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MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS. EST. 1883

Thirty-Fifth Year

GRAND RAPIDS, WEDNESDAY, MARCH 27, 1918

Number 1801

OLD GLORY

Your flag and my flag and how it flies to-day,
In your land and my land and half the world away.
Rose-red and blood-red, its stripes forever gleam,
Snow-white and soul-white, the good forefather's dream.
Sky-blue and true-blue, with stars that gleam aright,
The glorified guidon of the day, a shelter through the night.

Your flag and my flag, and O, how much it holds,
Your land and my land secure within its folds.
Your heart and my heart beat quicker at the sight,
Sun kissed and wind tossed the red, the blue, the white.
The one flag the great flag, the flag for me and you,
Glorified the whole world wide, the red, the white, the blue.

Your flag, my flag, to every star and stripe,
Drums beat as hearts beat, and fifers shrilly pipe.
Your flag and my flag, its brightness fills the sky,
Your hope and my hope, it never held a lie.
Home land and far land, and half the world around,
Old Glory hears the great salute, and ripples at the sound.

Tell Your Customers They Can

Save Meat
Save Sugar
Save Fuel

BY EATING

Shredded Wheat Biscuit

It is 100 per cent. whole wheat, nothing wasted, nothing thrown away. It is ready-cooked, ready-to-eat. Needs no sugar to sweeten it and no fuel to cook it. You can eat it for two meals every day, except Mondays and Wednesdays.

You are not required to sell any "white flour substitutes" with Shredded Whole Wheat.

Made only by

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

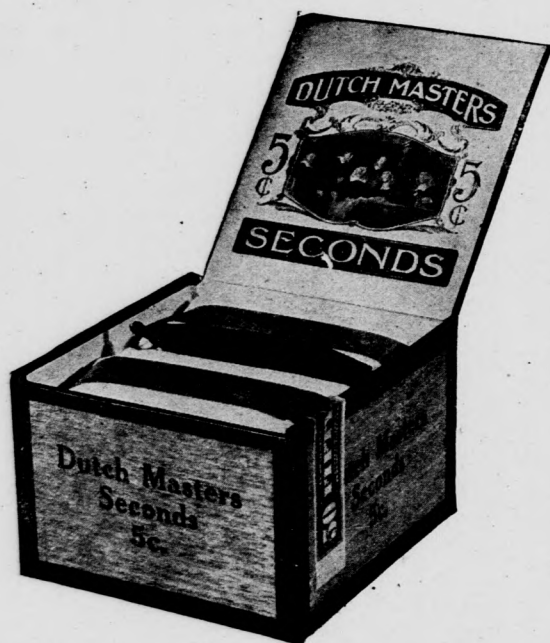
DWINELL-WRIGHT CO.'S
White House
Coffee
and **Teas**



Will Fit
Any Grocer's Stock
"Like the
Paper on the Wall"

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

DUTCH MASTERS SECONDS



Will stimulate your trade

Handled by all jobbers

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

Red Crown Gasoline for Power

The modern motor and improved carburetors have demonstrated beyond question that gasoline made especially for motor fuel—as Red Crown is made—will give the most power—the most speed and the most miles per gallon. Red Crown, like your automobile, is built to specifications and Red Crown specifications have been worked out by the most eminent petroleum chemists and automobile engineers available.

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

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

For sale everywhere and by all agents and agencies of

STANDARD OIL COMPANY
(INDIANA)
Chicago U. S. A.

MICHIGAN TRADESMAN

Thirty-Fifth Year

GRAND RAPIDS, WEDNESDAY, MARCH 27, 1918

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TOMATO GROWERS WIN OUT.

Tomato growers seem to have won out against the Government in the attempt recently made to establish prices at which the canners who were to supply the Government could purchase raw tomatoes from the growers. The prices established were \$15 a ton for California, varying up to \$22.50 in Maryland. Growers are supposed to be immune from regulation, and when this announcement was made they hot-footed it to the halls of Congress with protests that re-echoed from its historic walls clear over to the brandnew buildings of the Food Administration. That department of the Government hastened to climb from under as quickly as it could and forthwith issued a statement declaring that it had merely been the vehicle for conveying an announcement from the army and navy. The import of this bulletin was that the army and navy were ready to receive tenders from canners for canned tomatoes based on stated prices per ton for raw tomatoes. The Food Administration hastened to explain that no canner was required to bid and no limitation was placed on the price per ton which anyone might ask for his tomatoes, but the announcement was simply that if the canners wished they might make an offer to the army and navy on the basis mentioned. The Food Administration has no power and no desire to fix the price of tomatoes. In the meantime some Maryland growers declared that if they could not get \$30 a ton for their tomatoes they would not raise any at all. In California the Tomato Growers' Association after sending out 4,000 circulars found out that it would cost \$15 a ton to raise the tomatoes and they therefore proposed to stick out for \$18.

WOOL AND WOOLEN GOODS.

Progress is being made by the Government in taking over the kinds of imported wool on which it is exercising its option. Valuations have been made and actual possession taken of some. For the time being, purchases in South American markets have stopped. They will probably be resumed actively after the Government needs have been met. More wool is promised soon from Australia, and the shearing of the new clip of domestic will soon be general.

Growers out West would like to have purchases for army needs made directly with them instead of through intermediary brokers who, they say, have been making most of the profits. The War Department has before it the proposition to increase the weights of the fabrics used in uniforms, and the indications seem to be that heavier cloths will be used for the troops abroad, while the standard ones hitherto employed will be retained for those in camps here. The new specifications are for thirty-ounce overcoatings, twenty-ounce uniform cloth, nine and one-half-ounce shirtings, and four-pound blankets. Trade in fabrics for civilian use in the primary markets is rather seasonably quiet. Occasionally an additional line of overcoatings is offered, usually moderate priced goods, which are quickly taken. Buyers later on will have to watch their opportunity to obtain goods which will doubtless be available from time to time. Dress goods are not being offered in any quantity, as the mills are not willing to take orders. Retail trade in coats and suits is reported as quite satisfactory, one factor being the comparative mildness of the weather.

HORSE MEAT A FRENCH DISH.

England is beginning to talk about eating horseflesh as an unpleasant but possible eventuality of the future. In France there has never been the same prejudice against horse meat, and the horse has been a recognized and much-used article of diet among the less wealthy. Horse steak, finely minced, is widely prescribed by French physicians to be eaten raw as a tonic by weak persons and sickly children.

In Paris and its suburbs there are about 1,000 butchers' shops where only horse meat is sold, and their average trade is four or five horses each week. They sell nothing but horse meat, because the law forbids the sale except in special shops. But they do not hide shamefacedly up back streets. There are several within a stone's throw of the Madeleine and a half dozen within easy shopping distance of the American Embassy.

The Paris horse butcher is so little ashamed of his calling that he paints his shop a brilliant red and puts a gilded horse's head outside as a sign. All his meat comes from a special horse slaughter at Vaugirard, where the butchering is conducted under rigid municipal supervision.

It is a mistake, according to Paris experts, to suppose that the younger the horse the better the meat. The reverse is said to be true—at least horses eight years old and upward are preferred, and below that age the meat is said to be tough and unflavored.

The price of the best cuts of horse

meat in Paris is at present from 18 cents to 50 cents a pound, having doubled since the war.

COTTON AND ITS FABRICS.

Census figures on the ginning of cotton, made public during the last week, showed a bigger crop than had been estimated, and it is possible that the actual commercial yield will be much in excess of 11,500,000 bales. Under ordinary circumstances this would not be regarded as a large quantity, but under the exceptional ones at present existing there does not seem any prospect of a scarcity. This is especially the case in view of the restriction of exports and of the enforced reduction of consumption in British mills, whose spindles amount to about 38 per cent. of those in the world, including those of the Central Powers. New high records for quotations were made during the week, and among actual sales that of 700 bales of Montgomery, Ala., at 35 cents a pound established a new record since civil war days. By the middle of next month the planting will be in full blast, and all sorts of things are possible. It has not yet been made apparent how much acreage will be put in, although the high-price trend would seem to encourage the planters to excel that of last year. In the goods market the transactions lately have not been as brisk as heretofore, particularly in print-cloths. Quite a number of the sales have been from second hands. Marked advances have taken place in bleached goods and printed and colored fabrics continue firm and in strong demand. Hosiery offerings, where they can be had, are eagerly taken. Nainsook underwear for next spring appears to be selling well.

No cleaner or more meritorious picture play was ever presented than "Mother," which held the screen at Powers opera house several days last week. Unfortunately, the attendance was small, because people have been stung so many times by the management of the opera house that they have long since ceased to have any confidence in the statements of the manager regarding attractions booked for the theater. The management appears to find satisfaction and justification in the statement that Grand Rapids people want something "nasty." Such a statement might be tolerated if it came from the victim of a narcotic habit, but emanating from such a source as the manager of a theater it is a slander on the good name of the city which ought to be resented by all clean people. In keeping with the libel on the community involved in the sweeping statement of the manager, the theater has been giving the citizens of Grand Rapids more than their share of nastiness and mediocrity.

CANNED GOODS SITUATION.

Everyone in the trade is waiting with the keenest anxiety to hear of prices that may be named for future canned goods. Thus far there is no determination on the part of the big packers to name prices, although there have been repeated rumors that there would be interesting developments in the near future. There have been some sales of California tomatoes at prices not yet disclosed, but brokers who are in touch with large California interests say that there is not likely to be any real business of this character for the next two or three weeks. It is said that some Indiana packers have named prices for No. 3s at \$1.85, which is rather in sharp contrast to \$2.20, which some Maryland packers are talking about. Some interesting developments may yet come out of the Eastern situation.

THE SUPREME TEST.

Grand Rapids having eliminated the German names applied to the streets of the city, it is now in order for every person bearing a name which smacks of Germany to change it to its English equivalent. This is the supreme test of Americanism. Any man who insists on retaining his German name may safely be set down as a pro-German. Exhibiting the flag, contributing to the Red Cross, buying Liberty bonds and prating loudly of loyalty to American institutions are all good in their way, but, coming from a man who still clings to his German cognomen, they are but hollow manifestations of a heart which beats in unison with Kaiserism and which is false to every instinct of American manhood and patriotism.

The patience of the Grand Rapids Board of Education has been pretty nearly exhausted during the past few months by the determination of a teacher who is un-American at least to retain her position in the high school. She has finally capitulated and handed in her resignation to take effect at once. There was proof enough on file to justify the retirement of the teacher months ago, but the Board temporized when it should have taken summary action. When Mark Norris stated in a public interview that the teacher's usefulness to the schools had ceased, people generally felt that the time had come that the Board must take prompt action. Mr. Norris has the judicial temperament which precludes his arriving at a conclusion until he has carefully considered the evidence on both sides. Having reached a conclusion, nothing can swerve him from his purpose and his findings are accepted as final by all fair minded people.

TIME TO CLEAN HOUSE.

In times of peace the vagaries of union labor are annoying, but not necessarily serious. If union labor lies down, if the workmen refuse to do more than a small amount of work for a big amount of pay, and the cost of your building is increased thereby, it is a cinch that the cost of your neighbor's building will be increased in the same manner, and rents will be arranged on a basis which will pay interest on the cost of construction. The additional rent will cause business men to charge a larger percentage on the business they do, or the laborer to pay a bigger rent on the building on which he or his brothers have loafed, and it all comes out of his pocket in the long run. The loafer has simply been a short-sighted fool, and will pay for his folly.

But in times like these, when labor is scarce and every skilled man must do his utmost to back up the boys at the front, conditions are different.

While Uncle Sam has gone into the stores, the offices, and work shops the products of which will not help to win the war and has taken the best men those places could offer, has put them in uniform, and is working them long hours for \$30 per month under conditions which at the best are none too pleasant, he has adopted a different course with the union man who is left at home, and is engaged in war industries. He has pampered, petted, and coaxed him, in order to get a little extra work out of him—and in some instances, in order to get any work out of him at all.

There are men in our ship-yards who cannot be driven to work as long as they have a dollar in their pockets. After receiving their pay envelopes they disappear, and show up again only when their money is gone. There are other men who do just as little as they can, and make life as unpleasant as possible for anybody caught doing a good day's work.

If these men knew what this war means to them there is not one of them, excepting the crooks and pro-Germans, who would not mend his ways. The German propaganda has been spread among them for years, just as it has been spread among others.

They really believe that the German workingmen are among the best paid in the world, and are provided for in their old age better than those of any other nation. Possessing not a spark of patriotism, and being mislead as to their own best interests, the war means nothing, in their lives, so long as they do not have to go, but can remain at home and draw the biggest wages they have ever received, and do as little as possible to earn the contents of their pay envelopes.

The man who is to blame for this condition, more than any other, is the blatant and two-sided Gompers, who prates about patriotism with his mouth, while he encourages and sanctions strikes on every hand. Unfortunately, he "stands in" with the present administration at Washington, which makes him all the more

dangerous to the country at large.

The union slacker who refuses to work at the job which pays him from \$8 to \$12 per day of eight hours, while the private soldier who is his superior in every respect draws only \$30 per month, should be treated exactly as the soldier is treated who refuses or neglects to do his duty. Any man who shirks at this time—and every union man is a shirker, either by intention or under coercion—should be drafted and forced to work ten hours per day for \$30 per month, the same as the private soldier does. Unless this is done—and done quickly—Mr. Wilson will soon come to realize that his alliance with union labor is the most unholy and un-American compact ever entered into by an American president.

MADE MAD BY MILITARISM.

If doubts remained in any mind about the nature of the real foe with whom we have come to grips, they must have been removed by the events of the past few weeks. The Kaiser and his army chiefs and his subservient civilian officials have at least given us the complete definition of militarism. We see it now as it is. It is militarism gone mad and bringing forth its perfect work. At the head of the whole system is the megalomaniac Kaiser waving the sword in which alone he bids the German people trust. Everything is subordinated to the army. It is not only that the moderate men like Professor Delbruck and Dr. Dernburg are silenced; not only that the Reichstag is made no better than a dumb dog and the socialists are drugged with promises of national booty. The whole nation is now at the mercy of the militarist caste. Foreign secretaries, chancellors, diplomatists, representatives of the people, the press—all are pushed into the background. Every national policy, whether domestic or foreign, is decided upon by the Supreme Command of the army. The whole is a woeful spectacle of military absolutism.

Let no one think that the military autocrats of Germany have the slightest notion of relaxing their power or changing their system. Their thought is of nothing but making it stronger and more tyrannical in preparation for the next war. This is, perhaps, the most striking thing in the book of Baron Freytag-Loringhoven, written for the German General Staff on the lessons of the war. He contemplates for the future nothing but a piling higher of armaments, a greater diversion of the empire's wealth and man-power to the purposes of war, a strengthening of the aristocratic prestige of officers—no democratic nonsense to be tolerated in the army—and a larger and larger absorption of the nation's energies by war. That is what we come to when the militarist poison gets into the veins of a whole people. From earliest youth to old age the national thought and effort are to be given increasingly to the work of preparing to kill and be killed. This is what Gen. Robertson had in mind when he said that free peoples were uniting in this war in

order to make an end of the disgrace to civilization.

Partially disguised before, this Prussian militarism now stands clear and abhorrent before all eyes. What it has done in Russia has been like a great battle lost to Germany; for it has brought many radicals and socialists, both in England and the United States, who had been doubters, to the full persuasion that the insensate military autocrats of Germany must be defeated before the world can turn in security to humane causes and the work of social justice. They see, in fact, that a world-war was necessary if we were to make an end of a world-disgrace.

The final issue now fronts us concrete and grim. Overweening trust in the sword must be met and cast to the earth, so broken that it can never rise again. Until the German government and the German people recover their reason, they must be dealt with as beings whom an excess of militarism has made mad. In the stern business on hand we have to put many things aside. We have to adjourn cherished hopes. Temporarily we give up privileges and bow our shoulders under sacrifices—the spiritual ones hardest of all to bear. But we do not lose sight of the end which will crown all. It is to free the world forever from the hideous nightmare of militarism and to ensure to our children liberty to work out unafraid their thoughts—and dreams—in the lives of the men and of their generation.

Detroit has an alleged farm publication which, in the opinion of the Tradesman, should be suppressed by the strong arm of the Government because it is affording "aid and comfort to the enemy" by advising farmers to take a stubborn stand on the matter of price fixing and refuse to increase the agricultural output of the country unless arbitrary purchasing prices are established; also it is un-American and pro-German in opposing the rulings adopted by the Government regarding the grading of potatoes, which are commended by every honest man in the country. As the circulation of such a publication is necessarily confined to pacifists, malcontents, ne'er-do-wells and pro-Germans, it naturally follows that it must derive its support almost wholly from its advertising columns. Any advertiser using such a publication to exploit his wares can be safely classified as pro-German, un-American and an object of suspicion and disgust, because he is furnishing the capital to conduct German propaganda in the interest of Bloody Bill Kaiser and his barbarian horde.

Any one who opposes the elimination of German from the public schools, the suppression of German newspapers or the destruction of German books can safely be classified as a pro-German who is either on the payroll of the Kaiser or expects to be when the temple of liberty is supplanted with the iron rule of Bloody Bill.

Belief in success makes success.

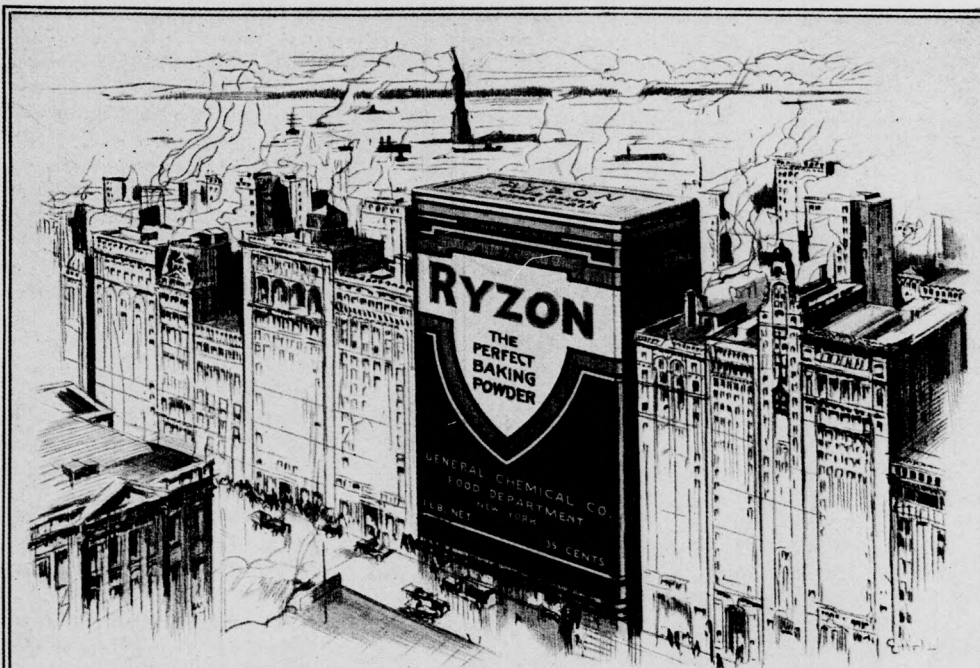
PATRIOTIC LEADERSHIP.

Spurred to action by the editorial encouragement of the Michigan Tradesman and the confidence reposed in him by the loyal people of the city, who realize that he is the only Moses who can lead his people out of the wilderness, Rev. Henry Beets has finally thrown off the mantle of modesty he wears with becoming dignity and taken advanced ground on the menace which confronts the people of his faith because of the open disloyalty of many clergymen of the Christian Reformed church in refusing to permit Old Glory to be shown, or patriotic hymns to be sung, in their churches. In the last issue of the Banner, which is the spokesman of his denomination in Michigan, Rev. Beets presents a most timely editorial, in which he warns the people of his faith that they must cease to worship at the shrine of the Kaiser. He presents his reasons for such a change of front with great force and precision, plainly stating why it is necessary that every person who claims to be an American should cease to hold to old superstitions and prejudices which cling to the country from which the Holland people originated and array themselves under the banner of democracy.

Considering how disloyal many of these men of the cloth have been up to the present time and the unfortunate position in which they have thus placed their congregations in the eyes and estimation of loyal Americans, the severe rebuke administered by Rev. Beets should be given instant recognition. Mere lip service and profession of loyalty mean nothing in times like these. Individual action will be the only thing by which the men who have been guilty of treason can be judged. The American flag must be immediately displayed on the inside and outside of the churches, patriotic hymns must be sung at each service and positive assurance given from the pulpits every Sunday that anti-English and pro-German utterances and inferences are eternally barred. Every communicant must be given to understand, in plain language, that the path of sedition has been abandoned forever. Only by admitting the mistakes of the past—as Rev. Beets has most generously done in behalf of his brother clergymen—and by giving the American people assurance of genuine repentance can the churchmen be restored to the confidence of the American people. Denials of disloyalty and assurance of future devotion to the flag and what it stands for are empty mouthings unless accompanied by substantial acts which speak stronger than words.

Rev. Beets is entitled to the commendation of every patriotic American for the herculean effort he has made and is making to lead his people out of the miasma of treason into the bright sunshine of human liberty and Christian fellowship.

In selling flour substitutes people should be warned not to buy too large quantities of corn meal at a time, nor keep it on hand long, as it may become bitter.



The All-American Baking Powder

RYZON, The Perfect Baking Powder, is strictly an American pure-food product.

Every one of the ingredients used in making RYZON is of American origin. It is sold by leading American grocers.

It is produced by a typically American scientific organization—an organization having resources so great that it is able to manufacture RYZON economically in the face of the present high cost of materials and labor.

RYZON is economical not only in price but in the saving it effects through its superior efficiency and the accuracy of its results.

The new RYZON Baking Book contains 250 tested recipes, for economical meat and vegetable savories as well as breads, cakes and pastries.

It is beautifully illustrated in colors—and every quantity is given in scientific level measurements. This accuracy eliminates all guess work in your baking which means better baking and no chance of waste.

The RYZON Baking Book is priced at \$1.00. But by sending us the user's certificate (packed with one-pound can of RYZON), and eight 3c stamps you will receive the Baking Book, postpaid.

Send the user's certificate packed with the one-pound can of RYZON, and eight 3c stamps and you will receive the RYZON Baking Book (otherwise priced at \$1.00), postpaid.



RYZON
THE PERFECT BAKING POWDER

Some of the American Institutions Using RYZON:

United States Military Academy,
West Point
United States Naval Academy, Annapolis
United States Army, Quartermasters Dept.,
New York

The Biltmore,
Ritz Carlton,
Hotel Knickerbocker,
The Claridge Hotel,
Hotel Vanderbilt,
Hotel St. Regis,
New York Yacht Club,
New York

New York
New York
New York
New York
New York
New York
New York

Bellevue Stratford Hotel, Philadelphia
Sherry's, New York
Delmonico's, New York
Cafe Savarin, New York
Bankers' Club, New York
Massachusetts General Hospital, Boston
Hotel Copley Plaza, Boston

Many other typical American institutions and hundreds of thousands of American homes were quick to adopt "The Perfect Baking Powder."

GENERAL CHEMICAL CO.
FOOD DEPARTMENT
NEW YORK

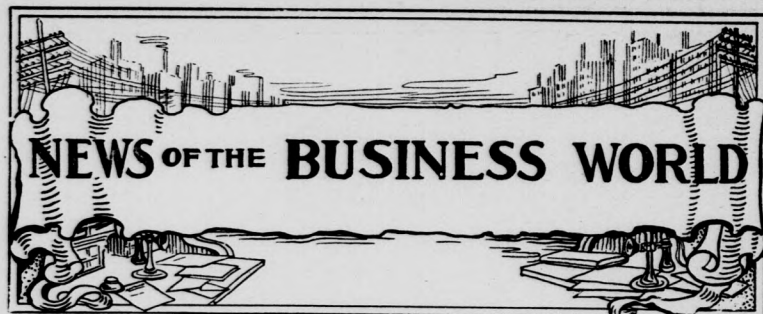
American Institutions using

RYZON
THE PERFECT BAKING POWDER

United States Military Academy,
West Point
United States Naval Academy, Annapolis
United States Army, Quartermasters Dept., New York
Waldorf-Astoria, New York
Hotel McAlpin, New York
The Biltmore, New York
Ritz-Carlton, New York
Hotel Knickerbocker, New York
The Claridge Hotel, New York
Hotel Vanderbilt, New York
Hotel St. Regis, New York
New York Yacht Club, New York
Bellevue-Stratford Hotel, Philadelphia
Sherry's, New York
Delmonico's, New York
Cafe Savarin, New York
Bankers' Club, New York
Massachusetts General Hospital, Boston
Hotel Copley Plaza, Boston

The above advertisement appeared in the Ladies' Home Journal, February issue. It is typical of the forceful aggressive and successful publicity that is commanding respect and creating demand for RYZON all over the United States.

GENERAL CHEMICAL CO.
FOOD DEPARTMENT
NEW-YORK



Movements of Merchants.

Greenville—The Philadelphia Candy Co. has opened its new store.

Hart—Ernest Speese has opened a cash and carry meat market on State street.

Battle Creek—Frank E. Phillips has opened a produce store on Hamblin avenue.

Holland—R. S. Porter has opened a watch and jewelry repair shop at 11 East Eighth street.

Portland—The Grand Ledge Milk Co. is erecting and equipping a milk receiving depot here.

Detroit—The Citizens Coal & Supply Co. has increased its capital stock from \$12,000 to \$25,000.

Otsego—Frank S. Tucker, dealer in general merchandise, is remodeling and enlarging his store building.

Detroit—R. H. Fyfe & Co., retail dealers in shoes, have increased their capital stock from \$300,000 to \$500,000.

Muskegon—The Central Drug Co. is installing a plate glass front on the Jefferson street side of its store building.

St. Johns—L. G. Benson, of Lansing, has purchased the stock of the Meyers Electric Co. and will continue the business.

Otsego—R. C. Eaton has purchased the E. C. Mathews drug stock and store fixtures and will consolidate it with his own.

Lapeer—James Harrison has leased floor space in the Wattles' garage and will buy and sell used automobiles, exclusively.

Belding—William R. Ward has closed his meat market and will sell the stock and fixtures as soon as he can find a purchaser.

Nottawa—William Frary has sold his stock of general merchandise and store fixtures to George Williams, who has taken possession.

Charlotte—The Charlotte Drug Co. has dissolved partnership and the manager, C. G. Weiscopef, has returned to his home in New York.

Owosso—H. N. Hinman has purchased the grocery stock of Roy Gardham and will continue the business at the same location on North Hickory street.

Otsego—The business offices of the Wolverine Paper Co. have been transferred from Elkhart, Ind., here, where all the business of the company will be transacted.

Marquette—James Lafkas has leased the store at the corner of Third street and Hewitt avenue and will occupy it with a stock of confectionery and ice cream parlor, as a branch to his store on South Front street.

Detroit—The R. L. Ginsbury Sons Co. has been organized to deal in scrap metals at wholesale and retail,

with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$4,000 paid in in cash.

Clark Lake—Harry Miller, who leased his general store to Willard DeLamater a year ago, has taken possession again and will continue the business.

Ludington—A. F. Keseberg, of the Keseberg Hardware Co., suffered a stroke of apoplexy March 22 and will, no doubt, be confined to the house for several weeks.

Lansing—E. M. Higgs has leased his restaurant to the Smith Sisters, who will continue the business in connection with their restaurant, the Wild Wood Inn.

Turner—The Turner Hardware Co. has been incorporated with an authorized capital stock of \$9,000, of which amount \$4,000 has been subscribed and paid in in cash.

Lapeer—Frank Laughlin, manager of the Ox Yoke Hardware Co., is closing out at special sale the bankrupt hardware stock which he recently purchased at Gagetown.

Lansing—C. E. Seeley, formerly manager of the Clevenger stores, has leased a store building and will occupy it about April 15 with a stock of women's read-to-wear clothing.

Kalamazoo—The Kalamazoo Industries Corporation has been incorporated with an authorized capital stock of \$100,000, all of which has been subscribed and \$10,000 paid in in cash.

Alma—M. A. Medler has sold his grocery stock to Louis Rockstein, of Rio Falls, Wis., who will continue the business at the same location at the corner of Superior and Woodworth streets.

Marion—A. J. Morton has purchased the interest of Mrs. Ernest Cavanagh in the stock of Moron & Cavanagh and will continue the business under the style of the Morton Hardware Co.

Grand Ledge—Baldwin & Watson, grocers, have dissolved partnership and the business will be continued at the same location, by A. C. Baldwin, who has taken over the interest of his partner.

Fenwick—The Fenwick Elevator Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$8,600 has been subscribed and paid in, \$4,600 in cash and \$4,000 in property.

Muskegon—The Muskegon Fruit & Vegetable Co. has been incorporated with an authorized capital stock of \$2,000, all of which has been subscribed and paid in, \$200 in cash and \$1,800 in property.

Manufacturing Matters.

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

Jackson—The Michigan Sewer Pipe Co. has changed its postoffice to Detroit.

Otsego—The Otsego Furniture Co. has increased its capital stock from \$10,000 to \$70,000.

Detroit—The King Motor Car Co. has increased its capital stock from \$200,000 to \$700,000.

Saginaw—The Saginaw Milling Co. has increased its capital stock from \$250,000 to \$1,000,000.

Kalamazoo—The Seward Pattern Works, at Rose and Eleanor streets, has been incorporated.

Detroit—The Guardian Refrigerator Co. has increased its capital stock from \$25,000 to \$100,000.

Flushing—Fire destroyed the plant of the Hart Milling & Power Co., entailing a loss of about \$15,000.

Lapeer—The Lapeer Welding & Electric Service Co. has engaged in business on Nepessing street.

Kalamazoo—The Kalamazoo Paper Co. has increased its capital stock from \$1,080,000 to \$1,605,000.

Howard City—The Michigan Dairy Products Association, with headquarters at Edmore, will immediately commence the erection of two additions to its plant here.

Galesburg—The Galesburg Foundry Co. has been incorporated with an authorized capital stock of \$5,000 and re-opened the old foundry which it has taken over.

Detroit—The Ludlum Steel Co. has been incorporated with an authorized capitalization of \$5,000, of which amount \$2,500 has been subscribed and paid in in cash.

Detroit—The Ireland & Mathews Manufacturing Co., manufacturer of stove trimmings and plumbers' supplies, has increased its capital stock from \$600,000 to \$800,000.

Detroit—The Tractor Engineering Co. has been incorporated with an authorized capital stock of \$2,000, of which amount \$8,600 has been subscribed and paid in in cash.

Jackson—The Walcott Lathe Co. has commenced the erection of its new plant on Van Buren street. It will be of brick and steel construction and contain 65,000 square feet of floor space.

Detroit—The National Container Co. has been organized to manufacture and deal in containers of all kinds, with an authorized capital stock of \$100,000, all of which has been subscribed and \$75,000 paid in property.

Detroit—The Electric Zinc Rust Proof Co. has been incorporated to manufacture and sell zinc solution and electroplating equipment, with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and paid in in cash.

Detroit—The Automotive Manufacturing Co. has been organized to manufacture and sell auto parts and accessories, with an authorized capital stock of \$125,000, of which amount \$87,000 has been subscribed, \$25,000 paid in in cash and \$50,000 in property.

St. Joseph—The J. C. Osborn Man-

ufacturing Co. has been organized to manufacture and sell at wholesale and retail electrical appliances and machinery, with an authorized capital stock of \$5,000, all of which has been subscribed, \$249 paid in in cash and \$510 in property.

Flint—The Electric Cigar Co. has been incorporated with an authorized capital stock of \$95,000, of which amount \$50,000 has been subscribed and \$9,500 paid in in cash. The company will conduct a wholesale and retail tobacco, confectionery and merchandise business.

Status of the Drug Market.

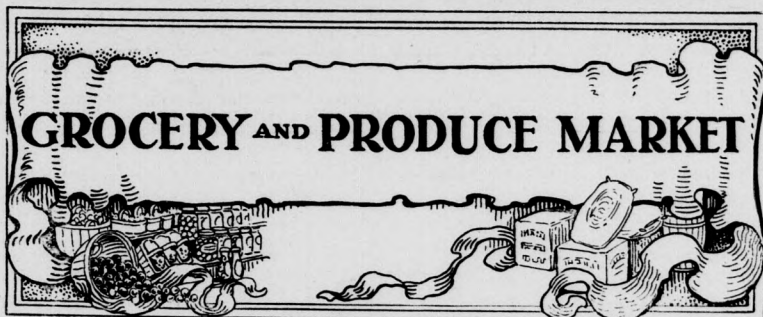
A material increase in the demand for citric acid has been caused by the announcement from Washington that on April 15 an embargo will be placed upon further importations of citrate of lime as well as citric acid. Holders of acid are offering sparingly, while one manufacturer is reported to have withdrawn from the market pending further developments in the situation. Coumarin is stronger owing to increasing scarcity. Supplies of nux vomica have diminished and the market is firmer, some holders demanding higher prices for whole button. Russian cantharides have been advanced owing to a decrease in stocks and reported difficulty in securing further supplies abroad. Glycerine is firm with further sales of dynamite grade reported to makers of explosives. The essential oils are generally firm. Higher prices are demanded for soccotrine aloes owing to a decrease in supplies. True cannabis indica is scarce and the market is stronger. The demand for California mustard seed has been more active of late and prices have been advanced. Bichromate of potash is easier owing to a lack of demand of consequence. Higher prices are demanded for strontia nitrate. Russian cantharides have advanced to \$4.15@4.25 per pound for whole and \$4.35@4.50 for powdered, the rise being due to a decrease in supplies. Naphthalene is in moderate demand and the market presents a firm appearance.

German Brand on Flour Must Go.

Department of Justice agents have ordered Milwaukee grocers to transfer flour marked "Ueber Alles, pure rye flour," to other containers. This action was taken because the design of the double eagle emblem and iron cross of Germany were prominently displayed on the bags and barrels.

James J. Rogan, 305 Bowles building, Detroit, goes out April 1 with his new fall line of men and young men's clothing for Strouse & Bros., Baltimore. He will cover all of Michigan excepting a few of the larger cities, which his father, M. J. Rogan, makes for the same house. This makes the second boy M. J. Rogan has selling clothing in Michigan. His other son, Tom, represents a Cincinnati house which makes boys', children's and young men's clothing.

Victor Roussin, who recently sold his drug stock at Cadillac, has purchased the stock of the Peoples Drug Store, of the owner, F. C. Inglesh, and will continue the business at the same location, 935 Division avenue.



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.

Beets—\$1 per bu.

Butter—The market is steady, following a decline of 2c per pound during the last week, due to somewhat heavier receipts of fresh creamery butter. There is a fair demand and the market rules steady. Receipts are moderate for this time of the year and the consumption has improved at the recent decline. No material change is looked for in the near future. Local dealers hold extra fancy creamery at 41c for fresh and 38c for cold storage; centralized brings 1@2c less. Local dealers pay 38c for No. 1 dairy in jars; they also pay 28c for packing stock.

Cabbage—\$3.50 per 100 lbs.

Carrots—75c per bu.

Cauliflower—\$2 per case of 1 doz. Calif.

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

Eggs—The market is about the same as the corresponding time last year, with the receipts moderate and with a good consumptive demand. We do not look for any material change in the egg market in the next few days. Local dealers pay 35c to-day, cases included, delivered in Grand Rapids, but expect to reduce the price to 32@33c 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, 65c per bunch.

Green Peppers—\$1 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—15@16c per lb. for hot house leaf; \$2 per hamper for New York head; Iceberg, \$3.75 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, \$6@7; Floridas, \$6@9.

Potatoes—The market is flat on account of the refusal of farmers to grade their stock according to Government ruling. The result will be

that most of last year's crop will be a complete loss. Country buyers are paying 50@60c per 100 lbs.

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

Strawberries—\$3.50 per 24 pt. case, Florida.

Sweet Potatoes—\$3 per hamper for kiln dried Illinois.

Tomatoes—\$1.10 per 6 basket crate.

The Grocery Market.

Sugar—The market price is, of course, unchanged. Receipts are no heavier than they have been, but local brokers have succeeded in getting orders for several carloads of soft sugars, which will begin to arrive the first or second week of April. This will ease up matters to some extent.

Tea—Because of their satisfactory quality and the relatively low prices at which they are offered Javas are getting the most attention, although there is a fairly good market on the whole for Formosas and Japan in the medium and lower grades. Ceylon and Indias are most affected by the competition of Javas, but in view of the high and still advancing primary market prices here are held well up to the quotations.

Coffee—The market continues to work up and further advance of from ¼@½c is reported in Rio and Santos during the week. Trade is dull at the moment, although considerable business was done when the advance first began. The only cause for the advancing prices is the difficulty of obtaining ships to bring the coffee to this country. It may be that the seizure of the Holland ships will help. The minute adequate transportation could be obtained the market would undoubtedly decline, as on the basis of supply and demand there was no warrant for any higher prices. Santos coffee has now advanced over a cent a pound from the lowest point. Milds are steady to firm, but unchanged for the week. Java and Mocha firm and high, but quiet.

Canned Fruit—The market is nominal in the absence of offerings of spot goods, with no prices as yet being named for futures.

Canned Vegetables—The spot market is entirely nominal in the absence of offerings. The trade is awaiting the announcement of future prices with interest.

Canned Fish—Columbia River Salmon is being offered in a small way on the spot here at \$2.90 for talls, \$3.05 for flats and \$1.85 for halves. Chums are offered f. o. b. Coast at \$1.75 for talls and \$1.85 for flats.

Dried Fruits—The shortage of supplies on the spot is undoubtedly having a great deal to do with the re-

stricted volume of business. Nevertheless the demand at the moment is not any too pronounced, as most retailers still have supplies on hand and are not worrying their wholesalers unnecessarily. Others whose stocks are running low have them ordered, and these are now gradually being supplied with the arrivals that are turning up after a winter's sojourn on sidetracks in various parts of the country where they have been stored without cost to the owners, but at the expense of tying up much needed freight equipment. Nevertheless there are some items that can be supplied rather readily—a little too readily to satisfy the holders. Among such items are seedless raisins which have been plentiful on the spot ever since certain speculative houses miscalculated the future course of events and bought more than they needed with speculative profits in mind. The market has since refused to advance because the association determined not to advance it, and furthermore the Food Administration placed its ban on speculation by prohibiting trading between dealers. However, the demand for raisins is such that these holders may be able to dispose of them in time, although present sales represent a loss. Another item is currants, which are reduced to 23c. They do not sell because seedless raisins, which are a very satisfactory substitute, can be obtained for about one-third the price and almost anybody would rather have raisins on such a basis.

Cheese—The market is steady, with quotations about the same as previous quotations. There is a fair home consumptive demand and export enquiry. The receipts of fresh-made cheese are moderate and there is considerable old cheese yet to be disposed of.

Tapioca—Stocks on the spot are moderate, while the quantity afloat is limited. Any material increase in the demand would be likely to cause an advance in price.

Rice—There continues an active demand from the trade and there are reported to be enquiries in the market for large lots, but business is confined within jobbing limits by a paucity of offerings. The market is strong, with prices inclining upward.

Corn Syrup—Market conditions remain as previously noted, demand for all grades still being active, with nothing obtainable from first hands for prompt delivery. Sales continue to be made subject to prices prevailing at date of delivery.

Starch—The market is firm on the basis of quotations.

Molasses—Practically the entire season crop of Louisiana fancy has been disposed of. Medium and low grades are available at the quoted prices but subject to delays in transit. All grades of foreign molasses are in a strong position and higher prices in the near future are probable.

Condensed Milk—The market is dull and weak owing to the absence of export business and the pressure of supplies, which are piling up at the condenseries, although there is some

hope of increased tonnage from the Dutch ships.

Salt Fish—There is a steady market for mackerel and herring, although the demand is not quite so active as it was until recently. Offerings are light, however.

Provisions—The market on lard is steady, quotations ranging about the same as previous quotations. There is a fair supply and a moderate consumptive demand. The market on provisions is steady, with quotations unchanged, moderate supply and a fair consumptive demand. The market on compound is fairly steady, with a moderate supply and a fair consumptive demand. Barreled pork is in very light supply, with a light demand. The market on dried beef is slightly firmer, with quotations about ½c higher than previous quotations, a good consumptive demand and light supply. Canned meats firm at unchanged quotations.

Meeting of Druggists to Consider Liquor Law.

The meeting of the retail druggists, held in this city yesterday, was well attended—about 100 from the outside towns and about twenty-five local druggists being present. The talks were by Lee M. Hutchins and Lee Pryor, Deputy Attorney General.

"In my opinion," said Mr. Pryor, "it will be the duty of the druggist to handle liquors whether he desires to or not. The State has designated the drug store as the only channel through which liquor can be purchased under the prohibition law. There are still many doctors who prescribe liquors for medical purposes, and I believe that drug stores should handle them as a moral obligation which they cannot very well avoid."

It was explained that a druggist cannot have even enough alcohol on hand with which to manufacture simple medicines unless he obtains a state permit to handle liquors. This would necessitate the druggist buying all his medicines already prepared.

"The druggist will not be held entirely responsible for violation of the prohibition act when he fills a physician's prescription for an habitual drunkard," declared Mr. Hutchins. "The physician is able to diagnose such a case, while the druggist is not, but whenever there is even the slightest shadow of doubt, I would never fill any prescription for liquor. The liquor law is as stringent as the narcotic law, but if the druggist faithfully holds within the law he will be protected."

Before adjourning a short discussion was held on the narcotic laws and upon the recently effective laws regarding the sale of explosives and their ingredients.

Herb Company Fined.

The Quaker Herb Company of Cincinnati has been fined \$300 in the United States Court at Cincinnati for violation of the Food and Drug Act.

The company advertised a medicine as a cure for stomach, kidney and liver troubles, rheumatism, dyspepsia, chills and fever and a few other things. It pleaded guilty and threw itself upon the mercy of the court.

Good roads are the first aid to democracy.

THE RAISIN INDUSTRY.

Remarkable Development in Production and Distribution.

Written for the Tradesman.

The first raisin grapes were planted in California in 1851. In the early days they were produced mainly in Southern California, but to-day they are mostly all raised in the counties of Fresno, Tulare, Kings, Madera and Kern. There were a great many varieties of grapes introduced into California, but these have been reduced to three, the Muscat, Thompson Seedless and Sultana. Nearly all of the Muscat raisins are seeded. The Thompson and Sultana, being grown without seeds, are stemmed, cleaned and shipped direct to the trade.

In 1879 the first crop in excess of one million pounds was produced. It was over three hundred million pounds last year. In 1892 the California raisin crop equalled that of Spain. To-day Fresno alone produces double that amount of raisins produced in Spain and is still increasing. New acreage is constantly being added, but a market has been found for all that has been produced. The consumption of raisins in this country is about two pounds per capita and in England about five pounds per capita. The consumption in this country, however, is rapidly increasing. The time is not far distant when America will consume all the raisins raised in California.

The Muscat grape makes the Muscat raisin, the seeds being removed by machinery. When the grapes are ripe (the proportion of the grape to the raisin is four to one), they are picked and laid on shallow trays on the ground between the rows and are cured by the sun. This usually takes about three weeks. The only handling the raisins are subject to during the process of curing is when they are half cured, empty trays are placed over the full ones and the raisins are turned over. When the raisins are fully cured, the trays are stacked ready to be transferred to sweat boxes. These boxes hold about one hundred and fifty pounds. The growers then deliver the raisins to one of the receiving stations nearest his ranch, where the raisins are weighed and settled for. In these receiving stations the raisins are run through a cap-stemmer, which removes the stems from the raisins. The raisins are then shipped to Fresno, where is located the main seeding plant. There they are dried and re-cleaned. Then they are passed through a tunnel on an endless belt conveyor to the seeding machines, which are located on the second floor. The raisins are steamed until they are about their original size, then passed to the seeding machine, carried to the packing room on endless belt conveyers, where they are packed while still hot, loaded on cars ready to ship, and it is said they are half way across the continent before they are cool. There are thirteen seeding machines in this plant, which turns out approximately five hundred tons of raisins per day,

most of which are put up in one pound cartons. The balance are packed in twenty-five pound boxes.

The California Associated Raisin Company was organized primarily for the disposal of the raisin crop at a price that would return a reasonable profit to the grower. At present it handles the output of over eight thousand growers, thirty-five hundred of whom are stockholders in the company. Its selling organization, under Mr. Holgate Thomas, is one of the best organizations in the country. "Better Marketing" is one of the slogans of the company, and this means better methods of handling, distribution and satisfaction to the consumer. The volume of raisin tonnage is steadily increasing, and it is up to

A word about the Welfare League, which is composed of the employees of the company. There are over thirty-five hundred members. Once a year, every employee, from the President down, contribute one day's salary to the League. At the main seeding plant, they maintain a rest room, presided over by a graduate nurse, and every facility is furnished for prompt aid to the sick or injured on the premises. If any employee is ill, he is visited by the nurse and doctor, and every provision made for his comfort. Even fuel and food are furnished, if necessary. A member is entitled to draw \$7 per week for thirteen weeks. The League has a large balance in the bank, owns a couple of Liberty bonds and is out of debt. A

THE HELL-SHELL

Written for the Tradesman.

What's the hoped for thing the hell-shell goes to bring;
Has it knowledge, sense, or wisdom why it thence
Swiftly rushes so with such a load of woe?
Could it really think, would not its courage sink,
Never try to gain through paths of blood and pain
Entrance to a heart?

Could it really speak, I wonder would it seek
Hearers quick to tell the miseries which fell
On the innocents by blinded violence?
"Some impelling force did drive me on my course,
While it yet was night I caused a grewsome sight:
Sleeping children dead!"

Though it did recite, what pen has power to write
E'en to partly tell the story of a shell?
How its poisoned gas did former woes surpass
Where to die is gain, the rather than remain
Suffering through the years, a victim too of fears
While this life shall last.

If it had its wish then would it shriek and swish
Like a demon sent upon destruction bent
Whizzing through the air with death its partner there
Rather would it say: "There is a better way
Right and peace to gain with neither shell nor slain;
Brothers men should be."

Listen to a shell—not maddened minds of hell:
"Ere I've done my worst and powder driven burst
Where-unto was sent, men better first repent
Lest within their heart did Hate there play its part;
Find that wiser way and Wisdom then will say
Never war should be."

Charles A. Heath.

the company to see that the demand keeps pace with the production.

The food value of the raisin is very high. Added to the ordinary food, it increases the food value of the product, and makes attractive products of the bakery, as well as on the home table. It is stated that a handful of raisins is more bracing to the tired business man than the cocktail which he sometimes indulges in. As California is still in the damp column, you can take your choice when sojourning on the Coast.

After listening to Mr. Thomas hold forth on the food value of raisins, one unconsciously develops a strong appetite for raisins. His enthusiasm is contagious, and is a great factor in enabling this company to market their products in the excellent manner in which they are now doing.

"Placed by Providence for prosperity" is Fresno's slogan, and the raisin industry is one of the big factors in the growth of the community.

crack baseball team represents the company on the coast. This team turned several hundred dollars into the league treasury last year, after their expenses were paid. They have a band of forty pieces, directed by one of the best conductors in that section. Once a year an entertainment is given at the auditorium in Fresno for the members of the league. Music and dancing comprise the entertainment.

Fresno county wants its raisins better known. The annual celebration of Raisin Day is April 30. This day is known the country over. In leading hotels, on trains and in many private homes, the raisin is prepared in various ways, served and enjoyed on that day.

It would seem that some of the methods of this Association might be applied to the disposal of the leading Michigan crops. The marketing of our apples could be vastly improved and it would bring more money to the grower.

H. T. Stanton.

Amateur Writer Rushes to Rescue of Y. M. C. A.

Camp Custer, March 25.—We note in your issue of March 13, an editorial entitled "Sectarian Narrowness in which you make somewhat severe criticism on some phases of the Y. M. C. A. in general and the Army Y. M. C. A. in particular."

Ordinarily we do not care to enter into an argument where only a difference of opinion is involved, for every man and every newspaper has a right to his or its individual opinion. However, in two points it seemed to me that you possibly did not have at hand all the information available on the present situation.

In the matter of the sale of cigarettes the Y. M. C. A. does not sell them except where it has charge of the operation of a regular canteen at the direction of the Government. In France for instance, all the canteens are operated by the Y. M. C. A. at the express request of General Pershing. In this country, so far as possible, the operation of the canteen is left to the army organization, although in a few camps the Y. M. C. A. does operate them. Where it has been expressly requested that the Y. M. C. A. operate the canteens, of course they sell all articles which any army canteen would sell.

Your statement as to religious bigotry is hardly accurate. The Y. M. C. A. in the army has in its employ men of Catholic, Jewish and Unitarian faith. Men of these three beliefs have been sent to France as Association workers. There are at present six Catholics at Camp Custer working under the direction of the Army Y. M. C. A. The Y. M. C. A. buildings there are open to Catholics, Jews, Unitarians, Christian Scientists—in fact, to any religious organization—for the holding of services. Jewish and Catholic services are held in the Y. M. C. A. buildings at Camp Custer and in the other Army Camps every week. Within the past month Ex-President Taft, a Unitarian, made a tour of about one dozen army camps under the direct supervision of the Army Y. M. C. A., at their request, speaking in their buildings and attended by their secretaries on his trip.

We always welcome straightforward criticism, but naturally we rather dislike criticism which is based on an erroneous statement of facts. We do not know, of course, what particular incident occasioned your criticism of our Association, but we should be glad to have you visit Camp Custer and give the plant here the "double O" just as a matter of general interest. It is very possible that you might be able to offer us some constructive criticism, which as a matter of fact, is the only kind of criticism that is worth a wooden nickle.

Burr Osborn.

Whole-Wheat and Graham-Flour Sales Basis.

To help conserve the supply of wheat flour so that more can be sent to the Allies, the Food Administration has asked 400,000 dealers in food commodities to pledge themselves to sell no flour except where the purchaser buys an equal weight of one or more of the authorized food substitutes.

The only exception is in the case of whole wheat and graham flour which may be sold on a basis of five pounds of flour to three pounds of substitutes. This exception is made since about 25 per cent. more of the wheat berry is used in the manufacture of whole wheat and graham flours than in the manufacture of standard wheat flour.

No Icing on Hot Cross Buns.

Hot cross buns, which are sold and eaten on Good Friday, will not be coated with icing this year, according to an announcement by the United States Food Administration.

Hot cross buns are considered as bread by the Food Administration, and rule No. 1 of the baking regulations forbids the use of icing and limits the amount of other ingredients in bread and rolls. The use of raisins, currants and spices in these buns is not prohibited, however. Bakers throughout the United States were notified of the Food Administration's attitude to-day.

Cash-and-Carry Plan in New England

Operation of an established grocery, provision and meat store in Springfield under the "Four Square Plan" of cash marketing started March 4 and since then the result of the project has been watched by the retail trade board of the local Chamber of Commerce as well as grocers. Growth of the movement throughout New England is predicted by the Eastern States Agricultural League, which is backing the plan. Grocers from this city have visited the Springfield store, but as yet no local concern has started the plan. Many feel, however, that the introduction of the plan would aid in war-time economy.

The announcement from the concern, a provision store of twenty years' standing, telling of its decision to change its marketing arrangements follows:

"Business cannot be conducted as usual during war times, changes in methods and service must be effected.

"In order to carry out as far as possible in our business the recommendation of the Food Administration and the National Council of Defense, we have decided to adopt the 'Four Square Plan.'

"For the benefit of those who are not familiar with the plan, we will outline as follows:

"1. One price for all commodities based on the cash and carry plan.

"2. A charge of 10 cents for each delivery regardless of size or amount.

"3. A charge of 1 per cent. for the credit privilege.

"4. A charge for both credit and delivery where such service is rendered.

"This plan will enable us to conduct our business on a smaller margin of profit and thus result in a direct saving to our patrons, and we guarantee to maintain the quality of the goods on which we have built our reputation for over twenty years.

"The loyalty and good will of our patrons in the past has enabled us to develop our business to its present size and character and the 'Four Square Plan' is adopted with the view of answering the demands of present unusual conditions. A large number of our regular customers and many new ones have expressed the desire to deal under this plan and this fact has aided in completing the rearrangement of our business to the new system.

"We believe that all our regular patrons and many new ones will be glad to adopt the 'Four Square Plan' of marketing when they come to understand it."

In illustrating the saving to both cash and credit customers under the new plan, the concern explains that an order which, under the old way of marketing, would total \$2.30, cash, may be bought for \$2.01 cash under the "Four Square Plan." Under the new plan if the same order was to be delivered and charged it would amount to only \$2.13, as the delivery would cost but 10 cents and the charging two cents.—Christian Science Monitor.

Penalty the German People Must Pay

The following pledge is being taken by loyal Americans everywhere:

To the German people: We solemnly swear that we will hold no intercourse whatever with you; we will buy nothing of you; we will sell nothing to you; we will use every effort to prevent you from entering our respective countries; and we will do our utmost to prevent any of your merchandise from entering upon any of our countries or any other countries, and to prevent any ship of yours or bearing merchandise from you or to you from going upon the seas or from entering any port or harbor whatsoever of our countries or of any other countries; and we solemnly swear that we will do our utmost to maintain this course of conduct against you until you admit in writing that you are a nation of murderers, pirates and rapists; that you started your war of conquest solely out of envy for your civilized neighbors and planned years in advance to use every weapon which fiendishness could conceive and invent to accomplish your nefarious purpose; that you used the name of God knowing that you were in league with the devil and that every time you mentioned God in your prayers you did it in travesty and hypocrisy; that you humbly admit that your crimes as a people should be punished by the complete extermination of the German people and the annihilation of every thing of German origin or German suggestion; that in consideration

of your being permitted to exist and admitted to the family of nations you banish the German tongue, destroy every German book and paper, admit that you are unworthy of ever looking a decent man in the face, mortgage your future for a thousand years to make amends to the nations you have destroyed, the people you have murdered, the women you have outraged and the children you have mutilated, restore the goods you have stolen from other countries in every war of conquest you have waged in the past and learn to speak and use the English language as a token of disgust over the manner in which you have bathed the world in blood. Only when you have done these things will we admit you are human beings, a little above the beasts of the field and jungle.

Sleep.

Written for the Tradesman.

Sleep—that God given thing
How it welcomes me!
Throws about its loving arms
And protects on every side.
With what willingness I yield
To its enchanting spell.
How alluring is the way
Pleasant every path
Where my dreams so oft have led!
But withal serene surrender!
As though borne o'er gentle seas,
Carried yon on kindly winds
Softly blowing, I do go
Willingly afar;
From the world apart,
And behind forgot,
I sail away
With sleep.

Charles A. Heath.

The Only Way.

"I have a friend who kept a cook for nearly a year."

"What jail is he in charge of?"



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

Barney says—

"WORDEN grew from small to great—

By DEALING FAIR throughout the State."

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO

THE PROMPT SHIPPERS

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E. A. STOWE, Editor.

March 27, 1918.

PRICE CONTROL REPUGNANT.

The thought of price control in cotton goods is repulsive to many people in the trade. Under ordinary conditions they would expect to see a free play of the law of supply and demand bring about its own correction of high prices upon excessive buying. So many unusual factors are at work that the dangers of high prices have become menacing, in the opinion of merchants and of Washington authorities, first, to the maintenance of a good spirit among consumers, and, again, to the maintenance of a proper relation in financial circles between the actual needs of money for mercantile purposes and Government requirements. There is also a certainty that there has been a great deal of profiteering or speculation, some of which undoubtedly has been encouraged by enemies of the country, within the trade as well as without.

When current high prices come to be passed on to consumers six months from now, it seems certain that resentment will arise, and the Price Fixing Board already has that matter under consideration. Moreover, the still greater absorption of dry goods capital induced by the high prices is giving financiers in the trade a great deal of serious concern.

There is a scarcity of merchandise compared with any previous condition in recent years. But much of the scarcity arises from the lack of regulation in the supply. Goods have been bought and hoarded, and this fact has become known to army buyers and others. When purchasers have been ready to pay exorbitant prices they have secured merchandise. For their own protection many sellers have withdrawn goods, placed all merchandise at value and even in a number of instances refused point blank to sell again to those who have been violating all trade ethics in resales.

An earnest effort is being made to reach some of the evils of the situation. This effort has been stimulated by the positiveness with which some things about price fixing have been said at Washington. The introduction of price fixing legislation into Congress has already been seen and merchants as a whole would much prefer,

if it is possible, to see Congress engaged on other things. This is also the feeling of Washington authorities, although they will take no action whatever in the direction of trying to prevent Congress from doing what it pleases. That is to come perhaps from those whose business interests may be adversely affected.

While the whole matter is most perplexing to merchants who are being consulted on the remedies to be applied to meet the situation complained of, there is a strong disposition manifested to take hold of the matter in the spirit animating the Washington officials who have suggested that something may be done. The margin of profit in present prices is so very broad that manufacturers cannot be hurt a great deal, and those merchants who have been pursuing a legitimate distributing business will not be hurt. What may happen to others is anyone's guess.

FIGHT TO THE END.

Now that we have shaken off the lethargy that for a time restrained us, now that we have penetrated the miasma of material things that for a while obscured our vision, now that we see again clearly shining the pure ideals and principles upon which our forefathers founded this Nation, and which we are bound to hand down to posterity unimpaired; now that we have joined hands with our Allies to fight for the salvation of the world, we shall not let go until we have achieved the victory or until death us do part.

More than any struggle in history, this war concerns the whole world and the moral future of mankind. We have reached a turning point in human history. We must make a new beginning. A spirit of fellowship must be substituted for the spirit of selfishness and self-assertion that has come to pervade the intercourse of men and nations. We cannot create this new spirit by any power in ourselves, but must seek divine inspiration.

Our great need is for the arrival of a supreme power of character to diffuse its spirit among us. The only character who has proved strong enough to sway the best men of all ages and all nations is the character of Jesus Christ. His mission was just what the world needs sorely to-day—the restoration of fellowship and the stifling of selfishness. He knew and said that the real basis of disunion among men was self-assertion. More than Presidents, Kings and peoples, Christ is Himself involved in the outcome of this war.

Do not let it be said that this war proves the failure of Christianity. It proves rather the failure of a nation of brutes and barbarians to accept and apply the principles of Christianity. Whether the world gets a new chance depends upon our willingness personally and nationally to adopt and apply the principles of Christianity which the Germans have spurned and ignored.

The immortal Lincoln once said, "In myself I am nothing, but I know that I am right and that my cause will prevail, because I know that liberty is right and slavery is wrong." If we hold this faith steadfastly, we cannot fail to win.

MAKING PAYMENT EASIER.

There seems to be a very general feeling among the merchants of practically the entire country that all commercial activities will be seriously handicapped for some time to come, unless the Federal income and excess profits taxes are made payable in several monthly installments on some such plan as the one provided for in the bill recently introduced in Congress by Representative McFadden, of Pennsylvania. And, since to impose undue hardships on business would inevitably result in curtailing its taxable assets and its ability to subscribe to subsequent Government loans, it is maintained by these merchants that the best interests of the Government as well as of business would be most efficiently served by distributing the load more evenly over as long a period as may be found to be practicable.

The McFadden bill as introduced provides that payments of the income and excess profits taxes shall be made in four equal installments, the first on June 15, which is the date now set for payment of the entire tax. The others are to be paid every other month thereafter, the last payment being on Dec. 15. If the bill is passed in some such form as this, the disorganizing effect of withdrawing from business use the large sum of money collectible under these taxes will be reduced to the minimum.

While it happens that the mercantile interests are best served having these taxes made payable in installments, it is equally true, and of a great deal more importance, that the Government will profit by making it as easy as possible for business in these abnormal times to meet its obligations and to continue operations. The interests of the Government and of business generally are in fact so closely bound together that harm cannot be done one without injuring the other.

The vision of this country attempting to carry on a gigantic war such as the one in which we are now engaged, with the business of the country shot to pieces, would be a sorry spectacle. A country whose commercial life is healthy and prosperous on a sound basis can pay huge taxes, oversubscribe many large Government bond issues and still maintain a high morale, but the nation whose commercial life is strangled will soon find its financial structure crumbling and the morale of its people entirely gone. Such a country would be doomed to disastrous defeat. We do not care to be such a country.

The business men of the country have long ago and many times given ample proof of their disinterested patriotism and devotion to the cause for which this country is fighting. If the Government had a present need for the total sum to be collected by the income and excess profits taxes, then there would be no other course open to us but to make payment of the full sum of our taxes immediately without discussion. Under such a condition we could only look upon any efforts to have the proposed plan put in force as prompted by disloyalty, and as such to be squelched in no uncertain manner. But this condition does not exist.

We are told not only that the money to be collected by these taxes is not needed during 1918, but that it would actually cost the Government less to receive and redistribute the money in four payments than it would were the total sum to be sent in at once.

The payment of the tax in a lump sum comes particularly hard on the merchant who is successful enough to do a large business on a relatively small capital. There are any number of retailers in various parts of the country who, with a capital of \$7,500 or \$10,000, are doing \$100,000 or more business a year. And we have similar percentages of capital to turn over both above and below the figures mentioned. The total income and excess profits taxes in such cases as these amount to about 20 per cent. of the total capital invested. If this amount must be withdrawn in a lump sum it will very seriously affect operations. If it may be cut up into several payments, distributed over five or six months, the ill effects would be greatly reduced, while the purpose of the Government would still be served.

The effect of calling for full payment at once would work great hardship generally, but in some sections the effect would be considerably worse than in others. In many of the medium and smaller-sized cities of the country it is estimated that it will require, almost to the penny, 50 per cent. of the total bank deposits in those cities for the local industries and business interests to pay the full income and excess profits taxes on June 15. It would then become almost impossible for business men to obtain sufficient credit to conduct their affairs, and the war industries would be no less affected by the condition of the money market than would any other industry.

A tight money market, in which merchants find themselves unable to obtain money on any but the most disadvantageous terms, is particularly harmful just at this time because of the unusually high prices which prevail for practically all commodities. Because of these high prices it is necessary to employ a much larger sum of money than was required in normal times to maintain a given volume of business. Thus, in spite of large profits, merchants constantly find themselves in need of funds. It is only by maintaining a large volume of business, however, and by increasing that volume however and wherever possible, that these merchants are able to pay large taxes and to subscribe to Government loans.

Feterita is a member of the sorghum family, and yields small egg-shaped seeds, which make excellent flour and meal, comparable with fine white corn meal. It is grown chiefly in the Southwestern states, however, and although included in the list of permitted cereal substitutes, will probably never be purchasable in a Michigan grocery store.

Washington said during the Revolution, "Put none but Americans on guard." If he were with us to-day, he would change the admonition to this: "Put none but Americans with American names on guard."



How much were you short in your cash last night?

How much are you usually short?

Do you always know who is responsible for the shortages?

Did you ever try to figure out how much you lose this way?

Every time you are short in your cash it is proof that some one is careless.

A careless clerk is apt to forget to charge goods sold on credit. And the loss is yours.

Or he makes mistakes that lead to disputes with customers. Sometimes you lose good customers that way.

An up-to-date National Cash Register prevents mistakes in change.

It protects your profits. It makes each clerk responsible for every sale he makes.

Enforcing accuracy is only one of the many advantages a National Cash Register will give you.

A National Cash Register and the N. C. R. Credit File will give you complete control of your business.



An N. C. R. Receipt makes every customer the merchant's inspector.

→ ***Sign and mail this coupon today.***

To Dept. 10701, National Cash Register Company, Dayton, Ohio

Please send me full particulars about the N. C. R. System for a general store.

Name _____

Address _____



Michigan Retail Hardware Association.
 President—John C. Fischer, Ann Arbor.
 Vice-President—Geo. W. Leedle, Marshall.
 Secretary—Arthur J. Scott, Marine City.
 Treasurer—William Moore, Detroit.

Some Hints For the Hardware Dealer in April.

Written for the Tradesman.

With the arrival of April, the hardware dealer's spring campaign is fairly launched.

In the spring campaign, the housecleaning trade is a large factor. When housecleaning starts depends in most communities on the weather. The first real spell, the housewife gets into action. It is for the hardware dealer to look ahead and anticipate the warm spell by a display of seasonable goods.

In every class of trade, it pays to advertise a little in advance of the season. This preparatory advertising, even if it brings few immediate sales, has a distinct value in educating the customer to what is coming. It is like the artillery preparation before a big drive.

It is particularly valuable in connection with the housecleaning trade. The housewife who has not yet started the spring cleanup sees a window displaying housecleaning goods, or a newspaper advertisement urging her to look ahead and buy early. She has time to prepare and to look over her stock of utensils; and she is inclined to be a great deal more liberal in estimating her actual needs than if the real housecleaning weather had actually arrived.

Leave the housewife until the moment when the weather is propitious, and she will get to work without waiting to consider the needful utensils. Old scrubbing brushes, brooms and pails will be made to do the first day, the second, the third, the fourth—and then the natural human inclination is to make them do the rest of the season.

It is up to the hardwareman to get the housewife thinking along the line of adequate housecleaning equipment long before the equipment is actually needed. Hammer in the idea of preparation, of labor saving, of making housecleaning easy by use of the proper utensils. Procrastination in advertising is the thief of business.

Coincident with the clean up idea comes the paint up idea. The paint department should of course be featured in April. The shrewd merchant has his spring paint campaign well under way. In connection with housecleaning, the housewife will, need varnish, stains, enamels, polishes and other accessories; while now is

the psychological moment to urge house-painting.

Brighten up the store windows with a series of paint displays, and show the paint stock prominently inside the store. Talk paint. Push paint.

Carpentering and gardening tools make neat and attractive displays. In the gardening windows, green effects can be introduced to good advantage. After the long spell of winter, a window with a hint of spring in it is irresistible. Gardening tools can be displayed with incidental decorations of artificial leaves and flowers. Or, if possible, small plants in boxes—cabbage plants, sprouting corn, grass, almost anything green will help out. Among the quick germinating seed, the radish is one of the quickest. In any gardening display, a bit of green helps a whole lot.

Toward the end of the month, the sporting goods department will once more come into its own. The various athletic organizations will in April commence their preparations for the season. Outfits will be wanted and the merchant who is ready to meet the demand will get the trade. In this connection, have the goods ready in plenty of time. The sporting enthusiast is usually in a great hurry; and if you haven't got what he wants, he's apt to go elsewhere. It's the man with the goods in stock, not the man with the goods on order, that gets the business.

Looking still further ahead, the merchant will do well to look to his stock of real warm weather accessories. Refrigerators, ice cream freezers, screen doors, etc. will be timely a little later; but now is the time to prepare for the demand, if you haven't already done so.

April and May are the great migratory months in most communities. Families moving from one house to another are often good stove prospects. So moving time is the psychological moment for the stove dealer to get in touch with these people and suggest a new range or heater. Get after them before they move, or just when they are moving. Once the old stove is moved in and set up, it may be years before they will feel the need of a change; while at the moment of moving in the disposition is strong to make a thorough clean up of the old and start everything—stoves included—new and clean.

I recall one small town dealer who makes it a point to call personally on every man or woman who was moving. As the town was not a large one he had no difficulty in finding out what families were moving or intend-

ing to move. And he told me the results were good.

"I got them interested practically every time, and that's the great test. After that, it was just a matter of money or terms. The stock objection was that, on account of moving expenses, they couldn't afford to purchase just then. The answer to that argument was to offer the sale on a time basis. That usually clinched things. Folks moving into a new house are almost always anxious to have the house look its best. They

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



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

Foster, Stevens & Co.

Wholesale Hardware



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

Now is the Time to Order Dry Cells

Go over your stock at once.

As you will be having calls for them, and unless you have them in stock you will be losing sales.

We are Michigan distributors of

American Dry Cells

Our proposition is attractive. Write us.

Michigan Hardware Company
 Exclusively Wholesale 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

feel that they're turning over a new leaf. They will stretch a point or two every time to buy a new range or stove."

Incidentally, spring is a sort of harvest time for the hardware dealer. But, to reap the right kind of harvest, he needs to put forth all his energies. If it pays to keep going throughout the dull winter, it pays doubly and trebly to hustle when the snow gets off the ground and customers are in an expansive buying mood.

So don't rest satisfied with an ordinary business, or adopt the policy of waiting for folks to come and then selling them only what they ask for. Put forth a bit of extra effort. Plan a spring campaign that is a campaign, with lots of punch to it. Try to get into touch with prospective new customers. Try to sell more to the people who come to you. Suggest new things. Canvass the needs of your customers.

It's only human to get into a sort of rut, and to do things the same way day in and day out; but it pays to think up better methods of business getting, to try new schemes, and to hustle.

Plan your campaign on paper. Set yourself a definite objective in the way of increased sales in each department. Enlist your salespeople in the campaign and get them enthused with the idea of business-getting. Think up new ideas. Put punch, more punch and get more punch into your spring drive.

That's the sort of thing that makes bigger and better business for the hardware dealer. Victor Lauriston.

Isn't It the Truth?

There is something radically wrong where the merchant in a small town does not advertise in his local newspaper. He may, it is true, succeed without availing himself of every facility that is offered for building up his business, but the effort is made the more difficult because of the neglect.

A live newspaper is one of the best assets that a community can boast of, but no newspaper can properly represent the interests of a town unless the interests of the town are represented in its advertising columns, not as subsidy, or charity, but in active, aggressive and intelligent effort at upbuilding.

The interests of the merchant and the publisher are identical, and there should be co-operation between them, that the town may have an effective medium of publicity on the one hand, and that the largest possible returns be given to the supporters of this enterprise, on the other. E. B. Moon.

Gabby Gleanings From Grand Rapids

Grand Rapids, March 26—Next Saturday night Grand Rapids Council will give one of the postponed dancing parties. It is the intention of the dance committee to make up the parties postponed during the fuel shortage, next Saturday night being the first one. They will have the same good music and by the attendance we guess everybody is having a good time, but if anybody is not pleased, notify the dance committee.

Due to the fact that the invitation extended Kalamazoo Council was not read at their last meeting, there were no visitors at the dancing party last Saturday night. Despite this unfortunate affair, the party was the best of the series. The committee used their best ability in decorating. This was strictly a lodge party and the hall was decorated in the lodge colors of white, blue and yellow. About 200 couple enjoyed themselves immensely. During the evening the lights in the hall were switched off and a large electric sign was unveiled. The U. C. T. letters in blue and the 131 in red blazed forth, while the orchestra played, "Nearer My God to Thee," of which every member knows the meaning. Professor Tuller and his able assistants were never in better form.

We hope everybody will do his share in the future as in the past. Don't forget the party next Saturday evening.

Everybody has been watching the 6 enclosed in a circle and at last it is to be announced. This will be a pot luck dinner on April 6 at the U. C. T. hall. This is to take the place of our annual banquet and it will be held on our first National holiday and is for every member and his family. Each member will please bring enough lunch for his party and this will be taken care of, as before. The committee has promised a great surprise and we are wondering what the mystery will be. The speeches this year will be entirely foreign to U. C. Tism and they will be short and to the point. We are assured, however, that the entertainment will be appreciated by all and here is hoping that a large crowd will be in attendance.

Byron S. Davenport (Judson Grocer Company) is very happy over the progress his son, Harold Dalziel Davenport, is making in his chosen profession—marine architecture. He recently wrote his parents a most appreciative letter on his 25th birthday, in which he outlined his war plans and prospects. He holds a State license as an architect and is evidently destined to achieve great success in the occupation of his adoption.

Dave Drummond was re-elected President of the Fifth ward Bob Tailed Cat Club at the annual meeting of that organization last Saturday evening, being the fifth time he has been thus honored. The report of the Treasurer showed the Club to be in good condition, financially, due to the receipt of charter fees from other organizations which President Drummond has organized in different parts of the State.

Irving Bacheller says that a man's value is measured, almost absolutely, by the respect he has for women, and his worthlessness by the lack of it. N. H. Carley.

Sand Lime Brick

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

Brick is Everlasting

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

Signs of the Times Are Electric Signs

Progressive merchants and manufacturers now realize the value of Electric Advertising.
We furnish you with sketches, prices and operating cost for the asking.

THE POWER CO.

Bell M 797 Citizens 4261

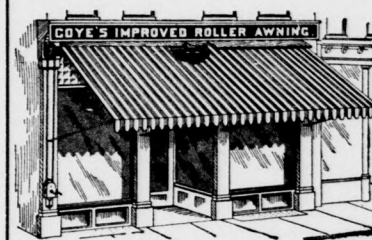
AGRICULTURAL LIME BUILDING LIME

Write for Prices

A. B. Knowlson Co.

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

AWNINGS



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

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

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

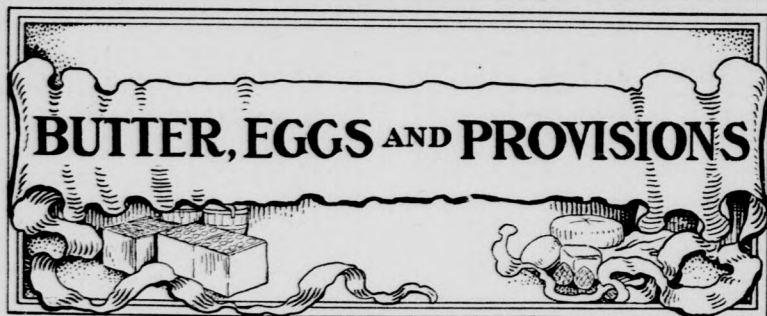
Write NOW for our Grocers' Catalog and full information about our Easy Payment Plan which makes it easy for any Grocer to buy a MCCRAY and pay for it while he is using it. Ask for Catalog:

- 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

TANGLEFOOT

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



Selling Higher Priced Groceries in Small Town Store.

London, Ohio, March 25—You have often heard the remark, "You can't get what you want in a small town." This is as true of the grocery business as it is of any other line of business. So many small town grocers are satisfied to sell the ordinary cheap brands and neglect the fancy and higher priced groceries and the result has been that the better-to-do class of people are sending to or going to the larger cities for these goods. This is very largely due to the fact that the average small town grocer has not yet realized the advantage of handling this class of goods nor the profit that is to be made from the sale of them.

In every town there is a certain class of people who demand the better grade of goods and others who can be educated to use the better grades and the grocer who is neglecting to promote the sale of fancy and higher priced groceries is neglecting one of the most satisfactory and profitable lines connected with the grocery business. The most satisfactory, first, because of the extra profit; second, because they give better satisfaction to both the grocer and consumer, and a satisfied customer is a paying customer, and such will give the store a reputation for good goods. Good goods are more profitable, because they afford the grocer a large profit on each sale and because they are of a better quality, put up under more sanitary conditions and of better and selected material. The grocer does not have to make as many unsatisfactory purchases as he does of the cheaper grades. This alone is a big item. It seems small at the time, but in a year it amounts to considerable.

In promoting the sale of the higher priced goods the grocer increases his volume of business without increasing his actual number of customers. To illustrate, we will say that a grocer sells 100 cases of corn, or 2,400 cans, in a year, if he sells a 3 for 25c grade it will amount to \$200, but should he educate his trade to buy a better grade, say a 12½c grade, then it will mean \$300, or an increase of \$100 on canned corn alone, and if he can do this on corn he can do it with peas, tomatoes and other goods. The sale of the better grades not only increases the volume of sales in this manner, but it will increase the number of sales, for people will use more of an article that gives satisfaction. If you are served a dish of cheap peas you are not likely to pass your dish for the second helping, for they will be the hard, bullety sort, but if you were served a higher grade of peas, you will more than likely pass your dish for the second and third helping, for these peas will be the kind that are sweet and soft enough to melt in your mouth, and one dish calls for another. They will, therefore, increase the demand.

Like other small town grocers, we got into a rut and were going along contented with selling what people called for and we did not make any special effort to promote the sale of the fancy and higher priced groceries. Neither were we doing the business by 50 per cent. that we are to-day. A few years ago it dawned on us that a great many of our town people were sending out of town for their groceries and we realized that we were missing considerable business that might be ours for a little effort.

At the time of our awakening our stock of fancy goods could have been covered with a tablecloth, invoicing between \$50 and \$75, and even this little stock was not taken care of as it should have been. To-day our stock of fancy goods is given the most prominent place in the store, invoicing from ten to fifteen times as much as formerly. It is also given special care, never allowed to become dirty and dusty, and our store has the best trade in the town and has more than doubled its sales.

The first thing we did when we began to realize what we were neglecting was to visit other stores, including small town stores and others in larger cities, which carried large stocks of fancy groceries. Names and locations were furnished us by traveling men. We took particular note of the goods these stores handled and how they handled them.

After investigating in this manner we stocked those goods which had a more general demand. As our sales increased

upon them we enlarged our stock, adding those articles which people would call for, for when we had a call for some article we did not carry in stock, we made note of it and when we thought we had enough calls to justify us stocking that article it was added to our growing stock, always making note of the parties calling for it. Then when we had it in stock we would either tell them when they were in the store or else send them a letter stating that in the future they could find this article at our store. We had no sooner begun to push these goods than the people began to come to our store for them and it enabled us to get a line upon what the people wanted, and when we had enlarged our stock to such an extent that we felt that we had about every article of importance, we secured a list of the names of people who did some entertaining and who could afford to buy this class of goods and sent them a letter stating that we were headquarters for party goods and such orders would receive our special attention. We enclosed with this letter a printed list of all goods in stock suitable for party use, also stated that we would be glad to get any article wanted which we did not carry in stock for such an occasion. This proved a big thing for us and to-day we get party orders from people who do not trade regularly at our store. By these methods we have worked up quite a reputation for handling what people want.

The above methods were used to promote the sale of fancy goods, but we had to use different methods to promote the sale of the higher grades of canned goods. The very first thing we did was to study the difference between the cheaper and the higher grades and why they were more economical for the consumer to buy. The clerks were also shown the difference and it was explained to them why these goods were the most economical for the customers to buy so that they could intelligently and convincingly talk upon these goods to the customers. The clerks were also told that in promoting the sale of the higher priced goods it meant more profit to the store and in return it would enable them to make more salary.

Selling talks were gathered by cutting into the two grades and seeing the difference, by studying the advertisements and by asking the traveling salesmen. Knowledge of one's goods is absolutely necessary in promoting the sale of these goods. I have often heard clerks say, when asked if a certain higher priced article was really much better than the cheaper grade, that they didn't think there was much difference, for their cheaper brand was a big seller. So for the lack of knowledge a 15c sale was made instead of a 20c sale, losing the store extra profit of from 1c to 1½c. This seems like a very small thing to work for and it is upon that one particular article, but if a cent profit is lost upon every sale by that clerk in a year it will amount to \$300 or \$400. Does that seem so small? If you are employing five clerks, just see what it means to you and, furthermore, this extra profit is nearly all clear "velvet," for it requires no more expense to sell the higher priced goods than it does the other. Furthermore, I have always noticed that the person who asks this question can very easily be induced to buy the better grade. So with the proper training your clerks can do a wonderful work in promoting the sale of the higher priced groceries and thereby increase the profits.

In quoting prices we always begin with the highest price and quote down as 25-20-15-12½-10 etc. instead of starting up as 10-12½-15-18-20-25 etc. We also hesitate before quoting our lowest price. We let the customer call for the cheapest for we find that the people who want the cheaper brands will usually call for them and in quoting our prices in this manner we find that people will buy a better grade. When quoting up it makes the highest seem awfully high, but when quoted down, it does not sound so high. With these methods we have increased the sale of the grades in nearly every line. Five years ago we sold more of the 10 and 12½ cent peas than all others put together, but to-day we are selling a far greater number of the better grade and very few of the cheaper grade; this is also true of other articles. It used to be that we sold very near altogether a 10 cent grade of

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

Eggs

P. S. Butter and Poultry

We pay highest market prices and make prompt returns. Get in touch with us.

Wilson & Co.

20-22 Ottawa Ave., N. W.

Grand Rapids Michigan

Blue Vitrol, Nitrate of Soda, Acid Phosphate, Paris Green, Arsenate of Lead

Reed & Cheney Company
Grand Rapids, Michigan

Rea & Witzig

Produce
Commission Merchants

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

Established 1873

United States Food Administration
License Number G-17014

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

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

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

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

LET YOUR REQUIREMENTS IN FRUITS AND VEGETABLES

Be Handled By Men Who Know.

M. PIOWATY & SONS

Main Office, Grand Rapids, Mich.

Branches: Saginaw, Bay City, Muskegon, Lansing, Jackson, Battle Creek, Mich., South Bend and Elkhart, Ind.

Onions, Apples and Potatoes

Car Lots or Less

We Are Headquarters

Correspondence Solicited



Vinkemulder Company

GRAND RAPIDS

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MICHIGAN

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

Wholesale

BEANS, POTATOES, SEEDS

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Miller Michigan Potato Co.

WHOLESALE PRODUCE SHIPPERS

Potatoes, Apples, Onions

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Wm. Alden Smith Bldg.

Grand Rapids, Mich.

prunes, but by showing the customer it was economy to buy the larger size, we are now selling chiefly a 15c grade and do not even carry a 10c size in stock.

This is also true of our coffee sales. We used to sell considerable 20 and 25 cent grades. Now we sell but very little, our sales being mostly 30 and 35 cent grades. Not only do we sell a better grade but we sell a great deal more coffee than before. These methods have been our most successful ones. Other methods, such as sale letters, have been used with good results.

Any grocer who wishes to promote the sale of the higher priced groceries will find these methods will produce good results. With the continued growing popularity of the automobile, which makes it much easier for the small town people to do their trading in the larger cities that are located close by, it is going to effect the small town grocer more than ever before and if he is to retain his trade it is up to him to make a special effort to promote this line of goods and show the people of his town that he is carrying an up-to-date line of goods as can be had in any city, and in a great many cases cheaper, and with the co-operation of the wholesaler he can do it without any great outlay of capital.

Walter Engard.

Sidelights on Recent Events in California.

Written for the Tradesman.

W. D. Stephens, Governor of the State of California, "is in a peck of trouble." He was a traveling salesman and later a merchant, dealing in groceries. Three years ago the Lieutenant Governor of the State died and Stephens was chosen by Governor Johnson to fill the vacancy. During the past year Johnson was elected to fill a seat in the Senate of the United States and Stephens assumed the office of Governor. The Legislature of 1917 passed an act to prohibit the use of trading stamps by the merchants of the State. The merchants strongly supported the bill, but the Governor vetoed the act. Naturally, the merchants have a "rod in pickle" for Stephens. One William Mooney, a pestiferous I. W. W., was convicted of murder in connection with a bomb conspiracy several months ago and sentenced to be hung. The sentence will be executed shortly unless the Governor shall grant the pardon that Mooney and his many thousands of sympathizers have asked for. The better element of the citizens of California demand that the execution shall be carried out, while the socialistic and anarchistic element of the same State support the petition for pardon. Both the devil and the deep sea are plainly within the view of the Governor.

A short time ago the police authorities of Oakland raided several hundred grocery houses and seized thousands of milk bottles and a large number of weighing scales. It is claimed that by their use the patrons of the stores had been robbed of \$400,000 annually for years on account of short weights and measures. Men were employed to break the bottles and the scales with heavy hammers.

From a newspaper published in Los Angeles I clipped the following in regard to the prices now charged and to be charged for citrus fruits:

Never before have such high prices been had by orange and lemon growers at this season of the year in California. The short crop of navel oranges has put orange prices out of sight in all Eastern markets. The average spring price of a box of seedlings has been 90 cents. Navels have averaged \$1.70 a box. Today seedlings sell at \$3.80 a box and navels bring \$6.20. In Boston, Saturday, a carload of navel oranges sold for \$2567, a record price.

In Chicago a dozen carloads of navel oranges have recently sold for \$2200. One carload sold in Philadelphia for \$2678.

Lemons are soaring still higher. One year ago lemons sold at this season at \$2.50 a box. Three years ago they sold at \$1.05 a box, and in the summer of 1914 lemons were so unprofitable that it did not pay to ship them across the continent. Now they are selling at \$8 a box and higher. It is anticipated that the price of lemons will go to \$12 and perhaps \$14 a box by October.

Cull oranges that have been sold for a trifle or thrown away now are sold for a cent or a cent and a half pound.

An ordinance was passed recently by the Common Council of Los Angeles to regulate the sale for consumption of cooked or prepared food and providing for the proper covering by glass or some other substance of such food in public eating houses:

The provisions of the ordinance are not to apply to food for consumption upon the premises, in the event that such food does not remain uncovered or uninclosed for more than two hours and also in the event that such foods are not so exposed within three feet of any person while eating. Health department inspectors are empowered to enforce the law, and those found guilty may be fined \$500 or given a city jail sentence of six months.

The Council of Defense of Los Angeles has initiated a vigorous movement having for its object the use preferentially of local products in the households. It is said 135,000 women signed an agreement to aid in carrying out the purpose stated within a month. A letter addressed to local retailers of groceries reads as follows:

"Will you kindly co-operate with the Los Angeles City Council of Defense in their campaign to assist the Government in the expressed wish that we 'use local products and save transportation?'"

"We especially desire that the retail grocers aid in the educational campaign by placing an exhibit of locally manufactured products—both as a window display and in definite shelf space. If photographs are sent us of your display we will be pleased to use them in conjunction with our speakers' bureau, that is, sending them to the various women's organizations with speakers on food conservation."

"Manufacturers are being asked to publish their lists and housewives are making a house-to-house canvass to secure pledges to use local products. Kindly help us."

The appeal to the manufacturers says: "Manufacturers are asked to co-operate with the Los Angeles City Council of Defense by advertising their products in every practical way, that the local consumers may better know just what products ARE local products."

"Retail grocers and retail merchants are being urged to make window displays of all local products, to encourage their trade to give the preference in their purchases to the producers of California."

Several goat ranches have been established in Southern California for the purpose of producing and preserving milk, which is used largely with beneficial results by children.

H. O. Stirnus, a prominent grocer of San Francisco, recently expressed his approval in part of the measures that have been put into effect by Food Controller Hoover for the purpose of regulating the sale of food. "In the past," Mr. Stirnus said, "the retailer has had to carry much larger stocks of goods than is required under the Hoover rule. For instance, in order to buy case goods at bottom prices of the jobbers, I was compelled to order in quantities sufficient for the requirements of my trade over periods of from six to nine months. Now I can buy one case or a hundred, as I may desire. The price per case for each will be the same."

The City Commission of San Diego recently passed an ordinance to impose a license fee of \$5 each on the several hundred grocers of that city. Some of their number refused to pay the fee and the validity of the ordinance will be tested in the court.

Arthur S. White.

TAKING INVENTORY

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 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
Omaha, U. S. A.

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.

Knox Sparkling Gelatine

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



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

We Buy Eggs We Sell Eggs We Store Eggs

We are in the market for fresh current receipt eggs, No. 1 dairy butter and packing stock. Until the market settles we will pay the full Grand Rapids market.

If not shipping us regularly, better get in touch with us by wire or phone.

KENT STORAGE CO.
Grand Rapids

Watson-Higgins Mfg. Co.

GRAND RAPIDS, MICH.

Merchant Millers

Owned by Merchants

Products sold by Merchants

Brand Recommended by Merchants



New Perfection Flour

Packed in SAXOLIN Paper-lined Cotton, Sanitary Sacks

Perkins Perfect Salted Peanuts

are sold to those who demand high grade goods.

Order from your jobber today.

Perkins Brothers, Inc.

Bay City, Michigan

G. B. READER

Jobber of

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

1052 N. Ottawa Ave.

Grand Rapids, Michigan

LOVELAND & HINYAN CO.

CAR LOT SHIPPERS

Potatoes, Apples and Beans

Write or telephone when you have anything to offer

Association of Commerce Bldg.

Grand Rapids, Michigan



How to Curb Mail Order Shoe Buying.

This much discussed question has been a puzzling one for most every retailer in the rural districts. Now mail order houses are here to stay, and are money makers, but it is up to the retailer to compete with them with the advantage in his favor providing he takes as much pains to secure the trade as does the mail order house. The trouble with most of us is that we do not take enough trouble to hold that trade at home. We allow the bristles on the back of our necks to raise up, and let the go-to-hell spirit that is in us predominate when we deal with mail order customers.

It does not do any good to tell them that you pay taxes in your county, contribute to local churches and charities, sell them goods on credit that in buying they do not get the same quality of merchandise you are selling, or about their injustice in sending their money away from home, for human nature says, "when you are paying cash buy it from the fellow who sells it to you the cheapest."

I am located in a farming community, and have graduated in the art of curbing mail order buying. I venture to say that the mail order houses would tell you their trade around Greensburg, Ind., is not what it was once. I advertise constantly in our county paper, and let folks know what I have to sell. I conduct my business on the same strict cash basis as the mail order house. I found that I started several customers to trading by mail when I did a credit business because they owed me.

I pick out the desirable mail order customer, and go after him to win—some of them I do not want. Think I have one now to whom I sold a pair of boots the other day that I may not want. His neighbor told me he bought everything by mail, and after he had sufficient wear always returned the article with a complaint, and they sent him other goods in place.

Mail order customers have to be handled gently. Don't antagonize them when they tell you what they can do at the mail order house; don't tell them you know they cannot do so and so, for you know how well that sets with you when sometimes a traveling man tells you that.

If a man complains to you about something he bought from a mail order house, sympathize with him. Generous applications of "Meadow Mayonnaise" will work wonders. Cultivate his friendship. Compliment him on every occasion that presents itself. Stop and talk to him on the street or wherever you see him. Run out to

his home in your machine, and buy a dozen eggs or a chicken. If he likes to go hunting or fishing set a day and go with him. If he likes a little drink, take along your emergency bottle. If the church he belongs to gives a festival, run out and spend a little money, and slip him a half dollar extra for the preacher. If a new baby comes to his home drop a card telling the youngster to bring its mamma to your store, and you will present it with its first pair of moccasins free. If some of the family have to go to a hospital, drop a card wishing a speedy recovery. They can't but see that you are doing things for them the mail order house is not doing.

If a circus is coming to town, or some other big thing comes up, invite them to make your store their headquarters, and since the "mail order family" usually carries along a box of its own fried chicken lunch, tell them to eat it at your store—that you have a ware room they can use. Eat with them if they show any signs of asking you. Offer them some empty cartons for future use on excursions or at the state fair. If Willie happens to have a button off of his mail order shoe, offer to clinch it on. If Susie's shoes pinch her feet, stretch them for her and sprinkle in a little talcum. If the wife says she can't understand why Susie's shoes should pinch, that she ordered a size larger than the last pair, drop the suggestion that it is mighty hard to fit a foot by mail.

Get next to the wife, for 80 per cent. of the family trading is either done or influenced by the women folks. If she says she has a pair at home that she cannot wear, tell her to bring them in the next time she is in town, and perhaps you can stretch them for her. When she comes with them, get in a few blows below the belt for U. S. & Co. Act interested, look the shoes over, and as you are stretching them suggest that you are afraid to put on too much pressure for the leather is not strong enough to stand it. Tell her the best thing



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

That new line of *Specialty Shoes* is now ready

Men's Fine and Dandy Bals and Oxfords

(Very Special, the Officers' Shoe)

(The young men want them)

Women's Fine---Black, Brown Kid and Brown Calf, Louis and Military Heels

Men's, Boys' and Youths' Logan Shoes

Michigan Dairyman's Shoes

Barefoot Sandals and Ventilated Oxfords
and

The Great Hood Leisure Shoes

The Great Hood Tennis Lines

Salesmen are now out with these lines. See them. Write us. Get in touch.

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.

she can do is to return them for another larger pair. If she suggests that you might exchange them for a pair of your own that will fit, tell her that you would be more than pleased to do it but that you would be afraid to sell them to one of your customers for fear they would not give the proper service; that if they were returned to you, you would have no chance to return them to the mail order house because you did not buy them there. Tell her the goods you sell you always stand behind, because you have recourse on the manufacturer if something happens to go wrong. Tease her with a few pairs of your shoes that fit and feel good on her feet, and price them right down at cost; it don't hurt to sell a few pairs at cost in starting a mail order customer. Suggest that you measure her foot so she can tell just what size to order in exchange for the pair to be returned, and you are a "piker" if you don't tell her a size too small.

Wrap them up for mailing, address and start her for the post office. When she calls the next time and tells you the last pair she ordered was smaller than the first, look surprised and tell her its a shame they cannot send her what she orders. If you were in her place you would return them and demand your money. Now this camouflage takes a little time and patience, but you must first get your mail order customer to believe in you instead of his catalogue.

Remember there is no excellence without great labor. Team work and friendly co-operation between the merchants of a town is essential to curb mail order buying. If you don't happen to have just what your customer calls for don't let him get out of town without buying it from some one. Send him to the store where you think he will find what he wants. Don't give him a chance to order by mail. Several times the past winter when I was short of sizes in heavy rubbers and boots and couldn't fit a customer, I had him wait in my office until I called up another store and found the size he wanted, and sent him there. Friendly relations between competitors solves a lot of problems, and in our town we are organized and work for each other's interest. Three of us live within a block of each other on the same street, and it's been nicknamed "Shoe String Row." In some towns I dare say the merchants are so bitter against each other they would rather see a customer buy from a mail order house than from a competitor.

The means to curb mail order buying consists in close personal touch with your customers, judicious advertising in your local papers, selling good serviceable shoes at fair prices and for cash only, close co-operation between competitors in a town and a liberal use of salve with some camouflage.

Roy C. Kanouse.

The surest way to lose your merchandise is to advertise so that people may find it.

We often hear much that does us no personal good. Forget it.

How the School Children Helped.

Written for the Tradesman.

How Van Buren county solved the farm labor problem in 1917 is told at length in a recent issue of the Michigan Farmer, and affords more than a ray of hope to anxious farmers and patriotic citizens.

The proposition to organize the school children of the county to assist in harvesting beans, onions, potatoes, apples and grapes and to trench celery, although thoroughly advertised by their county agent and a representative of the United States Department of Agriculture, was not at first favorably received by teachers, school officers or parents. But when the situation became acute and loss of the crops was certain without the scholars' help, many of the schools of the county were closed for two weeks or more, as necessary. The villages furnished the most assistance, some of the high school pupils earning an average of upward of \$2 per day.

In December a questionnaire was sent to each school and a full report compiled, from which a few items are selected as follows:

No. schools in county, 150.

No. schools released pupils, 98.

No. scholars worked, 1,605.

No. days labor, 17,292.

Wages earned, \$29,063.58.

Boys and girls from Paw Paw, 200, each working fifteen days or less, earned \$4,000. Mattawan, 165 scholars, 2210 days work, earned \$3,862. Gobleville, seventy-six pupils, 707 days work, earned \$1,299.43. Bangor, fifty-six boys picked apples a total of 866 days and earned \$1,994. And so on down to twelve children of one school averaging 9 years old who earned \$65 picking up potatoes. The average for all ages of children and all kinds of work was \$1.68 a day.

Teachers were generally opposed to giving up Christmas vacation to make up lost time, so the schools took one week's vacation then instead of two, and may shorten Easter vacation also.

It is suggested that schools begin the middle of August this year when farmers have a resting spell after the harvest of small grains and before fruit and vegetables are ready to gather, and so complete the school year as early as heretofore.

E. E. Whitney.

Michigan Shoe Dealers Mutual Fire Insurance Company

Fremont, Mich.

Our Responsibility over \$1,500,000

We write insurance at 25 per cent discount from board rate, less 5 per cent on all kinds of mercantile stocks and buildings

The Season is Here For Outing Work Shoes



Here Are Two
Strong Numbers:

No. 8000
Men's Chocolate
Outing Bals
Oak Soles
Full Bellows Tongue
Sizes 6 to 11
Price \$2.50

No. 8001
Men's Black Outing
Bal, Oak Soles
Full Bellows Tongue
Sizes 6 to 11
Price \$2.50



Rindge, Kalmbach, Logie Company
Grand Rapids, Mich.

Our Catalog

will be mailed out this week. If you do not get yours promptly kindly write us.

We have Grey and Liberty Brown Shoes in Stock for Easter Trade in widths from A to D, in high and low heels.

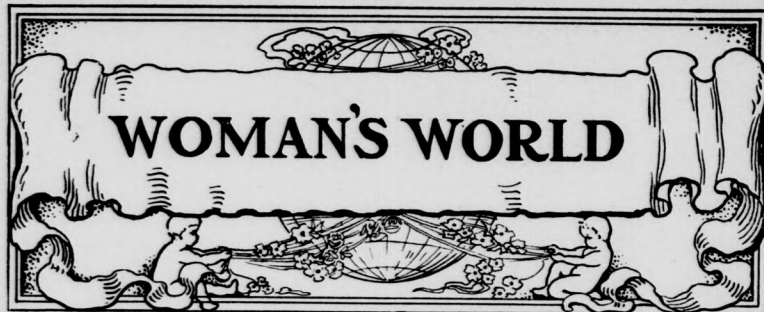
Hirth-Krause Co.

Tanners and
Shoe Manufacturers

Grand Rapids

:-:

Michigan



To Which of These Do You Belong?

"There are just a few people in our town who would not sign the Food Pledge," said a woman who had been in charge of the work in her community. "When I found this out I visited them, got their reasons and analyzed them, and, to any surprise, I found that they fell into distinct classifications.

"In the first group were a man and his wife and his brother and his wife's sister. The man was responsible, for the others were used to having him do their thinking for them. And he was the type that listens to a person's story, and then, without any special comment, manages to flatten it out completely, and try to make the teller feel that he was gullible to believe it himself. He said, with a superior drawl (and his tag-along household nodded in agreement), 'Well, if you want to fall for scare heads, all right. Speaking for ourselves, we shan't let any such preposterous tale as a possible world-wide food shortage throw us off our base. We shall do our best to maintain things as they have always been by going on as before.

"I had met these people before at a church dinner, and I suddenly remembered the impression they had made on me at that time. Somehow, they managed it so that the best of every thing came to them. They ate quantities of rich foods, and apparently were helpless before the temptation to eat too much. And it suddenly dawned on me that their argument amounted to mere selfishness.

"The next on my list of objectors to food conservation said that he didn't see why we had to get into this war, and that he didn't think we did right to prolong it by providing supplies to the belligerents. That person had never studied history. He was not aware how slowly and painfully civilization has crept up to where it is now; how civilization's advance is measured not by gorgeousness of empire nor even efficiency of organization, but by the willingness of nations to let their peoples and others work out their own salvations. He did not perceive that, although some of the nations with which we are associated in this war are monarchies, the people in them have stretching room for their awakening ideas, so to speak. Whereas, the powers we are fighting not only wish actually to absorb part of the rest of the world, but they wish to dictate how the rest of the world shall think on such things as culture and ethics and commerce. They want their ideas to govern us all, even if their rulers do not.

"That is why we are in war. If the Central Powers remain undefeated we may still be free from actual government by them, but their ideas will be dominating the world—and we shall live and breathe and develop under conditions shaped by these ideas. So we must all work together because a war for civilization is a war for us in just the degree that we are civilized.

"So that objection boiled down to simple ignorance.

"The next one who objected was a woman of the type that believes that the only way to prove that one is really a thinker is to criticize and doubt. This one said that she would be willing to adhere to a policy of conservation only when she knew that there were ships to carry the food to Europe. She did not think it right to ask the citizens of an entire country to change their eating habits until they had some assurance that their efforts would not be wasted.

"This woman was simply proving that she let 'they say' take the place of any real thinking on her part. 'They say' there is little or no shipping, but the fact is that (as was announced in all the newspapers at the time) by December 1 last we had exported all our regular surplus of wheat for the entire year to Europe. What has gone or is going over since then comes out of what has been saved by consumers wiser than this critic; who know that if wheat has not only gone over, but has gone a little more speedily than usual, it will continue to go, as long as patriots continue to supply it.

"The very last objector said that war was wrong, and that to conserve food would be to prolong it. This person was just plain 'easy' and was swallowing German propaganda.

"Those were the objectors in our town. When I finished sifting and classifying them, it occurred to me to wonder about those who had signed the pledge. The objectors fell under 'selfish,' 'ignorant,' 'non-thinkers,' and 'easy.' How about the signers?—especially those who signed early in the game?

"I remembered the first family to have a food card in the window in our town. I had secured their pledge myself, and recalled the conservation because they had seen so instantly why we must conserve and substitute.

"When I told them about the Food Administration, and its request for conservation, they saw its value instantly, realizing that, even with normal crops in this country, there would necessarily be world shortages of food. For with millions taken from

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



The Best Bread Is Made
with

**Fleischmann's
Yeast**

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

production for war, and other millions called to special labors to produce war materials, with consumption increased because the labor of these millions is so much more arduous than formerly, with the Allies' fields devastated by war or under-cultivated, the food production of the world must necessarily be greatly lessened.

"They also not only saw that the war was rightly ours as well as the Allies, they saw also why food, being the measures of the armies' endurance, would win it. Their minds sprang forward to the fact that, as the French and Belgians had not been accustomed to using cornmeal they would not have proper mills for corn grinding, or kitchen-knowledge for its use, and that we must consequently, release wheat for them by using corn ourselves.

"In other words, their viewpoint on the war was that of intelligence. They knew to-day's facts. They added them together correctly, and consequently arrived at logical conclusions.

"The next group into which pledge signers naturally fell was what I call the ethical group. They simply hated waste because it is always wrong and vulgar, and they saw that what was not waste a year ago is waste to-day—that the person who pinches, yet keeps on using, even in reduced amounts, exportable food, is wasting; while the person who eats plenty and wisely of such things as corn, vegetables, fats, and perishables is saving food to sustain the champions of right.

"The next group classified saw all things through the window of their hearts. When they realized that the food shortage in Europe is such that people have not enough food to sustain life, much less satisfy their appetites; when they realized that the pressure came hardest on the weakest, because a country's defenders must be fed first; when they realized that there were tens of thousands of women and old men and children living in hunger, and that tens of thousands had died in hunger, they only thought that what was asked of them in the way of conservation was too little, not too much. These were the unselfish who, beholding with their heart's eye the desperate need of those whose men have so long held the world's Greed King at bay, could but regard their own full larders as the natural source of supply for Europe's need.

"The last group needed neither argument nor reason. Their country called, they answered. That was all. If, for its honor, it needed the lives of their men, well and good. It had given them all. They could make no other return. If it wanted them to use their intelligence, their ingenuity to make the world's meager supply of food go around, if it wanted them to consider, with love, with brotherhood, with generosity the needs of people they could not see, for the sake of all of us, the country had but to call, and these—the loyalists—would respond, 'Here are we!'"

To Quit or Not to Quit.

Written for the Tradesman.

Proprietors of corner grocery and small general stores in the country not on railroad or electric lines who have other business to which they might devote all their time with good prospect of greater remuneration for their labor than now possible from retailing food stuffs are deterred from giving up the store business by the following reasons:

1. More money earned will not ensure their chances of obtaining sufficient food for their own families; continuing as a merchant may do so.
2. It would seem like desertion to

give up their positions of opportunity and responsibility in food distribution and conservation.

3. Much inconvenience would result to the families of laboring men and to farmers if these small stores were closed. This would tend to lessen distribution so necessary now. As never before the merchant's advice and services are sought, heeded and appreciated.

4. As never before the grocer is needed to help carry out and adjust food regulations to customers' needs and circumstances; to communicate to food authorities the actual conditions of the people and the beneficial

or injurious effects of any rule. In fact, the grocer occupies a most important position as the one indispensable middleman, interpreter and mediator which he should retain as a patriotic duty if there be no other incentive whatever.

Minion.

Playing It on Father.

She—Papa says he will pay half the cost of furnishing a house for us.

He—But how about the other half?

She—Don't be a goose! Of course we'll pick out a lot of nice things, get papa's check for half of the bill, and then go back and select things only half as expensive.

Bevo
REG. U.S. PAT. OFF.
A BEVERAGE

*for the
boys
in
khaki*

Bevo is a great favorite in the Army Canteens, where none but pure, soft drinks may be sold. After drill or march, you are sure to see a long line of hot and dusty-throated soldier boys making a bee-line for Bevo. They know that there lies complete satisfaction, full refreshment and pure wholesomeness.

At home or abroad—at work or play—between meals or with meals, you will appreciate what we have done for you in making this triumph in soft drinks.

You will find Bevo at inns, restaurants, groceries, department and drug stores, picnic grounds, baseball parks, soda fountains, dining cars, in the navy, at canteens, at mobilization camps and other places where refreshing beverages are sold.

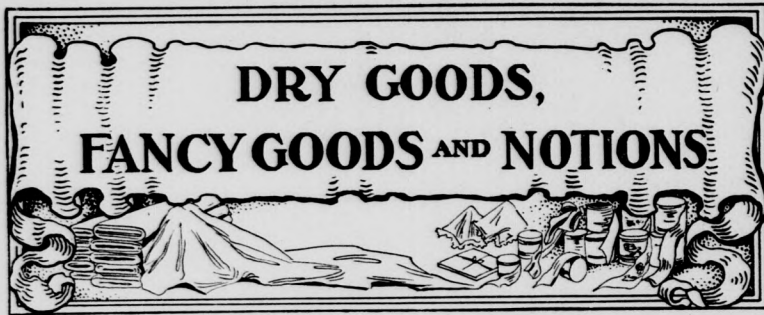
Bevo—the all-year-'round soft drink

Guard against substitutes. Have the bottle opened in front of you, first seeing that the seal is unbroken and that the crown top bears the Fox. Sold in bottles only, and bottled exclusively by

ANHEUSER-BUSCH-ST. LOUIS

Anheuser-Busch Branch

Dealers **GRAND RAPIDS, MICH.**



Cotton Goods Price Regulation under Discussion.

Cotton goods merchants and representatives of cotton manufacturers are getting together in the market to take action looking toward price fixing or price regulation. The impetus for these meetings comes from Washington, where merchants have been told that if they do not do something to prevent radical price advances, the authorities of the price fixing board will act promptly and drastically. It is understood that after merchants and manufacturers have agreed upon some sort of a plan to control they will submit it to Washington and action will be taken co-operatively to check the exploiting of civilian trade.

A great many cotton goods have been placed at value pending some definite word as to the policy to be pursued in dealing with various phases of price fixing. It is not thought likely that any retroactive measures will be adopted, but that contracts in hand will be completed and future contracts that may be regarded as a menace will

be prevented. No one knows what will be done, not even the Washington authorities themselves, according to the reports current here. It is only known that something must be done by the trade to stop further spectacular price advances in cotton goods, or the price fixing board at Washington will step in and act at once, leaving the matter of regulation to be thought about afterward.

Fears that the whole matter may find its way into Congress are expressed by merchants generally and the authorities at Washington. They prefer that some form of regulation shall be undertaken at once so that Congress may devote its time to other matters.

In some quarters apprehension is expressed lest the plans of the authorities might become known and bring on a liquidation of merchandise held by speculators. In other places it is said that anything which can be done now is not likely to have much effect upon prices in the immediate future, as the scarcity of goods is too

well known. Early action is likely to be taken on the matter of late forward sales. This will not affect the market very much, as most mills are sold ahead until July on gray goods, and in the matter of late sales it should be possible to discriminate in transactions with those who must make late forward provision for their normal requirements.

The markets are generally quieter than they were last week. There is a steady enquiry for goods and sales are being made in small volume, as a rule. Occasional exceptions are heard of where some Red Cross buyer or Government buyer has closed a deal. The allotments of goods for Government purposes continue active in many lines, most of them coming through Washington.

Bleached cottons are in full demand and scant supply. Many of the choice branded goods are very scarce for early delivery, and buyers have ceased in many instances to ask for them at first hands. Gingham are wanted and buyers are still trying to add to commitments. Mills are sold up and requests for further goods are usually declined without comment. Prints are being sold in smaller lots wherever anything in the way of goods becomes unexpectedly available. There are so few goods that can be sold at any price that the price movement means little.

Combed yarn goods are being bought more freely, mills having found that they can work out more goods. Prices are on a level of 18½¢ for 40-inch 88 x 80s, and in some in-

stances as high as \$1.65 per pound has been paid for organdies in the gray to be made. The combed yarn mills continue to secure added business from war authorities, the cloths being wanted for aeronautical purposes, such as balloons and aeroplanes.

The committee of wool manufacturers that has had under consideration for some time the recommendations that should be made concerning cloths for the army and navy is ready to make its report at Washington. After the facts have been considered by General Goethals and his experts it is probable that further orders for woolen goods will be distributed.

The local jobbers are doing a very steady business, their shipments being unusually large. Retailers are coming to the markets oftener and are reporting here that business is very fair with them.

His Golden Wedding.

Up and down the village street walked old Tompkins, dressed all in his Sunday best and with a clean collar on.

"Hello, old fellow!" a friend hailed him. "Aren't you working to-day?"

"No," replied the old man proudly. "I'm celebrating my golden wedding."

"Really? Then you've been married fifty years?"

"Yes, I have."

"Then where's Mrs. Tompkins. Isn't she celebrating, too?"

"The present Mrs. Tompkins," the old man coldly rebuked the idle questioner, "has nothing to do with it."

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Or are you out of a number of items that will cause your customer to go elsewhere?

To post yourself on present values and at the same time to complete your stock, a day with us would be well spent.

We Are Prepared

not only to make immediate shipment, but we have the merchandise that you want NOW.

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OUR FARM WORKERS.

Where Are They to Be Recruited From?

Written for the Tradesman.

For months I have been anxiously watching for some evidence of adequate Government preparation to supply more farm laborers the coming season. The latest news from the Department of Agriculture deals with recommendations to raise less corn, produce less beef, feed less grain to animals except hogs, and thereby have more land to put into wheat. But only spring wheat can be grown now in 1918. More winter wheat sown next fall will not avert starvation in the winter of 1918-1919.

The plan for a Government-controlled agricultural army has been rejected or held in abeyance. The volunteer system failed largely in 1917, because shops and factories would not release as many men as had volunteered to go out to the farms in harvest or when the need was most urgent. Many who did go could not agree with farmers as to wages. Neither party could be severely criticized, because the city worker did not realize that free board on the farm and other lessened expenses would enable him to work for much less than city wages and still get along just as well financially. And the farmer could not be blamed for not wanting to pay more for inexperienced laborers than he had to pay to men raised on farms.

The most hopeful feature is the success of city gardens and the interest and enthusiasm shown by boys and girls from village and city who had chances last year to try farming and gardening, even on a small scale. There will certainly be much more done this year along the same line, and some will profit by the experience of last year and do far better.

There is hope, also, that fuel famine and food regulations will induce many families who formerly lived in the country to return where their chances of getting food and fuel would be far better next winter.

If all the retired farmers in cities and villages could be persuaded to do all they are able to do, it would help considerably. And then if all the unmarried sons and daughters of farmers now working in town were to return to their respective rural neighborhoods to help with farm work, the strained situation would be vastly relieved. This is too much to expect. When the latter class are frozen out, starved out, crowded out by city-bred workers with dependent families, work irregular and wages much lower, the tide will turn toward the farm. Lots of people never try to dodge impending danger. They will wait to see if it is going to hit them before they jump. Then it is too late.

If the head of the United States Agricultural Department was a man of Hoover's stamp and was given authority, every able bodied city resident who had been reared on a farm or had had enough experience at farm work to make a capable farm laborer would be registered within ten days and be given a definite time to prove why he should be exempted from

service in an agricultural army under Government control. As many as would give up their jobs in town and hire for the season on farms would be at liberty to do so. Others, not exempted, would hold themselves in readiness to go on short notice to work in squads under Government officers wherever and whenever most needed. Their pay would be fixed by the Government and compensation for their labor—what farmers should pay—would also be thus settled, and as binding and easily collected as taxes.

Perhaps it is well that Government officials are wary of applying despotic measures to a liberty-loving people. And so we must wait for natural but surely inevitable conditions to bring about desired changes. More and more, women will take the place of male workers. It is not pleasant to contemplate the disagreeable situations, the unusual tasks, the exposure, inconveniences, annoyances, vexations, disagreements and misunderstandings which must be faced, endured or overcome before harmonious adjustment of conditions can be expected; but if the war continues long women workers on the farms are the only salvation.

Whatever changes take place, of this we are assured: women will not be less esteemed for taking up this kind of work. While true American manhood has ever protested against women working in the fields like the peasant women of Europe, their everlasting gratitude will be won for deliverance in this hour of stress and danger. Woman will have to give up

some cherished privileges, but they will not lower their standards of life. It may be that in this manner much needed life and enthusiasm will be brought to languishing country communities. If women take the initiative in a back-to-the-land movement, men will follow. The much-talked-of physical deterioration of Americans might be checked if only one generation of women find renewed health in outdoor occupation. Many blessings are disguised as hardships as they approach.

Minion.

He Played Safe.

"She said if any man kissed her without warning she would have him arrested."

"What did you do?"

"I warned her, of course."

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

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The fast approaching spring season with occasional showers will increase the demand for Umbrellas.

A personal inspection of our line will convince you that we are showing the latest in Ladies' and Gents' Umbrellas.

A good selling item which pays you a good profit.

Quality Merchandise—Right Prices—Prompt Service

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WHOLESALE DRY GOODS

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The Book of Plain Prices

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

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

PERRY GLOVE & MITTEN CO., Perry, Mich.



Governmental Usurpation of the Banking Business.

Written for the Tradesman.

We must recognize that we are facing a third Liberty loan and we must prepare to see that every dollar demanded (backed by United States Government bonds) is raised. We will, if we but stop and consider facts. We are not all of us yet fully convinced that in this war we are fighting for the life of our country and to secure the safety and sacredness of our homes in the future. No one who has perused the documents sent officially from Washington, giving excerpts from official German documents and official utterances of the German rulers, can for a moment doubt that in the event of victory for the central powers, the mailed fist will descend with crushing force on Free America.

Our men are on the fighting front, hundreds of thousands of them, and hundreds of thousands more going as fast as ships can carry them. Let us, by our lending our money to the Government, convince these men that we are behind them solidly and will see, no matter what financial sacrifice it entails, that they have the food, the supplies, the munitions and all that is necessary for the winning of the war as a supplement to their splendid bravery.

Let those who foolishly and thoughtlessly said this is a "rich man's war" disabuse their minds of this fallacy.

Not only have some of the richest men in the country subscribed very heavily for Liberty bonds, but they are giving of their time and energy to aid in running the gigantic but sad business of this great war on a business basis. It is estimated that John D. Rockefeller's income tax paid unto the Government amounts to \$38,400,000; H. C. Frick, \$7,160,000; Andrew Carnegie, \$6,400,000; George F. Baker, \$7,500,000; William Rockefeller, \$7,500,000; Edward S. Harkness, \$6,250,000; Ogden J. Armour, \$6,250,000; Henry Ford, \$5,000,000; and so on down the list. Let there be no outcry about the "strain" and "burden" of the war on those of us who have to make money contributions to the cause and get a good substantial return for doing it. We should be happy in the thought that we are thus able to put ourselves under restraint in the matter of expenditures and give what we save to the National cause.

It is easy to give long distance criticism to the manner in which Washington is managing the war through its various departments. There have

been mistakes and will be more, but the writer is in a position to state that every attempt possible is being made to run the war on a business basis and as economically as possible. Of course, among the wide ramifications of the manufacture and distribution of the supplies needed, there is found to creep in irregularities, due to the unpatriotic avariciousness of individuals, but as fast as these cases come to light the offenders are weeded out and punished. "Political pull" is fast becoming a thing of the past. Department heads resent it. They want results and are closely watching their working staffs. When a man shows marked ability or adaptability in certain lines, he is immediately recognized and placed where his services will be most valuable to the Government. To prevent an influx of men and women who watch only the clock and calendar for pay day, the personal division of the ordnance department has secured a ruling that no commission will be given civilians. Those entering the department must do so with the rank of private and win promotion through a demonstration of their ability. One branch of the War Department to cut out all attempts at political pull or congressional influence last fall had a form letter prepared to send to all congressmen and senators who sought to secure appointments or promotions, returning the correspondence with the brief announcement that it was against the rule to receive such letters. These instances are given to show the desire of the various Government departments to secure efficient service. As this is the case let us be patient with the Government and co-operate with it, so far as we can, to carry out this efficiency through greater food production and smaller consumption of those articles essential for export to the war ridden territories of Europe, in our giving to the Red Cross and in our wholesome response to the demands of the Government in buying Liberty bonds. We have done splendidly, but our task is just begun. We must keep up the gait when we will emerge victorious from the hell of war and the clutch of the beast with the stars and stripes still floating above us unsullied, the emblem of God given liberty.

We are drifting into conditions in order to successfully wage this war which, when it is ended, will be to have revolutionized our financial, economic and social structure. The Federal Reserve system, a demonstrated necessity, is looming stronger and stronger in its power and it

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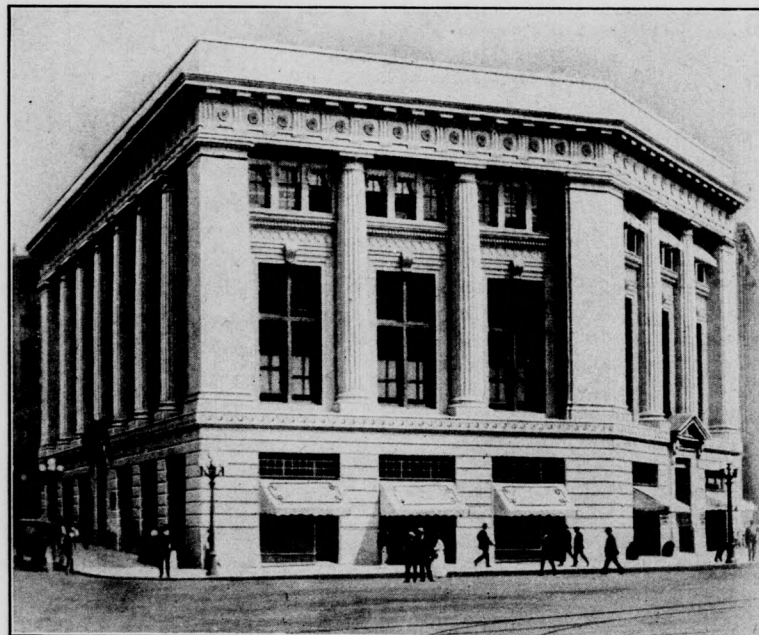
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TRUST AND INVESTMENT BUSINESS HAN-
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The convenient banks for out of town people. Located at the very center of the city. Handy to the street cars—the interurbans—the hotels—the shopping district.

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
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CITY TRUST & SAVINGS BANK
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looks as if it will resolve itself into a United States Bank, with branches in all parts of the United States. Step by step the system has taken from the banks of the country independence of management, concentrating the reserves of the member bank in its own vaults. The latest and a most important step is the proposal to abolish the sub-treasuries and pour into the coffers of the Federal Reserve bank all funds that can be legally placed there, the intention being to turn over to the Federal Reserve system the sub-treasury buildings for the use of the Federal Reserve banks. There is a bill now pending before Congress for the abolition of the sub-treasuries. If it becomes a law, who will have the custody of a part of the various funds entrusted to the Government in these depositories, chief of which comprise the gold coin and bullion on the silver dollars securing outstanding gold certificates, United States notes and silver certificates? To give an idea of the magnitude of this affair, on March 1 the gold held by the Government against an equivalent amount of certificates in circulation was \$1,255,102,884, while the gold reserve carried in the Treasury vaults against the \$346,681,016 of greenbacks and \$1,876,776, of Treasury notes of 1890 was \$152,979,025. The total number of silver dollars on deposit on the same date as security for the same amount of outstanding silver certificates was \$458,778,618. There are peculiar conditions affecting these trust funds which are not segregated in separate vaults. They are distributed among the sub-treasuries, mints, assay offices and the main Treasury at Washington, and the distinction between them and the general fund of the United States Treasurer is merely one of book-keeping. The interesting question is, Will the present law be so amended as to authorize the Federal Reserve banks to become custodians of the funds now on deposit at the sub-treasuries? It is a most important step in the rebuilding of our National financial structure and should be most carefully considered by our banking interests.

Congress still has power, your senators and representatives are in Washington to serve us all, and it would be a good idea if some wholesome banking advice could be given them by these constituents.

Gov. Hardy, of the Federal Reserve Board, has sent a telegram to the eleven Federal Reserve districts outside New York urging that they cease advancing interest rates and that they must also cease attempting to obtain higher rates of interest from their depository banks in Reserve cities. He draws attention to the fact that the transfer of bank balances from one bank to another does not add anything to the strength of the banking position as a whole, and that in view of the approaching Liberty Loan, sharp nation wide contests between banks for deposits would be particularly unfortunate. The New York Clearing House, in response to a previous request of the same character, unanimously adopted the following resolution:

Resolved—That this association wishes to record that any general campaign for deposits at increasing and competitive rates of interests, inasmuch as such action is distributing throughout the Nation and does not add to the collective strength of banking resources, is at the present time improper and should not be undertaken by any institution.

Paul Leake.

Public and Private Status of the Banker.

This is a banker.

We have often borrowed money from this gentleman, and found him invariably polite and accommodating.

We might mention that this state of affairs usually occurred after he had taken out his spectroscope and his microscope and looked over our collateral; also after he had examined our heart, tested our lungs, and ascertained our position in the social circle in which he is a shining light.

The banker is an honorable man from 3 o'clock in the afternoon until 9 the next morning. At all other times he is a banker. He keeps money in a steel safe, and the people who own the money have such confidence in him that they let him open the safe at such times as they or someone else can be present.

The banker pays out money to all who call and who have previously put it in his box; that is, he pays out money when times are prosperous and nobody wants it particularly. But when everybody wants it, then the banker does not pay it out with the same abandon that he did before. His manner is cold and chilly and strikes you to the bone.

Sometimes the bank examiner calls and looks the banker over; if the banker is on friendly terms with the Government and often helps it out, then the bank examiner does not look him over so carefully.

We are always glad, however, when the bank examiner comes—and goes, because.

For several days after that we feel easy in our minds.

Not absolutely care free, you understand but easier than usual.—Life.

A Hardship Sifted.

"As a youngster, every cigar I smoked made me ill."

"And now," replied his wife, "they make other people ill."

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Main Office Ottawa Ave.
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Capital Stock and Surplus
\$580,000

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If It So Happens

that you have come to see the desirability of increasing your business strength by forming a connection with one of Grand Rapids' many good banks, we believe that the facilities offered by this bank would interest you with satisfaction to all concerned.

There are many advantages in having such a connection as is offered you thru

THE OLD NATIONAL BANK

MONROE AT PEARL



GRAND RAPIDS

The Bank in an Agricultural Center.

A bank organized in an agricultural or farming community is differently constituted from a city commercial bank. In the first place the organization should be composed of men who are directly interested in the immediate vicinity surrounding such a bank. They must be men of good judgment whose character is above reproach; also men who do not need to use their bank for borrowing purposes.

After such an association of men has been brought together comes the selection of a president who has business qualifications and one who commands the respect of the community. The cashier must be a man of sound judgment, of good temperament, and one who is familiar with agricultural securities and the needs of a farming community and of what is usually called, a country town.

The location is not as essential in a country or agricultural community as in a larger city, but the banking room must be ample up-to-date, and comfortable in order to attract its share of the business in the community.

Now having the bank established, the business of an agricultural bank will require the same care and attention as a larger bank in a commercial center. A bank in an agricultural district must also use a reasonable amount of printers' ink, for advertising purposes. This must be done in a dignified, standard style, not in any cheap method, otherwise it would be against the interest of the bank, instead of advisable and attractive.

The farmer, in an agricultural country, is the most desired depositor, for the reason that his savings go to the bank and often remain there for a number of years as a permanent deposit. The farmer seldom tries to speculate or use his money for investments outside of his actual needs for improving his farming conditions and his surroundings.

The farmer who owns his own land also becomes a desirable borrower, but his paper is different from the average commercial paper. The farmers' paper is always made in four, six, nine or twelve months time; six and twelve months is the most in use. His notes draw interest from date.

If he is a good, high-class farmer, he seldom offers or gives security; yet the losses on this class of paper have been the smallest per cent. of any loans that we have on record.

The farmer who becomes a cattle feeder is also a very desirable customer for a bank, for the reason that he will use considerable of the bank's surplus during the months when other demands for money are slack and in most cases he raises his own feed and has a margin in his cattle the moment they come in the feed lot, for the reason that having the supply on hand, he will not have to use any actual money for the feed and feeding purposes, and if he wishes to borrow money for the cattle the security is ample. But such a farmer must thoroughly understand the feed-

ing and handling of cattle and hogs; the matter of shelter, the question of water, the matter of feed lots, all of which enters largely in the make-up of successful feeding.

Then he must understand the cattle that will do best in his territory or climate. Again he must protect himself and his livestock against heavy storms during the winter months that they may have ample shelter and rough feed when other feed is hard to get, that they will not suffer.

He must pay particular attention to the hogs in the feed lot following his cattle, as hogs usually fatten on what the cattle waste, but disease among hogs is common and unless properly cared for and looked after, hogs are as apt to prove a loss as a profit.

The next customer of an agricultural bank is the renter, or the man who does not own his farm, but rents one. A great many of this class of men become very desirable bank customers for the reason that if they are successful farmers they always have to have a reserve fund laid up to protect their rent and supplies from the time the harvest is gathered until another crop is raised.

The renter's borrowing capacity at the bank is more limited than that of the owner of the land and unless he has live stock that he can offer as security on which usually the agricultural bank takes a chattel mortgage, he must procure a responsible man to endorse his note before he can borrow money at any well managed agricultural bank. Then again his rate of interest is always 1 per cent. higher than other classes of borrowers. Yet he is considered a desirable bank customer.

The next element in an agricultural bank's customers is the local merchant. He is oftentimes a problem to the bank officers, as most of these merchants are men of limited mercantile experience, as well as limited means. Too often a retired farmer seeks an easier life than that of farming, and wants to go into the mercantile business without any previous knowledge or experience, and too frequently has to call on his banker for loans,—not for the purpose of discounting his bills,—but for the purpose of liquidating past due indebtedness; and there is where the cashier of an agricultural bank will have to use

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The man who dies without having made a Will leaves his heirs exposed to every dangerous pitfall of the modern business world. See to it that yours are given every possible protection. If you name this company your executor or trustee, you will have performed the final act which absolutely insures the protection of your estate.

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

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The first consideration in buying your fire insurance is SAFETY. You want your protection from a company which really protects you, not from a company which can be wiped out of existence by heavy losses, as some companies have been.

Our Company is so organized that it CAN NOT lose heavily in any one fire. Its invariable policy is to accept only a limited amount of insurance on any one building, in any one block in any one town.

Our Company divides its profits equally with its policy holders, thus reducing your premiums about one-third under the regular old line charge for fire insurance.

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Wm. N. Senf, Secretary

FREMONT, MICHIGAN

good judgment, as well as nerve in handling this class of loans; otherwise he is apt to run up against a hard proposition; frequently a loss on his investments, besides the loss of valued friends, because the country merchant is really in close touch with the farmer in the agricultural district and his advice and suggestions will bring many a desirable customer to the bank.

The high class risks in these agricultural towns are likely to be the elevators and lumber yards, but too frequently these are owned as line yards and line elevators and seldom use the banks in agricultural districts for borrowing their money, and the only advantage the bank has is the handling of their checks and the small amount of exchange they are able to charge on their drafts. Yet it is very desirable for agricultural banks to have this class of business.

Another problem has come into the banking business in agricultural districts and that is the farmers' co-operative organization, formed to handle lumber and store and mill grain. These institutions are organized with a large number of stockholders, who appoint usually one or two of their stockholders as managers. They are all men of practically no knowledge or experience in the line of business and too frequently run their business without fully knowing what they are doing and when calling on the bank for accommodation, seldom offer anything except a corporation note, as not many of the most responsible stockholders or directors will want to become responsible for all the stockholders, and it would be a physical impossibility to get a large number to endorse their loans, and these have frequently been classed as undesirable.

Another difficulty entering into the agricultural bank's management is the absence of correctly kept sets of books in store and on farm. Seldom can the banker obtain a satisfactory financial statement of his customer and too frequently the cashier of an agricultural bank has trusted too much to his personal knowledge or what he thought he knew regarding the borrowing ability and responsibility of a well-known business man, although he has never been able to get a correct financial statement or financial information.

The matter of commercial paper which has become a large part of the business in many agricultural banks, has become an element both of profit and protection on one side of the ledger and on the other side a most dangerous one.

When the agricultural banker gets his commercial paper through one of his correspondent banks, or a bank with a good credit department, and a bank with a good record of conservative management, the percentage is largely in his favor, but the profit or rate of discount small.

On the other hand, with the large amount of investment offered through many sources and at high rate of interest, the agricultural banker who is only looking for the profit side is too apt to buy that which he will find a

slow asset and frequently hard to convert into money. Education along this line is a matter of serious importance to the country banker.

Another element against the agricultural banker that has come into fashion in the past few years is soliciting and increasing his deposits on certificates of deposit bearing interest at a large per cent. than the agricultural banker can obtain on his commercial loans and in the near future this will seriously have to be taken into consideration.

The bank in an agricultural district is dependent for its success upon the manner of the harvesting and taking care of its alfalfa, which is a very desirable crop for the reason that it produces feed for the early fall months as well as for the late winter months and a good alfalfa field will usually produce three crops a year, beginning with the 15th of June.

Next comes the wheat crop which generally comes in about July 1; the oats crop, July 15 to August 1; the corn crop from November 15 to January 1; the winter cattle feeding from October 15 to June 1; the sheep feeding from November 1 to January 15. It usually requires from six to nine months to bring hogs from a small pig to a satisfactory hog for market.

The summer feeding is usually what we call pasture feeding and without any other or very little attention, except that of looking after the stock, giving it plenty of water, and this commences early in April and lasts to the middle of September.

When conditions are favorable in an agricultural territory, the banks, if properly managed are good dividend earners and make desirable connections for other banks and those who have investments with them.

M. Weil.

In Memory of the Late Frank C. Ganiard.

Jackson, March 25—Jackson Council has unanimously adopted the following resolutions over the death of Mr. Ganiard:

Resolution of Condolence.

The order of the United Commercial Travelers has been bereft of an efficient and faithful member and worker. His sympathetic and reposed manner well fitted him, temperamentally, for the duties of all the high offices in the Supreme, Grand and Subordinate councils, which were discharged by him tactfully and conscientiously.

To the deliberations of the United Commercial Travelers of America he brought the highest qualities of sound judgment, abundant experiences and high ideals and his wise counsel was of much benefit to us.

His genial nature, deep religious feeling and unostentatious bearing endeared him greatly to his colleagues, who will sorely miss him.

Resolved—By Jackson Council, No. 57 United Commercial Travelers of America, express its profoundest sympathy to the dear ones of our esteemed co worker so suddenly stricken.

Resolved—That this expression of our high appreciation and regard be entered on the minutes of this Council.

Resolved—That a copy be sent to the family and the charter of the Council be draped.

M. Heuman.
Frank L. Day.
Thomas J. Hanlon.
Committee.

In What Are You Going to Invest to Secure Some of the Big Dividends That Will Be Paid in the Next Decade?

If you stop to analyze the situation you will come to the conclusion that the greatest necessity of the future is construction materials.

This is not only true in regard to rebuilding devastated Europe but also to carry on the greatest construction boom this country ever experienced, that inevitably must follow the war and is already under way.

Cement is one of the greatest Industrial Necessities of the age and will play a very prominent part in this great building program.

Do you not owe it to yourself and to your family to investigate the claims of The Petoskey Portland Cement Co. as to its great future?

This company, which paid an 8% cash dividend last January on the sale of crushed stone alone is increasing its sale of that product many fold, can assure you of handsome dividends on that part of its business alone. The cement plant will increase the dividends still more.

We would not have you invest without a thorough investigation of this Company's claims—but if you do investigate you will be as enthusiastic as we are.

To put off this investigation means that you will buy the stock at an advanced price.

F. A SAWALL COMPANY, Inc.

405-6-7 Murray Building

GRAND RAPIDS, MICH.

HARBRIDGE & CO.

69 Buhl Block,

Detroit, Mich.

Representatives for Eastern Michigan.



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

Need of Another Grant to Win the War.

Grandville, March 26—The cry of the Northern press of "On to Richmond," raised at the beginning of the Civil War, has been much criticised, and no doubt with cause. We were new to war at that time. Three months had not elapsed since the first man had volunteered to meet the emergency of war.

We were wholly unprepared, although the same might be equally said of the enemy. The battle of Bull Run and that "magnificent advance on Washington" of the Union army, as depicted by Artemus Ward, followed. Our first disaster served to strengthen the cause of the Union by serving notice on those who predicted a three months war, with the South easily conquered, that we had a prodigious task before us.

It required a long year of war, mostly months of failure and disaster here and there, to acquaint the Northern people with the serious nature of the tremendous struggle before them.

The necessity for a leader was profoundly manifest from the start. General Winfield Scott, the hero of two wars, was well along in the seventies, incapable of taking the field in person. He recommended McClellan as one well fitted to take his place. The latter was tried and his trial proved his incapacity to lead a fighting army. Great on organization, George B. McClellan utterly fell down when it came to successful field action.

The Army of the Potomac, in 1862 the finest body of men ever organized for war purposes, failed utterly to meet expectations. President Lincoln became satisfied of McClellan's incompetency and finally removed him to make room for that fine Christian soldier, Ambrose Everett Burnside, of Rhode Island.

Burnside proved his incapacity at the bloody and disastrous battle of Fredericksburg. Some time later "Fighting Joe Hooker," one of the Potomac Army's best fighters, was advanced to full command. Chancellorsville disposed of him. Splendidly equipped to command a corps, Hooker failed when several divisions were placed under his control.

Then, on the eve of Gettysburg, Hooker was displaced to make room for George G. Meade, a sturdy, level-headed soldier, who fought the pivotal battle of the Civil War on the hills of Pennsylvania, winning a magnificent victory, which, however, was left ungarnered through undue timidity on the part of the Union commander, which gave, through this hesitancy to push his advantage and crush Lee

before he could cross the Potomac, opportunity for the Southern leader to make good his escape into Virginia with the Confederate army intact, ready to seek new bases of operation, and to continue the war indefinitely.

Meantime in the West there rose a figure which was attracting National attention. A small man from Galena, Illinois, who entered the war as a colonel of an Illinois regiment, had on the last day of the battle of Gettysburg accepted the surrender of Vicksburg, making prisoners of an army greater in point of numbers than had ever, up to that time, been captured in battle on the American continent.

Ulysses S. Grant, the Galena tanner!

Nobody imagined that such a person existed up to 1861. Few knew of his existence until more than a year after the outbreak of hostilities, when as a brigadier general he accepted the capitulation of Fort Donelson. From that hour the star of the Galena tanner began to rise, going onward and upward like a meteor until, with the fall of Vicksburg, the Father of Waters flowed unvexed to the sea.

President Lincoln saw the star that had risen in the West. He was quick to recognize its true meaning. Early in March, he called the rising gladiator of the West to Washington, made him commander of all the armies of the United States. From the hour that a real leader took the reins the North prospered. Early in May the army of the Potomac crossed the Rapidan, never to be turned back until the flag of once victorious treason was furled forever.

By the left flank the Union army was hurled by Grant upon the legions of Lee. Slowly but surely the Confederate hosts were pressed and beaten back to Petersburg and Richmond. It was not done in a minute, yet it was done with a steadiness of purpose that knew not defeat. Although sneeringly denominated "Grant the Butcher," by a hostile partisan press, this had no effect upon either the President or the soldier.

It was found that many more men perished in the Virginia swamps of disease while being led by "The Chickahominy Grave Digger" than fell in battle under the "Butcher." In one short twelvemonth, after assuming full command of all the armies, the leader of the Union forces accepted the surrender of Lee's army at Appomattox, and the War of the Rebellion was at an end. As a military genius, U. S. Grant has had no equal since his day, nor before, since the days of the first Napoleon.

It is not necessary for us to suffer the humiliation of another Bull Run. The nations of Europe have been at war nearly four years. Much has been learned about the art of war in that time. Many fierce battles have been fought and thousands of brave men have gone to their graves because of this awful struggle brought upon the world on account of the ambition of a greedy monster to become supreme master of the universe.

Many months have gone by since any decided effort has been made to dislodge the enemy of mankind from his position in lands not his own.

Day by day, week by week, month by month the time drags along with no decisive advantage won by either side.

Is it not time, now that the war is on the last lap of its four years existence, to move with precision all along the line? An army, great or small, divided into many parts, each part under a leader who is not in accord with his neighbor, has no earthly chance of winning a decisive victory. Concentration under one head is the only way to win in this gigantic world war.

Too many heads make for indecision. One brain must comprehend the whole vast field, no matter how great its extent, and one brain must plan the great drive that is to win this war.

Where is the man with such a brain? Echo answers where? It does seem that somewhere in the midst of this confusion of numbers there must be one big enough to take supreme command of all the Allied armies. Another Grant is the necessity of the hour, be he American, English, French or Italian. Nationality should cut no figure. The man must be forthcoming before this problem of the ages is settled and settled right. May Heaven speed the day when our leader shows his face, puts his hand to the military plow and turns the frightful Hohenzollern beneath the sod beyond all hope of future resurrection! Old Timer.

The Wholesale Grocery Salesman on Trial.

Now also comes the suggestion, out of the war situation that co-operation is going to such an extent as to threaten the future utility and necessity of the wholesale grocery salesman. A Western trade paper points out that competition has been so regulated and co-ordinated under the Food Administration that it will not be necessary for the jobber to send out salesmen; that if the retailer will do his duty and telephone in his orders to the jobber—or, better yet, go to the jobber's store, make his own purchases and carry home what he buys in his own wagon—the services of the jobbers' salesmen can be dispensed with and thus reduce the high cost of living.

And therein lurks one of the danger points of overdoing food control. There is no doubting the desirability of trade co-operation, and no one knows better than Mr. Hoover the value of the splendid assistance a loyal grocery trade has given him, but if it goes to such extremes as to kill off all semblance of competition in the trade and the individual distributor becomes merged into a "dead level" system that leaves no room for individual mercantile ability, the whole thing will cease to have virtue beyond a war measure. It will mean practically a Governmental monopoly of the food business and might have all the faults that now exist in other "dead level" utilities of Uncle Sam, which have never yet shown an ability to compete with private initiative and efficiency in a competitive field.

The jobber's salesman has functions to perform of vital importance; far beyond those of the slot-machine order taker. He is a missionary of limitless potentiality and an adviser alike valuable to the jobber and retailer; indirectly to the consumer who wants to buy from an up-to-date grocer. If rivalry ceases among jobbers—out of

a fancied war necessity—and the salesman is decided to be an unnecessary middleman, the public will learn from sad experience that competition is just as surely the life of progress as it is proverbially of trade.

A woman who thought she was a singer was walking through a building where some workmen had left some pitch in such a position that she swept her dress against it and, of course, soiled the dress. "Oh, what shall I do to get it off?" she said to her woman friend. "Why don't you sing to it?" said her friend. "Why, what good would that do?" said the singer. "You always get off the pitch when you sing."

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Muskegon :: Michigan

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GRAND RAPIDS, MICHIGAN
 Good Food
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 What More Can You Ask?
LADIES SPECIALLY INVITED



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 Fire Proof. At Sheldon and Oakes.
 Every Room with Bath.
 Our Best Rooms \$2.00; others at \$1.50.
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 RATES \$1 without bath
 \$1.50 up with bath
CAFETERIA IN CONNECTION

MERTENS
 Rates \$1.00
 With Shower \$1.50
 Meals 50c
 FIRE PROOF
 NEW
 WIRE FOR RESERVATION
 A Hotel to which a man may send his family

UPPER PENINSULA.

Recent News of the Cloverland of Michigan.

Sault Ste. Marie, March 25—The cash-and-carry system seems to be making a hit here. Mr. Eddy, who is an enthusiast over the idea, tried it out about six months ago in his branch store on the corner of Ann and Spruce streets, which was known as the Moore grocery at that time. Mr. Eddy was so pleased with the venture that he purchased the J. J. Veyet grocery stock in the East end, which is one of the oldest stands in the city, and will now be known as branch No. 2 Eddy Food Emporium, cash-and-carry plan. It is rumored that some of the other grocers are anticipating a similar reform. This seems to be a move in the right direction which will not only help keep down the high cost of living, but give consumers an opportunity to invest in thrift stamps on the savings of their purchases.

Navigation between the two Soos opened last Friday when the steamer Algoma went into commission for the season on regular schedule. This will help business considerably with the merchants, especially the dispensers of liquid refreshments, who are taking advantage of the short time to get rid of their wares, while many of the Canadians are tanking while tanking is good.

"Automobiles are a good deal like men. The less character they have, the more noise they make."

Our esteemed townsman, Ex-Governor Chase S. Osborn, returned last week from several weeks' absence, after making a speaking tour of many cities. Many favorable comments are being received by his Soo friends throughout the State, which gives us much confidence in his being our next U. S. Senator. Mr. Osborn has traveled throughout the world and with his wide experience and general knowledge of the needs of the Nation at the present time there is no man better fitted to grace that office than our esteemed citizen.

Ernest Coy, formerly chief clerk in the Eddy store, has resigned to take the management of the mercantile business for the Kreetan Company, at Johnswood. Mr. Coy is considered one of the best grocery salesmen in Cloverland and the Kreetan Company made no mistake when it secured his services. He made many friends while at the Soo who will regret his departure, but are pleased that he has the good fortune to obtain so good a position.

J. J. Veyet, for the past thirty years proprietor of the Veyet grocery, sold the store last week to A. H. Eddy. Mr. Veyet has made no plans for the future, but will take a vacation until business conditions become more settled.

The well-known hotel known as the Gilbert House in the East end has been changed to the Schilling block. Chas. Schilling, the proprietor, made the announcement last week. Mr. Schilling intends to remodel the building and equip it with new furniture and fixtures and will be ready for the opening about May 1. The upper floor, as heretofore, will be reserved for hotel guests and will be fitted with all modern conveniences. The larger room on the second floor will be converted into a pool and billiard hall. The front of the building will be fitted out for the sale of cigars, tobacco and confectionery. The other rooms will contain a restaurant and lunch counter, making a specialty of short orders and catering to the best trade.

John Salo, one of our well-known meat dealers, has sold his market to Jacob Timmerbacka, of Rudyard, who took possession last week. Mr. Timmerbacka has been handling meats for several years throughout the country in a wholesale way as huckster. He has a large acquaintance throughout Chippewa county. He is a hustler, which will undoubtedly make him successful in his new adventure. Mr. Salo will now devote most of his time to the new store of Johnson & Salo, on Ashmun street, which he has been running in addition to his former market.

"Nothing makes a man hotter than a frozen water-pipe."

Frank Oster, pioneer restaurant man of the Soo, has opened up a new branch restaurant on Portage avenue, East of the Western Union Telegraph office. The new restaurant has all new modern and up-to-date fixtures. Mr. Oster has made a success of the restaurant business, gaining the reputation of running the place where one is always sure of good coffee. Mr. Oster will now be in position to serve the public more efficiently than ever and will be ready for the tourist trade, which, undoubtedly, will be greater than ever before this year.

The enterprising proprietors of the Boston Store have been making extensive improvements, uniting two large stores into one. The men's department occupies one side of the store, while the other side is given over to dry goods and women's apparel. New light fixtures, as well as other new fixtures, have been installed, which puts the Boston Store in a class among our best in the city.

Two pounds of sugar and a bottle of shoe polish landed in the face of a St. Ignace flirt who made advances last week to one of our ladies, who had a perfectly good throwing arm. Much favorable

comment has resulted, the only regret being the loss of the sugar. There is no shortage of ink, so it would be well for the St. Ignace boys to be good until after the war.

The Michigan Agricultural College is sending out word to the farmers to order machinery and repair parts early if they will have them for use this season.

The merchants of Iron Mountain have taken a liking to the Prudden order of closing hours. They found it so convenient, that when the ban was lifted, they decided to continue the rule in force.

Webster Deadman, son of the well-known veterinary surgeon, Dr. J. F. Deadman, is spending a few days here visiting his parents before returning to the aviation camp at Columbus, Ohio. The parents are more than proud of their son as his standings were good in every respect. In shooting tests he had the highest score of his class.

The order issued by the Food Administration, that no beef and pork products may be sold one day a week, until further notice, has put the butcher's thinker into operation. They are now offering mutton, not because it is cheap, but because it is "sheep." This should not cause any suffering, as there are plenty of items left which will cause no uneasiness by cutting out pork and beef for one day, and all are falling in line to comply with the orders cheerfully.

R. C. Kline, agent for the Great Lakes Transit Co., announces that the exclusive freight boats of the Anchor line will not make the Soo a port of call the coming summer, and the city must depend upon the passenger steamers Tionesta, Octorora and Juniatta for incoming and outgoing lake freight. The season for these boats will start about June 20. Boats from the East will arrive at 4:30, and leave at 6:30. Eastbound vessels will arrive at 6 and leave at 7.

James E. Morrissey the Soo's well-known horseman, has bought three thoroughbreds for the Soo, one being Robert Bingen, famous stallion. The other two are mares, Ola Hal, with a trial record of 2:16 1/4 trotting, and Trilby Hal, with a trial record of one-quarter in 32. Mr. Morrissey already owns Yula Hal, 2:03 1/4 which he purchased in New Jersey about a year ago. This will give the Soo a few additional horses, which will help to make the racing circuit more interesting and give the Soons the best string of trotters and pacers in Cloverland.

One of our Swedes living here is not worrying about the high cost of living in the Soo. He learned in a letter received from his Scandinavian home that before the war Sweden imported 5,000,000 tons of coal and coke each year. That supply has now been cut off, with the result that coal is now selling at \$100 per ton and difficult to obtain. Denmark is experiencing like shortages. In Copenhagen's largest department store the clerks are obliged to wear heavy blankets to keep warm. Automobile tires are scarce in Denmark and one sold last fall for \$540. Gasoline sold for \$3 per gallon in Sweden last fall and the price will be higher in the spring. Woolen clothing has advanced over 200 per cent. since the war started. Coffee is practically off the market and tea sells at \$8 per pound. Hams and bacon sell for \$1 per pound. Midwinter days average about four hours in Sweden and lighting is quite an item. Candles, which sold at 15 cents per pound before the war, have advanced to 60 cents. Ordinary walking shoes are now worth \$25 per pair.

John Goetz, well-known lumberman of Detour, was a Soo visitor last week, returning with Mrs. Goetz, who has been at Ann Arbor for medical treatment, but is much improved in health. They left for Detour last Saturday by stage.

The Soo has a few fish stories this week which are the real thing. Otto Supe, the popular jeweler, and John Bolan, noted as the man that never told a lie, brought back the fish, which were some of the finest specimens of lake trout ever seen in the Soo. They were displayed at the Supe jewelry store last Tuesday. The four big beauties weighed respectively 29, 27, 24 and 23 pounds. The largest one measured 40 inches in length. The fishing was done near Whitefish point through a hole in the ice using wooden decoys to bring the fish to the surface. They report that the fish are now coming in rapidly and that spearing furnishes some rare sport. Their many friends are looking forward to one of those famous fish dinners that would be so acceptable during the meatless days now in vogue.

Dr. McCandless has returned to the city to resume his practice, after spending a few months in Florida. The doctor says that Florida is a great place, but not good enough to make him give up the Soo.

"A Johns Hopkins doctor says that there is no such a thing as rheumatism. This is going to make a lot of people mad, especially when they have figured on a trip to West Baden."

William G. Tapert.

Prosperity is a stronger trial of virtue than adversity.

Bottom Facts From Booming Boyne City.

Boyne City, March 26—C. C. Schaub has sold his farm implement stock and business to the Farm Products Co. Mr. Schaub has been trading farm tools to the Boyne City farming community for cattle and hogs for a good many years, having been the buyer for the Sanitary market. He is now handling the Dodge car. It is rather a question with the writer whether a recalcitrant motor or a stubborn bossy is the more ruffling to the average temper. We have heard equally forceful language applied to both.

E. J. Oleson (Boyne City Potash Co.) says he makes the best potash in America. He gave us a long spiel about "First Sorts Crude" and "Caustic 70-75," which was mostly Greek—or Russian—to us. Johnny is some hustler and makes trips to Escanaba and Marquette, where he says he is operating two other plants. We don't know, of course, but you have it just as we got it.

The Farm Products Co. gets them going and coming. Arnold sells them the tools and then the seed, after that the bug poison and, finally, when the gentle zephyrs of November lovingly wait the glittering and biting snow flakes on the frozen landscape he gathers in the crops—if the frost doesn't get 'em or the drought frizzle 'em or the rain rot 'em or they don't go to Boyne Falls. Verily, the life of the produce dealer is one grand sweet song.

And what do you think of that now? They want to bring their sheep from Texas to Charlevoix county to graze. The First National Bank has had numerous enquiries for grazing lands. Did they sidestep the proposition? They did not. Charlevoix county can take care of all the sheep in Texas and do it right. Thousands of acres of our cut-over hardwood lands are begging for the opportunity to turn their abundant grass—and leeks—into the finest of wool and the tenderest mutton. We wouldn't wonder if E. W. Abbott were more or less the guilty party in inveigling those trustful Texans into the deal. Abbott can make W. J. B. look like 30 cents when it comes to expounding the glories of Charlevoix county and, honest to goodness, he tells the truth more than two-thirds of the time.

The three feet of snow which has stayed with us for the past five months has pretty much all disappeared this week and we have no mud. We have had no floods. Our farms are not lakes, nor our barnyards duck ponds. From sleighs to wheels—automobile wheels, too—in one week is some record. Come on up. The weather is fine.

Why, yes, the Traction Motor Co. is coming fine. If they don't begin testing motors by June 1 there is going to be something wrong with the world. Maxy.

Sparks From the Electric City.

Muskegon, March 26—We are sorry to announce that Fred Sheringer, Sullivan merchant, lost one of his children at Hackley Hospital recently.

The Union National Bank is making very satisfactory progress on its new building.

The National Construction Co. is engaged in building a large addition to the Continental Motor Co. plant.

John Conklin, Sullivan hardware merchant had the misfortune to have his ford burn in the streets of Ravena, a few days ago.

We had the satisfaction of reporting a pro-German Monday and shall watch with interest what will be done in his case. He will not be in doubt as to who did the job, as he had our assurance we would do so.

Nick Lulofs (Moulton Grocer Co.) and his bosom friend, Lipman, were out on a grocery selling-fur buying

trip to Grant and Bailey last week. Nick says he is getting so proficient he can tell a skunk skin in the dark.

We are quite sure now that some of the members of Muskegon Council ought to join the Ananias Club, as they again pledged to assist me in getting items for this column and so far all have failed. Boys, please call 6476 when you hear of anything of interest.

The act to prevent the grading entirely of potatoes, which was recently passed in the U. S. Senate, is most malicious. While we are not defending the grading system now in force, we think that Michigan potatoes ought to be carefully graded, so as to be the talk of the country and be in great demand. The bill was introduced by William Alden Smith, who has always been among the smallest potatoes in the Senate and ought to have been thrown out long ago. His entire record has been one of absentees and inefficiency. The dredging of Grand River stands as a monument to his folly and the granting of an obsolete cannon to Allendale is about as far as his influence was felt.

W. E. Bassett, Muskegon, the rug manufacturer, announces the death of his father, Joseph Bassett, at his home on Washington avenue.

A. W. Moore, of Bailey, says he wishes that the State inspector would send him that check for \$4.50 he promised, when Mr. Moore repaired his broken auto last fall.

Several new houses are again under construction in Muskegon Heights, which goes to show they cannot be stopped.

Muskegon merchants are having trouble getting delivery clerks, as so many young men of suitable age have gone to war. Muskegon has furnished a larger percentage of her population than any other Michigan city.

E. P. Monroe.

Who and Where Is Oscar Webber?

Washington, March 25—We are very much pleased to receive the Michigan Tradesman and wish to thank you for your courtesy in putting the Retail Stores Section of the Food Administration on your mailing list.

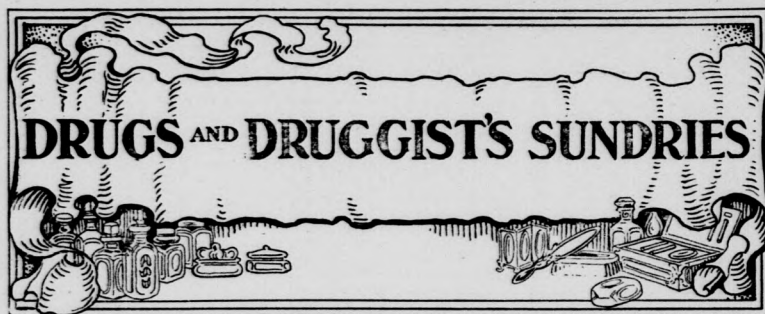
A good many of the merchants throughout Michigan are giving valuable assistance to the educational campaign of the Food Administration; but we know that it is practically impossible for any one man, even so capable a man as Oscar Webber, our State Merchant Representative for Michigan, to get in touch with every merchant in the State and gain his co-operation in the educational work of the Food Administration. Therefore, we are asking you to look over the enclosed Bulletin, "Seven Ways To Help," which shows how the retail merchants can utilize the facilities of their own stores to carry the food conservation message to their customers.

It is vitally important that every individual in the Nation should realize that we are at war and that he has a part to play in winning the victory which must come to the cause of freedom. No sacrifice is too great when our boys are going out to give their very lives for the principles of freedom on which this Nation is founded. The Government asks for wheat and we must give wheat, cheerfully and uncomplainingly, or else we shall be unworthy of the men who left their homes and business to train for soldiers that America can well be proud of.

Retail Stores Section.

Sara Merrill.

The Michigan Process Coal Co. has been incorporated with an authorized capital stock of \$35,000, all of which has been subscribed and \$4,000 paid in in cash.



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.

The Clerk's Surest Stepping Stones to Advancement.

The clerk's surest stepping stone to advancement is to render himself more efficient; and an essential of greater efficiency is a thorough knowledge of the goods.

Commercial pharmacy now-a-days involves the handling of a large number of lines which do not come within the scope of the pharmacist's professional training. The man who sells drugs and chemicals would hardly care to do so in utter ignorance of their probable effect. His professional diploma is the key to the buyer's confidence in his knowledge. An equal degree of knowledge is required of the salesman even when, in stead of drugs, he sells any one of the numerous side-lines which have come to hold so prominent a place in the average drug store.

Whether it be cigars or cameras, ebony goods or proprietary medicines, confectionery or summer drinks, the salesman who wants to make a good record for himself and bring business to the store must learn all there is to know about the lines he handles. There is always a fair proportion of customers who can pick out what they want; but by far the larger number want, not "this comb" but merely "a comb"—and so on down the entire line. The buyer demands a general article; the clerk must be in a position to help him select the specific article which will best serve his purpose.

This the clerk cannot do unless he knows the goods. To sell effectively, he must be well posted as to differences in quality, must be able to elucidate the reasons why the 25-cent tooth brush is better value than the 9-cent brush, and must be able to carry the same practical knowledge into all the various details of selling. The clerk who knows the difference between a quality article and a low priced article can recommend the former with authority and confidence. He is able to back up his recommendation with good, substantial rea-

sons. And, in selling, it requires, not the hesitant "I guess" or "I dare say" but substantial, confident, positive "I know" to convince the customer.

To acquire practical knowledge of this sort is a big order.

Yet for the clerk who is interested in the business it is not so hard a task, after all. Many clerks who find difficulty in interesting themselves in the picking-up-information process at the outset, speedily discover that it becomes second nature with them to store away information regarding the goods. The beginner who finds time hanging heavily on his hands can fill in odd moments by perusing the labels and absorbing the information they contain; and then he can dig deeper and study the advertising literature which accompanies most shipments of the goods. This will help in mastering the strong selling points of the various lines in stock. If the stock includes semi-mechanical appliances, learn how to use them. A clerk can always sell safety razors more readily if he understands just how to hold the razor and what sort of stroke to employ; and he can always sell cameras the better for knowing how to open and close them, load with films or plates, develop, print, and handle all the details of amateur photography.

At a later stage, it will pay to visit wholesale and manufacturing centers of the drug trade, and to study the processes there employed. The man who knows how an article or preparation is manufactured may not unload all his information upon each and every customer; but his selling talks always seem to carry more conviction than do those of the clerk who has only a superficial knowledge of the goods, or no knowledge at all.

Acquiring information of this sort is a process that takes time. For the commercial pharmacist who wants to achieve the largest results in his business, the process never ends, and can never end.

A long process it is, but not tedious for the man who is interested in his work and genuinely desires to advance. Interest makes the hardest work easy; enthusiasm makes any work a joy. It may be hard to make a beginning at a new task, but persistence steadily and speedily lightens the burden until finally it is borne unconsciously. Thorough knowledge of the stock isn't to be picked up in a day. It is acquired little by little. So acquired, it comes easily, is thoroughly assimilated, and all that is of value is retained in the memory, ready to respond to the mental call-bell the moment it is required.

Such knowledge is essential to advancement.

The beginner who desires to become a successful pharmacist or a successful salesman, the clerk who hopes some day to possess a store of his own, must invest a share of his time in the systematic acquirement of knowledge regarding the goods he is to handle. The merchant who doesn't know his goods is handicapped in buying; the salesman who doesn't know his goods is handicapped in selling. In either department of retailing, thorough knowledge is a primary requisite of success.

The merchant who has the best interests of his store at heart will render every assistance to the clerk who shows even the slightest inclination to pick up information. A great difficulty of present day retailing is, according to many merchants, the lack of clerks who are enthusiastically interested in their work. The merchant can do much to remedy this difficulty by himself showing a friendly interest in his helpers.

Interest begets interest. Interest of the employer in his clerk stimulates interest of the clerk in his business.

The merchant will find that a few minutes spent each day in chatting with his helpers will awaken in them new ideas regarding their work. Discussion of selling experiences and selling points with the clerks will do much to develop sales efficiency. Trade papers, too, can be used to splendid advantage, alike in the fur-

nishing of practical information and the inculcation of enthusiasm.

Victor Lauriston.

Ohio Adopts a Soda Fountain Plan.

Ohio soda-fountain men have adopted a definite conservation plan to prevent sugar waste by reducing the number of sirup flavors carried in fountains. One chain of sixteen drug stores in that Stat which formerly had about twenty-five separate sirup flavors, adopted this idea and cut the number to seven in each store, with one extra flavor permissible to meet special demand among the patrons of each neighborhood. The standard flavors are chocolate, strawberry, lemon, vanilla, pineapple, root beer, and a proprietary sirup. The result has been to cut the sugar bill in half. Another part of the plan is to discontinue the use of flavoring sirup in ice cream and in sundaes as far as possible.

Your success is measured by the efforts you put forth.

Second-Hand Safes

We pay cash for second-hand safes. We can use any size of any approved make.

Grand Rapids Safe Co.
Grand Rapids

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

BANKRUPTCY MATTERS.

Proceedings in the Western District
of Michigan.

Grand Rapids, March 26—Joseph Fox, of Grand Rapids, has filed a voluntary petition in bankruptcy. The adjudication has been made and the matter referred to Mr. Corwin. No meeting of creditors has as yet been called. The schedules of the bankrupt show the following: Liabilities, consisting of unsecured claims \$619.58, and assets, consisting of household goods, \$200, all of which is claimed as exempt to the bankrupt. The creditors scheduled by the bankrupt, all of whom reside in Grand Rapids, are as follows:

Unsecured Creditors.

| | | |
|-----------------------------|-------|----------|
| J. F. Burton & Son | | \$ 19.28 |
| Dr. Louis Barth | | 29.00 |
| Dr. C. H. Jennings | | 2.00 |
| Carr, Hutchinson & Anderson | | 7.75 |
| Cannon-Paine Company | | 19.00 |
| George Connor-Sons | | 31.96 |
| Dr. Melville Daniels | | 30.03 |
| Dr. DeVore | | 40.00 |
| Dr. U. De Vries | | 25.00 |
| Dr. L. D. Marvin | | 12.50 |
| Dr. Joseph Poposky | | 36.00 |
| Richard Rademaker | | 81.00 |
| Dr. John R. Rogers | | 20.00 |
| Moon Lake Ice Company | | 5.74 |
| Paul Steketee & Sons | | 8.50 |
| T. W. Strahan & Son | | 8.50 |
| Dr. Wm. H. Veenboer | | 31.00 |
| Wurzburg's Dept. Store | | 22.35 |
| Dr. Stephen Whinery | | 10.00 |
| Dr. Verne Wenger | | 15.00 |
| Dr. Frederick Warnshuis | | 112.00 |
| St. Mary's Hospital | | 31.00 |

St. Mary's Hospital 31.00
In the matter of Arthur A. Fiebig,
bankrupt, Grand Rapids, the final meet-
ing of creditors has been held. The
trustee's final account, showing total re-
ceipts of \$556.14, disbursement for ad-
ministration expenses and preferred
claims and first dividend of 5 per cent.,
aggregating \$400.64, leaving balance of
\$155.50, plus interest item of \$2.95, mak-
ing total balance on hand of \$167.71, was
approved and allowed. Certain adminis-
tration expenses, a first dividend of 5
per cent. on new claims proved and a
final dividend on all claims proved
amounting to 6.2 per cent. were then de-
clared and ordered paid.

In the matter of Harvey L. Godfrey & Son, McBrides, the final meeting of creditors was held. The trustee's report showing balance on hand of \$368.12 was considered and allowed. The administration expenses were ordered paid, and the balance namely, \$173.84 was disbursed in a first and final dividend of 2.6 per cent. Upon the filing of a supplemental final report by the trustee, the estate will be closed.

In the matter of Abraham Weguson, bankrupt, Grand Rapids, the final meeting of creditors has been held. It appearing that there were not more than sufficient assets to pay the administration expenses, no dividend for general creditors was declared, but the balance on hand of \$114.18, as shown by the trustee's report was disbursed to pay the administration expenses herein.

In the matter of Simon Olthof, operating as the Olthof Candy Co., bankrupt of Grand Rapids, the first meeting of creditors has been held. At such meeting William VanSluyters was elected trustee and his bond fixed at the sum of \$300.00. The meeting was adjourned to April 22 for examination of the bankrupt.

In the matters of Milton E. Gould, bankrupt, of Muskegon and Burdette Stanton, bankrupt, it appearing that there were no assets in either estate orders were made that no trustee be appointed, and the estates will be closed out at the expiration of twenty days.

In the matter of Plank Flexible Shaft Machine Co., bankrupt, the first meeting of creditors has been held. Benn M. Corwin, receiver, made a verbal report which was accepted by vote of creditors, the receiver to be discharged upon the qualification of trustee and turning over the assets. Walter H. Brooks, was elected trustee and his bond fixed at \$10,000. An appraisal of the assets of said estate was filed and accepted by vote of the creditors. Meeting was then adjourned to March 27, and the president of the corporation J. Raymond Plank, ordered to appear for examination.

Almost Over the Plate.

A salesman recently handed us an initial order amounting to about \$100.

The credit information gathered indicated that the new customer was the poorest credit applicant that had come to our attention in many a day.

When the salesman was confronted with the information, he replied: The order came rather easy, and I don't mind if it is turned down.

What we want to bring out in this case is the fact that the salesman did not express his opinion when he gave

the order to us, but reserved the comment, "the order came easy," until confronted with its rejection.

Are we not entitled to a frank expression on the part of the salesman at all times, especially in matters involving the transfer of merchandise, putting our stock in possession of another who may not be competent to pay us a cash equivalent?

We believe that every salesman should recognize that the house he serves is entitled to all the facts, the truth, and nothing but the truth, to any opinion the salesman may have, not after the funeral ceremony, but before.

Someone said not long ago, "You can't fool your wife, you can't fool your friends, but there is just one person you can fool every day in the week, and that is yourself."

U. Hoeffner.

Sky-Land

Written for the Tradesman.

Way up yonder—up on high
Where the sky-lark loves to fly
Where the clouds like feathers are
And beyond does shine the star,
Where God hides his purest rain
Till it falls to earth again;
Where in winter fairies there
Make in countless jewels rare
All the pure and spotless snow
Beautify the world below;
Where by day are sunbeams bright
Where the moon dispels the night;
Is not this an holy place
Standing twixt the human race
And the heaven of God's love
Where eternal wonders move?
When we view the sinless skies
Gates they seem to paradise
Showing man where saints have trod
On their pathways up to God.
Was this upper grander world
Meant for man that there be hurled
Down upon the earth below
Missiles of dire death and woe
Falling with a heartless care
Though the innocent are there,
Rather when a man should fly
He'd but feel drawn still on high
Higher and still higher he
On and through Eternity.

Charles A. Heath.

Sure of His Ground.

The leading druggist in a certain suburb wanted an apprentice. One applicant for the situation had been employed in a fish store, but he seemed a likely lad.

"Your handwriting's good enough," said the druggist. "Can you do mental arithmetic?"

"Yes, sir," replied the lad.

"What would 34 pounds of white-fish at 12 cents a pound be?"

"Bad, sir!" was the prompt answer.

It is rather risky to count one's profits on the books. Getting what's coming to you is never the least part of successful retailing.

Fiegler's
Chocolates

 Package Goods of
 Paramount Quality
 and
 Artistic Design

WHOLESALE DRUG PRICE CURRENT

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

| | | | | | |
|--------------------------------|---------------|---------------------------|-------------|----------------------------|---------------|
| Acids | | Cubebs | 9 00@9 25 | Capsicum | @2 15 |
| Boric (Powd.) | 18@ 25 | Eigerson | 2 75@3 00 | Cardamon | @2 10 |
| Boric (Xtal) | 18@ 25 | Eucalyptus | 1 25@1 35 | Cardamon, Comp. | @1 60 |
| Carbolic | 78@ 81 | Hemlock, pure | 1 75@2 00 | Catechu | @1 60 |
| Citric | 94@1 00 | Juniper Berries | 20 00@20 20 | Cinchona | @2 35 |
| Muriatic | 3 1/2@ 5 | Juniper Wood | 2 75@3 00 | Colchicum | @2 40 |
| Nitric | 10 1/2@15 | Lard, extra | 2 10@2 20 | Cubebs | @2 35 |
| Oxalic | 60@ 70 | Lard, No. 1 | 1 85@1 95 | Digitalis | @1 90 |
| Sulphuric | 3 1/2@ 5 | Lavender Flow. | 7 00@7 25 | Gentian | @1 50 |
| Tartaric | 1 05@1 10 | Lavender, Gar'n | 1 25@1 40 | Ginger | @2 60 |
| Ammonia | | Lemon | 2 00@2 25 | Gualac | @1 90 |
| Water, 26 deg. | 12@ 20 | Linseed, boiled bbl. .. | @1 62 | Gualac, Ammon. | @1 80 |
| Water, 18 deg. | 10 1/2@ 18 | Linseed, bld. less 1 .. | 72@71 71 | Iodine | @1 80 |
| Water, 14 deg. | 9 1/2@ 17 | Linseed, raw, bbl. | @1 61 | Iodine, Colorless | @1 75 |
| Carbonate | 16@ 20 | Linseed, rw. less 1 .. | 71@71 71 | Iron, clo. | @1 60 |
| Chloride | 35@ 40 | Mustard, true, oz. | @2 25 | Kino | @1 65 |
| Balsams | | Mustard, artifcl. oz. .. | @2 20 | Myrrh | @2 50 |
| Copaiba | 1 40@1 65 | Neatsfoot | 1 80@1 95 | Nux Vomica | @1 75 |
| Fir (Canada) | 1 25@1 50 | Olive, pure | 4 50@5 50 | Opium | @2 50 |
| Fir (Oregon) | 40@ 60 | Olive, Malaga, | 3 50@3 60 | Opium, Camph. | @1 80 |
| Peru | 5 25@5 50 | Olive, Malaga, | 3 50@3 60 | Opium, Deodor'd | @2 50 |
| Tolu | 1 75@2 00 | Orange, Sweet | 4 25@4 40 | Rhubarb | @1 65 |
| Barks | | Organum, pure | @2 50 | Paints | |
| Cassia (ordinary) .. | 25@ 30 | Organum, com'l | @2 50 | Lead, red dry | 11 3/4@12 1/4 |
| Cassia (Saigon) | 90@1 00 | Pennyroyal | 2 25@2 50 | Lead, white dry | 11 1/2@12 |
| Elm (powd. 35c) | 30@ 35 | Peppermint | 4 25@4 50 | Lead, white oil | 11 1/2@12 |
| Sassafras (pow. 35c) .. | 30@ 35 | Rose, pure | 30 00@32 00 | Ochre, yellow bbl. | @ 1 1/2 |
| Soap Cut (powd.) .. | 23@ 25 | Rosemary Flows 1 | 5 00@1 75 | Ochre, yellow less 2 .. | @ 1 1/2 |
| 35c | 23@ 25 | Sandalwood, E. | 17 50@17 75 | Putty | 3 1/4@ 6 |
| Berries | | Sassafras, true | 2 50@2 75 | Red Venet'n bbl. 1 1/2 .. | @ 5 |
| Cubeb | 1 60@1 70 | Sassafras, artifcl' | 60@ 75 | Red Venet'n less | @ 5 |
| Fish | 20@ 25 | Spearment | 4 75@5 00 | Vermillion, Amer. 25@ | 30 |
| Juniper | 9@ 15 | Sperm | 2 70@2 80 | Whiting, bbl. | @ 3 |
| Prickley Ash | @ 30 | Tansy | 4 75@5 00 | Whiting | 3 1/4@ 6 |
| Extracts | | Tar, USP | 45@ 60 | L. H. P. Prep'd. 2 25@2 50 | |
| Licorice | 60@ 65 | Turpentine, bbls. | @ 50 | Miscellaneous | |
| Licorice powdered .. | 95@1 00 | Turpentine, less | 55@ 60 | Acetanalid | 1 10@1 20 |
| Flowers | | Wintergreen, tr. 5 | 50@5 75 | Alum | 12@ 15 |
| Arnica | 2 25@2 50 | Wintergreen, sweet .. | 4 00@4 25 | Alum, powdered and | ground |
| Chamomile (Ger.) .. | 75@1 00 | Wintergreen art 1 25@ | 1 50 | 14@ 17 | |
| Chamomile Rom. 1 .. | 75@2 00 | Wormseed | 12 00@12 25 | Bismuth, Subni- | trate |
| Gums | | Woodmoor | 6 00@6 25 | 3 83@3 90 | |
| Acacia, 1st | 75@ 80 | Potassium | | Borax xtal or | |
| Acacia, 2nd | 65@ 75 | Bicarbonate | 1 90@2 00 | powdered | 10@ 15 |
| Acacia, Sorts | 40@ 50 | Bichromate | 60@ 70 | Cantharades po 2 00@ | 6 50 |
| Acacia, powdered .. | 60@ 70 | Bromide | 1 80@2 10 | Calomel | 2 56@2 60 |
| Aloes (Barb. Pow) .. | 30@ 40 | Carbonate | 1 85@2 00 | Capsicum | 35@ 40 |
| Aloes (Cape Pow) .. | 25@ 30 | Chlorate, gran'r | 95@1 00 | Carminc | 6 50@7 00 |
| Aloes (Soc. Pow. 80) .. | @ 75 | Chlorate, xtal or | | Cassia Buds | @ 40 |
| Asafoetida, | @2 25 | powd. | 70@ 75 | Cloves | 77@ 85 |
| Asafoetida, l'owd. | @2 50 | Cyanide | 70@ 90 | Chalk Prepared | 12@ 15 |
| Camphor | 1 28@1 35 | Iodide | 4 59@4 66 | Chalk Precipitated .. | 10@ 15 |
| Guaiac | @ 75 | Permanganate | 5 50@5 60 | Chloroform | 90@ 97 |
| Guaiac, powdered .. | @ 80 | Prussiate, yellow | @1 75 | Chloral Hydrate | 1 92@2 12 |
| Kino | 70@ 75 | Prussiate, red | 3 75@4 00 | Cocaine | 11 75@12 30 |
| Kino, powdered .. | 75@ 80 | Sulphate | @ 90 | Cococa Butter | 50@ 60 |
| Myrrh | @ 65 | Roots | | Corks, list, less 55% | |
| Myrrh, powdered .. | @ 70 | Alkanet | 2 00@2 10 | Copperas, bbls. | @ 2 1/2 |
| Opium | 37 00@37 50 | Blood, powdered | 30@ 35 | Copperas, less | 2 3/4@ 3 |
| Opium, powd. 38 00@ | 38 50 | Calamus | 50@3 50 | Copperas, powd. | 4@ 10 |
| Opium, gran. 38 00@ | 38 50 | Elecampane, pwd. | 15@ 20 | Corrosive Sublim. 2 30@ | 2 40 |
| Shellac | 75@ 85 | Gentian, powd. | 25@ 30 | Cream Tartar | 68@ 75 |
| Shellac, Bleached 85@ | 90 | Ginger, African, | 20@ 25 | Cuttlebone | 65@ 70 |
| Tragacanth | 2 50@3 00 | Ginger, Jamaica | 30@ 35 | Dextrine | 10@ 15 |
| Tragacanth powder .. | 2 50 | Ginger, Jamaica, | | Emery's Powder 5 75@ | 6 00 |
| Turpentine | 15@ 20 | powdered | 22@ 30 | Emery, All Nos. | 10@ 15 |
| Insecticides | | Goldenmeal pow. 8 00@ | 8 20 | Emery, Powdered .. | 8@ 10 |
| Arsenic | 20@ 30 | Ipecac, powd. | 4 00@4 25 | Epsom Salts, bbls. | @ 4 1/2 |
| Blue Vitriol, bbl. | @11 1/2 | Licorice | 35@ 40 | Epsom Salts, less 5@ | 8 |
| Blue Vitriol, less 12 1/2@ | 20 | Licorice, powd. | 30@ 40 | Ergot | 1 25@1 50 |
| Bordeaux Mix Dry 20@ | 25 | Urris, powdered | 35@ 40 | Ergot, powdered 2 75@ | 3 00 |
| Hellebore, White | | Poke, powdered | 20@ 25 | Flake White | 15@ 20 |
| powdered | 38@ 45 | Rhubarb | 75@1 25 | Formaldehyde, lb. 25@ | 30 |
| Insect Powder | 40@ 60 | Rhubarb, powd. | 75@1 25 | Gelatine | 1 75@1 90 |
| Lead, Arsenate Po 34@ | 44 | Rosinweed, powd. | 25@ 30 | Glassware, full cs. 58% | |
| Lime and Sulphur .. | | Sarsaparilla, Hond. .. | 75@ 80 | Glassware, less 50% | |
| Solution, gal. | 20@ 35 | ground | 75@ 80 | Glauber Salts, bbl. | @ 2 1/2 |
| Paris Green | 48 1/2@54 1/2 | Sarsaparilla Mexican, .. | 65@ 70 | Glauber Salts, less 3 1/2@ | 7 |
| Ice Cream | | Squills | 35@ 40 | Glue, Brown | 25@ 35 |
| Piper Ice Cream Co., .. | | Squills, powdered 45@ | 65 | Glue, Brown Grd. | 25@ 35 |
| Kalamazoo | | Tumeric, powd. | 13@ 20 | Glue, White | 30@ 35 |
| Bulk Vanilla | 30 | Valerian, powd. | @1 00 | Glue, White Grd. | 30@ 35 |
| Bulk Special Flavored .. | 30 | Seeds | | Glycerine | 78@ 95 |
| Brick, Plain | 25 | Anise | 42@ 45 | Hops | 60@ 75 |
| Brick, Fancy | 30 | Anise, powdered | 47@ 50 | Iodine | 5 60@5 75 |
| Leaves | | Bird, is | 13@ 19 | Iodoform | 6 59@6 70 |
| Buchu | 1 75@1 85 | Canary | 15@ 20 | Lead, Acetate | 21@ 25 |
| Buchu, powd'r'd 1 85@ | 2 00 | Caraway | 85@ 90 | Lycopodium | 2 75@3 00 |
| Sage, bulk | 67@ 70 | Cardamon | 1 80@2 00 | Mace | 85@ 90 |
| Sage, 1/4 loose | 72@ 78 | Celery (Powd. 50) | 38@ 45 | Mace, powdered | 95@1 00 |
| Sage, powdered | 55@ 60 | Coriander | 36@ 45 | Menthol | 4 25@4 50 |
| Senna, Alex | 90@1 00 | Dill | 30@ 35 | Morphine | 16 60@17 00 |
| Senna, Tinn. | 40@ 45 | Fennell | 90@1 00 | Nux Vomica | 22 1/2@ 30 |
| Senna, Tinn. pow. 50@ | 55 | Flax | 9@ 14 | Nux Vomica, pow. | @ 20 |
| Uva Ursi | 18@ 20 | Flax, ground | 9@ 14 | Pepper, black pow. 35@ | 40 |
| Oils | | Foenugreek pow. | 19@ 25 | Pepper, white | @ 45 |
| Almonds, Bitter, | | Hemp | 8 1/2@ 12 | Pitch, Burgundy | @ 15 |
| true | 15 00@16 00 | Labella | 40@ 50 | Quassia | 12@ 15 |
| Almonds, Bitter, | | Mustard, yellow | 25@ 30 | Quinine Salts | 1 00@1 05 |
| artificial | 7 00@7 20 | Mustard, black | 25@ 30 | Saccharine, oz. | @1 75 |
| Almonds, Sweet, | | Mustard, powd. | 28@ 35 | Salt Peter | 36@ 45 |
| true | 1 35@1 60 | Poppy | @1 00 | Seldits Mixture | 41@ 46 |
| Almonds, Sweet, | | Quince | @1 25 | Soap, green | 20@ 30 |
| imitation | 65@ 75 | Rape | 15@ 20 | Soap mott castile 22 1/2@ | 25 |
| Amber, crude | 2 00@2 25 | Sabadilla, | @ 35 | Soap, white castile .. | |
| Amber, rectified 2 50@ | 2 75 | Sabadilla, pow'd. | 35@ 45 | case | @24 50 |
| Anise | 2 00@2 25 | Sunflower | 8 1/4@ 12 | Soap, white castile .. | |
| Bergamont | 8 00@8 25 | Worm American | @ 25 | less, per bar | @ 2 55 |
| Cajeput | 1 35@1 60 | Worm Levant | 1 00@1 10 | Soda Ash | 5 1/4@ 7 |
| Cassia | 3 00@3 25 | Tinctures | | Soda Bicarbonate 3 1/4@ | 10 |
| Castor | 3 72@3 88 | Aconite | @1 65 | Soda, Sal | @ 5 |
| Cedar Leaf | 1 75@2 00 | Aloes | @1 35 | Spirits Camphor | @1 25 |
| Citronella | 1 00@1 25 | Arnica | @3 15 | Sulphur, roll | @4 10 |
| Cloves | 4 50@4 75 | Asafoetida | @4 40 | Sulphur, Subl. | @ 5 |
| Cocunut | 40@ 50 | Belladonna | @2 85 | Tamarinds | 15@ 20 |
| Cod Liver | 5 35@5 50 | Benzoil | @2 50 | Tartar Emetic | @ 30 |
| Cotton Seed | 2 00@2 10 | Benzoil Compo'd | @3 30 | Turpentine, Ven. 50@ | 4 75 |
| Croton | 2 00@2 25 | Buchu | @2 40 | Vanilla Ex. pure 1 50@ | 2 00 |
| Piper Ice Cream Co., .. | | Cantharadies | @3 90 | Witch Hazel | 1 35@1 75 |
| Kalamazoo | | | | Zinc Sulphate | 10@ 15 |

GROCERY PRICE CURRENT

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

| ADVANCED | | DECLINED | |
|---|--|--|--|
| Ammonia Package Coffee Galvanized Pails Galvanized Tubs Some Soaps | | | |
| AMMONIA Arctic Brand 12 oz. 16c, 2 doz. box 2 70 16 oz. 25c, 1 doz. box 1 75 32 oz., 40c, 1 doz. box 2 85 | | Clams Little Neck, 1 lb. 1 60 Clam Bouillon Burnham's 1/2 pt. 2 25 Burnham's pts. 3 75 Burnham's qts. 7 50 | |
| AXLE GREASE Diamond, 1 lb., 4 dz., dz. 55 Mica, 1 lb., 4 dz., dz. 95 Mica, 3 lb., 2 dz., dz. 2 50 Mica, 25 lb. pail 1 40 | | Corn Fair 1 85 Good 1 85 Fancy 1 85 | |
| BAKED BEANS No. 1, per doz. 1 35 No. 2, per doz. 2 25 No. 3, per doz. 2 75 | | French Peas Monbadon (Natural) per doz. 1 85 Gooseberries No. 2, Fair 1 85 No. 2, Fancy 1 85 | |
| BATH BRICK English 95 | | Hominy Standard 1 25 | |
| BLUING Jennings' Condensed Pearl Bluing Small, 3 doz. box 1 95 Large, 2 doz. box 2 40 | | Lobster 1/4 lb. 1 90 1/2 lb. 3 10 Picnic Flat 3 75 | |
| BREAKFAST FOODS Bear Food, Pettijohns 2 85 Cracked Wheat, 24-2 4 60 Cream of Wheat 7 50 Quaker Puffed Rice 4 30 Quaker Puffed Wheat 4 30 Quaker Brkfst Biscuit 1 90 Quaker Corn Flakes 2 75 Washington Crisps 2 80 Wheatena 5 10 Grape Nuts 2 85 Sugar Corn Flakes 2 80 Holland Rusk 4 80 Krinkle Corn Flakes 2 80 Maple-Flake, Whole Wheat 4 05 Minn. Wheat Food 6 50 Ralston Wheat Food Large, 18s 2 90 Ralston Wht Food 18s 1 95 Ross's Whole Wheat Biscuit 4 50 Saxon Wheat Food 4 50 Shred Wheat Biscuit 4 25 Triscuit, 18 2 25 Pillsbury's Best Cer'l 2 50 Post Toasties, T-2 4 10 Post Toasties, T-3 4 10 Post Tavern Porridge 2 80 | | Mackerel Mustard, 1 lb. 1 80 Mustard, 2 lb. 2 80 Soused, 1 1/2 lb. 1 60 Soused, 2 lb. 2 75 Tomato, 1 lb. 1 50 Tomato, 2 lb. 2 80 | |
| BROOMS Fancy Parlor, 25 lb. 9 50 Parlor, 5 String, 25 lb. 8 75 Standard Parlor, 23 lb. 8 50 Common, 23 lb. 8 00 Special, 23 lb. 7 75 Warehouse, 23 lb. 10 50 | | Mushrooms Buttons, 1/2s @30 Buttons, 1s @50 Hotels, 1s @44 | |
| BRUSHES Scrub Solid Back, 8 in. 1 00 Solid Back, 11 in. 1 25 Pointed Ends 1 00 | | Oysters Cove, 1 lb. @1 20 Cove, 2 lb. @1 80 | |
| Stove No. 3 1 00 No. 2 1 50 No. 1 2 00 | | Plums Plums 1 50@2 00 Pears in Syrup No. 3 can, per dz. 2 50@3 00 | |
| Shoe No. 1 1 00 No. 2 1 80 No. 3 1 70 No. 4 1 90 | | Peaches Pie 1 25@1 50 No. 10 size can pie @3 75 | |
| BUTTER COLOR Dandelion, 25c size .. 2 00 | | Pineapple Grated 1 75@2 10 Sliced 1 45@2 60 | |
| CANDLES Paraffine, 6s 12 1/2 Paraffine, 12s 13 1/2 Wicking 46 | | Pumpkin Fair 1 30 Good 1 40 Fancy 1 50 No. 10 8 90 | |
| CANNED GOODS Apples 3 lb. Standards @5 25 No. 10 @5 25 | | Raspberries No. 2, Black Syrup 3 00 No. 10, Black 10 50 No. 2, Red Preserved 3 00 No. 10, Red, Water .. 10 50 | |
| Blackberries 2 lb. @2 25 Standard No. 10 .. @9 50 | | Salmon Warrens, 1 lb. Tall .. 3 35 Warrens, 1 lb. Flat .. 3 45 Red Alaska 2 85 Med. Red Alaska 2 60 Pink Alaska 2 20 | |
| Beans Baked 1 25@2 25 Red Kidney 1 25@1 35 String 1 50@2 00 Wax 1 50@2 00 | | Sardines Domestic, 1/2s 6 50 Domestic, 3/4 Mustard 6 50 Domestic, 1/2 Mustard 6 25 Norwegian, 1/2s 15@18 Portuguese, 1/2s 30@35 | |
| Blueberries Standard @1 75 No. 10 @8 00 | | Sauer Kraut No. 8 cans 2 75 No. 10, cans 2 75 | |
| | | Shrimps Dunbar, 1s doz. 1 25 Dunbar, 1 1/2s doz. 2 40 | |
| | | Succotash Fair 1 90 Good 1 90 Fancy 1 90 | |
| | | Strawberries Standard 2 00 Fancy 2 75 | |
| | | Tomatoes No. 1 1/2 1 40 No. 2 1 75 No. 10 8 60 | |
| | | Tuna Case 1/2s, 4 doz. in case 4 50 1/2s, 4 doz. in case 7 50 1s, 4 doz. in case 10 00 | |
| | | CATSUP Van Camp's, 1/2 pints 1 90 Van Camp's pints 2 75 | |
| | | CHEESE Acme @29 Carson City @28 Brick @32 Leiden @32 Limburger @32 Pineapple @ Edam @ Sap Sago @ Swiss, Domestic @ | |

| | | | |
|--|--|--|--|
| Java Private Growth 26@30 Mandling 31@35 Aukola 30@32 | | Mocha Short Bean 25@27 Long Bean 24@25 H. L. O. G. 26@28 | |
| Bogota Fair 24 Fancy 26 Exchange Market, Steady Spot Market, Strong | | Package New York Basis Arbuckle 21 00 McLaughlin's XXXX McLaughlin's XXXX package coffee is sold to retailers only. Mail all or- ders direct to W. F. Mc- Laughlin & Co., Chicago. | |
| Extracts Holland, 1/2 gro. bxs. 95 Felix, 1/2 gross 1 15 Hummel's foil, 1/2 gro. 85 Hummel's tin, 1/2 gro. 1 43 | | CONDENSED MILK Carnation, Tall 6 00 Carnation, Baby 5 90 Hebe, Tall 5 00 Hebe, Baby 4 90 Pet, Tall 5 80 Pet, Baby 3 90 Van Camp, Tall 5 00 Van Camp, Baby 4 50 | |
| CONFECTIONERY Stick Candy Horehound 18 Standard 18 | | Cases Jumbo 19 Big Stick 19 Boston Sugar Stick .. 22 | |
| Mixed Candy Broken 18 Cut Loaf 19 French Cream 20 Grocers 13 Kindergarten 20 Leader 18 Monarch 16 Novelty 19 Paris Creams 22 Premio Creams 24 Royal 17 Special 17 X L O 16 | | Specialties Auto Kisses (baskets) 21 Bonnie Butter Bites .. 23 Butter Cream Corn 24 Caramel Bon Bons 22 Caramel Croquettes .. 21 Cocoanut Waffles 20 Coffy Toffy 22 National Mints 7 lb tin 26 Fudge, Walnut 22 Fudge, Choc. Peanut 21 Fudge, White Center 21 Fudge, Cherry 22 Fudge, Cocoanut 22 Honeysuckle Candy .. 22 Iced Maroons 22 Iced Orange Jellies .. 19 Italian Bon Bons 20 AA Licorice Drops 5 lb. box 1 85 Lozenges, Pep. 21 Lozenges, Pink 21 Manchus 20 Molasses Kisses, 10 lb. box 22 Nut Butter Puffs 22 Star Patties, Asst. 24 | |
| Chocolates Assorted Choc. 23 Amazon Caramels 25 Champion 22 Choc. Chips, Eureka 27 Eclipse, Assorted 23 Klondike Chocolates 27 Nabobs 27 Nibble Sticks, box 1 75 Nut Wafers 27 Ocoro Choc Caramels 25 Peanut Clusters 31 Quintette 23 Regina 21 Star Chocolates 23 | | Pop Corn Goods Cracker-Jack Prize .. 4 40 Checkers Prize 4 40 | |
| Cough Drops Putnam Menthol 1 35 Smith Bros. 1 35 | | COOKING COMPOUNDS Crisco 36 1 lb. cans 10 12 1/2 24 1 1/2 lb. cans 10 12 1/2 6 6 lb. cans 10 12 1/2 4 9 lb. cans 10 12 1/2 | |
| Mazola 5 1/2 oz. bottles, 2 doz. 2 60 Pints, tin, 2 doz. 6 15 Quarts, tin, 1 doz. 6 75 1/2 gal. tins, 1 doz. 10 75 1/2 gal. tins, 1/2 doz. 10 25 5 Gal. tins, 1-6 doz. 18 50 | | NUTS—Whole Almonds, Tarragona 21 Almonds, California soft shell Drake ... 18 Brazilia 18 Filberts 20 Cal. No. 1 S. S. 24 | |
| Walnuts, Naples Walnuts, Grenoble ... 22 Table nuts, fancy 16 1/2 Pecans, Large 17 Pecans, Ex. Large .. 20 | | Shelled No. 1 Spanish Shelled Peanuts 16 @16 1/2 Ex. Lg. Va. Shelled Peanuts 16 1/2 @17 Peanuts @90 Walnut Halves 65 Filbert Meats @42 Almonds @60 Jordan Almonds | |
| Peanuts Fancy H P Suns Raw 17@17 1/2 Roasted 19@19 1/2 H P Jumbo Raw 18@18 1/2 Roasted 20@20 1/2 Spanish Shelled, No. 1 17@17 1/2 | | CREAM TARTAR Barrels or Drums 66 Boxes 68 | |
| DRIED FRUITS Apples Evap'd, Choice, blk @16 Evap'd Fancy blk. @ Apricots California @21 | | California 18@21 | |
| Currents Imported, 1 lb. pkg .. 26 Imported, bulk 25 1/2 | | Peaches Muirs—Choice, 25 lb. .. 12 Muirs—Fancy, 25 lb. .. 13 Fancy, Peeled, 25 lb. .. 16 | |
| Peel Lemon, American 22 Orange, American 23 | | Raisins Cluster, 20 cartons ... Loose Muscatels, 4 Cr. 9 Loose Muscatels, 3 Cr. 9 L. M. Seeded 1lb. 10% @11 | |
| California Prunes 90-100 25 lb. boxes .. @ 80-90 25 lb. boxes .. @ 70-80 25 lb. boxes .. @10 1/2 60-70 25 lb. boxes .. @11 50-60 25 lb. boxes .. @12 1/2 40-50 25 lb. boxes .. @13 1/2 | | FARINACEOUS GOODS Beans California Limas 15 1/2 Med. Hand Picked ... 15 Brown, Holland | |
| Farina 25 1 lb. packages 2 65 Bulk, per 100 lb. | | Original Holland Rusk Packed 12 rolls to container 3 containers (40) rolls 3 80 | |
| Hominy Pearl, 100 lb. sack 6 1/2 | | Macaroni Domestic, 10 lb. box .. 1 30 Imported, 25 lb. box .. Skinner's 2 1/2s, case 1 87 1/2 | |
| Pearl Barley Chester 7 25 Portage 8 50 | | Peas Green, Wisconsin, lb. 11 1/2 Split, lb. 11 1/2 | |
| Sago East India 15 German, sacks 16 German, broken pkg. | | Tapoca Flake, 100 lb. sacks ... 15 Pearl, 100 lb. sacks ... 15 Pearl, 36 pkgs. 2 75 Minute, 10c, 3 doz. ... 3 55 | |
| FISHING TACKLE Cotton Lines No. 2, 15 feet 10 No. 3, 15 feet 11 No. 4, 15 feet 12 No. 5, 15 feet 14 No. 6, 15 feet 15 | | Linen Lines Small, per 100 feet ... 50 Medium, per 100 feet .. 55 Large, per 100 feet ... 65 | |
| Floats No. 1 1/2, per dozen 13 No. 2, per dozen 15 No. 3, per dozen 20 | | Hooks—Kirby Size 1-12, per 100 8 Size 1-0, per 100 9 Size 2-0, per 100 10 Size 3-0, per 100 11 Size 4-0, per 100 14 Size 5-0, per 100 15 | |
| Sinkers No. 1, per gross 60 No. 2, per gross 60 No. 3, per gross 65 No. 4, per gross 75 No. 5, per gross 80 No. 6, per gross 90 No. 7, per gross 125 No. 8, per dozen 1 65 No. 9, per gross 2 40 | | Grain Bags Broad Gauge, 12 oz. .. 24 Climax, 14 oz. 29 Stark, A, 16 oz. | |
| HERBS Sage 15 Hops 15 Laurel Leaves 15 Senna Leaves 25 | | HIDES AND PELTS Hides Green, No. 1 10 Green, No. 2 9 Cured, No. 1 12 Cured, No. 2 11 Calfskin, green, No. 1 20 Calfskin, green, No. 2 18 1/2 Calfskin, cured, No. 1 22 Calfskin, cured, No. 2 20 1/2 Horse, No. 1 6 00 Horse, No. 2 5 00 | |
| Pelts Old Wool 75@2 00 Lambs 50@1 50 Shearlings 50@1 50 | | Tallow Prime @13 No. 1 @12 No. 2 @11 | |

FLAVORING EXTRACTS

Jennings D C Brand
Pure Vanilla
Terpeneless
Pure Lemon

| | Per Doz. |
|----------------------|----------|
| 7 Dram 15 Cent | 1 20 |
| 1 1/4 Ounce 20 Cent | 1 75 |
| 2 Ounce 30 Cent | 2 60 |
| 2 1/4 Ounce 35 Cent | 2 75 |
| 4 Ounce 40 Cent | 3 00 |
| 4 Ounce 55 Cent | 5 00 |
| 8 Ounce 90 Cent | 8 50 |
| 7 Dram Assorted | 1 25 |
| 1 1/4 Ounce Assorted | 2 00 |

FLOUR AND FEED

Grand Rapids Grain & Milling Co.

| Winter Wheat | |
|---------------------|-------|
| Purity Patent | 11 75 |
| Fancy Spring | 12 50 |
| Wizard Graham | 11 50 |
| Wizard, Gran. Meal | 12 00 |
| Wizard Buckw't cwt. | 8 00 |
| Rye | 16 00 |
| Kaw's Best | 11 50 |

Valley City Milling Co.

| | |
|----------------|-------|
| Lily White | 12 25 |
| Graham | 5 70 |
| Granena Health | 5 80 |
| Gran. Meal | 6 40 |
| Bolted Meal | 5 85 |

Watson-Higgins Milling Co.

| | |
|----------------|-------|
| New Perfection | 11 60 |
|----------------|-------|

Worden Grocer Co.

| | |
|--------------------|------|
| Quaker, 1/2s cloth | None |
| Quaker, 1/2s cloth | None |
| Quaker, 1/2s cloth | None |
| Quaker, 1/2s paper | None |
| Quaker, 1/2s paper | None |

Kansas Hard Wheat

| | |
|----------------------|-------|
| Worden Grocer Co. | |
| American Eagle, 1/2s | 11 25 |
| American Eagle, 1/2s | 11 20 |
| American Eagle, 1/2s | 11 35 |

Spring Wheat

| | |
|------------------------------|--|
| Worden Grocer Co. | |
| Wingold, 1/2s cloth Sold Out | |
| Wingold, 1/2s cloth Sold Out | |
| Wingold, 1/2s cloth Sold Out | |

Meal

| | |
|-------------------|-------|
| Bolted | 11 80 |
| Golden Granulated | 12 00 |

Wheat

| | |
|-------|------|
| Red | 2 08 |
| White | 2 05 |

Oats

| | |
|-------------------|------|
| Michigan carlots | 96 |
| Less than carlots | 1 00 |

Corn

| | |
|-------------------|------|
| Carlots | 2 05 |
| Less than carlots | 2 10 |

Hay

| | |
|-------------------|-------|
| Carlots | 29 00 |
| Less than carlots | 32 00 |

Feed

| | |
|---------------------|-------|
| Street Car Feed | 75 00 |
| No. 1 Corn & Oat Fd | 75 00 |
| Cracked Corn | 77 00 |
| Coarse Corn Meal | 77 00 |

Fruit Jars

| | |
|-------------------------|-------|
| Mason, pts., per gro. | 7 30 |
| Mason, qts., per gro. | 7 70 |
| Mason, 1/2 gal. per gr. | 10 05 |
| Mason, can tops, gr. | 2 80 |

GELATINE

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

GRAIN BAGS

| | |
|---------------------|----|
| Broad Gauge, 12 oz. | 24 |
| Climax, 14 oz. | 29 |
| Stark, A, 16 oz. | |

HERBS

| | |
|---------------|----|
| Sage | 15 |
| Hops | 15 |
| Laurel Leaves | 15 |
| Senna Leaves | 25 |

HIDES AND PELTS

| | |
|------------------------|--------|
| Hides | |
| Green, No. 1 | 10 |
| Green, No. 2 | 9 |
| Cured, No. 1 | 12 |
| Cured, No. 2 | 11 |
| Calfskin, green, No. 1 | 20 |
| Calfskin, green, No. 2 | 18 1/2 |
| Calfskin, cured, No. 1 | 22 |
| Calfskin, cured, No. 2 | 20 1/2 |
| Horse, No. 1 | 6 00 |
| Horse, No. 2 | 5 00 |

Pelts

| | |
|------------|---------|
| Old Wool | 75@2 00 |
| Lambs | 50@1 50 |
| Shearlings | 50@1 50 |

Tallow

| | |
|-------|-----|
| Prime | @13 |
| No. 1 | @12 |
| No. 2 | @11 |

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

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

HORSE RADISH
Per doz. 90

JELLY
5lb. pails, per doz. ...
15lb. pails, per doz. ... 1 45
30lb. pails, per doz. ... 2 65

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

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

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

MINCE MEAT
Per case 3 75

MOLASSES
New Orleans
Fancy Open Kettle ... 60
Choice ... 58
Good ...
Stock
Half barrels 5c extra
Red Hen, No. 2 ... 2 50
Red Hen, No. 2 1/2 ... 3 00
Red Hen, No. 5 ... 3 25
Red Hen, No. 10 ... 2 60
Uncle Ben, No. 2 ... 2 50
Uncle Ben, No. 2 1/2 ... 3 00
Uncle Ben, No. 5 ... 3 25
Uncle Ben, No. 10 ... 2 60
Ginger Cake, No. 2 ... 3 25
Ginger Cake, No. 2 1/2 ... 4 10
Ginger Cake, No. 5 ... 3 10
O. & L. Open Kettle,
No. 2 1/2 ... 5 25

MUSTARD
1/2 lb. 6 lb. box ... 16

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

PEANUT BUTTER
Bel-Car-Mo Brand
6 oz. 1 doz. in case ... 2 90
12 oz. 1 doz. in case ... 2 50
12 lb. pails ... 5 50
5 lb. pails, 6 in crate 7 00
10 lb. pails ... 21 1/2
15 lb. pails ... 21
25 lb. pails ... 20 1/2
50 lb. tins ... 20 1/2

PETROLEUM PRODUCTS
Iron Barrels
Perfection ... 11.2
Red Crown Gasoline ... 21.7
Gas Machine Gasoline ... 38.1
V. M. & P. Naphtha ... 21.2
Capitol Cylinder, Iron
Bbls. ... 38.4
Atlantic Red Engine,
Iron Bbls. ... 24.1
Winter Black, Iron
Bbls. ... 13.9
Polarine, Iron Bbls. ... 41.4

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

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

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

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

PIPES
Clay, No. 216, per box
Clay, T. D. full count 80
Cob, 3 doz. in box ... 1 25
PLAYING CARDS
No. 90 Steamboat ... 2 25
No. 808, Bicycle ... 3 50
Pennant ... 3 25

POTASH
Babbitt's, 2 doz. ... 1 90

PROVISIONS
Barreled Pork
Clear Back ... 52 00@53 00
Short Cut ... 50 00@51 00
Bean ... 47 00@48 00
Brisket, Clear ... 55 00@56 00
Pig ...
Clear Family ... 35 00

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

Lard
Pure in tierces ... 29 1/2@30
Compound Lard 24 @24 1/2
80 lb. tubs ... advance 1/2
60 lb. tubs ... advance 1/2
50 lb. tubs ... advance 1/2
20 lb. pails ... advance 1/2
10 lb. pails ... advance 1/2
5 lb. pails ... advance 1/2
3 lb. pails ... advance 1

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

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

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

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

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

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

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

Canned Meats
Corned Beef, 2 lb. ... 6 50
Corned Beef, 1 lb. ... 3 75
Roast Beef, 2 lb. ... 6 50
Roast Beef, 1 lb. ... 3 75
Potted Meat, Ham
Flavor, 1/4 ... 55
Potted Meat, Ham
Flavor, 1/8 ... 95
Deviled Meat, Ham
Flavor, 1/4 ... 52
Deviled Meat, Ham
Flavor, 1/8 ... 1 00
Potted Tongue, 1/4 ... 55
Potted Tongue, 1/8 ... 1 00

RICE
Fancy ...
Blue Rose ... 3 1/2@3 1/2
Broken ... 7 @7 1/2

ROLLED OATS
Monarch, bbls. ... 11 50
Rolled Avena, bbls. 12 00
Steel Cut, 100 lb. sks.
Monarch, 90 lb. sks. ... 6 00
Quaker, 18 Regular ... 1 75
Quaker, 20 Family ... 5 60

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

SALERATUS
Packed 60 lbs. in box.
Arm and Hammer ... 3 15
Wyandotte, 100 3/4's ... 3 00

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

SALT
Diamond Crystal
150 2 lb. sacks ... 5 75
75 4 lb. sacks ... 5 50
24 12 lb. sacks ... 4 75
280 lb. bulk butter ... 3 37
280 lb. bulk cheese ... 3 37
280 lb. bulk Shaker ... 3 65
28 lb. cotton sk. butter
56 lb. linen sk. butter 85
24 2 lbs. Shaker ... 1 70
D. C. Table, 30 2 lbs. ... 1 30
D. C. Cooking, 24 4 lbs. 1 70
D. C. Meat, 35 lb. bags 48
D. C. Meat, 70 lb. bags 90
D. C. Stock briquettes
18s ... 1 30
D. C. Block Stock 50 lb. 42

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

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

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

Trout
No. 1, 100 lbs. ... 7 50
No. 1, 40 lbs. ... 2 25
No. 1, 10 lbs. ... 90
No. 1, 8 lbs. ... 75

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

Lake Herring
8 lbs. ... 54

SEEDS
Anise ... 35
Canary, Smyrna ... 12 1/2
Caraway ... 75
Cardamom, Malabar 1 20
Celery ... 45
Hemp, Russian ... 7 1/2
Mixed Bird ... 9
Mustard, white ... 22
Poppy ... 80
Rape ... 15

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

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

SODA
Bi Carb. Kegs ... 3 1/2

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

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

SYRUPS
Corn
Barrels ... 72
Half barrels ... 75
Blue Karo, No. 1 1/2,
2 doz. ... 2 65
Blue Karo, No. 2, 2 dz. 3 30
Blue Karo, No. 2 1/2, 2
doz. ... 4 10
Blue Karo, No. 5, 1 dz. 3 95
Blue Karo, No. 10, 1/2
doz. ... 3 70
Red Karo, No. 1 1/2, 2
doz. ... 2 80
Red Karo, No. 2, 2 dz. 3 55
Red Karo, No. 2 1/2, 2 dz. 4 40
Red Karo, No. 5, 1 dz. 4 25
Red Karo, No. 10 1/2
doz. ... 4 00
Pure Cane
Fair ...
Good ...
Choice ...

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

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

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

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

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

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

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

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

Johnson Cigar Co.'s Brand
Dutch Masters Club 75 00
Dutch Masters, Ban 75 00
Dutch Masters, Inv. 75 00
Dutch Masters, Pan. 75 00
Dutch Master Grande 72 00
El Portana, small lots 42 50
El Portana, 1,000 lots 41 50
El Portana, 2,500 lots 40 00
Dutch Masters, 5c
S. C. W.
Gee Jay

Above three brands are
sold on following basis:
Less than 300 ... 37 50
300 assorted ... 36 50
2,500 assorted ... 35 50
2% cash discount on all
purchases.

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

TWINE
Cotton, 3 ply ... 57
Cotton, 4 ply ... 57
Hemp, 6 ply ... 34
Wool, 100 lb. bales ... 18

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

WICKING
No. 0, per gross ... 55
No. 1, per gross ... 55
No. 2, per gross ... 70
No. 3, per gross ... 1 00

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

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

Wire End
1 lb., 250 in crate ... 45
2 lb., 250 in crate ... 50
3 lb., 250 in crate ... 60
5 lb., 20 in crate ... 70

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

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

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

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

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

Palls
10 qt. Galvanized ... 3 60
12 qt. Galvanized ... 4 00
14 qt. Galvanized ... 4 50
Fibre ... 5 50

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

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

Tubs
No. 1 Fibre ... 16 50
No. 2 Fibre ... 15 00
Large Galvanized ... 12 75
Medium Galvanized ... 11 25
Small Galvanized ... 10 00

Washboards
Banner, Globe ... 4 25
Brass, Single ... 7 00
Glass, Single ... 4 00
Double Peerless ... 6 50
Single Peerless ... 5 50
Northern Queen ... 4 75
Good Enough ... 4 65
Universal ... 5 00

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

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

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

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

SOAP
Lautz Bros. & Co.
Acme, 100 cakes ... 5 25
Big Master 100 blocks 6 00
Climax ... 4 75
Queen White ... 5 00
Oak Leaf ... 5 25
Queen Anne ... 5 25

Proctor & Gamble Co.
Lenox ... 4 75
Ivory, 6 oz. ... 5 90
Ivory, 10 oz. ... 9 80
Star ... 4 80

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

Tradesman Company
Black Hawk, one box 3 75
Black Hawk, five bxs 8 70
Black Hawk, ten bxs 3 65

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

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

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

Washing Powders
Snow Boy, 100 pkgs. ... 5 50
Snow Boy, 60 pkgs. ... 3 30
Snow Boy, 48 pkgs. ... 4 30
Snow Boy, 24 pkgs. ... 4 25
Snow Boy, 20 pkgs. ... 4 75

SPECIAL
Price Current

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

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

BAKING POWDER
Royal

10c size ... 1 00
1/4 lb. cans 1 46
6 oz. cans 2 00
1/2 lb. cans 2 55
3/4 lb. cans 3 95
1 lb. cans ... 4 95
5 lb. cans 23 70

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

AXLE GREASE

1 lb. boxes, per gross 11 40
3 lb. boxes, per gross 29 10

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

THE ONLY
5c CLEANSER

KITCHEN KLENZER
ANTISEPTIC
CLEANS-SCOURS
SCRUBS-POLISHES
FITZPATRICK BROS. CO.

Guaranteed to equal the best 10c
kinds. 80 can cases \$3.40 per case.

SALT
MORTON'S
FREE RUNNING
SALT
IT POURS
MORTON SALT COMPANY
Morton's Salt
Per case, 24 2 lbs. ... 1 80
Five case lots ... 1 70

How Expert Salespeople Serve and Satisfy Customers.

The expert shoe saleswoman knows that salary increases and real success are based on the extent, quality and variety of the knowledge she possesses regard her work, not omitting full measure of courtesy and candor.

She realizes that the department in which she serves is the garden of opportunity, which digs and sows, knowing that with care and cultivation she is sure to reap a profitable harvest of satisfied customers. Every useful scrap of information that comes within optical and mental range is stored away in the recesses of her mind. She is endowed with enough philosophy and wisdom to wish to endear herself to fellow workers, and in every way assist in promoting the unity of the department. These things are part of her success, and pleasure. They make for character as well as efficiency. Little wonder that such a saleswoman is enabled to increase her sales and multiply her personal list of customers.

Conscious of her obligation she is true to herself, and naturally alert every moment of the day. She acts on every logical idea. To one customer she will speak of the new shipment of handsome slippers; to another, of the fine line of smart boots in the new autumn shades, and to another she will speak of the new dainty house slippers, tactfully conveying the thought of Christmas gifts. After selling a pair of low-heeled shoes to an elderly woman, for instance, it is not unusual to see her disposing of a pair of bed socks to the same customer, the result of a timely suggestion, recalling to the woman the memory of a real need.

She never misinforms customers, and truthfully answers every question. She knows that candor, as well as knowledge and general efficiency, helps to bring customers back to the store. She takes pride in her ability to be of real service, in pleasing and satisfying all who come. If it is only a pair of shoe laces, or a bottle of shoe polish, she never deems such service beneath her obligations, but personally sees that the customer is accommodated. She knows that the establishment of confidence is the first stage in winning friendship, knows that the customer she fits with a glazed kidskin slipper, for instance, or a slipper of "gold" or "silver" cloth, will sooner or later return to ask advice on the best method of cleaning them. Consequently she takes pleasure in familiarizing herself with every article sold in the shoe department, laces and insoles to spats and shoe polish. There is not a thing in the "findings" case, the name and uses of which she does not know.

She can tell you that a certain cream will cleanse and preserve all tan leathers; that another cream is used for cleaning patent enamel leather; that there is a liquid lustre for imparting a polish to black leather, and that there's a good liquid to cleanse "gold and silver" slippers; also that there is a liquid for renewing the lustre of all bronze kidskin.

As to leathers, she knows that gun-metal is calfskin, from which all of the natural oil has been extracted, making it susceptible to the fine finish for which it is famous. She knows the real

French calfskin, the genuine Russian calf and the famous Gresson kidskin and can speak intelligently and convincingly of their qualities.

Although the size of every shoe in the Strawbridge & Clothier Shoe Store is plainly marked in figures and letters, she is familiar with the various size-marking systems, including what is known as the French method, in vogue in many stores. Of course, in fitting a foot the first thing she does is to use her size-stick to ascertain the exact measurement. Should the customer insist that the shoe, which is being fitted, is different from the size she has been wearing, the saleswoman can readily make sure, to her own and the customer's satisfaction, by an immediate investigation, reading the size, no matter where the customer bought the shoe, or what size-marking system had been used. The customer herself may have been under the impression that she was wearing a number 4 shoe when it was a number 3½ or vice versa.

She can tell you that a machine-made shoe is precisely what its name implies; that the sole is stitched through the insole; that while this grade of shoe presents a good and well finished appearance, is fairly durable and comparatively easy on the foot, it is a disappointment to the customer when the time comes to have it repaired; for the sole cannot be sewed on, but must be nailed or pegged. She can tell you how a "turned" shoe is made, that when the upper is finished it is turned completely inside out, when the sole is sewed on; that it is soaked with water, reversed, then put on a last to dry; that the water does not impair it, the shoe when finished being handsome, smooth, well shaped and comfortable. Likewise, she knows that a welted shoe is one in which the upper and sole are stitched to the welt, and that on the whole aside from the shoe entirely made by hand, it is the most substantially constructed shoe on the market. Jay H. Reist.

Limited Sweater Buying.

There are some sweater coats being bought at this time, but the number is limited. Outside of this activity there is little doing in the sweater market. The price situation is felt to be the controlling factor by many and, with values at such a high level, it certainly does seem that free buying would be hard to induce. Several buyers have been free with their opinion that, with prices hugging present levels, it is not tempting to buy.

The possibility of the Government being a purchaser of sweater coats, while still unofficial, continues to be a subject for the trade to discuss, and the lack of official recognition has not seemed to have had the effect of halting preparations on the part of the mills.

The novelty situation seems to be holding its own and quarters making a specialty of them are doing some business, and it looks good to continue through the spring and summer. Summer wear lines are rather firm and, with mills bringing out new ideas from time to time, it would seem that enough activity could be induced to give some life to the trade.

Restricted Canadian Food Budget.

England has gone on rations and each buyer, from the King to the humblest citizen, must present a card to secure his weekly allotment of one and one-quarter pound of meat and four ounces of butter or margarine. The Canadian Food Board is urging Canadians to adopt voluntary rationing and has issued a budget for a family of five—a man and his wife at moderate work; a boy of 12 years; and two other children of 9 and 3 years respectively.

The rations imposed on the English people and the voluntary rations asked of the Canadians are far below what has been asked of Americans in conservation. In fact, we have not been asked yet for any real sacrifice. One meatless day and eleven wheatless meals a week is merely a matter of changing the bill of fare, substituting one food for another.

Compare this Canadian budget with what has been asked of you. It will provide adequate nourishment for a family of five for one week, although it calls for greater restrictions than are being asked for by the U. S. Food Administration. Especially may the difference be noticed in the milk allowance:

Milk—Seven quarts whole milk.

Fruit—Fourteen pounds according to season.

Fats—Two pounds butter or oleo-margarine; one pound cooking fat.

Sugars—Three pounds of sugar; one pound corn syrup, molasses or honey.

Cereal products—Ten pounds flour; ten pounds cereals in other forms.

Fresh vegetables—Forty pounds potatoes; fourteen pounds other fresh vegetables.

Meat and meat substitutes—Four pounds lean meat; two pounds fresh fish; one pound salt fish; one dozen eggs; one pound cheese; two pounds dried beans or split peas.

U. S. Taking Half Hose Ready For Civilians.

The Government's hosiery needs for 1918 have been taken care of, according to Government representatives, unless, of course, some unforeseen event takes place, when additional supplies will be needed. But despite this fact, Government agents are still taking supplies that are intended for civilian consumption, and this is tightening the market considerably. One mill agent said on Saturday that recently he had a shipment of wool half hose at his mill ready for shipment to one of his customers, but the Government stepped in and took them all. The need for them, they being wool half hose, was imperative, said the Government agent, and this same procedure repeated in other quarters of the trade indicates that the need is indeed imperative.

Civilian activity is indeed limited if not nil in the hosiery trade. Mills are without goods to offer, and as a result they are not trying to pick up any business, and buyers, knowing this, are not out looking for supplies. Production is restricting deliveries, and as a result there is a growing be-

lief among mills that too forward selling is not only unwise but dangerous, and they are falling in line on a two or three months' basis as their selling limit.

Gracious Act on Part of Wholesale Grocer.

Battle Creek, March 26—Saturday, March 23, a very pleasant surprise was handed the employees of the Jackson branch of the National Grocer Co. After the salesmen's meeting, W. J. Butterfield, the manager, said: "Boys and girls, I want you all to go to the new City Club to-day for dinner with me." No one refused. No one ever saw a more happy family of working boys and girls together. The manager of the Club certainly did himself justice in preparing the menu. This Club is something that Jackson can feel proud of. There is nothing more tasty and classy in Michigan. After the banquet, remarks were made by Mr. Butterfield and those of the boys who were not stage struck. Twenty-nine people are employed by the Jackson branch of the National Grocer Co. and the number of years of all employed is 319—a good record. Mr. Butterfield has been with the Jackson branch or connected with the business thirty-one years. John Quincy Adams.

Kept Getting in Deeper.

Two young ladies were once singing a duet in a concert room. A stranger, who had heard better performances, turned to his neighbor saying:

"Does not the lady in white sing wretchedly?"

"Excuse me, sir," replied he. "I hardly feel at liberty to express my sentiments. She is my sister."

"I beg your pardon, sir," answered the stranger, in much confusion. "I meant the lady in blue."

"You are perfectly right there," replied the neighbor; "I have often told her so myself. She is my wife."

New Grocery Store on Novel Plan.

The Co-operative Grocery Co. has been organized in this city with a capital stock of \$20,000, of which \$7,000 is paid in. The officers are as follows:

President—John Pearce.

Vice-President—Harry C. White.

Secretary and Treasurer—Harry G. White.

The new corporation has acquired the sole right to exploit the Piglety Wigglety theory of storekeeping in Kent county and will shortly open a store on this plan at 249 Monroe avenue.

Sugar Cards

We are prepared to furnish the most approved form of sugar card, printed on both sides, with detachable stub, as follows:

1000... \$6.15
1500... 8.00
2000... 9.55

We can furnish these cards in any quantity on a day's notice.

Tradesman Company
Grand Rapids

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.

Fixtures For Sale—One 4x6 Mosher safe, one McCaskey account system, one rug rack, capacity eighteen rugs. Chester R. Culver, St. Johns, Michigan. 602

Shoes For Sale—A clean stock of men's, women's and children's low shoes. Chester R. Culver, St. Johns, Mich. 603

Experienced salesman in ready-to-wear department to assist in buying, selling and taking charge of the department under the proprietor. State age, experience, reference and salary expected. Schick & Co., Kenton, Ohio. 604

For Sale—Parcel of land approximately two hundred by three hundred feet, located at Lansing, Michigan, on two railroads with private siding; several large frame buildings; one of the best locations in Michigan for State distributing point. J. W. Bailey Co., Lansing, Michigan. 605

For Sale—Sherer Gillett sixteen foot display grocery counter, one Bowser gasoline pump with one gallon stroke and 180 gallon tank; also Bowser 1/2 gallon stroke kerosene pump with tank. All are practically new and in first-class condition with right prices. Address C. A. Smith, Berrien Center, Michigan. 606

Unusual Clothing Opportunity—Well-established business and best location in the fastest growing small city in Michigan. Clean stock, turns 2 1/2 times yearly. Inventory fifteen thousand. Half cash will carry. Owner has other interests. Address No. 607, care Michigan Tradesman. 607

Pay spot cash for clothing and furnishing goods stocks. L. Silberman, 106 E. Hancock, Detroit. 608

Elegant opportunity to secure state rights for new patent toilet traveling kits now bought by all stores; some investment required to carry stock; investment secured. American Products Co., 25 W. 38th street, New York City. 611

For Sale—Grocery business in one of the best cities of 7,500 people in Western Michigan, near the Lake. Room for another line as building has two rooms. Six factories two blocks from store. One of the best locations in the State for a big business. No. 609, care Michigan Tradesman. 609

For Sale—Pool, lunch and cigar room, doing cash business of \$3,500 year. Price \$1,500. Will sell to a hustler \$500 down, balance time \$50 month contract. Reason for selling, other business. Thomas & Bassett, Cedar Springs, Mich. 610

Fixtures and lease of restaurant and candy shop in best summer resort town in Northern Michigan; finest location in city; must sell at once. Mrs. B. E. Hersey, Petoskey Michigan. 612

For Sale—Fine drug store located in good farming district Central Michigan. Invoice about \$2,500. No fountain. Will sell on time. Must sell by April 30. Address No. 613, care Michigan Tradesman. 613

Corner Store For Sale—Exceptional opportunity to secure an old established grocery and market stand with seven room modern house attached. Best location on main business street and West Michigan Pike, Chicago boats. Also suitable for confectionery, fruit and ice cream, millinery and dressmaking or harness and auto supply business. Fixtures all in. Rent for store and seven-room house, \$25 per month, or sell property at a bargain, \$500 down and balance \$15 per month. Alex Gloeckner, Hotel Mears, Whitehall, Mich. 614

For Rent—Store, has always been used as drug store, in a lively factory town of 3,500; proprietor drafted, was obliged to sell out. Doing a fine business, only one other drug store in town; steam heated and basement. Soda fountain chairs and tables, also floor show cases for sale cheap if wanted. Address No. 615, care Michigan Tradesman. 615

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

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

For Sale Cheap—One second-hand grocers' butter refrigerator, nearly new, McCray make. A. R. Hensler, Battle Creek, Michigan. 597

Safes Opened—W. L. Slocum, safe expert and locksmith. 128 Ann St., N. E., Grand Rapids, Michigan. 104

For Sale—Clean grocery stock, inventorying about \$3,500. Doing a good cash business in town of 1,400 population. Owners subject to military service. 530

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

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

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

For Sale Or Exchange for general merchandise, nice level farm of 104 1/2 acres, three miles from Otsego, Allegan county. Good buildings. Seventy acres improved. Plenty of timber. A. D. Hancock, Lake Ann, Mich. 570

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

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 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

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

COLEMAN (Brand)

Terpeneless

LEMON

and Pure High Grade
VANILLA EXTRACTS

Made only by

FOOTE & JENKS

Jackson, Mich.

A Quality Cigar

Dornbos Single Binder

One Way to Havana

Sold by All Jobbers

Peter Dornbos

Cigar Manufacturer

16 and 18 Fulton St., W.

Grand Rapids :: Michigan

Economic Coupon Books

They save time and expense

They prevent disputes

They put credit transactions on cash basis

Free samples on application



Tradesman Company

Grand Rapids, Mich.

The Iron Safe Clause

in Fire Insurance Policies, which is frequently used as a club by unscrupulous insurance adjusters to coerce merchants who have suffered loss by fire to accept less than the face of their policies, has no terrors to the merchant who owns a York fire proof safe.

This safe is carried in stock and sold at factory prices by the Western Michigan representative of the York Safe & Lock Co.

GRAND RAPIDS SAFE CO.

GRAND RAPIDS, MICHIGAN

Sheep Raising Depends on Dog Extermination.

This whole sheep project which has been talked of particularly with reference to Northern Michigan and the cheaper lands that have not as yet been utilized was on my mind and heart a good deal during the time that I was at the head of the Michigan Forestry Commission. I was associated more or less closely with men who were deeply interested in sheep raising and this was one of the schemes which we thought out as a possibility in connection with the utilization of large areas of lands in Northern Michigan which seemed poorly adapted to many of the functions of agriculture. In the first place, the men who tried it out and put money into it lost their enthusiasm because they found the country and conditions not well adapted to the continuous process of sheep husbandry on account of the large portion of the year during which the sheep would have to be fed and the country was not well adapted to furnishing the food. In the present situation you cannot awaken any enthusiasm among the farmers of Michigan with regard to sheep raising until the present dog law is so modified and a new law enforced to such an extent as to make it safe to enter sheep husbandry. This may seem a light matter, but the fact stares you in the face that sheep husbandry went out largely because of the dog nuisance.

It occurs to me that a commercial enterprise such as you suggest is not the best way to awaken the interest that you desire in a most valuable factor in mixed husbandry. The more attractive method, it seems to me, is to work through the county agents and the development associations, presenting to the farmers facts and figures which will attract them to the adding of sheep husbandry as a promising factor in successful farming. The apathy which has been brought about during the last couple of decades concerning sheep growing must be largely overcome before a commercial enterprise can be made remunerative. The temptation to exploit sheep lands in the North would be a great one to commercial organizations and I have no doubt in my own mind that it would prove disastrous. Another feature that comes into it is the most promising use to which the cheaper cut-over lands can be put to in the State. I have not the least doubt whatever that the segregating of these lands and planting them to forests on the part of the State and municipalities furnishing wood and raw material for the wood working industries of Michigan is the very best possible use that can be made of these lands. Admitting this as my first premise, the putting of sheep husbandry to any extent into the same region would defeat the whole plan of reforestation. I believe in Southern Michigan the banks, working with the development organizations and the county agent system, can stimulate sheep husbandry on the part of young people by loaning money for the first investment in sheep which are well bred and will form the foundation for flocks. I confess in watching the literature

which has developed the last six months along the line of utilizing Michigan as a State for extensive sheep husbandry it has been a disappointment to me, because it seemed to me that the details had not been thought out carefully or the unwise statements would not have been promulgated.

I have said very little about this because some of the men who have been promoting the enterprise have been so plumb sure of their position that any criticism would have been absolutely useless. Charles W. Garfield.

Butter, Eggs, Poultry, Beans and Potatoes.

Buffalo, March 27—Creamery butter extras, 41@42c; first, 40c; common, 38@39c; dairy, common to choice, 32@37c; dairy poor to common, all kinds, 25@28c.

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

Eggs—Choice, new laid, 38@39c; fancy henner, 40@42c.

Poultry (live)—Cockerels, 32@34c; old cox, 23@25c; ducks, 30@32c. The Food Commission forbids the sale of hens or pullets after Feb. 11, 1918.

Poultry (dressed)—Chickens, roasting fancy, 32@34c; choice, 30c.

Beans—Medium, \$13.50@14.00 per hundred lbs.; Peas, \$14.00 per hundred lbs.; Red Kidney, \$14.00@15.00 per hundred lbs.; White Kidney, \$15@15.50 per hundred lbs.; Marrow, \$15.00@15.50 per hundred lbs.

Potatoes—\$1.35@1.65 per 100 lbs. Rea & Witzig.

Hats For Post Easter Sales.

Some of the leading wholesale houses are showing sport hats in leghorn combined with Georgette or gingham silk; figured taffeta combined with lisere or milan facing, and carpet braid combined with taffeta. They are shown in the usual run of spring shapes. The trimmings consist of draped bands and sashes of gingham silk with fringed edges, patent leather piping, and a band around the crown finished off with a bow or grosgrain ribbon fancies. According to the bulletin of the Retail Millinery Association of America, these hats will be very popular.

Fay C. Hall, who has covered Eastern Michigan the past seven years for the Beckwith Co., Dowagiac, has leased the Ottawa Hotel, at Cheboygan, and will re-open it May 1 as The Fayhall. In the meantime it will be remodeled, redecorated and made modern in every respect. Mr. Hall proposes to give Cheboygan what it has never had—first-class hotel service at reasonable prices.

The Anheuser-Busch Brewing Association has turned its Bevo business over to the National Grocer Co. and will discontinue business altogether at its branch depot and distributing station on Ellsworth avenue after April 30.

BUSINESS CHANCES.

For Sale—Grocery stock and fixtures, invoice about \$3,000, did over \$30,000 business last year. Located in town of about 700 population, surrounded by good farming country. Address 617 Grocery, care Tradesman. 617

For Sale—A country grocery store and buildings, doing \$12,000 business a year. Inventory \$4,000. L. E. Yarger, Ovid, Michigan, R. F. D. No. 2. 618

For Sale Cheap—Eighteen show cases, floor and cloak. Several scales, mirrors, shelving, clothing rack, hat cases, safe, etc. Call or address M. Krom & Son, Antego, Wisconsin. 619

Help to Increase the World's Food Supply

With famine creeping through Europe and every nation struggling to produce enough food to sustain life, the American farmer has a duty he cannot shirk.

America must ship food to Europe for our soldiers. America must supply food to starving people.

Raising food is a vitally important business and food raisers will be paid well for their efforts. It is no time to hesitate. Every acre must be made to do its duty.

Encourage the farmer to plant this spring everything he can possibly raise.

Success depends upon the seed. Tell the farmer the necessity of using tested, reliable seeds adapted to his soil, locality and weather conditions.

Twentieth Century Seed Cabinet



This practical Seed Cabinet is meeting the long felt want of up-to-date merchants who take a pride in the appearance of their stores. It is a handsome piece of furniture and when filled with our attractive packet seeds it will draw attention and prove to be a very Successful Silent Salesman.

If you have not one of these Seed Cabinets in your store, send us your order for \$25 worth of seeds from our catalogue and we will give you the full use of a Cabinet as long as you handle Brown's Tested Seeds.

Alfred J. Brown Seed Co.
SEEDSMEN

United States Food Administration License No. G18096

GRAND RAPIDS, :: :: MICHIGAN