say, old man," he exclaimed eagerly, "can you remember what it was you said?"

DUTCH MASTERS CIGARS



Made in a Model Factory
Handled by All Jobbers Sold by All Dealers
Enjoyed by Discriminating Smokers

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

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.

BUSINESS-WANTS DEPARTMENT

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

BUSINESS CHANCES.

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

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

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, inventory about \$3,500. Doing a good cash business in town of 1,400 population. Owners subject to military service. 530

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. 767

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

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

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

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

H. J. Campbell, dealer in general merchandise at Butternut, writes as follows: "A. O. Deering & Co. have just finished selling at auction my store stock here. They have handled the sale in an able and satisfactory manner and I feel that I have received more for the goods sold in this manner than I otherwise could have been able to get. Personally Mr. Deering is a gentleman and handled the sale as such. His system is good and no rough language or anything that anyone could take offense to occurred during the entire sale." Lock Box 56, Indianapolis, Indiana. 573

Wanted—To trade farm mortgage \$3,000 also 80-acre farm for stock of goods or hotel—what have you? Address No. 580, care Tradesman. 580

For Sale or Exchange—Ten-room house in the best part of Battle Creek, Michigan. As it is now vacant, easy terms. Isaac Netzorg, 28 Wendell St., Battle Creek, Michigan. 582

Partner Wanted—With \$1,500 to assist in securing foreign patents on a new explosive bomb; it is patented in the United States; this bomb is to be dropped from air planes. For particulars, address H. A. Thacker, Box 112, National Military Home, Kansas. 583

For Sale—Restaurant and hotel, 15 rooms, good location, in town of 2,000. Might take part in trade; investigate. H. E. John Co., Fremont, Mich. 584

Wanted—A good second-hand grocery wagon. M. Van Haun, Vernon, Mich. 585

Wanted—A good second-hand auto truck. M. Van Haun, Vernon, Mich. 593

For Sale—Hardware stock about \$14,000 furniture and undertaking about \$4,000. Located in McCook county, South Dakota, southeastern part of State. In a town of 600 population, best location in city. Building worth \$20,000, will sell with stock or lease the building to buyer. Business established for 25 years. Reason for selling to close an estate. Write A. W. Odell, administrator, Montrose, So. Dakota. 586

Collection Letters my specialty. Series of five giant pullers, ready to use, \$5.00. Nuff said. Ad-Man Smith, Box 600, Kansas City, Missouri. 587

For Sale—Good clean general stock. Cash business. Fine location in a good West Michigan town. Good reason for selling. A snap for someone. Address, No. 588, c-o Michigan Tradesman. 588

For Exchange—Warranty deeds to five lots in Ozone, Alabama. Abstract and taxes all paid. Cost \$500. Will trade through express company or bank for \$350 in goods and \$150 cash. Address, George W. Somers, St. Augustine, Fla. 589

Eighty acres in Gladwin county, Michigan, worth \$1,000, will take \$10 per acre on easy terms. Address Box 363 Macksville, Kansas. 590

For Sale—Jewelry store in wheat belt of Kansas, invoice \$2,600. A bargain. \$2,000 takes it. Address Box 363, Macksville, Kansas. 592

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

Bargains—Bargains—Send for free magazine or general merchandise store for sale, any kind anywhere. Western Sales Agency, Minneapolis, Minn. 539

For Sale or Rent—Store at Woodland. Located in best farming country in Barry county. Extra good opening for groceries, dry goods, boots and shoes or furniture. Address F. F. Hilbert, Woodland, Michigan. 591

For Sale At Sacrifice—Approximately 13 acres city property in Bradentown, Florida. Suitable for fruit orchard or subdivision. Value \$3,000. \$1,800 cash takes it. C. P. Paul, Box 33, Texas City, Texas. 575

For Sale—Good clean stock of hardware. No dead stock. Will sell at invoice. Stock bought right. Will inventory about \$4,000. H. Elliott, Coleman, Michigan. 566

Fixtures wanted. Good second-hand safe, adding machine, National cash register, floor showcases, electric coffee mill and computing scales. Address Drawer Letter I, Olney, Illinois. 567

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

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 flies each year

What We Might Do What We Don't Do What We Do Do

AND WHY

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

BECAUSE

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

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

DIAMOND MATCHES

GRAND RAPIDS SAFE CO.

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

TRADESMAN BUILDING :::: GRAND RAPIDS, MICHIGAN

Late News From Michigan's Metropolis.

Detroit, March 12—The Detroit Retail Grocers' Association has always held its meetings on the second and fourth Mondays of the month, but when the Fuel Administrator's ruling closed up public buildings on Mondays, the Association decided to meet on Wednesdays during January, February and March. The meeting night cards which were gotten out and mailed to all members called for meetings on March 13 and 27. As the members seem to prefer Mondays and as the Association can now have heat on that day, it is changing back to Monday.

The Ernest Kern Dry Goods Co., Woodward and Gratiot avenues, which conducts a large shoe department catering exclusively to women and children, has established an Intelligent Service Department for its employees in charge of Mrs. Mary Martin. As educational director she will conduct classes covering every phase of retail activity. The slogan of the class will be "She Profits Most Who Serves Best."

The Hudson Company has taken over the lease of the entire property at 184-186 Woodward avenue, and on May 1 will start to erect a new ten-story building. The F. J. Hickey Co. has leased the corner of Woodward and Grand River avenues to Traub Bros., jewelers, who originally had leased the first floor of the property at 184-186 Woodward avenue. It means that the J. L. Hudson Co. will materially increase its floor space by the erection of new buildings, that Traub Bros. will remain where they are now, adjoining the Hickey store, and that the E. J. Hickey Co. has abandoned for the present, at least, its plan to expand. The lease to Traub Bros. is for six years. It looks after all as if the F. J. Hickey Co. made a wise move. For the next few years building material is going to be high and labor scarce, and the Hickey Co. figured that by the time the new lease expires in 1924 general conditions would be back to normal, and that it would be a more opportune time to expand.

W. P. Freligh has disposed of his drug stock in the Henry Clay Hotel to Daniel Meloche.

C. H. Potts (Potts Drug Co.) is greatly enlarging his space in the Addison Hotel, having taken in the store adjacent to space now occupied. He is putting in a complete confectionery, and will carry a big line of popular brands of box candies, besides bulk goods. The store is being entirely rearranged and will be most complete and up to the minute for giving quick service. A help-yourself restaurant will also be a feature.

Harry T. Carver, of the firm of Farland, Williams & Clark, while in New York, made new contracts for 1918 with F. K. Townsend, owner, and B. McCallum, sales manager, of the Seneca Camera Manufacturing Co., of Rochester, N. Y., for the exclusive sale in Michigan territory of Seneca Products, on terms that will enable F. W. & C. continuing to sell at factory prices—33½ per cent. on cameras and 30 per cent. discount on Eastman's Defender Vulcan films.

Honks From Auto City Council.

Lansing, March 11—Mr. and Mrs. H. G. Gill, of Grand Rapids, visited relatives and friends a few days last week, while Harry was attending the salesmen's conference of the John Deere Plow Co. branch in this city.

D. J. Riordan (National Grocer Co., Detroit) reports business good. In order to keep it good, Dan leaves home at 5 a. m. every Monday morning.

Edward D. Glancy (Perry Glove and Mitten Co.) is making a seven weeks' trip through Ohio and Indiana.

F. H. Hastings has had his rough rider fitted with new transmission bands and is now anxiously waiting for suitable road conditions before starting on his first trip of the season. He says if good roads don't come soon, he will build his lizzie over just a little and use her as an aeroplane.

M. H. Gunn, for many years with the Judson Grocer Company and who was seriously injured last November, is still gaining, but slowly. He is able to get about the house with the aid of crutches and says when the sun shines on both sides of the fence and the snow and ice are all gone, he will venture out on the porch. Mrs. Gunn says he is still good natured, except for a while before each meal. Any counselor who has the opportunity to do so will do well to call on Brother Gunn, as he has certainly had his share of misfortune and appreciates a friendly call from members of the order.

A very interesting and well attended meeting of our Council was held March 6, at which two candidates were initiated, new officers elected and installed and other important business transacted. Undoubtedly, our attendance was larger than usual, because of the splendid Bohemian supper served by our ladies' auxiliary composed of such enthusiastic boosters who, aside from their regular work connected with our Council, are directly responsible for many patriotic and charitable deeds committed in our city.

Junior Counselor L. L. Collard, who was in line for the office of Senior Counselor, announced that for reasons beyond his control it would be difficult, and perhaps impossible, for him to give the office the necessary attention and asked to be relieved of further duties in an official way. His request was reluctantly granted. This unusual turn of affairs made it necessary to fill the office of Senior Counselor from the ranks of Past Counselors and the unanimous choice of the Council rested upon D. J. Riordan for this strenuous position for the ensuing year.

B. S. Gier (Gier Pressed Steel Co.) was elected Sentinel and we predict that new life and lots of it will be injected into the Council, as he is advanced step by step toward the executive chair. All other ranking officers were advanced one step. B. J. Warner was re-elected Secretary-Treasurer and each member of the Executive Committee whose terms expired were elected to succeed themselves.

With just a little pardonable pride in our new degree team, we feel constrained to remark that the ritualistic work was exemplified without the aid of an open book. Conductor W. G. Curtis nearly collapsed in the first act, owing to the fact that he insisted upon handling the two candidates unaided. Bill's second wind comes quick, however, and he acquitted himself with honors galore.

Charles A. Parker is getting to be a real Henry Ward Beecher and fills his part with credit.

C. S. Watters was nearly overcome with stage fright, but rallied at the critical moment and came through with flying colors. H. D. Bullen.

Oppose the Sale of Outside Goods.

Saginaw, March 12—The Retail Merchants' Bureau of the Board of Trade has gone on record as being opposed to auctions of outside goods which might interfere with the business of merchants who are permanently established in Saginaw.

A report was presented by Chairman Harry E. Oppenheimer and adopted, setting forth that it was understood that certain parties were planning to remove stocks of merchandise from other towns and place them on sale at public auction in Saginaw.

The report further declared that

owing to the present situation and the effort of all business men to conserve and comply with all rules of the Government in closing their business places as a fuel conservation measure, it was believed to be only justice to protect those merchants who maintain permanent places of business, pay taxes and carry their share of public burdens and use their best endeavors to prevent offering for sale auction stocks of goods which would interfere with the trade of local interests.

Resolutions addressed to the officers and directors of the Saginaw Board of Trade were adopted, stating that it is the sense of the joint meeting of the Retail Merchants' Bureau, the good roads committee and merchants, "that we recommend to you the approval of the so-called river route from Saginaw to Midland, a road which would place Saginaw and Midland twenty miles apart over good roads, would provide a beautiful drive for tourists, fishermen and game hunters and would more closely cement the business of the North to that of this city and at the same time would serve as no other medium would the development of the territory through which the road would pass in this country. It is our opinion that the building of this road at the earliest possible time is a necessity which should be advanced and pushed to completion."

Live Notes From a Live Town.

Owosso, March 12—H. J. Campbell, of Butternut, has closed out his general stock of merchandise. The grocery stock has been purchased by the Cowan Drug Co., of the same city, which will add a grocery line to its drug business.

Carl Criner, of Bannister, has exchanged his general stock of merchandise for a large farm near Midland. This exchange was made with J. A. Sworeland, of Clare, who has taken possession of the Bannister store. Mr. and Mrs. Sworeland are enterprising people who have had experience in the store game and are bound to win. They have our best wishes for success to their endeavors.

Owosso Council held its annual meeting for the election of officers Saturday evening, with a large and enthusiastic attendance. The following officers were elected:

Senior Counselor—J. B. McIntosh.
Junior Counselor—R. E. Tubbs.
Secretary and Treasurer—Charles Oliver.

Conductor—Glen Reynolds.

Page—Geo. S. Brown.

Sentinel—Dwight Milles.

Past Counselor—G. J. Cook was elected as delegate to the Grand Council meeting; alternate, J. J. McDonald.

Executive Committee for two years S. B. Pitts and G. W. Haskell.

Later in the evening the officers were installed by Past Counselor Fred Hanifan.

Meeting closed in due form with sixty-three good live members and a prosperous future.

J. B. McIntosh is now the oldest Past Counselor and the youngest Grand Counselor of Owosso Council.

W. D. Royce reports that he and his family have gotten through the winter very nicely. Have been able to purchase green limb wood of the farmers at all times at \$6 per and some of it was almost a foot long.

The snow and thunder storm Saturday made quite a change in the weather for several hours and a decided change in the roads for two days. This may not be very important news, but it has made considerable conversation.

Honest Groceryman.

The Fox Typewriter Co. has increased its capital stock from \$250,000 to \$450,000.

Annual Meeting of Post A., T. P. A.

Grand Rapids, March 12—The annual meeting of Post A., T. P. A. will be held Saturday, March 16, at 3 o'clock, in the T. P. A. clubroom of the Pantlind Hotel.

The principal business of the meeting will be the election of President, Vice-President, Secretary-Treasurer, three directors and fifty delegates to the State convention, which will be held in Grand Rapids, April 27.

Our Membership Committee, Milo Schuitema, chairman, has been very active, and we are safely by the 500 mark which was set as our goal one year ago. In a National campaign, participated in by thirty-seven State divisions, Post A came across with ninety new members, boosting the Michigan State Division into third place for the number of applications written and accepted during the month of January.

The letters T. P. A. not only stand for Travelers' Protective Association, but for true patriotic Americans, and as such we deem it our patriotic duty to forego the pleasure of our usual banquet, endorsing, thereby, the food conservation programme of our Government.

The Entertainment Committee, however, is planning for an informal reception and dancing party, in the Pantlind ball room, March 16, at 8 o'clock. There will be no charge, and you are requested to bring prospective members and their ladies. Tuller's orchestra has been engaged and the committee expects that this party will excel all previous ones. Come and see that they make good.

E. E. Pilgram, Sec'y.

Mail Order House Forced Into Liquidation.

Chicago, March 9—You will be interested to learn that the Moneyworth Wholesale Grocers, the local mail order house which was practically put out of business by the revocation of its food license, as the result of the complaints you filed with Mr. Hoover and which were referred to me for investigation and report, has gone into the hands of a receiver.

Harry A. Wheeler,
Illinois Food Controller.

This will be welcome news for the readers of the Tradesman, because much of the literature issued by this house was distributed in Michigan. It advertised in Sunday school and farm publication which circulated largely in this State.

It is also gratifying to the Tradesman that it was the humble instrument of putting this nefarious house out of business.

Killing the Goose.

Uncle Sam, we'll fast or freeze
To help you win the war.
We'll walk and talk or stand and sneeze,
Eat fish and grits galore
And hand you cash in wads and stacks—
At this you're safe to trust us.
But, so we'll have some coin to tax,
Don't legislate to bust us.

George Bruton (Worden Grocer Company) is laid up with throat trouble this week. His route is being covered in the meantime by Harry Carleton.

The Grand Rapids Fireproofing Co. has increased its capital stock from \$10,000 to \$20,000.

Hub Baker (Worden Grocer Company) is improving.

BUSINESS CHANCES.

For Sale—Stock of general merchandise. Located in live town in Central Michigan. Invoice about \$4,000. Good reason for selling. Address No. 594, c-o Michigan Tradesman. 594