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# MICHIGAN TRADESMAN

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Thirty-Fifth Year

GRAND RAPIDS, WEDNESDAY, APRIL 3, 1918

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## ❧ The Doom of Kings ❧

There is a specter on the fields of France,  
Waking earth's monsters from their murderous trance,  
A specter grim and hunger-mouthed and gaunt,  
Whose hollow voice is still a rolling vaunt,  
A thrill of triumph over bestial things:  
"I cry the doom of kings."

There is a wraith above the wild North Sea,  
Clouding the sky with thickening vulture glee,  
A wraith of smoke whose voice is thunder-loud,  
Beating the waves into a monster shroud,  
And over all their tumult still it flings:  
"I cry the doom of kings."

There is a herald sent from West to East,  
Bearing the word of Demos to the Beast,  
A herald with a voice no man may hear  
And not be mindful, high and strong and clear,  
And this is all the message that he brings:  
"I cry the doom of kings."

There is an angel with the wand of peace  
Brooding above the world. No more shall cease  
Her watchful patience till, above the dun,  
Mad fury of the last red battle won.  
Tender as love—or Christ himself—she sings:  
"I see the doom of kings."

Lewis Worthington Smith.

# PINE TREE BRAND Timothy Seed



AN EXTRA  
RECLEANED AND  
PURE SEED  
AT  
MODERATE COST

DEALERS  
WRITE FOR  
SAMPLE, TEST  
AND PRICE

The Albert Dickinson Co  
SEED MERCHANTS

Established 1855

CHICAGO

MINNEAPOLIS

## Three Sure Winners



## There is a Sugar Famine

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

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

*Stand Behind the Government*

**Oelerich & Berry Co.**

Packers of "Red Hen,"

NEW ORLEANS

CHICAGO

# Ceresota Flour

Always Uniformly Good

Made from Spring Wheat at  
Minneapolis, Minn.

Judson Grocer Company  
The Pure Foods House

Distributors

GRAND RAPIDS, MICHIGAN

## Safeguarding Sugar

Because of the volume of his sugar business, every grocer should take particular care that no sugar is wasted.

Franklin Package Sugars in machine-packed cartons and cotton bags are a positive safeguard against spilled sugar, broken paper bags and overweight. They also save labor, paper bags and twine.

The Franklin Sugar Refining Company  
PHILADELPHIA

"A Franklin Cane Sugar for every use"

Granulated, Dainty Lumps, Powdered,  
Confectioners, Brown



# MICHIGAN TRADESMAN

Thirty-Fifth Year

GRAND RAPIDS, WEDNESDAY, APRIL 3, 1918

Number 1802

## SPECIAL FEATURES.

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## BUSINESS MEN IN WAR WORK.

This was not a war of armies, but a war of nations, and our business problems are the far-reaching issues of the war. We cannot regard this as a struggle for a month. We must reckon on our resources a year from now. We must keep our business interests sound.

In this war there are few business men in the councils of the Nation. On the contrary, there is the finest aggregation of office boys, cheap politicians and college graduates at Washington the country has ever seen. Unless business men are taken into the councils of the Administration without further delay, this war is going to be lost.

If the war is going to be lost because of our inability to build ships, there will be poor consolation for us to talk about it afterwards and make excuses. The world is weary of the man who makes excuses. There is absolutely no overhead organization at Washington, composed of business men. The Chamber of Commerce of the United States, representing the patriotic business organizations of the country, has tried twice to get an audience with the President, and both times failed. He did go, however, to Buffalo to address the convention held by pro-Germans, socialists, anarchists and trades unionists under the name of the American Federation of Labor. There are few men in this organization except slackers, slovens, botchers, strikers, fire bugs and traitors. No decent man who respects himself, honors his family and loves his country would consent to take the treasonable oath exacted of all trades unionists.

## WHICH DO YOU LOVE BEST?

Prating about patriotism comes in very poor grace from a citizen of the United States who still retains his German name, because it shows, more conclusively than any word of mouth can possibly do, that the spirit of the individual is with the Kaiser, while he seeks immunity from oppression and the preservation of his fortune in free America.

In a great crisis like the present it is the duty of every true American to stamp out everything Germanic. To pretend to oppose the Kaiser and yet give "aid and comfort to the enemy"

—which is the definition of treason in the constitution—by retaining a name which suggests Kaiserism and is a constant affront to every patriotic American, stamps the offender as one who cannot be trusted and who ought to be sent back to the domain of the Kaiser, so as to be given an opportunity to fight openly, instead of clandestinely, against the land of freedom and the civilization of the world.

Radical! Yes, very radical, but we now confront a crisis which calls for radical measures and heroic efforts to rescue the world from the curse of Kaiserism and slavery as speedily as possible.

## MODIFY ARMY RAINCOAT.

Specifications on army raincoats have been modified and the 3,000,000 coats still due the Government on old contracts are to be changed over to accord with the new patterns. An adjustment is to be made with manufacturers on the basis of \$1 additional for the lightweight and \$1.50 for the heavy.

Production will be on the basis of a labor cost of \$1.05 per coat, agreed upon at a conference between the representatives of the Government, the manufacturers and the workers.

This price is to remain in effect for three weeks, under observation of the several interests, and it will then be subject to an adjustment upward of 10 per cent.

According to Washington, the country is threatened with a huge surplus of potatoes, and everybody is being asked to substitute them for bread and meat as much as possible. Buckle made an ungracious reflection upon the potato when he held it accountable for Ireland's backward state. You can get more food out of its cultivation with less work than out of almost any other plant grown in temperate zones. In the present war that is exactly what all the nations involved need. The potato has supported Germans even more effectually than Englishmen during the past three years. Now comes our turn to discover that we can send wheat to our Allies and eat potatoes, which might spoil in transit. Habit is a tyrant hard to conquer. We must very largely substitute for the habit of breaking bread that of breaking the jacket of a well-baked potato. The Food Administration is doing its share in keeping tab on market conditions and letting the public know its duty in the premises. With more potatoes, and, on account of abolition of meatless days, more meat available, we again show our willingness to do what is required of us.

Notions are of little use unless translated into motions.

## SWEATERS INACTIVE.

It was rumored among the sweater trade last week that the Government was in the market buying one piece bathing suits to be worn next to the skin by soldiers to take the place of underwear that had not been delivered as yet, but since this rumor could not be verified, it was generally felt to be nothing more than a rumor. The story as told, was that the body and the trunk were to be on one, and were to take the place of underwear. Whether they were intended for this side or France was not mentioned.

Outside of this there was noticeable activity in the sweater trade last week. Easter week brought no increase in activity over the quietness of the past two or three weeks. Buyers are not taking on anything, and it is generally felt that they won't until they have had a good taste of spring business. When this develops repeat orders are looked for.

The talk of shortage of sweaters as soon as some real spring business comes into the market is still heard in the trade. Mill agents are firm in their belief that production and stocks will not be able to take care of the demand that will develop during May and June and later, and that prices are bound to advance over present levels as a result of the underproduction. Just how much foundation there is in this attitude is, of course, a question, but so far retailers have found business more or less satisfactory.

It will not do for us to treat the protest of the Dutch government against the taking over of Dutch ships by the United States and Great Britain, as if it were merely pro forma. A great deal of resentful national feeling has evidently gone into it and this country is bound to recognize the very difficult situation in which the seizure of the ships placed Holland. There can be no doubt that the step was justifiable, as President Wilson said in his proclamation, by "the law and practice of nations," but there was equally no doubt that it would offend Dutch sentiment. To avoid offence of that sort was, of course, the reason why our Government entered into the prolonged negotiations with Holland to secure the use of the ships in return for supplies of grain. A friendly agreement seemed on the point of being concluded, but finally failed. The account of the bargaining which the Dutch government gives differs somewhat from the Washington version, but in effect the two come to the same thing. Holland is plainly in a cruel position. For her to maintain neutrality is immensely difficult. She needs food imports which Germany cannot provide. The

importation of grain by sea is threatened by the German submarines. There is an unmistakable note of injured national pride, as well as a pathetic confession of helplessness, in the official Dutch protest. The United States cannot afford to be other than extremely considerate in the whole affair. Our Government must make every effort to get grain supplies through to beleaguered Holland, and must take pains to assure her rulers and people that full compensation will be made for the Dutch ships commandeered in accordance with international law.

Texas has enacted a special prohibition measure which has the effect of putting all the large cities and a number of the large towns not already without saloons upon the dry list. After April 15 dry zones of the driest sort, ten miles in diameter, will extend about all army camps, cantonments, aviation schools, forts, barracks, or other places where soldiers, sailors, marines, or cadets are quartered; and about all shipping yards at work on Government contracts. The law is supplemented by one forbidding the licensing of any saloon except in incorporated cities and towns, so that it will be impossible for saloon dealers to move into the country just outside the "dry" belt. Violation of the law is heavily punishable as a felony, the courts are instructed to advance cases arising out of it upon their dockets, and it is made impossible to invoke the application of the suspended law in them. But all this is simply preparatory to the application of the new State-wide Prohibition law, which goes into effect June 27.

The Wrenn Library, purchased in Chicago by the University of Texas for \$225,000, seems to have been little known in that city, although it contained many rare books, and its real value is estimated at about \$500,000. Collected by a Chicago broker, John H. Wrenn, it contains 5,300 titles and twice as many volumes, and is especially rich in first editions of English classics. President Vinson, of the University of Texas, became acquainted with the collection when a student at the University of Chicago, having access to it in its location at Astor Place. It was then believed that it would ultimately pass to the University of Chicago. Learning that it could be bought at an attractive figure, President Vinson called the attention of one of the regents of the University, Major George W. Littlefield, to it, and obtained from him a gift of the purchase sum. Special fireproof rooms and dustproof cases are being built at Austin to house the collection.

## FLOODS OF POISON SPRAYS

## Necessitated By Banishment of Our Feathered Friends.

Written for the Tradesman.

The law on the statute book which authorizes the slaughter of English sparrows is a disgrace to the State and ought to be repealed. The high-brows of the Legislature, listening to the plea of the doughty granger who lost a peck of wheat or a bushel of rye through the depredations of the sparrow, made it the duty of any citizen to shoot the little Englisher on sight.

This law has been productive of no good, only of harm. Where one English sparrow has been killed at least two or more other birds have met the same fate. It is inconceivable that the small boy with his gun will go out on an expedition for slaughter and will permit the ground sparrow, the chickadee, even the robin, to pass him by unnoticed. That boy sees red and any bird which comes within the scope of his vision gets his dose.

One youngster confessed to the writer that he went out hunting English sparrows with a new gun he had received for a Christmas present. He managed to bag four birds, one sparrow, three chickadees. Nor did he blush with shame at the recital. The State had said kill the pesky sparrow; he had obeyed. The one head counted two cents, the three counted sport and were left where they fell. It was for the sport as well as the bounty the boy was out, and he got both.

Since this pernicious law has been in force we may safely say the native birds have been startlingly diminished in numbers. Doubtless there are to-day not one where there were ten at the beginning of the operation of the law.

The English sparrow may be, to a certain degree, a pest, but what of the swarm of insect vermin which have come to take the place of the myriads of slaughtered song birds and insectivorous quails and crows? Does the Michigan farmer prefer to buy poisons in increasing quantities every year and go to the time and expense of applying them, rather than suffer a slight inconvenience from the small annoyance of the English sparrow?

A sixteen year residence on a farm right in the height of the English sparrow's activities failed to show the writer wherein that much maligned bird was deserving the fate decreed to be his by the great State of Michigan.

This war on the sparrow has amounted to an embargo on all the feathered tribe. Although it is wrong to kill any bird not edible, the writer will admit that if none suffered but the little fellow aimed at by the law it would not be so vicious or so detrimental to the mental, moral and physical well being of the State. There is no doubt of the snappy, cock-sureness of this brave little Britisher, but that he is half as detrimental to crops as so many assume is to my mind not proved.

One grave and reverend doctor of some high school announced with the profundity of a Socrates that the Eng-

lish sparrow was, in many instances, the cause of the spread of hog cholera! As though that disease was unknown in America before the advent of this bird. Great minds (?) sometimes fly off on a tangent serving to show their littleness by knowing so much that isn't true.

One day I sat looking out of the window at the wide waste of snow, at the bleak aspect of all nature, and might have had the blues but for a flock of sparrows which dropped down upon the scene and gave new life to the surroundings. It was like manna in the wilderness to the hungry patriarch.

The English sparrow is one of a very few birds which remains with us all winter. His presence is cheering during the dark days, and for his companionship alone he ought to be appreciated.

Two winters ago, being invalidated from labor, having to be shut in most of the dreary hours of snow and ice, I was attracted by a small flock of gray little birds, hovering around outside, hunting for drink and food. Foolishly, perhaps, I sympathized with the little creatures and aided in caring for their wants by placing feed and warmed water for their needs.

Doubtless I kept many of them alive by my daily attention to their wants. Not until a gentleman called my attention to the fact that I was ministering to Michigan's most despised outlaw did I take into consideration the fact that these small feathered objects of pity were English sparrows!

Imagine, if you can, the horrid nature of my crime! English sparrows! And the crime laid at the door of the little chaps is that they steal some of the farmer's grain on occasions! Better sacrifice the birds that the dealers in all kinds of poisons may flourish and grow fat!

The increase in insect pests has grown a hundred fold during the past ten years. The law outlawing the sparrow has been the means of obliterating a considerable portion of the bird life in the State. It has piled up the woes of the fruit grower, so that without eternal vigilance and the ever ready spraying outfit there is no show for the production of apples, peaches and even many of the small fruits.

Is it not also patent to the most casual observer that our fruits and vegetables are not what they were thirty years ago?

The use of so much deadly poison on fruit and vine is not benefiting the article in question. Cases of poisoning of human beings are on record as a result of eating unpared apples which were most thoroughly sprayed with the arsenical poisons.

The use of the deadly poisons on cabbages does not tend to make them more palatable or more safe for the use of the consumer and it is safe to say that nine out of ten raisers inoculate their cabbages with arsenic or Paris green to kill the cabbage worm. May not some of the sudden deaths, mysterious in many instances, be thus accounted for?

Fifty years ago this wholesale spraying was unknown.

Furthermore, at that time our forests and fields teemed with feathered life. No law exterminating bird life was on the statute book. Apples grew plump and rosy red in the sunshine, unspecked, wormless and the very acme of delicious palatability. Man in his wonderful wisdom has seen fit to spoil this delightful picture. In order to destroy one small bird the State has managed to saddle millions of expense upon the people in the shape of laws which have necessitated the use of vast floods of poison sprays, which add to the expense of nearly every food product on the farm.

Old Timer.

## Annual Meeting of Greenville Booster Board.

Greenville, April 1—If it will interest you to know what we are doing in this neck of the woods, it will be well to state we have changed our name to the Greenville Chamber of Commerce. Also we now number 166, which I think is the largest association of this kind in any city of this size in Michigan. The membership has grown from 116 to its present size in the three months since I became its Secretary. We have also affiliated ourselves with the National body.

At our annual meeting, which was held March 22, the following officers were elected:

President—Wm. Callaghan.  
Vice-President—F. B. Sutherland.  
Treasurer—H. O. Beechler.  
Secretary—Albert Smith.

Directors to serve for two years—C. L. Winter, J. D. Eichelberg and Mike Skroder.

The other directors, who will remain for one year and who had been previously elected, are J. E. Wyckoff and Z. C. Bohrer.

Albert Smith, Sec'y.

## Subdue the Submarine By Substituting—

Economy for Waste.  
Co-operation for Criticism.  
Knowledge of Prices for Gossip about Profits.  
Cornmeal and Oatmeal for White Flour.  
Fish for Beef and Bacon.  
Vegetable Oils for Animal Fats.  
The Garden Hoe for the Golf Stick.  
Performance for Argument.  
Service for Sneers.  
Patriotic Push for Peevish Puerilities.  
Perishable for Preservable Foods.  
Greater production for a German Peace.  
The Beef You Do Not Eat for the Rifle You Can Not Carry.  
Conservation for Conversation.  
Common Sense for Common Gossip.  
Marketing for Telephoning.  
Production for Pessimism.

## Advice to Potato Growers of America

The normal acreage of Irish and sweet potatoes should be maintained in 1918, notwithstanding the large crops in 1917, the Department of Agriculture believes. This is especially true in view of the necessity of releasing more wheat for export. Potatoes, both Irish and sweet, are the most popular and most generally used of the perishable staple crops. The Department, through its extension and publication activities, is encouraging

their greater use, especially the use of the Irish potato, as a partial substitute for wheat in bread-making.

The yield per acre can be made more certain by greater attention to the selection of disease-free potatoes of good varieties, by treatment of seed potatoes immediately before planting, and by the use of sprays to prevent loss from blight.

## Butter, Eggs, Poultry, Beans and Potatoes.

Buffalo, April 3—Creamery butter extras, 42c; first, 40¢@41c; common, 38¢@39c; dairy, common to choice, 32¢@37c; dairy poor to common, all kinds, 25¢@30c.

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

Eggs—Choice, new laid, 37¢@38c; fancy henery, 38¢@40c.

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, \$15.00@15.50 per hundred lbs.; Marrow, \$15.00@15.50 per hundred lbs.

Potatoes—\$1.40@1.65 per 100 lbs.  
Rea & Witzig.

## The Odd Touch in a Window.

"It's a bird!" read the sign in a hat store window on a wooden support, shaped and painted like a bird, which held up a hat for display in place of the usual metal rods. Another resembled an "overgrown" fruit with the words: "It's a peach!" These odd little pedestals—there were several other designs—attracted attention to the hats.

## Automobile Accident Adjusted Out of Court

The boy driving the automobile of H. B. Burdick, of Saginaw, accidentally ran into and injured Frederick Brush, a boy of about five years of age, causing death. Mr. Burdick was insured in the Citizens' Mutual Automobile Insurance Company, of Howell, who took charge of the matter which resulted in a settlement satisfactory to all parties, upon March 20, 1918.

Mr. Burdick says: "I am more than pleased with the way that my case has been handled. It is a great relief to know that a matter of that kind can be turned over to experienced men for settlement. Mr. Robb took charge of the case immediately after the accident—witnesses were interviewed and statements taken. Mr. and Mrs. Brush were treated with courtesy and when the proper time came a settlement was made satisfactory to all. Many people have asked me what I think of automobile insurance and I tell them that I would not be without it, as no one can tell when an accident will occur, or when they will have a fire or a theft claim, and I know from my experience the past few weeks that no company could give better service than the company at Howell. The company is certainly in good financial condition and the injured parties know that they can get a fair settlement when they make reasonable claims, and the officers have had enough experience to know what to do under certain conditions. No automobile owner should be without a policy in this large Mutual Company, as the rate is very low and the service good."

**Gabby Gleanings From Grand Rapids**

Grand Rapids, April 2—John F. Bookey, for the last fourteen years manager of the dry goods department for Mitchell Bros., at Jennings, has accepted a position as road salesman for the Nu-Way Stretch Suspender Co., of Dundee, covering the State of Indiana.

We suggest that E. F. Wykkel get burglar proof locks and hinges and place them on every door of his house. These are war times.

Now that our congressmen have completed arrangements for the manufacture of daylight, let us hope they may devote more time to the manufacture of ships.

L. T. Whitman succeeds Gerrit Teunis as Eastern Michigan representative for the Grand Rapids Dry Goods Co. He will make his headquarters in Bay City, maintaining a permanent sample room in that city.

Simeon I. Howard, district financial worker for the Michigan Hospital School, Detroit, has removed to Grand Rapids from Ann Arbor and taken up his residence in a new home he has purchased at 1211 Sigsbee street. Mr. Howard is greatly in love with his work and both he and his wife are desperately in love with Grand Rapids. Mr. Howard has two nephews in the trenches in France and a third nephew has just joined the Navy, enlisting at Detroit.

M. J. Rogan, the peerless clothing salesman of the Middle West, whose residence is now in Detroit, has returned from Florida, where he and his wife and Rev. Father Power and his niece spent a portion of the winter. It is understood that Mr. Rogan became so interested in golf that several times he forgot the dinner bell.

Next Saturday evening, as has been announced before, will be our pot luck dinner, which is to take the place of our annual banquet. The speakers

for the evening will be Guy W. Rouse, who will give a talk on food; A. P. Johnston, on Liberty bonds, and Rev. A. W. Wishart on his experience while in France. The dinner at 6 o'clock sharp will be followed by an entertainment and dance and a large crowd is expected.

The Council dance, held last Saturday evening, was not very well attended, but it was all that was expected. About 100 couple were present and everybody had the same good time as usual. April 13 will be the spring party and that occasion is expected to be the record breaker of the season.

A short time ago one of our small guys who sells baking powder and who was sojourning in the town of Kaleva was called to dinner. He seated himself in one of the ordinary transient chairs and the chair collapsed. In his mad effort to save himself, he clutched the table and the next moment dinner, desert and coffee were all mixed on the floor. And we waited for dinner.

Now is the time to be thinking of war gardens. It is a duty to ourselves and the Nation to use every available piece of ground to raise food. There was good work done along this line last year and some very good results obtained.

A Saginaw friend writes: Word was received in the city yesterday of the death, in St. Ignace Sunday, of David Eldridge, of Chicago, veteran salesman for the Border Condensed Milk Co. in Northern and Eastern Michigan. Mr. Eldridge covered this territory for the past ten or twelve years, and was well known to Saginaw grocers, who will be surprised to learn of his death. Mr. Eldridge was born in Hastings, England, and was 62 years old. He was a member of the United Commercial Travelers.

N. H. Carley.

**Tentative Plans For Retail Grocers at Chicago.**

Although plans are not yet completed for the convention of the National Retail Grocers' Association in Chicago, May 20-22 the following tentative programme has been announced:

Sunday—Delegates and visitors arriving in Chicago on Sunday morning will be entertained by a sight-seeing trip through Chicago parks and other points of interest by automobiles tendered by Chicago grocers; will start from Hotel Sherman at 2 p. m. Delegates and guests are urged to arrange their arrival in Chicago sufficiently early to participate.

Monday, 9 a. m.—Convention called to order in Louis XVI Room, Hotel Sherman, to adjourn for luncheon at 12 m.; afternoon session called to order at 2 p. m., adjournment at 4 p. m. During the afternoon visiting ladies will be tendered a theater party by Chicago Ladies' Auxiliary; 6 p. m., annual dinner of the Asparagus Club at Hotel Sherman.

Tuesday—Convention called to order at 9 a. m. War and food conversation programme. Herbert C. Hoover and Harry A. Wheeler, Food Administrator of Illinois, and other celebrities, will address the convention and the entire day will be given over to the discussion of war and food problems; after adjournment annual meeting of Asparagus Club. Visiting ladies will be tendered a reception and luncheon at Edgewater Beach Hotel; autos to leave Hotel Sherman at 11 a. m., returning 4 p. m. 6 p. m.,

annual banquet, Hotel Sherman. Noted speakers will deliver addresses on war and food topics. Menu to be strictly Hooverized and the practical use of substitutes is to be the main feature.

Wednesday—Patriotic educational programme. No business session. Entire day to be devoted for a trip to the Great Lakes Naval Training Station, thirty-three miles north of Chicago. Captain Moffett, commander of the Great Lakes Naval Training Station, has consented to arrange for a concert by the noted Great Lakes Naval Band, exhibition drill by the jackies, inspection of grounds and barracks, personally conducted by Captain Moffett and staff; trench dinner to be served to the entire party in Great Lakes Naval Training Station mess halls and to consist of the identical food served to the jackies.

Thursday—Last business session of convention and adjournment. Visiting ladies will be taken on a shopping tour through the large retail store by the Chicago Ladies' Auxiliary.

Objections of grocers to the retail market plan inaugurated in Grand Rapids last year and which have cropped out definitely this spring will not be heeded and the retail markets will be allowed to operate on a more comprehensive basis than before, according to Commissioner William Oltman. The retail markets will open on June 1 and will observe hours from 5 a. m. to the time the last truck load is sold.



# DANDELION



## Experienced Grocers

know the importance attached to the color of butter.

They keep a stock of Dandelion Brand Butter Color on hand so that their dairymen are always supplied.

Result: The butter they sell has that deep rich golden June shade that every woman demands.

---

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

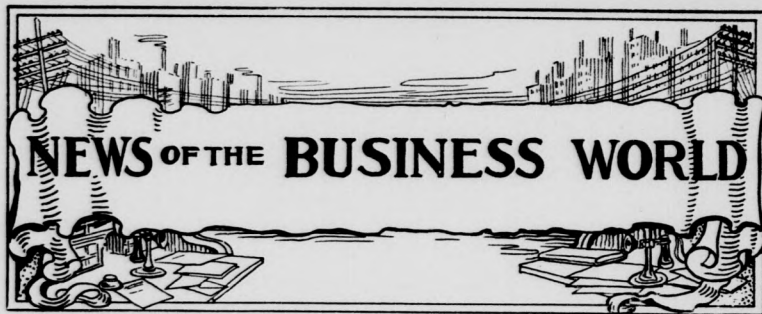
**WELLS & RICHARDSON CO., BURLINGTON, VERMONT**

Manufacturers of

# Dandelion Brand Butter Color

THE COLOR WITH THE GOLDEN SHADE



### Movements of Merchants.

Grand Ledge—J. P. Haner succeeds M. D. Bair in the grocery business.

Hilliard—Louis A. Szachorski succeeds L. Adamskey in general trade.

Alma—The Union Telephone Co. has increased its capital stock from \$1,000,000 to \$1,500,000.

Detroit—Schroeder Bros. Hardware Co. has changed its name to the Schroeder Hardware Co.

Morenci—The Morenci Telephone Co. has increased its capital stock from \$20,000 to \$30,000.

Trout Lake—Fire completely destroyed Hotel Nevins, owned by Mrs. Daley. Insurance, \$2,000.

St. Johns—J. D. Havens has sold his grocery stock to Verne Merrihew, who has taken his possession.

Nashville—Fred G. Baker is closing out his stock of general merchandise and will remove to Chicago.

Locke—Duncan & Sabin have purchased the Bullen store building and will occupy it with their grocery stock.

Stanton—John Dakin has leased a store in the Stevens block and will occupy it with a stock of groceries April 8.

Blissfield—The Farmers Co-Operative Grain & Produce Co. has been incorporated with an authorized capital stock of \$30,000.

Eaton Rapids—C. H. Richardson has sold his interest in Hotel Eaton to Clarence Kinen, of Jackson, who has taken possession.

Clifford—The Clifford Gleaners Co-Operative Elevator Co. has changed its name to the Clifford Farmers Co-Operative Elevator Co.

Brutus—Frank Eldred has sold his hardware stock to Bump & McCabe, of Petoskey, who will consolidate it with their hardware stock.

Ann Arbor—W. E. Scott has removed his grocery stock to the modern brick store building he recently erected at 1112 South University street.

Bronson—Roy Carroll, who conducts a general store here and one at Gilead, has closed both places until he can find a purchaser for the stocks.

Fountain—Henry Boehm has sold his grain elevator to Charles Woloham, recently of Birch Run, who is remodeling it and will double its capacity.

Alma—Louis Rockstein is remodeling the store which he recently purchased of W. A. Medler and will enlarge his stock as soon as it is completed.

McBride—John Sack has closed his meat market, owing to his inability to secure ice. He will devote his entire attention to his meat market at Edmore.

Marcellus—George P. Sunday has sold his creamery to W. B. Hollenbeck, L. Smith and L. B. Rough, all of South Bend, Ind., who will continue the business.

Hudson—E. Garrison, who conducts the Delmonico grocery, has sold his stock and store fixtures to H. L. Fate, of Napoleon, Ohio, who will take possession April 8.

Ypsilanti—The Washtenaw Electric Shop has taken over the stock of Skinner & Ashley, at 21 Washington street, and will remove it to its own store at 117 Pearl street.

Charlotte—The Charlotte Root & Herb Co. has been organized with Dr. J. H. Rand, President, his son, J. H. Rand, Secretary and Treasurer and J. P. Diedolf, manager.

Alto—The new general store of W. H. Watts is one of the most complete establishments of the kind in Michigan. There is a place for everything and everything is in its place.

Fennville—A. L. Whitbeck has sold a half interest in his fuel, tile and hay business to T. N. G. Reynolds. The business will be continued under the style of Whitbeck & Reynolds.

Detroit—The Montelaise Merchantile Co. has been incorporated with an authorized capital stock of \$20,000, of which amount \$15,000 has been subscribed and paid in in cash.

Muskegon—A. Eckerman, who has conducted a drug store here for the past thirty-five years, has closed his store at 132 Pine street until he can find a purchaser for the stock.

Alma—Symons Bros. & Co., of Saginaw, will open its new wholesale branch store here about May 1. The three-story brick building it is erecting will be completed by that date.

Sharon—Clarence Geiske has purchased the interest of his brother, Clayton, in the Geiske Bros. stock of general merchandise and will continue the business under his own name.

Muskegon—Stacks has been incorporated to deal in women's ready-to-wear clothing, with an authorized capital stock of \$20,000, of which amount \$10,000 has been subscribed and paid in in cash.

Almena—Polmanteer Bros., dealers in general merchandise, have dissolved partnership and the business will be continued by Orville Polmanteer, who has taken over the interest of his brother, Frank.

Orangeville—Fire recently destroyed the store building and stock of general merchandise owned by Carl Jensen. The store building was one of the pioneer landmarks of Barry county, having been built by the late Eli Nichols in the early fifties.

Zeeland—William Barrman has sold a half interest in his stock of general merchandise to James Wagenar and the business will be continued at the same location under the style of Barrman & Wagenar.

Collins—L. D. Bugbee has sold his stock of general merchandise to R. A. Patterson, who conducts a general store at Orleans and will remove his stock here and consolidate it with the one just purchased.

Hastings—W. J. Holloway has sold his drug stock and store fixtures to B. A. Lybarker, who conducts a drug store at Freeport and will remove his stock here unless he can find a purchaser for it before May 1.

Detroit—Worth & Co. has been incorporated to conduct a wholesale and retail general merchandise business, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Holland—Henry Olert, dealer in general merchandise at the corner of 14th street and Van Raalte avenue, has sold his stock and store fixtures to William Kleis, recently of Fillmore, who has taken possession.

Howell—Dickson & Son have opened their bakery which has been closed since it was damaged by fire, about three months ago. A plate glass front has been installed and new fixtures throughout added.

Lansing—The Liberty Fuel & Supply Co. has been organized to deal in fuel and building supplies, with an authorized capital stock of \$10,000, all of which has been subscribed, \$1,200 paid in in cash and \$5,550 in property.

Lowell—A. B. Cadwallader has sold his furniture and undertaking stock to the Miller & Harris Furniture Co., which conducts stores at Grand Rapids, Hastings and Greenville. Bruce C. Fales will be manager of the Lowell store.

Detroit—The formal opening of the new store of the Becker Shoe Co., at 51 Gratiot avenue, occurred last week. The new shop is modern in every respect and surpasses anything ever done in the retail store line by Mr. Becker.

Kalamazoo—The E. W. Hall Co. has been incorporated to manufacture and sell gas engines, automobile appliances and accessories, with an authorized capitalization of \$12,000, all of which has been subscribed and paid in.

Harbor Springs—Walrond & Friend have merged their hardware business into a stock company under the style of Walrond, Friend & Cassidy, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Detroit—The Victor Rubber Co. has been organized to deal in rubber goods and auto accessories, at 876 Woodward avenue, with an authorized capital stock of \$5,000, of which amount \$2,500 has been subscribed and paid in in cash.

Battle Creek—A sixty-day sentence in jail, with an additional fine of \$250 was handed to Fay Spaulding, prominent local druggist by Circuit Judge Walter H. North. Spaulding's con-

viction of violation of the Pray law was recently confirmed in the Supreme Court. Spaulding had 1,200 quart bottles of whisky shipped to A. J. Wise, at Parma, a town in Jackson county, and was hauling this shipment to Battle Creek on a truck when arrested.

Detroit—The Agree Bros. Co. has been organized to engage in the plumbing and heating construction business, with an authorized capital stock of \$5,000, all of which has been subscribed and paid in, \$1,800 in cash and \$3,200 in property.

Decatur—Brooks & Propp, who recently suffered a severe loss by fire, have sold their stock and store building to Samuel Brooks, who is engaged in the dry goods and shoe business at Lawton. The purchaser will remove his stock to this place about May 1.

S. C. Van Houten, general dealer at Woodland, writes as follows: "Permit me to congratulate you on the complimentary and appreciative resolution adopted by the Retail Grocers & General Merchants' Association of Michigan at their convention at Ann Arbor. It is no more than you deserve in your everlasting effort to serve the merchants."

McCords—The McCords C-Operative Stock Association has been organized to attend to the sale of the live stock grown by its members. There are about 150 stockholders. The officers are as follows: President, Wilbur Buress; Vice-President, Fred Patterson; Secretary and Treasurer, George F. Campau. These three gentlemen and Arch. Ross, J. D. Stauffer, Charles Butterick and James Eardley constitute the board of directors.

Boyne Falls—Mrs. Louise D. Galster, 66 years old, wife of John J. Galster, the veteran general dealer, died Friday at the Henry Galster residence in Petoskey. Mrs. Galster was taken ill with pneumonia on August 4, last year while visiting in Petoskey and never recovered. She was confined to her bed practically all of the time. Deceased was a woman of remarkable business capacity and managerial ability and enjoyed the respect and friendship of a large circle of acquaintances.

### Manufacturing Matters.

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

Detroit—The Western Gear Manufacturing Co. has increased its capital stock from \$5,000 to \$25,000.

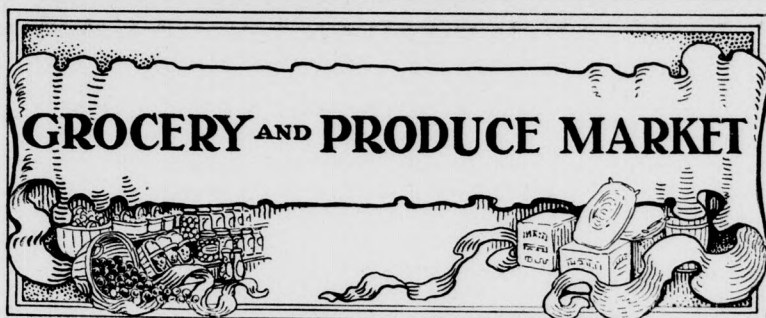
Jackson—The Jackson Furnace & Foundry Co. has decreased its capital stock from \$70,000 to \$35,000.

Evart—The Evart Creamery Co. will rebuild its plant which was destroyed by fire last January.

Detroit—The Economy Machine & Tool Co. has increased its capital stock from \$10,000 to \$15,000.

Detroit—The Economy Machine & Tool Co. has increased its capital stock from \$10,000 to \$15,000.

Detroit—The Duprey Faulmann Co., manufacturer of table supplies, has increased its capital stock from \$10,000 to \$50,000.



John Dakin has engaged in the grocery business at Stanton, the Worden Grocer Co. furnishing the stock.

Willard & Sevey have engaged in the grocery business at Cedar Springs. The Worden Grocer Co. furnished the stock.

Oliver Wallen & Co. have opened a new grocery store at Cadillac. The stock was furnished by the Worden Grocer Co.

Ewing Stuart, hardware dealer at Twin Lakes, has added a line of groceries, the Worden Grocer Co. furnishing the stock.

Burnap & Mutchler, meat dealers at Sparta, have added a line of groceries, the Worden Grocer Co. furnishing the stock.

R. J. Ruschman, meat dealer at 807 South Division avenue, has added a line of groceries. The Worden Grocer Co. furnished the stock.

J. A. Stoveland, who recently removed his grocery stock from Herick to Bannister, has added a line of dry goods. The Grand Rapids Dry Goods Co. furnished the stock.

The Grand Rapids Refrigerator Co. will have a two page insert in the next issue of the Ladies' Home Journal which advertises Grand Rapids about as much as it does the advertiser.

Joseph P. Lynch has contracted to conduct a special sale for B. C. Fischer, 1454 Fort street, Detroit, from April 4 to 13. The stock is men's furnishings and inventories about \$50,000. Mr. Lynch has also contracted to conduct a special sale for the Olson Shoe Store, Cadillac, from April 11 to 20. This stock aggregates about \$18,000.

A representative of the Michigan Securities Commission was in the city last week collecting information regarding the defunct Grand Rapids Wholesale Grocery Co., the promoters of which waxed fat on the \$30 advance subscription payments they received from about eighty Michigan grocers. No move has been made to complete the organization of the company and every share of stock sold was a violation of the so-called blue sky law. The Commission proposes to force the crafty promoters to repay the \$30 they collected in each case or face criminal prosecution.

The first Piggly-Wiggly grocery store in Grand Rapids will be opened at 249 Monroe avenue about May 1. The fixtures will be shipped from Memphis, Tenn., Friday of this week. The store will be finished in white

enamel and made as sanitary as possible. All the weighing will be done automatically. Stock to the amount of \$6,000 has been ordered from Chicago. If the store proves to be a success, it is the intention of the promoters to open seven stores the first year and eight stores the second year. John Pearce, the man who is responsible for the organization which is promoting the undertaking, has no practical experience in the grocery business and will employ an experienced groceryman to look after the details of the business. Mr. Pearce was formerly manager of the drapery department of Spring & Company and is now active in the Canfield & Pearce Co.

#### The Grocery Market.

Sugar—The situation at large continues to be far from normal, and during the past week, according to authority, the receipts of raw sugar have been smaller. Meltings, however, showed a slight gain over the previous week, but, as there are many holes in consuming circles still to be filled, it is probable that some weeks must yet elapse before there is a return to normal conditions. It is expected that arrivals from Cuba for the present month will be ample, as the committee has already made liberal purchases for April shipment, which should take care, in part at least, of the normal demand for this month. The recent taking over of the Dutch ships by this Government will, it is expected, materially help in furnishing the increased supply of sugar which will shortly be required in this country to take care of the canning season. Stocks of raw sugar continue to accumulate in Cuba, but with the added tonnage these may be reduced somewhat, and supplies here accumulate. On the whole, therefore, the situation shows a little brighter appearance. Refiners have not been accepting orders any too freely, but in some territories the situation has shown considerable improvement, so that Eastern refiners have been able to take care of the immediate necessity of the Eastern demands.

Tea—About the only feature to the market was the continued light supply, with the exception of Java teas, which brokers reported to be plentiful and comparatively cheap. Otherwise there is very little stuff on spot to supply the rather good general demand for prompt delivery goods.

Coffee—The market is growing constantly stronger on account of the small spot supply and the difficulty of getting coffee up here from Brazil. All

grades of Rio and Santos advanced again during the week solely on this account. Advance in Rio No. 7s, standard grade, being about  $\frac{1}{8}$ c for the week. The future of the market for Rio and Santos depends entirely on the supply. There is an oversupply of coffee in Brazil, but it cannot be gotten here, and the local market is going to act accordingly. The demand for coffee is fair and milds have not been affected by the advance in Brazils. They continue high and firm. Java and Mocha unchanged.

Canned Fruit—There is so little to be had that the market is practically at a complete standstill and prices are nominal.

Canned Vegetables—In the absence of offerings of either spot or futures the market remains on a nominal basis.

Canned Fish—Outside of a few offerings here and there of salmon on resale there is no market at present for either spot or future salmon. Whenever anything does appear it is snapped up immediately and brokers are constantly looking for goods.

Dried Fruits—A few independent packers are soliciting future orders for apricots and prunes firm at opening prices, but the temper of the trade is against any such proposition. Orders of this kind are speculative in character and speculation has gone out of fashion by Government decree. Moreover, now that the trade generally has had its eyes opened to the perniciousness of some old trade practices, there is more of a disposition to reform methods to a little more scientific basis, or at least to a little more logical basis. It is now generally recognized that a "firm-at-the-opening-price" contract is altogether too one sided a proposition. It is in effect practically giving the seller a signed check with the amount left blank. Experiences of the past year have shown that some packers are not above taking advantage of the opportunities thus placed at their disposal to name prices unwarranted by actual supply and demand conditions. However, there is no assertion that those who are soliciting contracts in the present instance would be guilty of unfair practices, especially with the Government keeping such a close watch on profiteering. The big packers are not going to name prices or take business before May 1, and they may not be ready then. In the meantime the spot market is quiet, the only feature being that there have been some additional offerings of prunes of the smaller sizes owing to recent arrival and on the very small sizes the market is a little easier.

Woodenware—Woodenware sundries, such as clothes pins, baskets, butter plates, wash baskets, brushes, pails, egg cases, etc. have advanced. Egg cases a year ago selling k. d. at 13c now cost the retailer 25c.

Evaporated Apples—From New York State the demand is reported slow with dealers not so optimistic. The Government seems to have filled its requirements until next October. Storage will be required soon for unsold stocks. Large size prunes are

running light. Peaches and apricots are on the way from the coast, sold ahead. Association raisins are likely to be sold out of first hands by June 1, it is stated by officials.

Rice—The available supply is very short on the urgency of Government operations. What is regarded as equivalent to commandeering of supplies has been reported in imposing orders upon mills not to sell.

Cheese—The consumptive demand is very light. The stocks are reported to be heavy. The market is ruling today at about 1 cent a pound lower than it was a week ago. It is reported that there is some fresh-made cheese in transit from the factories. If there is any change in price, it is likely to be a slight decline.

Provisions—Everything in the smoked meat line remains steady at unchanged prices, with a very light consumptive demand. Pure lard is steady and unchanged and lard substitute is also steady and unchanged. Pure lard is in very light demand and lard substitutes are in very moderate demand. Barreled pork, dried beef and canned meats are firm at unchanged prices.

Salt Fish—Irish mackerel, which is furnishing the bulk of the supply at present, is in fair supply at unchanged prices.

#### Status of the Drug Market.

Many manufacturers are still actively employed in filling Government and private contracts, but outside trade is generally described as slow. There are few developments of interest in the way of price changes, the general list retaining a firm tone. Higher prices are demanded for natural sassafras oil owing to a further shrinkage in supplies. There has been a fair demand for manna of late, and with supplies diminishing higher prices are requested for both small and large flake. Lump sal ammoniac has undergone no further quotable change, but the market is very strong and the tendency of the market still appears to be upward. Whole Russian cantharides are firmer owing to a decrease in supplies. There are no new developments in glycerine, the market apparently being firm at recently prevailing prices. Menthol is firm with a fair demand noted in some quarters. The general list of essential oils are firmly maintained. Supplies of gum asafoetida have diminished and the market is firmer. Alkanet root is stronger owing to scarcity. The market for seeds is firm with higher prices demanded for some varieties. Russian cantharides are stronger at \$4.25@4.35 per pound for whole, the rise being due to a decrease in stocks and reported difficulty in securing fresh supplies abroad. Menthol is receiving a fair request and the market remains firm at \$3.30@3.35 per pound. Russian ergot is firmer owing to a decrease in supplies, and prices are advanced to 85@90c per pound. Paris green is receiving a steady enquiry and the market remains firm.

Bridgeton—L. J. Howe succeeds L. Hinkley & Co. in the grocery business.

### War Industry Very Profitable Investment.

Germany's war on the civilized world was fomented, longed for and organized by the Prussian military party and their financial backers, the steel, iron and coal magnates of Rhineland-Westphalia. That the latter have found "war industry" a highly profitable investment is shown by their annual balance sheets. That it is not only building up their fortunes but vastly developing the communities in which war mongering is the chief trade is shown by the remarkable new statistics of German urban population.

These indicate that the principal centers of the munition trade—Bochum, Cologne, Duisburg, Dortmund and Essen—are now among nine largest cities in Germany. Before the war Munich (the capital of Bavaria) was the third largest German City, ranking immediately after Berlin and Hamburg. Munich is now smaller than Duisburg, and Bochum is Germany's third largest town. Dresden (the capital of Saxony) and Breslau (Silesia) were formerly the fourth and fifth biggest cities respectively. To-day they rank behind Dortmund and Essen.

Germany's great towns, in the order of their size as recently officially tabulated for reichstag redistribution purposes, are as follows:

Greater Berlin .....	3,386,624
Hamburg .....	1,014,664
Bochum .....	764,774
Leipzig .....	763,689
Cologne .....	671,220
Duisburg .....	619,800
Munich .....	608,124
Dortmund .....	568,055
Essen .....	562,507
Dresden .....	551,697
Breslau .....	514,947
Dusseldorf .....	449,643
Recklinghausen .....	44,160
Frankfort .....	414,578
Königshütte .....	413,786
Hanover .....	407,600
Kiel .....	370,358
Chemnitz .....	358,786
Nuremberg .....	357,141
Stuttgart .....	340,564
Elberfeld .....	339,409
Bremen .....	299,526
Mannheim .....	295,835

### German Language Books Which Should Be Barred.

"Writing and Speaking German," by Prof. Paul Pope, of Cornell university, published by Henry Holt & Co. This book was criticized by Ambassador Gerard.

"Vom Grossen Koenig und Andern" ("About the Great King and Other Things"), written by a man named Bitz, and published by the American Book Co.

"Vom Erster bis zum Letzten Schuss" ("From the First to the Last Shot"), by Wactenhausen, published by the MacMillan Co.

"Wilhelm Der Siegreiche" ("William the Victorious"), by Karl Zastro, published by the MacMillan Co.

"Peter Moor's Fahrt nach Sudwest" ("Peter Moor's Journey to the Southwest"), by Gustav Fronssen, published by Henry Holt Co.

"Deutsches Liederbuch" ("German Song Book"), by Hohfeld, published by D. C. Heath & Co.

"Elm Sommer in Deutschland" ("A Summer in Germany"), by Manley, published by Scott, Forsman & Co.

"Deutsche Lieder" ("German Songs"), by Scherer and Dirks, published by the American Book Co.

"First German Reader," by Walter Krause, published by Charles Scribner's Sons.

"German Songs," by Walter Krause, published by Charles Scribner's Sons.

"German Compositions," by Prof. Paul Pope, published by Henry Holt & Co.

"Selections for German Compositions," by Harris, published by Heath & Co.

### Daily Wheat Consumption Reduced.

Washington, April 1—Wheatless meals and days are now optional in private homes, but will be rigidly enforced in all public eating places, the Food Administration announced today. Private homes have been requested as a military measure to reduce wheat consumption to 1½ pounds per person per week.

The full light of publicity will be turned upon establishments violating this urgent request of the Food Administration. Federal Food Administrators in all states were given telegraphic orders to-day to enforce the programme by rigid inspection and investigation. Where violations are reported, the Administrators are instructed to hold hearings which must be open to the public and to the press.

Virtually this means that no violator, no matter what the extenuating circumstances, will be shielded by having his name withheld from the newspapers. Where violations are proved, the Administrators are urged to follow immediately with punitive measures, the nature of which will be determined in consultation with authorities in Washington.

While private homes will not be required to observe wheatless meals and days, they will be required to cut wheat consumption to about one-half of normal. If this can be done without entirely giving up wheat at any meal, the Food Administration will consider that its programme is being followed strictly to the letter. It is urging, however, that those, whose circumstances and requirements permit, effect an even greater reduction. It believes that the imperative necessity for this measure will be well understood and that its request will receive ready response from the intelligent classes.

### Too Much Flour on Hand.

The United States Food Administration has arranged to take over every pound of flour that the Copeland Grocery Co. of Elberton, Ga., has in its warehouse, and distribute it to dealers in Atlanta and nearby points. Several days ago it was found that the company had 5,000 barrels of flour. Only 200 barrels were needed to supply its normal needs for thirty days. In addition to putting this flour in circulation, the Food Administration will probably take other measures to penalize the company for this apparently clear case of hoarding.

### Valid Reasons For Patronage.

"Buy your Saturday groceries from us and save the cost of your Sunday dinner," advertises a Western cash grocer.

### Judge Associations in Fairness.

Many remarkable achievements have been recorded in this country since the war began. Men and women have worked together as never before.

Farmers' associations have met and worked out many problems which were of vital National importance. Farmers have met and discussed farm problems with the result that greater crops have been produced with which to feed the world.

Manufacturers have met in their associations and discussed and solved many problems of production. Wholesalers, through their association, have co-operated with Mr. Hoover for the distribution of food supplies.

Retail merchants have met together to study how to better serve their customers, to keep down rising costs and overhead, to learn how to become more efficient as the hired buyers and distributors of merchandise for their respective communities.

The Red Cross, Y. M. C. A., Knights of Columbus, all come in for a share of rightful praise. The facts are that all these organizations, whether of farmers, manufacturers, merchants or other groups, have performed valuable services for all.

We are fast learning that when farmers meet to discuss their own problems they are not meeting for the purpose of holding up the movement of food stuffs; or that when retail merchants meet to study ways and means of better service to customers, they are not getting together to fix prices. It is true—that some misguided papers have accused farmers of withholding the sale of wheat and corn—and it is true that farmers sometimes feel that the retail merchants, when they meet together, are meeting to boost prices, yet on the whole we are learning better.

The past few months have wrought materially toward the elimination of group prejudice and suspicion—we can see the good in all of us from association work. We know that all are striving toward better things actuated by motives of service and with a desire to grow and develop in our respective fields.

These old time group prejudices and suspicions, which grew out of an era of selfish competition, are dying hard, but they are dying nevertheless. Co-operation has delivered the death blow. Group suspicions no longer divide us—we are working together—each in his group—each in his association in a spirit of service for all. Farmers when they meet are no longer accused of selfish motives—merchants when they meet in conventions are no longer accused of price boosting. Class, caste, group prejudices are gone—may they never return to stifle, hamper and divide us.

E. L. Moon.

### Bankruptcy Proceedings in the Western District of Michigan.

Grand Rapids, April 2—In the matter of Renger & Vonk, bankrupts, Grand Rapids, the final meeting of creditors has been held. The trustee's report of sale, showing a balance of \$565.33 after paying expenses and the first mortgage held by the Stiles Brothers Co., which sum was to be applied on the second mortgage held by said Stiles Bros. Co., was approved and allowed. The final report and account of the trustee was approved. It appearing that there were not more than sufficient assets to pay the administration expenses and the preferred claims, no dividend was paid to general creditors.

In the matter of Chester H. Loomis, bankrupt, the first meeting of creditors was held. It appearing that there are no assets in this estate, the same will be closed immediately.

In the matter of Otto L. Ream, bankrupt, Yuma, at the first meeting of creditors held in this matter, Walter H. Brooks, was elected trustee and his bond fixed at \$500. Made order to allow petition to reclaim. Appraisers were appointed.

In the matter of Paul Block, bankrupt, Ludington, the final meeting of creditors has been held. The trustee's report, showing total receipts of \$763.13, disbursements of \$189.61, balance of \$573.52, and supplemental report showing additional receipts of \$34.50, making total balance on hand of \$608.02, was considered and allowed. Certain administration expenses were ordered paid and the balance remaining, namely, \$289.16 was disbursed in a first and final dividend of 17.5 per cent.

In the matter of J. Emil Selbert, bankrupt, Sparta, the final meeting of creditors was held. The trustee's report showing balance on hand of \$163.46 was approved. The administration expenses were ordered paid and a first and final dividend of 6.1 per cent.

In the matter of W. H. Earles, bankrupt, operating as the Earles Milk Co., with cheese factories at New Salem and Orleans, bankrupt filed in this court his offer of composition. A special meeting of creditors has been called for April 17 for the examination of the bankrupt, action upon proved claims and to consider the bankrupt's offer of 25 per cent. composition. Creditors are directed, if they desire to accept such composition offer, to file their acceptances in writing with the referee, before the time fixed for such meeting. At such meeting the matter of the petitions of Earl F. Phelps for the allowance of fees and expenses will be considered and the final report and account of the receiver will be passed upon.



# Hello!

## Retail Clothiers of Michigan

Convention at Detroit April 8, 9, 10

Will be pleased to extend a hearty welcome to my old friends and customers.

Fall showing of all the new styles in Men's and Young Men's Clothing to retail from \$20 to \$50.

Display room No. 305 Bowles Building, opposite the Hotel Griswold.

M. J. ROGAN.

## SUCCESSFUL SALESMEN

## John De Hoog, State Agent Local Insurance Company.

John De Hoog was born in Vriesland, Netherlands, May 2, 1869. He attended the schools of his native place, acquiring what in this country would be equivalent to a common school education. In 1891 he emigrated to this country, coming directly to Grand Rapids, where he found employment in the Star Mills, loading carlots of flour. He then engaged in the contracting business, specializing on cement and brick construction. With the exception of three years Mr. De Hoog pursued his occupation for twenty-four years. Those three years were devoted to the grain and feed trade at the corner of Eastern avenue and Sherman streets under the style of Haan & De Hoog. His partner was Arend Haan, father of the present Secretary of the Grand Rapids Merchants' Mutual Fire Insurance Co. His acquaintance with the Haan family naturally paved the way for a new alliance—that of State Agent—for the insurance company just named, which position he assumed March 25. The new position carries with it the inspection of risks, the adjustment of losses and the appointment of local agents. His work as a contractor for over twenty years gives him a knowledge of values in regard to buildings which will be of particular advantage to him in his new position.

Mr. De Hoog was married fourteen years ago to Miss Rosa Hoeksma, of Grand Rapids. Seven children now grace the family circle—four girls and three boys—five of whom are old enough to attend school. The family resides in their own home at 923 Virginia street.

Mr. De Hoog joined the Christian



John De Hoog

Reformed church while still a native of the Netherlands. On coming to Grand Rapids he united with the Eastern avenue Christian Reformed church, in which he is serving his second term as trustee.

Mr. De Hoog has but one hobby—reading good books and digesting them carefully and broadly. He is

particularly fond of history, with which he is unusually conversant, considering his years and opportunities.

## Fish Oil For Motor Boats.

Experiments made in Denmark with motors for fishing boats to determine the practicability of using fish oils for operating them appear to have been so successful, according to Commercial Attache I. W. Thompson, that it may be possible for the fishermen who now have boats equipped with kerosene motors to make some slight changes and use this kind of fuel. It is even proposed, he says, that fishermen may make their own cod-liver oil while at sea for use in their motors.

When the experiments were called to the attention of the manager of a Copenhagen firm which makes Diesel engines for the purpose of getting his opinion regarding them, he replied to Mr. Thompson: "I take pleasure in confirming that the fish oil for Diesel motors will be excellent to use as a moving power. Further I beg to say that, no doubt, the said oil will also be practicable for smaller fishing boats where the motors do not work according to the principle of Diesel motors, but the principle of explosive motors."

## Smoked Shark Meat.

Fishermen along the Atlantic coast from Florida north have begun taking sharks suitable for food purposes, and smoking the meat. This product is reported to be coming into the market and finding ready sale.

## For Cash-and-Carry Customers.

One department store has been unusually successful in its campaign to have its customers carry their purchases particularly in the sections selling small articles. An opportunity for another war-time economy then presented itself.

Most of the purchases, investigation showed, were cash-and-carry. They number hundreds daily. The saleswomen entered these on the order blanks intended for cash-and-delivery purchases; one half the check, for entering the name and address, was useless and consequently destroyed. And, of course, all the information blanks on the check required for delivering a package, were filled out as a matter of routine for the self-delivered packages also.

It meant a waste of the saleswomen's time, and of paper as well. Now the order books have a specially designed pad for cash-and-carry purchases.

Each sheet has four perforated sections; the saleswoman needs only to write the article and the price upon it. Her tally sheet is marked off by fours with designating symbols. This means, in effect, that the saleswoman has to adjust her carbons only for every fourth purchase; and it means exactly one fourth the paper formerly required.

The change was made as a war-time economy; in itself it is sensible and necessary, the management feels.

F. S. Morgan.



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

Barney says—

"Years and years of learning how—

Teaches US to serve you now."

**WORDEN GROCER COMPANY**

GRAND RAPIDS—KALAMAZOO

THE PROMPT SHIPPERS



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Each issue Complete in itself.

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Entered at the Grand Rapids Postoffice  
as Second Class Matter.

E. A. STOWE, Editor.

April 3, 1918

### MARCH WAS A GOOD MONTH.

March figures of trade, so far as they have been heard of in dry goods lines, indicate the largest business yet done in some of the greatest distributing houses of the country. Consumption is running ahead of expectations, despite the great rise in prices. Distribution has been easier in consequence of better weather. Production has increased in places where fuel and transportation restrictions were cramping the output two months ago. The firmness of prices and the general trend upward are features that bespeak actual scarcity or fears of scarcity.

News that the German owned woolen and worsted mills in and around Passaic, N. J., had been taken over by the Government did not surprise the trade to any great extent. For a long time past these interests have been known to be antagonistic to other woolen goods interests in this country conducted by loyal Americans and there has been a growing bitterness against them in different quarters. The fact that these same interests encouraged the investment of German capital here as one part of a high protection propaganda was not disclaimed at any time, nor have merchants sought to conceal their dislike of the sort of competition these plants have made for other mills.

The market effect expected of the new move is a lessening of the fine worsted dress goods output of a styled character, which has been maintained surprisingly well despite war-time economies so much sought after.

If a proper degree of co-operation can be brought about between the Government and the old managers of the plants the producing power can be made of great service for the Government, and a contraction of the high priced and high styled output of the mills will not injure the general trade of the country permanently, and certainly not during the war period. From time to time it is expected that other German controlled dry goods interests of many sorts will be taken over if adjustment to war methods outlined by the Government is not proceeded with in good spirit.

The fine cotton goods trade is in a very strong position in consequence

of the great revival of demand during the month. In no quarter of the dry goods division have buyers so lost themselves as in fine cottons, and they are paying a penalty in price advances that are of a spectacular character. Friction between the converters and manufacturers growing out of the issuing of contracts by the mills is being lessened as a consequence of the frequent conferences referred to from time to time, but underneath the situation is a feeling that the manufacturers are going to limit purchases more and more and will insist that contracts made shall be filled, and without any threat of cancellation.

Print cloth and sheeting markets are firm. They have been less active in the past few days, and where transactions, have been put through it has been a case of paying more without much questioning. Large factors are short of many of the staple constructions of goods because of the diversion of product, and there is a constant call for spot or nearby goods. This does not mean that they will be bought at every offering, as some buyers positively refuse to purchase from those who have been speculating.

Before the commission houses can make up their minds what the shaping up of the fall market will be most of them are trying to arrive at some understanding whereby their goods will not be offered for resales, while the regular customers are penalized. It is recognized that producers and legitimate distributors will have to work in closer harmony if they are to avoid the dangers of a price-fixing movement that may start at any time at the producing end. Something will have to be done to eliminate the trading of those who have been speculating, pure and simple, and have not been converting goods in anything like the volume purchased from mills.

The course of silk markets is attracting more attention, especially from those who fear that the Government may step in at any time and lessen silk imports arbitrarily. Some of the Japanese houses are doing what they can to stabilize prices. There are some raw silk factors who take the attitude that Americans can pay and ought to be made to pay. This might be accepted as a trade condition in ordinary times, but in war times, when the remedy is so clearly in the hands of the Government, by extending the restriction of imports, it seems to be more prudent to hold prices as steady as may be in the face of growing scarcity of shipping.

### PLUCKING EAGLE'S WINGS.

The insistence of union leaders upon the closed shop means that organized labor is plucking the war eagle's wings in order to feather its own nest.

A jeweler merchandised certain timely goods effectively when he advertised: "Just now, for the soldier—swagger sticks—radium watches; for the women—swagger sticks—knitting needles."

It is the lazy man who prays for things he won't work for.

### CANNED GOODS SITUATION.

So far as spot canned goods are concerned there is practically no market. There may be some revival later but as the situation stands now brokers have little or nothing to offer. Even if they had there is the matter of rule 6 relating to trading between dealers which just now is being emphasized by the investigation of certain dealers who are charged with having violated its mandate. Hence jobbers believe that discretion is the better part of trading and are acting accordingly, besides which it is difficult to find anyone now who has any surplus of anything that he would be willing to let go of, to any but his regular trade.

Hence the question of futures looms up as the big problem among canners and their customers. This is certainly an unusual year in every respect. The first week of April, as a rule, sees a large amount of business in futures already put through in various forms, some of it firm at opening prices, some s. a. p. and some on direct contracts, which the jobbers hope will be carried out and which the canners will carry out if they can—that is many of them—while still others will carry them out if the market doesn't advance as it did last year. This year no such conditions prevail. A few individual canners have made contracts ahead chiefly where they are their own growers, but as a rule packers are holding back. They want to know where they are at in the matter of costs for they do not want to be compelled to revise these contracts at a later date—the complications would be too great.

### UNDERWEAR VERY QUIET.

The underwear situation is unchanged and quiet. The dull tone that has been ruling for the past few weeks is still with the trade, and there is no indication when a change is due. Mills, as a general rule, have sold all that they care to sell at this time; and for this reason they would naturally be quiet. There are some supplies available at this writing, but they are generally held at such levels that buyers do no care to operate. The general opinion, however, is that their ideas of values will change before long.

A shortage of underwear is all that mill agents can see at this time, and while some lines will most likely be hard to obtain, it is felt that no one will have to go without this article of clothing. Of course wool and worsted lines will be almost, if not impossible, to obtain; but such is a specific case, and is not general, by any means. All agree that the market will not suffer from an overproduction.

Underwear mills are increasing their production by building additions, and this is helping the situation some, but labor is still hard to obtain in many quarters, and so, while the plant is available, labor is often missing. But on top of this willingness to increase the capacity of the plant, there is a growing belief that when the war is over there will be a marked over-

production of underwear, and for that reason it is not wise to go ahead too fast. This is, without doubt, holding some mills back from enlarging.

Nainsook lines are receiving continued attention, with prices keeping on the upswing. The radical advances of the cloth are not being equaled, however; but this is a general situation in the dry goods trade at this time, and it is, therefore, not particular to the underwear trade. Buyers, in many cases, are showing a preference for the better grades, and, judging from the noticeable better quality in comparison to the small increase in price, it would seem that the early contention of the trade, that cheap lines were not a buy, was quite right.

The five and ten-cent stores, and even the twenty-five-cent stores, are finding it increasingly harder to obtain stocks that they can retail at their fixed prices, and, as a result, there is a growing tendency to add higher priced departments to the stores in order to meet the increased price levels that must be met. Whether this shift will be permanent is, of course, a question; but certainly the demand for underwear in the higher priced departments is keeping up enough to lead to the belief that it could be done. The bulk of the price burden is falling on the low end retailer these days.

### THE COMING WAR LOAN.

Will the third Liberty Loan be largely oversubscribed? In the minds of local bankers in close touch with the outlook this question was answered with the declaration that all prospects pointed to at least four to five billion dollars in subscriptions. All the machinery of the financial community, here at any rate, had been keyed up to obtaining the \$5,000,000,000 mark, even before the Secretary fixed the issue at three billion. Whether the change from earlier expectations as to the amount will result in a slowing up in energy for the "loan drive," is a problem for time to determine. The people in charge will not permit such relaxation willingly.

There was some disposition to question the wisdom of the Secretary in not advocating a larger loan when all preparatory arrangements had been made on expectation of not less than \$5,000,000,000. Others, however, think Mr. McAdoo had been well advised, and that he probably had in mind the heavy strain the money market is destined to face as a result of unprecedented tax payments between now and June.

Some of our larger financial interests contend that it would have been better if the Government had put the rate at 4½ per cent. and made one bite of the cherry by issuing a larger loan. The apparent edict of the Secretary that 4¼ is the maximum rate the Government expects to pay in the future is not accepted as final; the market realizes that conditions may arise that will necessitate a change of view, should the end of the war be prolonged beyond present expectations.

## Each and Every Telephone User in Detroit



May be reached direct from your Citizens Telephone. A short talk over our Long Distance Lines settles the question. Connection with practically every city, village, hamlet and cross roads in the state. Use Citizens Service.

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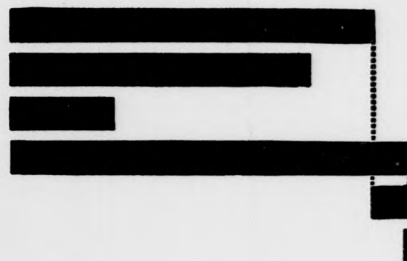
This Advertisement will appear in leading newspapers throughout the United States during the week of April 1st.

### Send for Swift & Company's 1918 Year Book

It shows that Swift & Company sells the meat from a steer for *less money* then the live steer cost!

Proceeds from the sale of the hide, fat, and other by-products covered all expense of dressing, refrigeration, freight, selling expense and the profit of \$1.29 per steer as shown by Swift & Company's 1917 figures as follows:

Average price <u>paid</u> for live cattle per steer	\$84.45
Average price received for meat . . .	68.97
Average price received for by-products	24.09
Total <u>received</u> . . . . .	93.06
This leaves for expenses and profit	8.61
Of which the <u>profit</u> per steer was .	1.29



There are many other interesting and instructive facts and figures in the Year Book.



We want to send our 1918 Year Book, to anyone, anywhere — free for the asking. Address Swift & Company, Union Stock Yards, Chicago.

Swift & Company, U. S. A.



**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.

#### Methods For Getting After Housecleaning Trade.

Written for the Tradesman.

Every year the housecleaning trade is growing a more and more important item for the hardware dealer. New devices designed to assist the American housewife in her spring clean-up are being put on the market; and practically all of these are handled in the hardware store.

The old days when a mop, a pail, a broom and a scrubbing brush constituted the equipment of the housewife and the stock in trade of the household goods department are gone. Now we have the carpet sweeper, the vacuum cleaner, and a host of other devices.

I was talking the other day to a progressive hardware dealer and he gave me some of his views on the housecleaning trade.

"Spring is our busy season in the household department, but it's a big department all the year round," he said. "I find that there is a ready sale for housecleaning equipment at all seasons of the year. We feature housecleaning supplies strongly during April and May.

"A quarter of a century ago my predecessor pushed nails, wire, fencing, etc. Now I am pushing dustless mops, dust cloths, wallpaper cleaner, vacuum cleaners, enamels, paints, furniture polish, sweeping powders, wall brooms, mops, mop-wringers, washing machines, curtain stretchers, clothes baskets, wringers, pails and—well, there seems no end to the list.

"We advertise freely in the newspapers, featuring housecleaning goods. We also use our show windows. Price cards with prices in plain figures always accompany the goods on display.

"The big factor in making sales is personal salesmanship. We make a large number of sales through personal contact, showing customers how certain articles are used, giving demonstrations of floor mops, vacuum cleaners or sweeping powders. I find that there is nothing that will get a lady customer interested in what you are selling any quicker than an actual demonstration. We sell more dusters and dustless mops by demonstrating them on a small section of hardwood flooring than by any other method.

"We sell more vacuum cleaners by demonstrating them in the homes than

by any other method. Large show cards are very effective in drawing attention to housecleaning goods, especially when the goods are shown on tables. I believe in having a large selection of housecleaning supplies on display, and having one section or table set aside especially for the display during the spring housecleaning season.

"The keynote of modern housecleaning devices is 'Cut out the drudgery.' By using modern devices many of the old time disagreeable features of housecleaning are eliminated. Almost every week or so, some new appliance is offered by manufacturers to aid the housewife. The development of new devices has perhaps not been so pronounced since the war, but the need has been greater. I am always on the watch, myself, for new and rapid selling lines to take hold of and feature.

"Some dealers say that the dealer has to work up the demand. That is true in a certain sense. The dealer can't sit back and wait for people to come and ask for these things. He's got to stock the goods, feature them, demonstrate their uses. But the need is there, and that's the great thing. Housewives need these new things to save work. The great question is not, 'Do I need this?' but 'Will it do the work satisfactorily?' My demonstrations answer that question. That is my experience of the business."

Very few housewives have any idea of the multitude of devices, great and small, which are available for housecleaning purposes. Indeed, the average hardwareman would be hard put to compile a complete list off hand. For this reason, a complete list—or as complete a list as possible—makes, in itself, a good advertisement.

Quite a few hardware dealers make a practice of getting up gift lists for Christmas trade. These lists contain suggested gifts for Pa and Ma, for Sister May and Brother Tom, for the Baby, for Grandma and Grandpa, for Him and Her—and they make easy the giver's problem of selecting just the right thing for each individual.

A classified list of household devices would be a mighty handy thing to have in every hardware store. One merchant used to compile a sort of catalogue. He got up a mimeographed list, with prices and a few words of description, and mailed this to every housewife in town whose credit was good or whose business was worth having. He headed the list thus:

## TAKING INVENTORY

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

### HARNESS OUR OWN MAKE

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

**SHERWOOD HALL CO., LTD.**  
 Ionia Ave. and Louis St. Grand Rapids, Michigan

### The Friendship of a Child

is a valuable business asset. Make the children of your neighborhood your friends by giving them FREE a

## TOY BALLOON

—or—  
 with every purchase of 50 cents or more.

Children go wild over them.

Sample free to requests on business stationery.

Dept. k, **CARNELL MFG. CO.**  
 338 Broadway, New York

## Service Now Should Be Considered

The busy season is now upon us. Goods will be wanted quick.

Our stock is complete on all seasonable goods. Mail or telephone your orders to us and we will live up to our slogan.

"All goods shipped the same day orders are received. Michigan Hardware Service."

**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

## Foster, Stevens & Co. Wholesale Hardware

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

## YOU WILL HOUSECLEAN SOON WHAT DO YOU NEED?

Even in that day, before the vacuum cleaner and a host of modern devices were put prominently on the market, the list was sufficiently imposing. It was just a general list, put together any old way.

It could be improved to-day by classifying the various items according to use—and head the section this way:

### MAKE WASHDAY A PLEASURE

Then list your washing machines, wringers, clothes baskets, etc.—not forgetting clothes reels, clothes lines and clothes pins. And so on with cooking utensils, polishes, etc.

Hammer into the customer at every turn this idea of "Make House-Work Easy."

Another phase of this idea was tried out by a dealer a year or so ago with good results. One side of his store at the front he turned into a house-cleaning department. A table was used for the smaller articles, and the others were shown on the floor or on stands. Over this section of the store was hung a sign:

### ENLIST THESE GOOD SOLDIERS IN YOUR WAR AGAINST DIRT

The display was a thoroughly comprehensive one, including samples of every device handled, from vacuum cleaners to tacks. The display was fairly peppered with show cards, big and small, and price tickets were thick as snowflakes in January.

And that display pulled business. The dealer said afterward that he sold more brooms in that one month than he had done in any previous three months. Practically every woman customer who came in looked at that display; and most of them made purchases.

Incidentally, it will pay to put on a demonstration of some featured article—a vacuum cleaner or washing machine or dustless mop. The demonstration will attract people to the counter, and the counter will draw folks to the demonstration, provided you advertise them both. Two pulls are better than no pull.

Victor Lauriston.

### Unwillingness to Give Up Denominational Differences.

Oberlin, Ohio, April 1—One of the great coming forces in the social movement is the church. A transformation in attitude is taking place, which retains every whit of the old personal religion, but which also faces with an awakening faith and hope the creation of a democratic civilization in the earth. It is turning its energies to all the objectives of the social movement—the control of diseases, the abatement of poverty, the freedom of humanity, the achievement of social justice.

When you consider that there are 143,000 pastors, priests and rabbis in the United States in charge of congregations and 40,000,000 communicants under their instruction and organization, that these congregations are well housed, well organized and united in National organizations, you can see what a force is with us when it is thoroughly socialized. The Protestant churches are being rapidly federated nationally and in communities and these federations are definitely socialized. We are working, also,

at the social programme of the local churches for their own parishes, and new points of contact in social work between Catholic, Hebrew and Protestant are being discovered.

The development of this social organization and service among the Protestant communions and in the 200,000 local Protestant churches is the work to which the Commission on the Church and Social Service is devoting its efforts. It needs immediately enlarged resources, and it is important that it should be broadly based upon the support of a large number of people who believe in its work.

Would you not like to join the fellowship of those who see this opportunity, who are working to socialize the churches in the home communities and to band them together in the local social movement; who are also making an annual contribution of five or ten dollars to the Commission on Social Service? Speaking for the Commission, we sincerely hope that you can do this, and that you will let us hear from you to that effect. The contribution for 1918 may be sent at any time during the year at your convenience. Henry Churchill King.

There are so many new organizations arising, asking for membership, and of those which seem to be active in prosecuting worthy purposes, that it is impossible to keep up with the development in this direction. The object of the organization described by President King, of Oberlin College, certainly is a worthy one, although we are somewhat skeptical as to the broad success of the movement. In truth, we are made unhappy by the apparent unwillingness on the part of good people to give up their denominational differences in the interest of world religion. For instance, it would seem as if every religious denomination ought to unite heartily in a great movement in supporting all of the various precautions involved in protecting our noble men who are making the greatest sacrifices in the interest of world democracy. Yet we have the spectacle of the Hebrews working their method, the Catholics looking especially after their communicants, the Protestant, through the Y. M. C. A., making great exertion, and then the individual sects trying to work in as effectively as possible good influences for their own membership. Then conflicting conditions tend to foster differences which ought to be perfectly obliterated in this kind of work. A large part of the religious world, which believes that Christ was the last and greatest of the prophets, is antagonized by a tremendous body called Christians who have another view of the Divine Son of God. Two great sections of the Christians are expending a great amount of energy in lambasting each other, which ought to be centered in a united religious frontage. We especially deplore the fact that so great and so useful an organization as the Y. M. C. A. can not forget a technicality of creed in this wonderful epoch of the world's history. Any movement to unite the religious influences of the world ought to have our hearty co-operation, but human nature does not seem amenable to influences aimed in this direction.

The reason executive ability is scarce in the ranks is that it doesn't stay there long.

## MCCRAY

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

## United Agency

Reliable Credit Information  
General Rating Books  
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### Current Edition Rating Book now ready

Comprising 1,750,000 names—  
eight points of vital credit  
information on each name—  
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CHICAGO :: ILLINOIS  
1018-24 South Wabash Avenue

## 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

## AGRICULTURAL LIME BUILDING LIME

Write for Prices

A. B. Knowlson Co.

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

## Signs of the Times Are Electric Signs

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

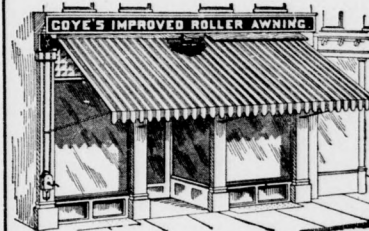
We furnish you with sketches, prices and operating cost for the asking.

### THE POWER CO.

Bell M 797

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## AWNINGS



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

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

# TANGLEFOOT

The Non-Poisonous Fly Destroyer

Safe, Sanitary, Sure.  
Catches 50,000,000,000  
flies each year



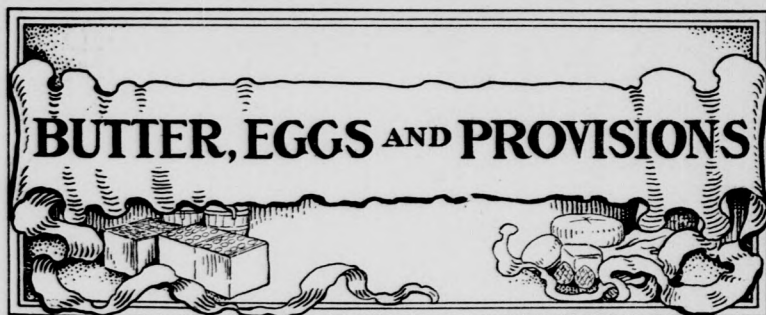
Wilmarth show cases and store fixtures in West Michigan's biggest store

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

Catalog—to merchants

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

Made In Grand Rapids



### Petty Stealing Fatal to Grocerteria System.

Another bright hope of the reformer has gone down in the face of the inexorable facts of the economic law and human frailty. The H. G. Chaffee Co., of Pasadena, Cal., after a long and rather elaborate test of the "grocerteria" idea of running a grocery store, to reduce the high cost of living, has decided to abandon the plan and reconvert its twenty-four stores in the vicinity of that city into regular type stores, run on the limited service basis. It lays the failure of the plan at the door of petty pilfering by the customers.

"The grocerteria system," said H. G. Chaffee, Jr., in an interview with the Commercial Bulletin of Los Angeles, "seemed the logical step in the elimination of expense from the limited service, or basket type of store, such as we always have run, but our trial of the system, which we feel has been sufficiently long and varied to warrant our conclusion that the system is not sound, has led us to begin the conversion of our grocerterias to the old plan.

"Briefly, the facts are that the expense of the grocerterias, of which we have had six altogether, has been 2 per cent. less than that of our other stores, while the gross margin has been from 4 to 6 per cent. less. This cut the margin between 2 and 4 per cent. That was a result so suprising and altogether unexpected that we could hardly believe it; so we made a very close survey and watched things with great care for a time. Then as the condition was established as I have stated, we sought out the reason for it.

"Our conclusion was that pilferage by customers was the cause. Moreover, analysis demonstrated that this could account for the discrepancy much more easily than would appear probable at first glance. For example, in our search for the cause, we held a meeting of our grocerteria managers, stated conditions to them and they were unable to suggest whence the leak came. We then asked about pilferage, and they felt sure that it would not account for so much.

"Then one manager said he had caught one or two trying to filch things and when, I asked for details, reported that one man had tried to carry away two tins of R. & R. chicken. Those cans sell for 45 cents each, thus here was 90 cents, which is 4 per cent. on \$22.50 of goods. Hence, there must be sales without pilferage of \$22.50 to offset this leak and

another \$22.50 to make it good, or a total of \$45 sales before we have recovered the equation. So it was very readily obvious that what might appear like a small leak would quite easily account for the average shrinkage of 4 to 6 per cent. from our normal gross margin in our other stores.

"We were not satisfied even with that evidence. We had planned rather carefully to extend grocerterias and did not want to abandon them until we knew to a certainty that the cause of their unprofitableness was beyond our control. So, reasoning from the R. & R. chicken incident, we kept tab on other items of small bulk and concentrated value, like bouillon cubes, beef extracts, canned chicken, quarter-pound packages of tea, chocolate, etc.

"Two or three such items were inventoried every morning and the cashier kept track of those things as they passed over her counter for checking. In practically every instance the stock checked short from one to three or more units in the evening. How, then, could we escape the conclusion that pilferage by customers was the cause of our trouble? Also, aside from the question of self-interest, were we not making or developing petty thieves out of some of our patrons—children, perhaps, to whom the temptation of accessible dainties was too strong?

"The test is seemingly conclusive when you consider that we are pricing our goods the same in both kinds of stores. We did not do that in the beginning of our experience with grocerterias. Then we figured that we would give the 2 per cent. saved to the public, and we priced goods accordingly. Our 'No. 13' on North Broadway, Los Angeles, furnishes a test both ways, for that was originally a 'basket' store, then a grocerteria, and now it is back to its original character.

"When that store was changed to the grocerteria plan, there was a great acceleration of business. We attributed that largely to the 2 per cent. concession. Then we discovered that, as stated, our margin was much narrower than we had calculated, and we gradually advanced prices to our general level. When trade declined, we concluded that the advance of the 2 per cent. was the cause. Now, however, taking all things together, we conclude that the first rush was due to novelty and the decline in trade in that store to lack of service. For we find that customers in the long run prefer the limited service we render in our stores run on the original plan."

### 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

**SKINNER'S** 187½  
**MACARONI**  
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

### 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.

### Onions, Apples and Potatoes

Car Lots or Less

We Are Headquarters

Correspondence Solicited



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Send us your orders

**ALL KINDS FIELD 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.

LET YOUR REQUIREMENTS IN  
FRUITS AND VEGETABLES

Be Handled By Men Who Know.

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

**Importance of Canned Tomatoes.**

The 1918 tomato canning season has already opened, the canner reporting that a Florida establishment had begun putting up this vegetable in February. Canned tomatoes fill such an important part in feeding our Army that the Government is hoping for a material increase from the tomato canning states. In some states the increase desired is placed as high as 30 per cent. In an open letter to Indiana farmers asking them to bring the tomato acreage in that State up from 36,000 to 50,000 acres, Prof. G. I. Christie, of Purdue University, pointed out the place of tomatoes on menus for soldiers, saying: "The War Department accepts no substitute. The tomato, in addition to furnishing food value, quenches the thirst of the men and thus serves a dual purpose. It is universally liked and can be easily transported and saved under all climatic conditions. The last season the United States Government took practically 20 per cent. of the entire pack of the canneries. Next year, with largely increased military forces, the Government will require a still larger amount of tomatoes. During 1917, Indiana farmers produced 36,000 acres of tomatoes. This acreage, according to Government requirements, must be increased to 50,000 acres for 1918. Indiana farmers are interested in producing crops that are needed to meet the demands of our boys at the front. Surely no farmer can serve in a more direct way than by growing a few acres of tomatoes and supply food-stuff that is needed and which will serve so valuable a purpose. As State food director for Indiana I urge Indiana farmers to give consideration to these problems and that they exert every possible effort to produce in 1918 the largest quantity of tomatoes ever grown in the history of the State. With the spirit of service and an attempt to meet the programme of the Government we can back the boys in a way that will bring the war to a speedy and successful conclusion."

**Protection of Food in Stores.**

Conservation of food commodities may be practiced with telling effectiveness not alone in the kitchen but in other places as well. Every year losses totaling many millions of dollars result from carelessness in handling food products in the channels of distribution. The most common sources of loss in cereals are from weevils, rats, mice, and from rust in canned goods. Every food building should be thoroughly renovated this spring; ceilings and walls brushed and carefully cleaned. In warehouses where food products are kept they should be white-washed or sprayed with proper disinfectants, and such other steps taken as may be necessary to ensure against losses from weevils. Rats and mice, particularly the latter, destroy a great deal of food in wholesale and retail grocery stores. This is represented not only by the amount they consume but the waste caused by openings made in original packages. Stores should be kept at the proper temperature and as dry

as possible in order to avoid rusting of canned goods. The waste from this source alone each year is enormous. Stocks should be gone over from time to time in order to remove swells and leaks from the cases. Speaking of the annual loss from carelessness in the distributive trades, C. R. Winslow, an experienced wholesale grocer with the Food Administration, stated: "All of the methods of protecting various stocks are known to the average wholesaler and retailer. This is the year when they should apply this knowledge and should urge upon every employee the necessity for the elimination of wastes in food commodities from any of these sources."

**Some of the Dangers of Gasoline.**  
Written for the Tradesman.

Grocers must not yield to any request to put gasoline into any kind of oil can except one painted red and labeled properly. Nor should he ever put kerosene into a red can. Some might say there would be no danger in so doing as kerosene used instead of gasoline would not cause an explosion. No, but here is the point, some one has quit using gasoline and has a red can unused; he takes it to grocer and has it filled with kerosene, stating that the family does not use gasoline at all, so there will not be any mistake. He keeps on with this habit, both householder and grocer doing wrong, until some day some clerk—supposing gasoline is wanted in the red can—fills it with gasoline and then, not being discovered by the purchaser or any of his family there is a serious accident. So, we say, do not yield to any such request on any pretext or promise that the purchaser will empty the kerosene or gasoline as soon as he gets home. Exchange cans, tell them the proper one to use or give them one outright, along with a warning to purchaser not to ask such a thing or get into such a dangerous habit. Minion.

**Bulk Honey Instead of Comb.**

In the coming season bee keepers are urged by Kenneth Hawkins, bee specialist of the United States Department of Agriculture, to produce more honey in the extracted or strained form, instead of as comb honey. Investigations of honey production in Florida show that too many bee keepers now market honey in the comb, which lowers the productive capacity of bees. The energy required in making twenty pounds of honey is consumed in making one pound of beeswax, and in selling comb honey this beeswax is lost. Where honey is extracted from the comb by uncapping cells and whirling the comb in a centrifugal machine the comb is left intact and can be put back into the hive to be refilled with honey by the bees, saving them the labor of building new comb. Beeswax itself has no food value and is lost when sold in comb honey, whereas with modern methods it can be used again and again by the bees. The Department of Agriculture will send any bee keeper instructions on changing cheaply from the comb to the extracted honey method.

**Every Cigar Case**

Should Have Our New 1918 Model

**"Evernice" Match Vendor**

The most attractive and perfect working match machine ever produced. Will attract attention to your cigar case, resulting in more sales.

Produces steady profits, saves clerk's time and is a convenience to your patrons.

All metal, finished in pure white Porcelain Enamel.

Holds 30 Boxes of Matches. Price \$6.50

Write for name of nearest jobber

**GRISWOLD MFG. CO.**  
ROCK ISLAND, ILL.**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**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

**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**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

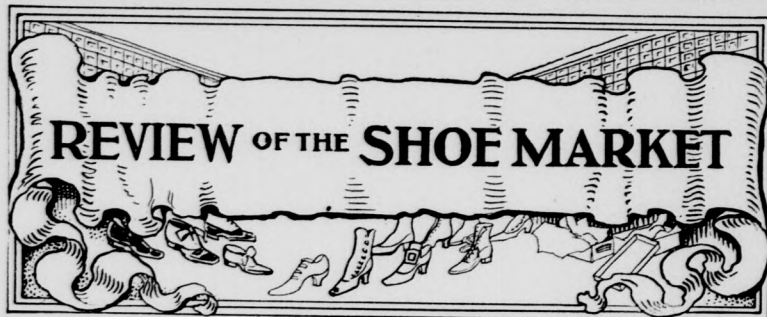
**Perkins Perfect Salted Peanuts**

are sold to those who demand high grade goods.

Order from your jobber today.

**Perkins Brothers, Inc.**

Bay City, Michigan



### Making the Shoe Salesman a Foot Specialist.

There is a senile story which keeps bobbing up among the clipped humor at the backs of house organs, about the clerk who puts the binger to a silk shirt sale by the ingenuous remark that he wears 'em himself. It is illustrated with a stock cut of irate customer departing, and usually provokes a reminiscent chuckle.

Yet to the untrained and untutored third assistant in the corner toggery shop, this tactless fib might seem the quintessence of modern salesmanship. For what he doesn't know about the gentle art of sales persuasion would take a sad chapter to relate.

But sometimes it is pretty hard to roast the poor chap behind the counter, for even if his foot slips occasionally he means well. Study his past history, education and ambitions and you will find him rather raw material.

In most hardware stores, for instance, the clerk can turn his calloused hand to a little steam-fitting or plumbing, and naturally does not incline toward the niceties of personal intercourse. If he smokes a twofer or takes a chaw in the presence of feminine customers, remember he is merely mimicking the boss. The grocery clerk has struggled up from delivery boy, the sleek youth behind the ribbon counter may have washed the windows, and it is only in the drug-store, as a rule—to select a few common trades—that the clerk has completed a high-school education. Thus it goes.

While this might indicate a somewhat dismal state of affairs, it gives a greater opportunity to the manufacturer with the courage and foresight to appropriate a small slice of his advertising budget for educating the retail clerk. Such an undertaking, however, must be entered into not wholly selfishly. You must have the sincere desire to fit the clerk for the better job ahead. The clerk of to-day is the merchant of to-morrow, and may be he will remember those folks who helped him to make good.

Often, too, this phase of advertising is a direct solution to a knotty sales problem—where you are attempting to break down the barriers of opposition or where your product does not lend itself to the usual forms of publicity.

Let me give you a case in point. A manufacturer of a certain ingenious appliance for correcting foot troubles found that one of his chief difficulties was getting people to realize that there was anything wrong with their pedal extremities. They might run

their shoes down at heel or have pains in the muscles of their legs, but they would usually scoff at the thought that a foot leveler or brace would remove the cause of their affliction.

Moreover, a study of the human foot is quite a complicated affair, and the average shoe-store clerk is not capable of correctly diagnosing the trouble. The first bright impulse might have been a book on foot troubles, but this manufacturer reasoned that here was the golden opportunity to introduce his product as a scientific appliance, providing he trained the shoe-store clerks in the rudiments of orthopraxy of the foot.

So, nowadays, when you enter the store that sells this article, the clerk tells you which muscles are the offenders, and just what type of leveler or brace or arch builder is required to correct the trouble. One point that is always emphasized, however, is that the shoe clerk is not an orthopedic physician, and that if your ailment has reached the acute stage, you will be referred to a competent practitioner.

The manufacturer is not only winning the clerk's eternal friendship, but building sales in a very skillful manner. The course comprises a dozen or so mail lectures with a text-book written by a well known foot specialist. With each lecture there is a list of questions to be answered and returned. Students enroll after a preliminary examination and at the successful conclusion of the course are presented with a diploma, which they frame and hang above the parlor mantel.

Another firm works the same basic idea with a different twist. This concern makes a brand of ready-made shirts and garments for children, and finds their sale mostly through small-town markets. Instead of devoting the course exclusively to a discussion of their line, these people start off with salesmanship in general—cultivation of the voice, personal appearance, approaching the prospect, selling related articles, etc. There is even one bulletin on the subject of sizing up the customer, illustrated with photographs of various common shopping types.

One interesting thing about this course is the fact that the applica-



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

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

## H. B. Hard Pan Shoe

for service.

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

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

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

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

THEY WEAR LIKE IRON

HEROLD-BERTSCH SHOE CO.

Manufacturers of Serviceable Footwear GRAND RAPIDS, MICH.

## "Hog-lot" Leather

(Sounds "sort of" crude, doesn't it?)

Well, it takes good leather to stand the mud of a hog-lot, don't you think so?

That's why we call the good leather we use in these Outing Shoes by that name.



### Consider Carefully

- No. 2723—Men's 9 inch with cuff \$2.75
- No. 2725—Men's 7 inch with cuff \$2.50
- No. 2613—Men's 6 inch no cuff . . \$2.35
- No. 2615—Men's 5 inch no cuff . . \$2.15

Viscolized Vitallic Soles

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

tion blank must be endorsed by the merchant, so there will be no resentment in case the clerk spends too much time selling this one class of merchandise. The bulletins are sent to the personal address of the clerk and the multigraphed set, including postage, costs somewhere around eighty-five cents.

Courses by mail are only one of several ways of training the retail clerk. Some manufacturers instruct their traveling representatives to hold store meetings and give the assembled clerks a practical demonstration of their merchandise. Usually these gatherings are held after hours, or first thing in the morning to start the day right. The salesman acts the part of the super-clerk and his audiences fire rapid questions taken from the daily grind. Often a moving-picture film illustrating the manufacturing processes gives the sales folk a better grasp of their subject from behind the scenes.

Some months ago, a manufacturer of boots and shoes hit upon the happy idea of a retail clerk's convention. His plan was to hold a three or four days' meeting at various centrally located points and invite his dealers to send their most ambitious clerk. The dealer would stand the expense of railroad fare and hotel, while the manufacturer offered to supply all necessary text-books, stationery, etc., as well as lunch. Various speakers would give practical talks on salesmanship, stock-keeping, window display, advertising, etc., and boots and shoes would come in for their share.

On account of war conditions, the idea has been temporarily shelved, but it is a hunch which could fit in with many lines of business. Out of a tentative list of fifty, twenty-three offered to be represented. One retailer rated at seventy-five thousand wanted to come himself—from a distance of nearly five hundred miles.

Don't think that all your educational literature should be directed to the owner of the business. For often he sits behind office doors, while the folks who have the daily contact with your ultimate consumers are the clerks at the counter. And it has been the experience of most advertisers that the retail salesman offers a promising field for development and will warm up quickly to any of your efforts to help him climb.—Frederick C. Kuhn in Printers' Ink.

#### Activities in Michigan Cities.

Written for the Tradesman.

A special course in printing will be offered in the Battle Creek public schools.

The retail price of milk in Pontiac has dropped from 14 to 12 cents per quart, following the reduction made in Detroit.

The Michigan College of Mines, at Houghton, has offered its services to the United States for the duration of the war, including grounds, buildings, equipment and personnel for any work required. This is a scientific war, with highly trained technical men needed in all branches of service. A call came recently to the school for fifty civil and fifty mechanical en-

gineers, with a few other specialists, and Dr. McNair couldn't supply one man. They will have to be trained.

The Ishpeming Advancement Association has put over its annual banquet for a year, in harmony with the general plan of war economy.

Bay City will do no street paving this year, as the people need all the money they have to back the Government.

Saginaw probably will do no paving or any other street improvement work that is not absolutely necessary. The city's new asphalt plant will be in operation soon, doing repair work.

The Community Betterment Club has been formed by business men of Middleton.

Public schools of Menominee have been ordered closed until April 8 on account of scarlet fever. There are twenty cases under quarantine.

Hastings voted down the fire truck proposition and depends on a single fire team. Twice recently the team was away from the engine house when the alarm came in and residences were badly damaged. Almond Griffen.

#### New Footwear in Holland.

A slipper with a wooden sole, and with the upper and inner parts formed of various materials such as twill, corduroy, and cheap woolen stuffs, is being made in the Southern part of Holland. It is a relatively new industry for that country, according to Consul Frank W. Mahin in Amsterdam, and is attracting a great deal of attention. Although the materials used are very cheap, it is said they make a durable and comfortable slipper, selling for about \$1 a pair for the best quality. Excepting the cutting of the wooden sole, they are made entirely by hand: Their cheapness is particularly appealing in view of the prohibitive prices toward which shoes and slippers in the shops are steadily mounting.

A man who was continually losing his collar-button while dressing complained to his wife about it. With an ingenuity born of the use of hairpins, she told him to hold his collar-button in his mouth. The next morning she was startled by an unusual commotion. "What's the matter?" she asked anxiously. "I've swallowed the collar-button," said the man. "Well," responded his wife, "there's one comfort: for once in your life you know where it is."

#### Michigan Shoe Dealers Mutual Fire Insurance Company Fremont, Mich.

Our Responsibility Over  
**\$1,500,000**

We write insurance on all kinds of mercantile stocks and buildings at a discount of 25% from the Board Rate with an additional 5% discount if paid within twenty days from the date of policy.

## Rouge Rex Shoes

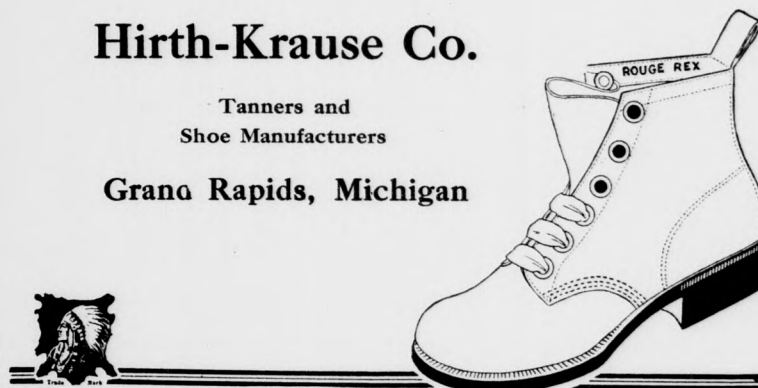
are made to sell and to wear. That is why they are the largest selling work shoes in Michigan today. These two points are kept in mind in building Rouge Rex Shoes, and there is a particular shoe built for every workman for his particular need.

Tie up to the Rouge Rex line and build business.

### Hirth-Krause Co.

Tanners and  
Shoe Manufacturers

Grand Rapids, Michigan



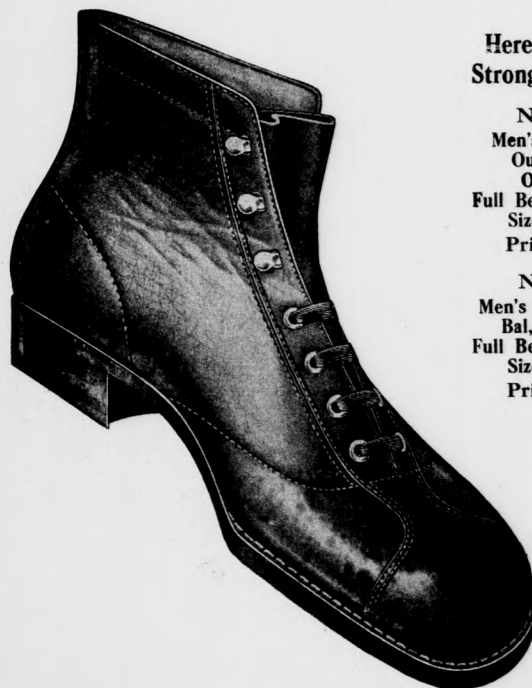
### The Season is Here For Outing Work Shoes



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.

# Advertising a

One of the best forms of advertising a retail store can have is mouth to mouth advertising.

This means that the store as well as the merchant should be favorably known to the people in his community. He must have the confidence of his customers. His business methods must be absolutely honest and every buyer entering the store should be courteously treated.

The display of merchandise as well as courteous clerks and sales people can bring about a very congenial atmosphere in the store so as to make people feel perfectly at home and will make them want to come to your particular store in preference to all others.

But mouth to mouth advertising is not the only kind of advertising necessary to build up a successful business. The printed word should supplement the spoken advertising.

What are the media for reaching people?

First, there is your local newspaper. One great difficulty is that in too many instances the advertising of the country merchant is not taken seriously enough by his clientele. There is no up-to-date appeal in the advertising itself. This can best be remedied by educating the trade to the fact that all advertising of a store is absolutely honest and sincere.

Some big bargain can be advertised from time to time, and every bargain advertised should be exactly as represented. A few of such ads will soon make customers realize that the advertising of such a store is to be depended upon.

But the local paper does not reach all of the store's potential customers. One of the best ways to come in personal touch with the trade is by personal visits to the home of a customer.

A drive through the surrounding country stopping at the homes of various farmers for a short visit is the very best kind of advertising even though these visits are not primarily to produce business.



# Retail Store



Then there are the painted signs, the direct by mail literature, etc. In these days of the multigraph, modern office equipment and rural free delivery it is an easy thing to place a personal message of your store into the hands of every customer. This can be done frequently and inexpensively.

Every retail store should have an advertising policy and a fixed goal of achievement that incorporates both service and volume of sales. Around such an object can be tied the loyalty of your selling force.

The advertising policy should first of all designate a small per cent. of the gross sales to be spent in advertising. The clerks or sales people should be taken into the confidence of the merchant.

They can be told exactly what the merchant has set out to accomplish during the next six months or a year. This will give the sales people a greater interest in the welfare of the store. It will give them confidence and a definite goal to work to, and both merchant and salesman would be the gainer.

The Wholesalers of Grand Rapids could not easily have built up a large volume of business if they had not had the support and confidence of their employees. It is this co-operation of employee and wholesaler that makes prompt service possible. It enables Western Michigan to buy at a centrally located market, at prices as low as can be bought anywhere in the United States. In addition to this the shipping facilities at Grand Rapids are such that Grand Rapids Wholesalers can quickly and advantageously serve all merchants in Western Michigan.

The Grand Rapids Wholesalers are anxious and willing to co-operate with their trade.

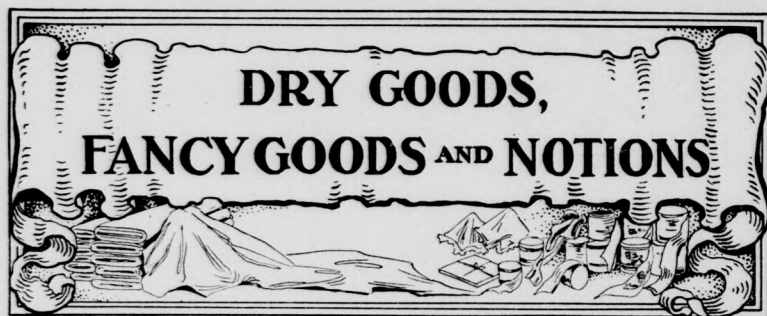
If you are confronted by any business problems, if you wish to enlarge your store or add a new line and do not know whether such expense will be to your benefit we suggest that you make use of the vast experience of any one of the Grand Rapids Wholesalers who are always anxious and willing to serve you.

You can best serve your own interests by making Grand Rapids your buying market.

This is the 12th and last of a series of ads appearing in this publication.

**Grand Rapids Wholesale Dealers Association**  
Grand Rapids, Michigan.

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### Create a New Outlet for Drapery Goods.

You can't induce a woman to buy drapery she does not need by offering her a special price. That is where drapery differs from clothes. My lady can be tempted to buy a new suit, or a dress, before the old one is worn out; she can be tempted to buy gowns for special occasions, but the house "doesn't change its clothes" often. It wears what is supplied regardless of the occasion. The old draperies stay either until they are worn out or until the homemaker is made to feel that she needs something new for her room.

The best that the "special price offer" can do under such conditions is to slightly hurry the woman who has already concluded she needs new draperies. It can't make her want something different. That is why many buyers were disappointed with the result of their advertising this fall. They devoted all the space in their advertisements to the featuring of price concessions instead of giv-

ing part of their space to making the home-maker want something different.

We know, of course, that many buyers will proclaim that it is impossible to create new styles in this way in draperies. We know that they will say that drapery styles, like furniture styles, are a matter of slow growth. They may even point out that in all the years of the existence of the United States, this country has originated but one really new style in furniture—the mission type.

If it were worth while to go into a discussion it would be easy to prove that this same argument can be used in the matter of clothes. That there are no new styles of clothes, but merely periodical returns of old fashions in modified forms. However, none of this is of importance because there are buyers in this country—the very liveliest buyers—who are creating new drapery fashions, new wants among their customers.

One live Eastern buyer, for example, has something new every spring

with which to draw people to his department. One season it was an "inquisitive curtain"—merely a new name for an old sash curtain, put up in package form. Another season it was "Italian Peasantry" modernized and made practical for a modern type of home, or again a modernization of "Georgian decoration." None of these interesting developments, however, were featured for the purpose of running up big immediate sales. This buyer by no means scorned the giving of real price concessions to his customers when he was able to obtain merchandise on which he could honestly offer them special values.

The purpose of his "style drive," if we may use that expression, was to give women a reason for coming to his department, to be able to tell them that there was something there for them to see, something different from what they had in their own homes. Every season a certain percentage of the business is done on the new styles brought out by this buyer, but usually it takes two or three seasons before the demand for the featured merchandise reaches its height.

The homemaker sees this advertising in the spring, let us say. She is interested. She calls to see the display and is impressed with it, but perhaps it is too radical a change from what she is accustomed to. Moreover, she does not realize that she wants new draperies. By fall, however, the idea has begun to take root and back she comes to the department for the very merchandise that she saw

and decided was too radical in the spring.

The instance we have quoted above is merely an extreme case of the type of advertising which is too little pursued in drapery departments. Every season the drapery buyer should figure on giving his customers some new suggestions, but this year particularly this plan is of unusual importance.

Just put yourself in the place of the homemaker for a moment. Prices of draperies are up, as are the prices of everything, you have decided to be economical in your buying; that is, you will buy only the things you really want—observe we do not say "really need," because if the people bought only what they needed we would return shortly to the "skin" clothes of prehistoric days.

You see an advertisement of the big store offering certain draperies at \$1.65 and stating that the value of the goods is \$2.10. Now, you know the big store and you know that their advertising is honest, and that the value of the goods probably is \$2.10, but only three years ago you bought something of a similar nature at \$1.00, five cents less than the special price now offered you.

When you come to think over such a condition, is it surprising that Friend Housekeeper does not get wildly excited over your special price offers? Remember, she does not need draperies, if she did she would respond; therefore your campaign, if you plan it right this year, should have for its

**SERVICE**

## Curtain Season is Here

We have for immediate delivery

Complete Range

# Swisses, Scrims, Marquisettes Lace Edge Curtainings

Purchased some time ago. Priced accordingly.

## A Real Spring Special for You

**Grand Rapids Dry Goods Co.**

Exclusively Wholesale

Grand Rapids, Michigan

**QUALITY**

**QUALITY**

**SERVICE**

central thought making women want new draperies—and the only way to make them want new draperies is to show them something different, and therefore more attractive either in pattern, design or in the treatment of the materials.—Dry Goods Economist.

#### Why Umbrella Business Falls Off.

With the recent report that two of the largest manufacturers of umbrellas and parasols were to discontinue business some time in the near future and that two other large umbrella concerns were to liquidate, members of the industry and other interested parties are asking "why?"

"The common use of the automobile," some experts declare.

"The efficient waterproofing of coats that can be sold at a reasonable figure," others assert.

The majority of those well versed in the umbrella business seem to think the waterproof overcoats have more to do with the decline of the industry than the automobiles.

For a number of years manufacturers of coats have been making a garment that can be worn during rain or shine. This garment is serviceable for any kind of weather where a coat is comfortable whether light or heavy.

Men as a rule object to carrying umbrellas, and a great many of them will not do so unless they are "caught" without their raincoat. Women, too, have resorted to the slip-on raincoats. Others during rainy weather do their shopping in autos, and use their machine instead of an umbrella. In the hot spells they also use autos instead of parasols.

Another manufacturer said that one of the real reasons for business losses in this industry was the neglect to keep abreast of the times. Increases in cost of materials and labor were also blamed.

However, the majority of them agree that the efficiency of the raincoat manufacturers has more to do with the decline of the umbrella industry than any other factor. One manufacturer said that his plant had done just a trifle more than half the business of last year during the current year, and that the business had been dropping steadily for the past five or six years.

He also said that the same conditions exist with a number of firms that he knows of.

"Of course, materials, labor and other things have gone up since the war," he said. "So have the prices we get from the retailer. The retailer also gets more than he did, but they are not placing orders as they have done in the past. The people are not using umbrellas as they did. That's about all I can say about it."

#### The War Mother.

You have given the world the best you had  
At the call of your country's need,  
Part of your body and part of your soul  
For a cause that is now a Creed.  
Lift high your head in a holy pride,  
In your gift that the world might live,  
Pity the women who love their land  
And have no sons to give.

Every man seems to be able to boast of at least one rich relation.

#### Bankruptcy Sale.

In the District Court of the United States for the Western District of Michigan, Southern Division.

In the Matter of Louis F. Brown, Bankrupt. No. 1707.

To the creditors of said Louis F. Brown of the City of Niles and District aforesaid, bankrupt.

Notice is hereby given that in accordance with order of the court at 9 o'clock A. M. on the 12th day of April A. D., 1918, at the clothing store formerly occupied by said Bankrupt at No. 110 E. Main street in the City of Niles, I will sell at Public sale the assets of said Bankrupt estate, which said assets consist of a stock of clothing, gent's furnishing goods, shirts, etc., store furniture and fixtures inventoried and appraised at the sum of \$4,302; and accounts receivable of the appraised value of \$600.00. Said sale will be for cash, subject to confirmation by the Referee, within five days after the filing the trustee's report of such sale.

Inventory and report of appraisers may be seen at the office of Willard J. Banyon, Referee, St. Joseph, Michigan, or at my office in the City of Niles.

Dated this 23rd day of March, A. D., 1918. Wilber N. Burns.

Trustee in Bankruptcy of Louis F. Brown, Bankrupt.

#### Father's Fault.

"Oh, mama, baby is trying to eat a lump of coal."

"Mercy! That child never got his expensive tastes from my side of the family, I'm sure."

## The Goods! Net Prices!

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

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

*Where can I get the goods?*

Items listed in this catalogue have the goods behind them.

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

## Butler Brothers

Exclusive Wholesalers of  
General Merchandise

New York Chicago

St. Louis Minneapolis  
Dallas

## Special Sales

John L. Lynch Sales Co.

No. 28 So Ionia Ave.  
Grand Rapids, Michigan

*President Suspenders*  
for comfort

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

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

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

## 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

# Ha-Ka-Rac



## Our Products Are Hand Finished

—that's one reason why they are so generally popular everywhere sold. Each finger tip, each thumb on the gloves and mittens, each seam in all of our knit goods, where the strains are most severe, are *finished by hand*. We don't leave it up to a machine.

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

PERRY GLOVE & MITTEN CO., Perry, Mich.

## GINGHAMS

Priced for Quick Selling—200 bundles of Dress Gingham in 10 to 20 yard lengths running 100 yards to the bundle. All new good styles in stripes, plaids and staples.

Worth Much More

Our Price—While They Last—23c

Large shipments of 27 inch and 32 inch Fancy Gingham in standard makes arrive daily. These goods are scarce. Order an assorted lot of fancy and staple patterns to replenish your stock.

Quality Merchandise—Right Prices—Prompt Service

PAUL STEKETEE & SONS

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.



### How War Administration Looks to a Grand Rapids Man.

Written for the Tradesman.

This war, since our participation in it, has become the principal business of the country. As an officer high in command at Washington told the writer, "It is a bad business, but a big business, and must be run on systematic business principles to be won."

The above quotation aptly expresses the situation. It is very easy to pour forth long distant criticisms as to the methods of handling the gigantic business of this war, involving and embracing every known branch of industry and commerce; criticisms too often based on baseless rumors or faulty information. For this immense business machine to pause long enough to pay attention to these criticisms, individually or collectively, would be such a waste of time as to retard the forward movement at a time when speed is an imperative necessity. While at the National Capitol, in daily contact with officers and heads of the various departments, I became impressed with their unflagging energy and close application to their various tasks and problems and became thoroughly imbued with the feeling that, so far as is humanly possible, the war is being run upon as an economically a business basis as it possible. One of the high officers of the War Department said to me, "We have made mistakes, many of them, and probably will make more because none of us are omnipotent, but as fast as we discover them, we correct them. The same mistake is never made twice." As an instance of how every effort is being made to eliminate political pull and selfish wire pulling, it is the policy of the War and Navy Departments not to award any further commissions to civilians for desk or business executive positions. Persons desiring such must enlist and rise from the ranks on his merits. Merit counts. The record of the men is closely scanned and each is closely watched for the reason that they need good men, and as fast as ability is developed along any special line, the owner of that ability is given an opportunity of using it to the best advantage for his country with a corresponding improvement in his position.

There is no light or frivolous gaiety in Washington among the workers. They are honestly striving to serve their country with their whole heart, realizing their individual responsibility. In view of this situation, the people "back home"—all of us—

should be both patient and lenient, and co-operative with the Government in all its department by doing our bit toward furnishing the sinews of war so necessary to carry it to a successful conclusion, both through contribution of our individual resources and through the conservation of food and material, even if it entails discomfort and self sacrifice. Our boys at the front, and those going, are splendidly and cheerfully offering their lives in the cause of humanity, and it is up to us who cannot go to see they have everything on God's green earth they need; so let us forget criticism, unless constructive and founded on established facts, and bend our energies to help the cause along.

In view of the latest developments on the Western front the prices of both stocks and bonds continue to show a firmness on reactions that is both surprising and encouraging, no substantial liquidation being apparent. This is a good indication of the spirit of the people. It shows confidence in the ultimate decision in favor of humanity. The calm confidence of the business interests of the country is a strong weapon and its continuance will be a great factor in winning the greatest struggle in the history of the world. While there is strength to the market it would be advisable for those who purchased securities of a speculative nature to take their profits, as no assurance can be given of a continued upward course, or even an extended period at present price levels. John Moody says of the three great classes of people in this country the middle class has been hit hardest in the war, the upper or wealthy class next, and the laboring class scarcely hit at all; that the real "profiteers" since our entry to the war have been the so-called

## GRAND RAPIDS NATIONAL CITY BANK CITY TRUST & SAVINGS BANK ASSOCIATED



### CAMPAU SQUARE

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

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

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

## GRAND RAPIDS NATIONAL CITY BANK CITY TRUST & SAVINGS BANK ASSOCIATED

# GRAND RAPIDS

IS THE BANKING CENTER OF  
WEST MICHIGAN AND ONE  
OF THE BEST KNOWN FINAN-  
CIAL AND FIDUCIARY INSTI-  
TUTIONS OF THAT CITY IS  
THE

## GRAND RAPIDS TRUST COMPANY

WITH RESOURCES OVER  
**\$1,000,000**

TRUST AND INVESTMENT BUSINESS HAN-  
DLED EFFICIENTLY AND SATISFACTORILY

SAFETY DEPOSIT FACILITIES AT THREE  
DOLLARS PER YEAR AND UP

## Kent State Bank

Main Office Ottawa Ave.  
Facing Monroe

Grand Rapids, Mich.

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

Resources

**10 Million Dollars**

**3½ Per Cent.**

Paid on Certificates of Deposit

**The Home for Savings**

poor and the laboring classes. The prices of labor have risen so much higher than the cost of living that these two classes are really living in clover. It is the man with a fixed salary that feels the pinch. The salaries of the middle or salaried class have been hurt most because salaries have advanced only a few per cent., while the cost of living without changing the standard, has risen at least 50 per cent.

An important factor in the comparatively unruffled state of the money market is the war currency issued, both here and abroad. It has stabilized the money market and enabled the banks to avoid the wholesale culling of their loans. Federal Reserve bank note issues to March 1 totaled \$1,351,091,000, while Great Britain to Oct. 31, 1917, had put in circulation currency notes amounting to \$911,057,000, so that by this time Britain's war currency must amount to at least \$1,000,000,000. A similar policy has been pursued in both France and Germany. It is estimated that in all, the world now has outstanding approximately \$12,000,000,000 of uncovered paper.

There are several features of the third \$3,000,000,000 Liberty Loan 4½ per cent. bond issue with which the public should become acquainted. It looks as if many of the second Liberty Loan 4 per cent. bonds would be converted into the new 4½ per cent. bonds, while the 3½ per cent. bonds have a right to convert into any subsequent bond bearing a higher rate of interest issued during the war. While the Government hopes to hold down the interest rate from now on to 4¼ per cent. on its permanent war borrowings, this is a question the future only can decide. The owner of the 3½ per cent. bonds can skip the third Liberty Loan, so far as the conversion privilege goes, and convert into any later loan during the war, should such issue bear a sufficiently high rate of interest to make it attractive. On the other hand, the second Liberty Loan 4 per cent. bonds can be converted only into the next higher rate issue, which is the 4¼ per cent. loan about to be offered. If the holders of the 4 per cent. bonds do not exercise this privilege, it is gone forever. The new 4¼ per cent. bonds will not be convertible into bonds bearing a higher rate of interest, nor would the 3½'s if converted into the 4¼ per cent. bonds be convertible into any other issue.

There has been some confusion in the mind of the public regarding the taxation feature of the Liberty bonds. Advices from Washington show that, taking into consideration the Federal supertaxes on incomes, a 4¼ per cent. rate, assuring the new bonds will also be subject to supertaxes, will naturally be more attractive to persons of large incomes than the 4 per cent. rate. Those having incomes up to \$60,000 or \$80,000 can purchase the 4¼ bonds, pay taxes, and have remaining an income equal to the return on the 3½ per cent. tax exempt Liberty bonds. On the 4 per cent. bonds where the income exceeded the

\$40,000 to \$60,000 stage the net return of the payment of taxes fell below the 3½ per cent. rate.

As a means of gauging the extent and success of the Federal Farm Loan bank scheme, it can be stated that during the month of February a total of \$13,878,811 was loaned to the farmers of the United States on long time first mortgages. This was \$2,091,294 more than was loaned in January. On March 1 the total amount of mortgage loans placed since the establishment of the Federal land banks was \$64,532,343 covering 28,495 loans closed, as against \$50,782,432 on February 1 covering 24,020 loans, which means, says the Farm Loan bank in its report, that during February 4,475 farmers received \$13,729,911 or an average of about \$3,000 each.

President Wilson's proclamation putting coal and coke dealers and jobbers under license becomes effective April 1. Fuel administrator Garfield in a statement says: "The regulations recognize the twofold function of the jobber. Under them he may, as heretofore, purchase and resell coal on his own account. When he acts in this capacity, his profit is limited only by the regulation that he may not sell in excess of the Government mine price, and that he may not make any other profit, directly or indirectly, on coal purchased for his own account. On the other hand, performing his function of rendering service to the consumer or retail dealer in procuring coal, he may, when he has been authorized by the dealer or consumer, buy for them at any price not in excess of the Government mine price, and those who choose to employ him for this purpose may compensate him by paying him a purchasing commission not to exceed in any case the reasonable limit fixed in the regulation as the maximum compensation for that service. These commissions are briefly 15 cents a ton on bituminous coal, 20 cents on anthracite coal in the East and 30 cents in the West, and 5 per cent. on the delivered price of smithing coal."

### Investment Bonds Notes

issued by public  
utility companies of  
recognized standing.

**Hodenpyl, Hardy & Co**  
Incorporated  
Securities for Investment  
14 Wall St., New York  
First National Bank Bldg., Chicago

**Automobile Insurance** is an absolute necessity.  
If you insure with an "old line" company you pay 33⅓% more than we charge.  
Consult us for rates.  
**INTER-INSURANCE EXCHANGE**  
of the  
**MICHIGAN AUTOMOBILE OWNERS**  
221 Houseman Bldg., Grand Rapids, Mich.

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

### 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

Assets \$2,700,000.00

Insurance in Force \$57,000,000.00

### MERCHANTS LIFE INSURANCE COMPANY

Offices—Grand Rapids, Mich.

Has an unexcelled reputation for its

### Service to Policyholders

\$3,666,161.58

**Paid Policy Holders Since Organization**

CLAUDE HAMILTON  
Vice-Pres.  
JOHN A. McKELLAR  
Vice-Pres.

WM. A. WATTS  
President

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

**SURPLUS TO POLICY HOLDERS \$479,058.61**

## It Is Poor Business

to be without a good banking connection. Ask anyone who is headed for success and he will tell you that we are right in that statement. There are many good banks in Grand Rapids but we would like to have you consider, particularly, the facilities of

### THE OLD NATIONAL BANK

MONROE AT PEARL

GRAND RAPIDS

### Fourth National Bank

United States Depository

#### Savings Deposits

#### Commercial Deposits

3

Per Cent Interest Paid on  
Savings Deposits  
Compounded Semi-Annually

3½

Per Cent Interest Paid on  
Certificates of Deposit  
Left One Year

Capital Stock and Surplus  
**\$580,000**



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

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

A person employed exclusively as a salesman by a single producer or employed exclusively as a purchasing agent by a single consumer is not required to procure a license.

The announcement of the settlement of the long standing fisheries dispute between Canada and the United States calls attention to the fact that these two countries furnish about one-fourth of the recorded fish crop of the world. In combination they supply over \$150,000,000 worth of fish per annum, while the world's recorded total is slightly less than \$500,000,000. Paul Leake.

#### Democracy Goes Autocracy One Better.

Washington, April 1—During the past six weeks American consumers, informed by American public opinion, and aided by American business men, have accomplished two tasks which a year ago would have seemed impossible.

First of these, is the nation-wide substitution of other cereals for wheat flour in purchases made at retail stores, and the second is nation-wide use of mixed-flour bread and bakery products.

These necessary measures have been carried out so quickly and loyally by everybody that the chief work now remaining to be done is to make explanations to that small proportion of people who do not yet understand, and to carry the war food programme further, realizing its full benefits.

There has been considerable confusion in the "50-50" rule governing sales of wheat flour and cereals together—pound for pound. Housewives have confined their purchases to a single substitute such as corn meal in many cases, whereas they should have divided their purchases among several different cereals. Merchants have assumed that the term "50-50" could be applied to prices as well as weights, and have mistakenly sold a dollar's worth of substitute with a dollar's worth of wheat flour.

Adjustments are being made very rapidly. The housewife now begins to see that she has been purchasing large quantities of these substitute cereals all along, and that by splitting up her order, taking some corn meal, some rice, some hominy, some oatmeal, and so on, the possibilities for enriching family diet are increased, not diminished. And merchants, corrected by Federal Food Administrators in the states have begun to speak of the pound-for-pound rule of the Food Administration, instead of "50-50," which clears up every possible misunderstanding.

With "Victory" bread, the chief burden has fallen upon the baking industry. That industry has responded so amazingly that to-day, over all the Nation, people are wondering when the new "Victory" breads are to appear on their tables, whereas they have been eating mixed-flour breads and bakery products for several weeks, in many cases without knowing it.

The other day several officials of the Food Administration at Washington raised a question concerning the white bread served them at a hotel, believing that it must be made entirely of wheat flour, and were assured that it contained more than the required percentage of substitute in the form of rice and corn flours.

Most people did not know when "Victory" bread replaced full-wheat bread because they had been expecting something like the dark, heavy "war breads" now necessary in Europe.

"Victory" bread is almost as far from real "war bread" as the white wheat loaf itself—a product lacking

nothing in the way of nourishment, palatability or sightliness—a "staff of life" upon which our people could live indefinitely.

These two achievements reflect credit on the public, the press and the business world alike and go far toward demonstrating the fundamental belief upon which Food Administration was founded—that Democracy could meet by intelligence, organization and sacrifices any achievement of Autocracy—and go Autocracy one better. James H. Collins.

#### Clarion Note From a Shut-In.

Grand Rapids, April 1—May I commend you and your able and worthy trade journal for your fearless and tireless denunciation of Kaiserism and all unjust and unpatriotic schemes and propaganda, which have been the world's greatest menace during recent years.

This is, perhaps, unlooked for in a journal of this character; but these editorials are so frank and expressive and so clearly voice the sentiment of every loyal American, be he native or foreign born, that they have become a prominent feature in the make-up of the Tradesman and are eagerly sought and approved, by a great majority of the Tradesman's extensive family circle.

It has been my pleasure to personally copy many good things from these pages and to send them broadcast, with my somewhat numerous correspondence, never forgetting to make plain the source from which they came.

The enclosed lines from the Orange, Mass., Enterprise and Journal, are a sample of this endless pastime.

Long live the Tradesman!  
Ben W. Putnam.

#### WHO?—UNANSWERED.

The following lines were written by a member of Co. E., 104th Massachusetts Infantry, now in France.

Some people were made to be soldiers,  
The Irish were made to be "cops,"  
Sauer kraut was made for the Germans  
And spaghetti was made for the "wops."

Fishes were made to drink water,  
Bums were made to drink booze;  
Banks were made to keep money,  
And money was made for the Jews.

Everything was made for something  
Everything except a miser;  
God made Wilson for President,  
But who in hell made the Kaiser?

#### Passed By Censor.

A certain British soldier's letter runs thus:

"I am sorry I cannot tell you where I am, because I am not allowed to say. But I venture to state that I am not where I was, but where I was before I left here to go where I have just come from."



JOIN THE  
GRAND RAPIDS  
SAVINGS BANK  
FAMILY!

33,000 ☐

☐ Satisfied  
Customers

know that we  
specialize in  
accommodation  
and service.

THE BANK WHERE YOU FEEL AT HOME

GRAND RAPIDS SAVINGS BANK

WE WILL APPRECIATE YOUR ACCOUNT  
TRY US!

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

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

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

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

## THE MICHIGAN TRUST CO. OF GRAND RAPIDS

Safe Deposit Vaults on ground floor.

Boxes to rent at very low cost.

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

## Fire Insurance that Really Insures

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.

## MICHIGAN BANKERS AND MERCHANTS' MUTUAL FIRE INSURANCE CO.

Wm. N. Senf, Secretary

FREMONT, MICHIGAN

## BUY SAFE BONDS

6%

Tax Exempt in Michigan

Write for our offerings

## HOWE SNOW CORRIGAN & BERTLES

INVESTMENT BANKERS

GRAND RAPIDS SAVINGS BANK BLDG. GRAND RAPIDS, MICHIGAN.

### Late News From the Metropolis of Michigan.

Detroit, April 1—Construction of probably the largest building in the world devoted exclusively to the retail shoe trade will be started for R. H. Fyfe & Co. May 1. Building materials, including all the steel, are now in storage. The building will cost \$300,000, although at the current prices of materials it will represent a much larger value. Including the site and the furnishings, the total valuation will represent an investment that will actually exceed a million dollars. Mr. Fyfe told the writer that excavation work on the site, at the Northwest corner of Woodward and Adams avenues, will be started the day after the leases on the present buildings expire. The new building will have an ornate terra cotta exterior, and will be ten stories high, exclusive of the basement and sub-basement. There will be also three mezzanine floors. The dimensions will be 105 feet on Woodward and 45 feet on Adams avenue. The property site was purchased by Mr. Fyfe back in 1892.

The capital stock of the Fruehauf Trailer Co., manufacturer of semi-trailers of one to ten-ton capacities, has been increased to \$150,000, and the following officers elected: President and Treasurer, A. C. Fruehauf; Vice-President and General Manager, Harvey C. Fruehauf; Secretary and Sales Manager, E. L. Vosler. Production of trailers has been doubled during the last two months and the dealer organization is now being enlarged.

"Price fixing during war times" will be the subject of an address by Roger W. Babson, noted statistician, during the third annual World's Salesmanship Congress in Detroit, April 24 to 27. About 100 addresses will be delivered, all of them under the classifications, "The part of salesmanship in winning the war" and "Preparation for the war after the war." It is the purpose of the Congress to reinforce the Government's plans, discourage injudicious propaganda concerning business curtailment and encourage thrift in the sense of keeping busy. In the Congress business men of the United States and her Allies will meet to solve problems now confronting our enterprises. Japan is sending a delegation of five men, England will send Herbert N. Casson, head of the industrial efficiency movement in Great Britain.

Newcomb, Endicott & Co. have practically completed all arrangements for beginning construction of a handsome twelve-story, fireproof mercantile building on the southeast corner of Woodward avenue and East Grand River avenue, on the site now occupied by a three-story annex of the company's main building. Continued possession of this property was acquired under a long term lease about a year ago. The new building, designed by Harry S. Angell, architect, will have frontage of 60 feet on Woodward avenue and 110 feet on East Grand River avenue and will add approximately 100,000 square feet of floor area to Newcomb, Endicott & Co.'s present store space, giving the firm a total area of about 300,000 square feet. Its cost is estimated at \$350,000.

The activities of the Standard Oil company in purchasing sites in various districts of the city, represent one of the most important developments in the local real estate market in many months. Thirteen properties have been obtained by the company, representing a net investment of \$209,500. In only three instances were the properties leased and in each of these a purchase clause is embodied in the contract. In all the deals, the consideration was paid in cash and in practically every purchase the price shows an advancing tendency in land values. This fact, in connection with the cash payments, is construed as

evidence of the solidity of the real estate market in Detroit. Special interest attaches to the transactions because of the prominence of the purchasing company and the fact that the purchases are representative of value levels throughout the city. Negotiations for the purchases were commenced only a few weeks ago, but the company already has started building operations where possible, and crews of workers are razing buildings that have occupied the sites. In several instances buildings of considerable size and value are being removed to make way for the new service stations.

Samuel T. McCornac, member of the wholesale dry goods firm of Edson, Moore & Co., died suddenly last Saturday morning while visiting Irving J. Coffin, 804 Ferry Park avenue. He came to Detroit Friday from his home in Rochester for the purpose of hearing his daughter, Mrs. Ethen, McC. Fox, sing Easter Sunday in Westminster Presbyterian church. For the last thirty-five years, Mr. McCornac had been connected with the Edson Moore firm. About two years ago his health failed him and he retired from active business, removing a year ago from Detroit to the family homestead in Rochester. Mr. McCornac had been for years an elder in Westminster church, where his daughter was soloist. Mr. McCornac was 62 years old. He is survived by his widow and two children, Mrs. Fox and Roy J. McCornac, of Rochester. Funeral services were held Monday afternoon in the Rochester home.

Fifteen shoe retailers have signed applications, and have been accepted into the membership of the Detroit Retail Shoe Dealers' Association. It would seem that the organization has a brighter future than ever, and the new officers promise a businesslike and profitable administration. The weekly meetings will be held regularly and there will be many special events between now and the hot weather. Secretary Rapp takes this medium of requesting every shoe retailer in Detroit to attend the meetings. A welcome is also extended to any out-of-town retailers, as well as wholesalers and manufacturers. There is nothing confidential or secretive about these weekly meetings. They are for the general good of the retail shoe business, and the more suggestions from the outside the better. The charter membership fee of \$2 will soon be increased to \$5—hence it should be an object for retailers to join soon.

Harry Harwood, like some other men naturally dislikes spending money foolishly. Therefore, when a friend in the South sent him an unstamped letter he was much annoyed at having to send on 3 cents postage.

He was still more annoyed, on opening the letter, to find nothing in it save a single sheet, saying: "I am well.—George."

In return, he procured a large, flat stone, packed it in a wooden box, with many wrappings, and despatched it C. O. D.

When his friend had paid 75 cents charges, he sought for an explanation, and found it in a letter at the top of the package:

"Dear George—When I heard that you were well, this great load rolled off my mind."

Bell Phone 596

Citz. Phone 61366

**Joseph P. Lynch Sales Co.**  
**Special Sale Experts**

Expert Advertising—Expert Merchandising  
44 So. Ionia Ave. Grand Rapids, Mich.

## HONEST, EFFICIENT MANAGEMENT.

ABILITY, CHARACTER AND EXPERIENCE OF THE MEN BACK OF THE PETOSKEY PORTLAND CEMENT COMPANY ARE ALMOST SURE GUARANTEES OF BIG SUCCESS.

Experience is an asset of tremendous value. Ability is essential. The men back of the Petoskey Portland Cement Company are exceptionally strong. They stand the acid test for ability, honesty and experience—the three essentials that should be insisted upon by every investor in the make-up of the men who are responsible for the use of the capital entrusted to them.

Make no mistake about it. As extraordinary as are all of the other advantages in favor of success for this company, one of the biggest things about The Petoskey Portland Cement Company is its honest, capable and efficient management.

These men have won their spurs by performance in business and have been successful. Take a chance with successful men—get in the active current of success—and you multiply your chances of getting big unusual returns.

Associate yourself with such an ably-planned, efficiently-managed enterprise as this and you can positively assure yourself of an "honest run" for your money. That is all you can reasonably expect.

The officers and directors of The Petoskey Portland Cement Company are A. B. Klise, Pres.; John L. A. Galster, Sec'y-Treas.; Homer Sly, Vice-Pres.

Their success and ability are vouched for by the strongest and biggest in the field of business.

Stock is now selling at \$11.00 per share. Don't wait until there is an increase in the price of the stock. Investigate NOW and ACT.

Make a good investment in the stock of this company. Leave it to the men behind the enterprise to get quick and highly profitable results.

The character, ability and past record of these men are excellent assurances of big unusual success.

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

#### Recent News of the Cloverland of Michigan.

Sault Ste. Marie, April 1—It was welcome news to the merchants of Cloverland to receive notice that the D., S. S. & A. trains are now making connections at Mackinac City, thus improving the service with Lower Michigan. G. R. & I. train No. 3 was restored Monday and will come through every night in the week, except Sunday, arriving at Mackinac City at 7:10 a. m., connecting with the South Shore train which arrives in Ishpeming at 4:40 p. m. Train No. 4, resumed, leaves Mackinac City at 12:30 p. m. for Grand Rapids and intermediate points, connecting with train No. 14, which leaves Ishpeming at 4:20 a. m. This will give very good service to and from Grand Rapids and Lower Peninsula points.

"Spring lambs are now being slaughtered—on the stock exchange."

P. E. Gallagher, well-known meat merchant of St. Ignace, was visiting relatives in Detroit last week. Capt. Lew Ryerse was in charge of Mr. Gallagher's business during his absence.

The latest bear story reached the Soo from Pickford this week, when Sam Watson and William Parker were cutting wood two miles from Pickford in what is known as the Haywood Limits. While felling a tree they heard a growling noise under the tree and, after investigating, found it was a bear. They secured a gun from a nearby farmer and Mr. Parker did the William Tell act to perfection with one shot. After getting the bear out of her den, they discovered she had two cubs by her side. The cubs were live ones, too. After being loaded into a cutter they started for Pickford. They sold the game to Dr. Sigler and the cubs may be seen at Dr. J. A. Cameron's drug store. The old bear weighed 130 pounds. This will give Pickford a chance to compete with Trout Lake, which has had the reputation of being the only place along the line that kept a bear on exhibition in the village most of the time, to the great delight of E. P. Monroe (Sherwood Hall Co.), who made bruin the hero of many escapades and adventures which he never even thought of undertaking. As a master hand in concocting bear stories, Monroe has every traveling salesman in the 'country backed off the boards.

"To love truth for truth's sake is the principal part of human perfection in this world, and the seed plot of all other virtues.

The old hotel known as the John Nevins House, at Trout Lake, was burned to the ground March 25. It was occupied at the time by Earl

Smith, who conducted a restaurant on the ground floor. The total loss is estimated at about \$2,100. The telephone poles were burned to the ground, so that the telephone service was put out of commission for a while.

The many friends of Henry Shields, member of the firm of Shields Bros., the well known Algonquin grocers, are pleased to note that he has returned from Detroit, where he underwent a successful operation. He is now on the rapid road to recovery. Mr. Shields speaks very highly of the Providence Hospital, of Detroit, and feels that he has a new lease on life and will soon be able to get ready for the spring rush after the opening of navigation.

Charles Haas, the popular Uneeda biscuit man, announces that after April 1 he will be ready to receive his friends at his new commodious flat in the France building.

Dave Elisof, the well-known boy scoutmaster, asked one of the scouts why a soldier was always tired on the first of April. This was a hard one. "Hurrah," replied one of the boys, "I suppose it is because of 31 days March."

The town clocks at the Soo were turned ahead one hour at 2 o'clock Sunday morning as prescribed by the laws of Congress.

The Soo Co-operative Association has opened a new cash-and-carry branch store on 237 Ridge street. The new business will be in charge of Mrs. F. Dorie, who has been with the Soo Co-operative for the past year in the main store on Ashmun street.

A. Wesley Clark, of the Central Savings Bank, to-day sent in an order for 5,000 packages of garden seeds with which to forward the backyard garden movement in the city. The seeds will be distributed later to those persons who enter the contest for the best looking garden and for the largest potatoes and corn ears.

The Soo is preparing to give the boys who are leaving for Camp Custer a send off at a mass meeting to be held in the high school auditorium.

The hospital party given at the armory last Monday night was the social event of the year. It proved enjoyable as well as profitable to the ladies auxiliary under whose auspices the party was given.

The Soo merchants report a very successful Easter trade. The markets and stores were arranged in true Easter fashion. The high cost of living has had very little effect on the togger and general Easter purchases.

"The best of all things is simplicity"  
 William G. Tapert.

#### Be Optimistic.

Though the world seems quite upset,  
 Be optimistic!  
 Now's no time in which to fret;  
 Be optimistic!  
 Notwithstanding all the war,  
 Business goes on as before,  
 While each day produces more;  
 Be optimistic!

Think in terms of "bound to win!"  
 Be optimistic!  
 And "success" you'll usher in;  
 Be optimistic!  
 Great achievements you will find  
 Depend upon the frame of mind;  
 Make yours then the brighter kind;  
 Be optimistic!

With the bottling season near,  
 Be optimistic!  
 Signs foretell a "banner" year;  
 Be optimistic!  
 Never let up on the fight,  
 Forge ahead with all your might,  
 Lots of business is in sight;  
 Be optimistic.

Buying goods on a rainy day is a pretty good cure for the fellow inclined to overbuy. Fewer customers make you conservative.



Five Stories Completed April, 1917  
**HOTEL BROWNING**  
 GRAND RAPIDS NEWEST  
 Fire Proof. At Sheldon and Oakes.  
 Every Room with Bath.  
 Our Best Rooms \$2.00; others at \$1.50.  
 Cafeteria - Cafe - Garage

#### OCCIDENTAL HOTEL

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

#### Beach's Restaurant

41 North Ionia Ave.  
 Near Monroe  
 GRAND RAPIDS, MICHIGAN

Good Food  
 Prompt Service  
 Reasonable Prices  
 What More Can You Ask?  
 LADIES SPECIALLY INVITED

#### HOTEL HERKIMER

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

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

## CODY HOTEL



IN THE HEART OF THE CITY  
 Division and Fulton

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

CODY CAFETERIA IN CONNECTION

## New Hotel Mertens

GRAND RAPIDS

Union  
 Station

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



75 Steps East

Fire Proof

## MASTER MIND AT REST.

## Death of George Metz, Tanner and Good Citizen.

George Metz, capitalist and pioneer tanner of Western Michigan, died Saturday morning at his home, Cherry street and Union avenue, Grand Rapids. The funeral was held from the residence Monday afternoon. Interment was in Oak Hills cemetery.

Mr. Metz was born December 4, 1839, at Stuttgart, Germany, from a parentage of sturdy independence. Seven years later, to escape Prussian oppression and secure personal freedom, the courageous parents brought their family to settle and rear permanently in the fulness of American democracy. The elder Metz, a tanner by trade, found in the abundant hemlock forests and vigorous New England atmosphere of the Vermont hills, a proper setting where upon to found a home and a business that was free and unlimited. Here it was that George Metz laid the foundations of a physical resistance, mental capacity and business skill destined to wrest success from Western Michigan's frontier forests.

In the middle sixties, Mr. Metz, with a younger brother, essayed farming in Lower Michigan, with such results as to be forever after, an unfailing source of humorous reminiscence, but with resource that knew no limit or dismay, he immediately commandeered the management of an unsuccessful combination of sawmill and tannery at Jericho, Mich., a point now lost to the map.

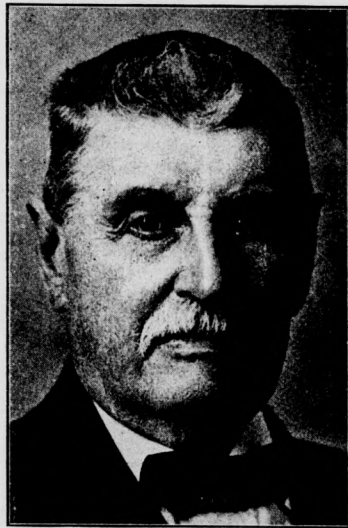
The results were so satisfactory to both the owner and the young manager that latent ambition and confidence were soon inspired to the inevitable independence of sole ownership. With characteristic and practical foresight, George Metz recognized the double advantage of lake transportation, accessible alike to the seemingly limitless abundance of Michigan hemlock as well as most of the then well established markets, especially Chicago.

New Year's day 1870 found George Metz with plans developed and land bought on the North side of Black Lake, opposite Holland, where for fifteen years he made his home and his business, both interwoven and correlated with consummate care and patient thoroughness.

In August of 1870 George Metz was married to Mary Bertsch, sister of John Bertsch, whose sturdy reliance, by co-incidence, was already written into the successful beginnings of the fast growing Cappon-Bertsch tannery on the opposite side of the lake. So it was that residents of Holland were wont to refer to the North side tannery and the South side tannery. In 1885 the North side tannery—George Metz, sole owner, was bought by the South side or Cappon-Bertsch Company, and later both plants were taken over by Armour interests. The sale of the North side tannery took with it the homestead and surrounding suburban acres.

With all ties and associations severed Mr. and Mrs. Metz came to Grand

Rapids to enjoy a united recreation and to establish a new home amid wider influences and near to Mrs. Metz' mother, brothers and sisters. Retirement from business, although brightened by extensive travel at home and abroad, could not satisfy the activity of a business mind just arrived at the master maturity of early middle life. In 1887 Mr. Metz founded, the Grand Rapids Leather Company at Mill Creek, now Comstock Park, North of Grand Rapids. With the exception of a few friendly interests, helpful for purposes of legal incorporation, George Metz was again happy in the sole control and sole ownership of a second successful business. Born and bred a tanner, he was living up to the full measure of his destiny. In 1902, after a second fifteen years of achievement, George Metz again retired from active man-



The Late George Metz.

ufacturing. In 1902 the Grand Rapids Leather Company was sold to the Wallin Leather Company, a subsidiary company of the Central Leather Company.

During the conduct of these two epochs of signal success, each a life time occupation for even a more than ordinary man, Mr. Metz found time, opportunity and money for many wide and separate business interests, to which he gave freely of his service and experience, with a counsel always safely sound and conscientiously studied. After his second retirement Mr. Metz extended his influence still more, marking a climax in 1912 when the Metz building, on Fulton street, opposite the park, stamped final approval for the trend of office and business building extension in Grand Rapids.

Mr. Metz leaves a devoted wife; an only daughter, Mrs. Thad. B. Landon, of Kansas City, Mo.; three grand-children; and a brother, Fred Metz, of Holland.

These, then are the essential simple facts of a man who lived to the unusual fullness of 78 years, alert and masterful to the end. Three times, twice as manufacturer and last as capitalist and builder, he measured and spanned the successful vision of his opportunity, each time to a degree sufficient and adequate for the

satisfaction of the average so styled successful business man.

But, remarkable and notable fact, three times did George Metz do more than conquer the ordinary obstacles and discouragements of usual business venture. For seventy years, since he was eight years old, George Metz suffered the gradually increasing intensity of almost constant chronic rheumatism. His normal suffering would have been acute pain to most men, and his acute pains most fearsome agony to all men. George Metz thrice crowned his material success by continuous master stoicism. George Metz endured as few men could endure and live; but George Metz loved and lived, endured and mastered, almost a super man.

George Metz was a sole owner, always in control of his own ventures. No outside partner was necessary to supplement his craftsmanship, his execution or his vision. His supreme partnership was in his home. Mrs. Metz, competent and devoted housewife and mother, was also his business confidant, conservative counselor, expert and accurate accountant, careful and diplomatic correspondent. No outside clerk hire has ever been written into the overhead expense of this duality, of a home business and a business home. George Metz was his own salesman and the aggregate output was very large.

George Metz was an honest man, genuinely honest and honestly genuine; intolerant of sham and exacting truth in return. His few and only losses were because he measured others by his own standards of prompt payment and careful thrift, while his extensive confidences have meant success to many a struggling business.

George Metz was a good man and kind, loved by family and friend. Denied by his infirmity the usual social activities of church, lodge, commerce and community, he was permitted only the friendly visits of relatives and neighbors, to all of whom his welcome was sincerely hearty. The leisure from his active business life was spent with books. Widely read in science, biography, history and current event, his observations and comments were interesting and pertinent; quaintly flavored with apt anecdote and humorous reminiscence. Nor did suffering ever master his ready wit or frequent friendly joking.

George Metz was quietly generous, without ostentation and mostly with concealed identity. Deserving need or worthy suffering touched his heart as well as his pocket, but imposition and thriftlessness provoked equally merited reprimand. His only hobby during both periods of active manufacturing was beekeeping and honey production. No honey was sold from either of his extensive apiaries, but the surplus frequently dispensed to his workmen and friends.

George Metz was naturally domestic, but his constant affliction cemented the home ties. His life was written into his business and his home beyond the usual experience. Tribute to his virile character and extended busy life must include the splendid

woman whose studied devotion lightened his suffering and whose business capacity enhanced his success. Mrs. Mary Metz for forty-eight years was housewife, companion, nurse, advisor and business partner of George Metz.

Never was husband and wife so truly one.

A good man is gone. There remains a true woman.

## Bottom Facts From Booming Boyne City.

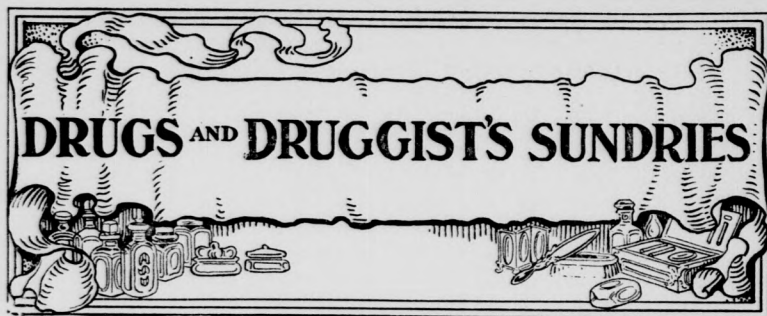
Boyne City, April 2—The Charcoal Iron Company of America is engaged in rebuilding the ore dock which was so damaged by fire last fall as to require pulling down and the extensive ore shed which years of use had rendered useless. While there is a good supply of ore on hand, the repair work is to be done in time for the shipping season, which will open in two or three weeks. The ice in Pine Lake is beginning to look black and will soon be no more.

F. E. Newville, who has been in the Boyne City postoffice for twenty-one years, has resigned his position as Assistant Postmaster and will go on his farm, South of the city. Floyd can tell some interesting yarns about the growth and development of the city. When Mr. Newville came to this town he was in such condition that his diet was confined principally to lacteal fluid of the best quality, but the wonderfully invigorating climate of this region soon placed him on his feet and he is now as fine a specimen of physical manhood as can be found. Come to Boyne City.

We are just wondering how we will work in that extra hour of evening daylight. We used to get up in the morning and work our garden when the fresh morning air was breathing on the dewy grass. Can't do that now. Have to go to our daily task and do our agricultural stunt when the afternoon sun is baking the gasping soil and the discouraged vegetation is hanging limp in thirsty lifelessness. Go to bed earlier? Sure—in broad daylight when it is so hot that it takes three breaths to get one mouthful of good air. Maxy.

Mr. Hoover, in his letter to the President with respect to the meat situation, suggests the only feasible way out of a difficult situation, a thorough investigation before any definite course is decided upon. The Food Administration has been laboring under an intolerable burden of criticism on all sides because of its handling of the meat problem, from the producer, the packer and the consumer. Nobody seems satisfied with the present make-shift policy, least of all Mr. Hoover. The Government and the Allies, through their large purchases, have already, to a great extent, been fixing prices, but perhaps without sufficiently taking into account all the factors of the industry. A certain amount of reduction in consumption has resulted from the campaign for meatless days. But Mr. Hoover feels that not enough has been done in this direction or to stimulate production, and at the same time put the packing industry on a proper, non-speculative basis. He therefore wants thorough investigation before a definite course is decided on. He does not feel willing himself, nor has he the power, to assume for the country the financial responsibility involved in control or taking over of the packing plants.

God calls to the busy men. Satan calls the idle.



#### 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.

#### A Bad Spell or Who Mixed the Letters?

The spelling of English words is an art rather than a science. Rules are of little use. Good spellers are usually those who have a natural aptitude for arranging the letters of words in the form commonly accepted as correct. This aptitude may be developed and brought to a higher degree of accuracy, even in those who do not have it naturally, by paying attention to certain fundamentals which are involved.

These fundamentals should be, but commonly are not, taught in the early years of school life. They include the training of the eye, the ear and the mind so as to produce a composite effect in the direction of accuracy of the arrangement of the letters of words in conformity with customs existing in any given locality. There are seven large dictionaries of the English language, three of which, Stormonths, the Imperial and the Oxford, are commonly used in England; the other four, Worcester's, Webster's, the Century and the Standard, are more frequently consulted in the United States.

All of these authorities do not agree in the spelling of every word, but the exceptions and usages are usually those of groups of words, such as those ending in or (our), as color (colour), ize (ise) in authorize (authorise), etc.

Simplified or phonetic spelling has also brought about some modifications in what is believed to be the interests of efficiency. Commendable as these changes may be, they have never become popular, probably on account of the shock to the sensibilities of those who have learned to spell in the old-fashioned way. As an example of what would happen if the suggestions of the Board for Simplified Spelling were universally and immediately adopted, the following paragraph will serve. It is made up from words included in one of the official lists of proposed changes:

"Scholars are slo to spel according

to the new rules announst in this cuntry. The od looking words hav caused shril laiter from those who see caos in the change and will not dein to use them unless forst. A fotograf of a blacboard ful of these words is hideus."

Some are unkind enough to say that Artemus Ward and Josh Billings have been followed in making the selections.

Spelling is largely a matter of visualization. Good spellers are usually found among those who are great readers and particularly those who read for profit rather than for pleasure.

One of the features of many drug journals is the section or column allotted to humorous orders. The humor in these usually arises in the effort of the customer to spell the name of the article as it sounds to him. The clue to the interpretation of these orders is usually found by repeating the order phonetically until the sounds resemble the name of something that is likely to be wanted. Subsequent interrogation of the customer usually changes the guess into a certainty. Such classis examples as "rose of spulement" for corrosive sublimate and "ogsalagaset" for oxalic acid are of the first degree of simplicity. Others are more obscure, yet when finally deciphered, are found to have the fundamental resemblance in sound to the name of the article desired, as referred to above.

This perennial source of amusement to the pharmacist is one of the compensations of being a victim to the long hours and many vexations of the business. How many drug clerks or even graduate pharmacists would make equally creditable attempts with the information at hand? To illustrate the point that a certain degree of familiarity with the word must exist so as to stimulate the power of visualization spoken of and as an example of what pharmacy students can do in the matter of phonetic spelling when their knowledge is vague and not accurate, the following examples are given of the attempts to render Quevenne's Iron into an intelligible form. The question asked the class was this: "What is the synonym of Ferrum Reductum?" This was the result of the efforts of the class:

Quebenzed	Iron
Quivenz	Iron
Quivens	Iron
Quevens	Iron
Quinellays	Iron
Quaevens	Iron
Quevenne's	Iron

Quivennes	Iron
Quevenes	Iron
Quivenes	Iron
Quevenz	Iron
Kinzins	Iron
Quiveens	Iron
Quivence	Iron
Queevins	Iron
Quenevens	Iron
Quinvennes	Iron
Queveens	Iron
Quevenns	Iron
Queevens	Iron
Goenvennes	Iron
Quevenze	Iron
Queveenes	Iron
Quesevinis	Iron
Queen's	Iron
Quivins	Iron

There is no particalar discredit or disgrace attached to the foregoing examples. No attempt is made to teach spelling in the ordinary pharmaceutical curriculum. The large proportion of students who failed to spell the name correctly is a fair index of the proportion of careless or inaccurate observers in any class of equal size. To one who knows the correct form many of these are as funny as any misspelled order handed over the counter. In both cases the same underlying factor is apparent, i. e., unfamiliarity with the subject coupled with a bold attempt at bluff.

Charles H. LaWall.

#### She Wanted to Be Helpful.

The young physician was tired, but, as he settled back in his easy chair and his newly wedded wife took a

seat beside him, he asked affectionately:

"And has my little wife been lonely?"

"Oh, no," she said animatedly; "at least, not very. I've found something to busy myself with."

"Indeed!", he said. "What is it?"

"Oh, I'm organizing a class. A lot of young girls and married women are in it, and we're teaching each other how to cook."

"What do you do with the things you cook?"

"We send them to the neighbors."

"Dear little woman," said he, "always thoughtful of your husband's practice."

Principles never change, but their applications do.

*Fiegle's*

Chocolates

Package Goods of  
Paramount Quality  
and  
Artistic Design

## 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

# Why Clerks Abandon the Drug Business.

There has been much talk in the pharmaceutical press about the shortage of drug clerks. I have read the suggestions made by several well meaning gentlemen, and to be frank, they are far from solving the problem.

At first let us see if there is really existing a shortage of pill makers. Of course, I am speaking of the three states from where the "call of danger" most strongly comes. Those states are New York, New Jersey and Pennsylvania.

As a clerk for the past decade I take the authority, and have facts to prove, that there exists no shortage of clerks in the above mentioned states. Then what is the reason that Mr. X. can not get a clerk? Two words will answer the question. Pay a professional salary and reasonable hours—you will then get all the clerks you wanted. It is a fact that all those who are crying for help are the gentlemen who have underpaid and overworked their clerks.

Now as to the question what becomes of the drug clerks. I think that we all know the answer. But for the sake of clearness let me state same. Many clerks, getting sick and tired of their underpaid positions joined the army voluntarily, while some said good-bye to pharmacy and are at present working in ship-yards. In a word, you can find now pharmacists working in every industry where a good living salary is paid. Can you

blame them? The overworked clerk has grasped the opportunity whereby he could make a better living without being enslaved for sixteen hours daily. Let me cite an incident which I hope will make my statements clearer. Have met yesterday two good friends, and good pharmacists too. You know what they are doing now? One, on losing his health in the back of the drug store, is now working on a farm, while the second is employed as a clerk in a ship-yard. Why did they abandon pharmacy? It is for you who are underpaying and overworking your clerks to answer the above question.

Furthermore, we all know that due to the high cost of living every laborer and skilled worker in this country got a raise in salary. Was the drug clerk's salary raised? The answer is that the drug clerk's raise did not amount to half of the increase in salary of the plain laborer. The consequence is that no bright clerk is willing to stick to pharmacy in the time he could better his condition by leaving pharmacy. Pay well your clerk, give him enough time to enjoy life, and then, only then, Mr. X, you will not need to waste so much energy in looking for a clerk.

Abraham Davison.

## Impossible.

Crabshaw—It's impossible to make a woman happy.

Crawford—Nonsense. Just give her all the money she can spend.

Crabshaw—Didn't I just say it was impossible.

# WHOLESALE DRUG PRICE CURRENT

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

<b>Acids</b>		<b>Cubebs</b> ..... 9 00@9 25	<b>Capsicum</b> ..... @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 ..... 98@1 05		Hemlock, pure .. 1 75@2 00	Catechu ..... @1 60
Citric ..... 3 1/2@ 5		Juniper Berries 20 00@20 20	Cinchona ..... @2 35
Muriatic ..... 10 1/2@15		Juniper Wood .. 2 75@3 00	Colchicum ..... @2 40
Nitric ..... 60@ 70		Lard, extra ..... 2 10@2 20	Cubeb ..... @2 35
Oxalic ..... 3 1/2@ 5		Lard, No. 1 ..... 1 85@1 95	Digitalis ..... @1 90
Sulphuric ..... 1 05@1 10		Lavender Flow. 7 00@7 25	Gentian ..... @1 50
Tartaric ..... 1 05@1 10		Lavender, Gar'n 1 25@1 40	Ginger ..... @2 50
<b>Ammonia</b>		Lemon ..... 2 00@2 25	Guaiac ..... @1 90
Water, 26 deg. .... 12@ 20		Linseed, boiled bbl. @1 62	Guaiac, Ammon. @1 80
Water, 18 deg. .... 10 1/2@ 18		Linseed, bld. less 1 72@1 77	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@1 76	Iron, clo. .... @1 60
Chloride ..... 45@ 50		Mustard, true, oz. @2 25	Kino ..... @1 65
<b>Balsams</b>		Mustard, artifil oz. @2 00	Myrrh ..... @2 50
Copaiba ..... 1 40@1 65		Neatsfoot ..... 1 80@1 95	Nux Vomica ..... @2 50
Fir (Canada) .. 1 25@1 50		Olive, pure ..... 4 50@5 50	Opium ..... @2 50
Fir (Oregon) .. 40@ 50		Olive, Malaga, yellow 3 75@4 00	Opium, Camph. @1 80
Peru ..... 5 25@5 50		Olive, Malaga, green 3 75@4 00	Opium, Deodor'd @2 50
Tolu ..... 1 75@2 00		Orange, Sweet .. 4 25@4 50	Rhubarb ..... @1 65
<b>Barks</b>		Origanum, pure .. @2 50	<b>Paints</b>
Cassia (ordinary) 25@ 30		Origanum, com'l @2 75	Lead, red dry .. 1 1/2@12 1/4
Cassia (Salign) 90@1 00		Pennyroyal ..... 2 25@2 50	Lead, white dry 1 1/2@12
Elm (powd. 35c) 30@ 35		Peppermint ..... 4 25@4 50	Lead, white oil 1 1/2@12
Sassafras (pow. 35c) 30@ 35		Rose, pure ..... 30 00@32 00	Ochre, yellow bbl. @ 1 1/4
Soap Cut (powd.) 35c 23@ 25		Rosemary Flows 1 60@1 75	Puffy ..... 3 1/4@ 6
<b>Berries</b>		Sandalwood, E. I. 17 50@17 75	Red Venet'n bbl. 1 1/4@ 5
Cubeb ..... 1 60@1 70		Sassafras, true 2 50@2 75	Red Venet'n less 2 @ 5
Fish ..... 25@ 30		Sassafras, artifil 60@ 75	Vermillion, Amer. 25@ 30
Juniper ..... 9@ 15		Spearment ..... 4 75@5 00	Whiting, bbl. .... @ 3
Prickley Ash .... @ 30		Sperm ..... 2 70@2 80	L. H. F. Prep'd. 2 25@2 50
<b>Extracts</b>		Tansy ..... 4 25@4 50	<b>Miscellaneous</b>
Licorice ..... 60@ 65		Tar, USP ..... 45@ 50	Acetanalid ..... 1 10@1 20
Licorice powdered 95@1 00		Turpentine, bbls. @ 50	Alum ..... 12@ 15
<b>Flowers</b>		Turpentine, less 55@ 60	Alum, powdered and ground 14@ 17
Arnica ..... 2 25@2 50		Wintergreen, tr. 5 50@5 75	Bismuth, Subnitrate 3 83@3 90
Chamomile (Ger.) 75@1 00		Wintergreen, sweet birch 4 00@4 25	Borax xtal or powdered 10@ 15
Chamomile Rom. 1 75@2 00		Wintergreen art 1 25@1 50	Cantharides po 2 00@6 50
<b>Gums</b>		Wormseed ..... 12 00@12 25	Calomel ..... 2 56@2 60
Acacia, 1st ..... 75@ 80		Wormwood ..... 6 00@6 25	Capsicum ..... 35@ 40
Acacia, 2nd ..... 65@ 75		<b>Potassium</b>	Carmine ..... 6 50@7 00
Acacia, Sorts ..... 40@ 50		Bicarbonate ..... 1 90@2 00	Cassia Buds ..... @ 40
Acacia, powdered 60@ 70		Bichromate ..... 60@ 70	Cloves ..... 77@ 85
Aloes (Barb. Pow) 30@ 40		Bromide ..... 1 80@2 10	Chalk Prepared .. 12@ 15
Aloes (Cape Pow) 25@ 30		Carbonate ..... 1 85@2 00	Chalk Precipitated 10@ 15
Aloes (Soc. Pow. 80) @ 75		Chlorate, gran'r 95@1 00	Chloroform ..... 90@ 97
Asafoetida, .... @2 25		Chlorate, xtal or powd. 70@ 75	Chloral Hydrate 1 92@2 12
Asafoetida, Powd. @2 50		Cyanide ..... 70@ 90	Cocaine ..... 11 75@12 30
Camphor ..... 1 28@1 35		Iodide ..... 4 59@4 66	Cocoa Butter ..... 50@ 60
Guaiac ..... @ 75		Permanaganate 5 50@5 60	Corks, list, less 55%
Guaiac, powdered @ 80		Prussiate, yellow @1 75	Copperas, bbls. .... @ 2 1/4
Kino ..... 70@ 80		Prussiate, red .. 3 75@4 00	Copperas, less .. 2 1/4@ 7
Kino, powdered .. 75@ 80		Sulphate ..... @ 90	Copperas, powd. .. 4 @ 10
Myrrh ..... @ 65		<b>Roots</b>	Corrosive Sublim. 2 30@2 40
Myrrh, powdered @ 70		Alkanet ..... 2 00@2 10	Cream Tartar ..... 68@ 75
Opium ..... 37 00@37 50		Blood, powdered 30@ 35	Cuttlebone ..... 65@ 70
Opium, powd. 38 00@38 50		Calamus ..... 50@3 50	Dextrine ..... 10@ 15
Opium, gran. 38 00@38 50		Elecampane, pwd. 15@ 20	Dover's Powder 5 75@6 00
Shellac ..... 75@ 85		Gentian, powd. .. 25@ 30	Emery, All Nos. 10@ 15
Shellac, Bleached 85@ 90		Ginger, African, powdered 25@ 30	Emery, Powdered 8@ 10
Tragacanth ..... 2 50@3 00		Ginger, Jamaica, .30@ 35	Epsom Salts, bbls. @ 4 1/4
Turpentine ..... 15@ 20		Ginger, Jamaica, powdered 22@ 30	Epsom Salts, less 5 @ 8
<b>Insecticides</b>		Goldenseal pow. 8 00@8 20	Ergot ..... 1 25@1 50
Arsenic ..... 20@ 30		Ipecac, powd. .... 4 00@4 25	Ergot, powdered 2 75@3 00
Blue Vitriol, bbl. @11 1/2		Licorice ..... 35@ 40	Flake White ..... 15 @ 20
Blue Vitriol, less 12 1/2@ 20		Licorice, powd. .. 30@ 40	Formaldehyde, lb. 25@ 30
Bordeaux Mix Dry 20@ 25		Orris, powdered 35@ 40	Gelatin ..... 1 75@1 90
Hellebore, White powdered 38@ 45		Poke, powdered 20@ 25	Glassware, full cs. 58%
Insect Powder ..... 40@ 60		Rhubarb ..... 75@1 25	Glassware, less 50%
Lead, Arsenate Po 34@ 44		Rhubarb, powd. 75@1 25	Glauber Salts, bbl. @ 2 1/2
Lime and Sulphur Solution, gal. . . 20@ 35		Rosinweed, powd. 25@ 30	Glauber Salts, less 3 1/2@ 7
Paris Green ..... 48 1/2@54 1/2		Sarsaparilla, Hond. ground 75@ 80	Glue, Brown ..... 25@ 36
<b>Ice Cream</b>		Sarsaparilla Mexican, ground 1 00@1 10	Glue, Brown Grd. 25@ 35
Piper Ice Cream Co., Kalamazoo ..... 95		Squills ..... 35@ 40	Glue, White ..... 30@ 35
Bulk Vanilla ..... 1 00		Squills, powdered 45@ 65	Glue, White Grd. 30@ 35
Bulk Special Flavored 1 00		Tumeric, powd. .... 13@ 20	Glycerine ..... 78@ 95
Brick, Plain ..... 1 20		Valerian, powd. .. @1 90	Hops ..... 60@ 75
Brick, Fancy ..... 1 60		<b>Seeds</b>	Iodine ..... 5 60@5 90
<b>Leaves</b>		Anise ..... 42@ 45	Iodoform ..... 6 59@6 74
Buchu ..... 1 75@1 85		Anise, powdered 47@ 50	Lead, Acetate ..... 21@ 25
Buchu, powd'd 1 85@2 00		Bird, Is ..... 13@ 19	Lycopodium ..... 2 75@3 00
Sage, bulk ..... 67@ 70		Canary ..... 15@ 20	Mace ..... 85@ 90
Sage, 1/4 loose .. 72@ 78		Caraway ..... 85@ 90	Mace, powdered .. 95@1 00
Sage, powdered .. 55@ 60		Cardamon ..... 1 90@2 00	Menthol ..... 4 25@4 50
Senna, Alex. .... 1 40@1 50		Celery (Powd. 50) 38@ 45	Morphine ..... 16 60@17 00
Senna, Tinn. .... 40@ 45		Coriander ..... 30@ 35	Nux Vomica ..... 22 1/2@ 30
Senna, Tinn. pow. 50@ 55		Dill ..... 30@ 35	Nux Vomica, pow. @ 20
Uva Ursi ..... 18@ 25		Fennel ..... 90@1 00	Pepper, black pow. 35@ 40
<b>Oils</b>		Flax ..... 9@ 14	Pepper, white ..... @ 45
Almonds, Bitter, true ..... 15 00@16 00		Flax, ground ..... 9@ 14	Pitch, Burgundy .. @ 15
Almonds, Bitter, artificial 7 00@7 20		Foenugreek pow. 19@ 25	Quassia ..... 12@ 15
Almonds, Sweet, true ..... 1 35@1 60		Hemp ..... 8 1/2@ 12	Quinine ..... 1 00@1 05
Almonds, Sweet, imitation 65@ 75		Lobelia ..... 40@ 50	Rochelle Salts ..... 48@ 55
Amber, crude ..... 2 00@2 25		Mustard, yellow .. 25@ 30	Saccharine, oz. .... @1 75
Amber, rectified 2 50@2 75		Mustard, black .. 25@ 30	Salt Peter ..... 36@ 45
Anise ..... 2 00@2 25		Mustard, powd. .... 28@ 35	Seidlitz Mixture .. 41@ 45
Bergamont ..... 8 00@8 25		Poppy ..... @1 00	Soap, green ..... 20@ 30
Cajuput ..... 1 35@1 60		Quince ..... @1 25	Soap mott castile 22 1/2@ 25
Cassia ..... 3 00@3 25		Rape ..... 15@ 20	Soap, white castile case ..... @24 50
Castor ..... 3 72@3 88		Sabadilla ..... 35@ 45	Soap, white castile less, per bar ..... @2 55
Cedar Leaf ..... 1 75@2 00		Sunflower ..... 8 1/2@ 12	Soda Ash ..... 5 1/2@ 10
Citronella ..... 1 00@1 25		Worm American .. @ 25	Soda Bicarbonate 3 1/2@ 7
Cloves ..... 4 50@4 75		Worm Levant ..... 1 00@1 10	Soda, Sal ..... 2 @ 5
Cocanut ..... 40@ 50		<b>Tinctures</b>	Spirits Camphor .. @1 25
Cod Liver ..... 5 35@5 60		Aconite ..... @1 65	Sulphur, roll ..... 4 1/2@ 10
Cotton Seed ..... 2 00@2 10		Aloe ..... @1 35	Sulphur, Subl. .... 5 @ 10
Croton ..... 2 00@2 25		Arnica ..... @2 40	Tamarinds ..... 15 @ 20
		Asafoetida ..... @2 85	Tartar Emetic ..... @ 90
		Belladonna ..... @2 50	Turpentine, Ven. 50@4 75
		Benzoin ..... @2 30	Vanilla Ex. pure 1 60@2 00
		Benzoin Compo'd @2 40	Witch Hazel ..... 1 35@1 75
		Buchu ..... @3 90	Zinc Sulphate ..... 10@ 15

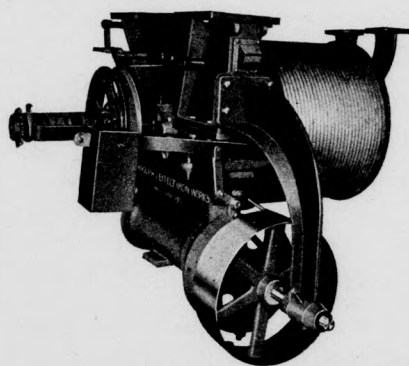
## PLACE YOUR ORDER NOW FOR Soda Fountain Fruits and Syrups

We Are Distributors of

**J. Hungerford Smith Co.'s Fruits and Syrups**  
**Royal Purple Grape Juice**  
**Welsh Grape Juice**  
**Hire's Syrup**      **Coco Cola**

We Also Carry a Full Line of Soda Fountain Accessories  
 WRITE FOR PRICE LISTS

**Putnam Factory** Grand Rapids, Michigan



## Leitelt Elevators

For Store, Factory  
 Warehouse or Garage

**Built for Service**

Send for proposal on your requirements

**Adolph Leitelt Iron Works**

213 Erie Street

Grand Rapids, Michigan

# 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	
Quaker Corn Flakes	Fruit Jars		
Sugar Corn Flakes	Mince Meat		
Baker's Coconut	Rice		
Holland Rusks	Codfish		
Canary Seed			
Twine			
Some Soaps			
Some Washing Powders			
<b>AMMONIA</b>		<b>CHEWING GUM</b>	
Arctic Brand	Little Neck, 1 lb. ....	Adams Black Jack ....	65
12 oz. 16c, 2 doz. box 2 70	Clam Bouillon	Adams Sappota ....	70
16 oz. 25c, 1 doz. box 1 75	Burnham's 1/2 pt. ....	Beeman's Pepsin ....	65
32 oz., 40c, 1 doz. box 2 85	Burnham's pts. ....	Beechnut ....	70
	Burnham's qts. ....	Doublemint ....	67
		Flag Spruce ....	65
<b>AXLE GREASE</b>		Hershey Gum ....	50
Diamond, 1 lb., 4 dz., dz. 55		Juicy Fruit ....	67
Mica, 1 lb., 4 dz., dz. 95		Sterling Gum Pep. ....	67
Mica, 3 lb., 2 dz., dz. 2 50		Spearmint, Wrigleys ....	65
Mica, 25 lb. pail ....		Spearmint, 6 box jars 3 85	
		Yucatan ....	65
<b>BAKED BEANS</b>		Zeno ....	65
No. 1, per doz. ....		O. K. Gum ....	70
No. 2, per doz. ....		Wrigleys (5 box asstd.) 65	
No. 3, per doz. ....			
<b>BATH BRICK</b>		<b>CHOCOLATE</b>	
English ....		Walter Baker & Co. ....	24
		German's Sweet ....	24
<b>BLUING</b>		Premium ....	35
Jennings' ....		Caracas ....	28
Condensed Pearl Bluing		Walter M. Lowney Co. ....	35
Small, 3 doz. box ....		Premium, 1/2s ....	35
Large, 2 doz. box ....		Premium, 1/4s ....	35
<b>BREAKFAST FOODS</b>		<b>CLOTHES LINE</b>	
Bear Food, Pettijohns 2 85		No. 40 Twisted Cotton 1 75	
Cracked Wheat, 24-2 ....		No. 50 Twisted Cotton 2 10	
Cream of Wheat ....		No. 60 Twisted Cotton 2 75	
Quaker Puffed Rice ....		No. 80 Twisted Cotton 2 90	
Quaker Puffed Wheat 4 30		No. 50 Braided Cotton 2 90	
Quaker Brkfst Biscuit 1 90		No. 60 Braided Cotton 2 60	
Quaker Corn Flakes ....		No. 80 Braided Cotton 3 10	
Washington Crisps ....		No. 50 Sash Cord ....	3 00
Wheatena ....		No. 60 Sash Cord ....	3 50
Grape Nuts ....		No. 60 Jute ....	1 45
Sugar Corn Flakes ....		No. 72 Jute ....	1 60
Holland Rusk ....		No. 60 Sisal ....	1 60
Krinkle Corn Flakes ....			
Maple-Flake, Whole		<b>COCOA</b>	
Wheat ....		Baker's ....	39
Minn. Wheat Food ....		Bunte, 10c size ....	88
Ralston Wheat Food		Bunte, 1/2 lb. ....	2 20
Large, 18s ....		Bunte, 1 lb. ....	4 00
Ralston Wht Food 18s 1 95		Cleveland ....	41
Ross's Whole Wheat		Colonial, 1/2s ....	35
Biscuit ....		Colonial, 1/4s ....	33
Saxon Wheat Food ....		Epps ....	42
Shred Wheat Biscuit 4 25		Hershey's 1/2s ....	32
Triscuit, 18 ....		Hershey's 1/4s ....	30
Pillsbury's Best Cer'l 2 50		Huyler ....	36
Post Toasties, T-2 ....		Lowney, 1/2s ....	38
Post Toasties, T-3 ....		Lowney, 1/4s ....	37
Post Tavern Porridge 2 80		Lowney, 5 lb. cans ....	37
		Van Houten, 1/2s ....	12
		Van Houten, 1/4s ....	18
		Van Houten, 1s ....	36
		Wan-Eta ....	36
		Webb ....	33
		Wilbur, 1/2s ....	33
		Wilbur, 1/4s ....	32
<b>BROOMS</b>		<b>COCONUT</b>	
Fancy Parlor, 25 lb. ....		Dunham's per lb.	
Parlor, 5 String, 25 lb. 8 75		1/2s, 5 lb. case ....	32
Standard Parlor, 23 lb. 8 50		1/4s, 5 lb. case ....	31
Common, 23 lb. ....		1/2s, 15 lb. case ....	31
Special, 23 lb. ....		1s, 15 lb. case ....	29
Warehouse, 23 lb. ....		1/2s & 10c pails ....	4 25
		Bulk, pails ....	24 1/2
		Bulk, barrels ....	23
		Baker's Brazil Shredded	
		70 7c pkgs., per case 4 00	
		36 14c pkgs., per case 4 00	
		16 14c and 33 7c pkgs.,	
		per case ....	4 00
		Bakers Canned, doz. 1 10	
<b>BRUSHES</b>		<b>COFFEES ROASTED</b>	
Scrub		Rio	
Solid Back, 8 in. ....		Common ....	19
Solid Back, 11 in. ....		Fair ....	19 1/2
Pointed Ends ....		Choice ....	20
		Fancy ....	21
		Peaberry ....	23
<b>Stove</b>		<b>Santos</b>	
No. 3 ....		Common ....	20
No. 2 ....		Fair ....	20 1/2
No. 1 ....		Choice ....	21
No. 4 ....		Fancy ....	23
		Peaberry ....	23
<b>Shoe</b>		<b>Maracalbo</b>	
No. 1 ....		Fair ....	24
No. 2 ....		Choice ....	25
No. 3 ....			
No. 4 ....			
<b>BUTTER COLOR</b>		<b>Mexican</b>	
Dandelion, 25c size ....		Choice ....	25
		Fancy ....	26
<b>CANDLES</b>		<b>Guatemala</b>	
Paraffine, 6s ....		Fair ....	25
Paraffine, 12s ....		Fancy ....	26
Wicking ....			
<b>CANNED GOODS</b>		<b>Swiss, Domestic</b>	
Apples			
3 lb. Standards ....			
No. 10 ....			
<b>Blackberries</b>			
2 lb. ....			
Standard No. 10 ....			
<b>Beans</b>			
Baked ....			
Red Kidney ....			
String ....			
Wax ....			
<b>Blueberries</b>			
Standard ....			
No. 10 ....			

Java	26@30	Walnuts, Naples ....	22
Private Growth ....	31@35	Walnuts, Grenoble ....	16 1/2
Mandling ....	30@32	Table nuts, fancy ....	17
Aukola ....		Pecans, Large ....	20
		Pecans, Ex. Large ....	20
<b>Mocha</b>			
Short Bean ....	25@27		
Long Bean ....	24@25		
H. L. O. G. ....	26@28		
<b>Bogota</b>			
Fair ....	24		
Fancy ....	26		
Exchange Market, Steady			
Spot Market, Strong			
<b>Package</b>			
New York Basis			
Arbuckle ....	21 00		
McLaughlin's XXXX			
McLaughlin's XXXX			
package coffee is sold to			
retailers only. Mail all orders			
direct to W. F. McLaughlin & Co., Chicago.			
<b>Extracts</b>			
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		
<b>CONDENSED MILK</b>			
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		
<b>CONFECTIONERY</b>			
Stick Candy			
Horehound ....	18		
Standard ....	18		
Jumbo ....	19		
Big Stick ....	19		
Boston Sugar Stick ....	22		
<b>Mixed Candy</b>			
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		
<b>Specialties</b>			
Auto Kisses (baskets) 21s			
Bonnie Butter Bites ....	23		
Butter Cream Corn ....	24		
Caramel Bon Bons ....	22		
Caramel Croquettes ....	21		
Cocanut 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, Cocanut ....	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		
<b>Chocolates</b>			
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 ....	23		
Star Chocolates ....	23		
<b>Pop Corn Goods</b>			
Cracker-Jack Prize ....	4 40		
Checkers Prize ....	4 40		
<b>Cough Drops</b>			
Putnam Menthol ....	1 35		
Smith Bros. ....	1 35		
<b>COOKING COMPOUNDS</b>			
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		
<b>Mazola</b>			
5 1/2 oz. bottles, 2 doz. 2 60			
Pints, tin, 2 doz. ....	6 15		
Quarts, tin, 1 doz. ....	6 75		
1/2 gal. tins, 1 doz. ....	10 75		
Gal. tins, 1/2 doz. ....	10 25		
5 Gal. tins, 1-6 doz. 18 50			
<b>NUTS—Whole</b>			
Almonds, Tarragona ....	21		
Almonds, California			
soft shell Drake ....	18		
Filberts ....	20		
Cal. No. 1 S. S. ....	24		

<b>Shelled</b>			
No. 1 Spanish Shelled			
Peanuts ....	16 @16 1/2		
Ex. Lg. Va. Shelled			
Peanuts ....	16 1/2 @17		
Pecan Halves ....	@90		
Walnut Halves ....	65		
Filbert Meats ....	@42		
Almonds ....	@60		
Jordan Almonds ....			
<b>Peanuts</b>			
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		
<b>CREAM TARTAR</b>			
Barrels or Drums ....	66		
Boxes ....	68		
<b>DRIED FRUITS</b>			
Apples			
Evap'd, Choice, blk. ....	@16		
Evap'd Fancy blk. ....	@		
<b>Apricots</b>			
California ....	@21		
<b>Currents</b>			
California ....	18 @21		
Imported, 1 lb. pkg. ....	26		
Imported, bulk ....	25 1/2		
<b>Peaches</b>			
Muir's—Choice, 25 lb. ....	12		
Muir's—Fancy, 25 lb. ....	13		
Fancy, Peeled, 25 lb. ....	16		
<b>Peel</b>			
Lemon, American ....	22		
Orange, American ....	23		
<b>Raisins</b>			
Cluster, 20 cartons ...			
Loose Muscatels, 4 Cr. ....			
Loose Muscatels, 3 Cr. ....	9		
L. M. Seeded 1 lb. 10 1/2 @11			
<b>California Prunes</b>			
90-100 25 lb. boxes ....	@8 1/4		
80-90 25 lb. boxes ....	@9		
70-80 25 lb. boxes ....	@10		
60-70 25 lb. boxes ....	@11		
50-60 25 lb. boxes ....	@12 1/2		
40-50 25 lb. boxes ....	@13		
<b>FARINACEOUS GOODS</b>			
<b>Beans</b>			
California Limas ....	15 1/2		
Med. Hand Picked ....	15		
Brown, Holland ....			
<b>Farina</b>			
25 1 lb. packages ....	2 65		
Bulk, per 100 lb. ....			
<b>Original Holland Rusk</b>			
Packed 12 rolls to container			
3 containers (36) rolls 4 32			
<b>Hominy</b>			
Pearl, 100 lb. sack ....	6 1/2		
<b>Macaroni</b>			
Domestic, 10 lb. box ....	1 30		
Imported, 25 lb. box ....			
Skinner's 24s, case 1 87 1/2			
<b>Pearl Barley</b>			
Chester ....	7 25		
Portage ....	8 50		
<b>Peas</b>			
Green, Wisconsin, lb. 11 1/4			
Split, lb. ....	11 1/4		
<b>Sago</b>			
East India ....	15		
German, sacks ....	16		
German, broken pkg. ....			
<b>Tapoca</b>			
Flake, 100 lb. sacks ....	15		
Pearl, 100 lb. sacks ....	15		
Pearl, 36 pkgs. ....	2 75		
Minute, 10c, 3 doz. ....	3 55		
<b>FISHING TACKLE</b>			
<b>Cotton Lines</b>			
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		
<b>Linen Lines</b>			
Small, per 100 feet ....	50		
Medium, per 100 feet ....	55		
Large, per 100 feet ....	65		
<b>Floats</b>			
No. 1 1/2, per dozen ....	13		
No. 2, per dozen ....	15		

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**  
30lb. pails, per pail .... 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 doz. 16 50  
32 oz. bottles, per doz. 30 00

**MINCE MEAT**  
Per case .... 3 88

**MOLASSES**  
New Orleans  
Fancy Open Kettle .... 60  
Choice .... 58  
Good .... 58  
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, 5 oz. .... 1 15  
Stuffed, 14 oz. .... 2 60  
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 2 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. .... 24.4  
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 .... 13 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 Cir 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 .... 31 00 @ 32 00

**Lard**  
Pure in tierces .... 28 @ 29  
Compound Lard 24 @ 24 1/2  
80 lb. tubs .... advance 1/2  
60 lb. tubs .... advance 1/4  
50 lb. tubs .... advance 1/4  
20 lb. pails .... advance 1/4  
10 lb. pails .... advance 1/4  
5 lb. pails .... advance 1  
3 lb. pails .... advance 1

**Smoked Meats**  
Hams, 14-16 lb. 28 @ 29  
Hams, 16-18 lb. 27 @ 28  
Hams, 18-20 lb. 26 @ 27  
Ham, dried beef  
sets .... 29 @ 30  
California Hams 23 1/2 @ 24  
Picnic Balled  
Hams .... 31 @ 32  
Boiled Hams .... 38 @ 40  
Minced Hams .... 20 @ 21  
Bacon .... 37 @ 45

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

**Beef**  
Boneless .... 25 00 @ 27 00  
Rump, new .... 30 00 @ 31 00  
Pig's Feet  
1/4 bbls. .... 1 75  
1/2 bbls., 40 lbs. .... 3 40  
3/4 bbls. .... 9 00  
1 bbl. .... 16 00

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

**Casings**  
Hogs, per lb. .... 25  
Beef, round set .... 19 @ 20  
Beef, middles, set .... 45 @ 55  
Sheep .... 1 15 @ 1 35

**Uncolored Oleomargarine**  
Solid Dairy .... 28 @ 29  
Country Rolls .... 23 @ 25

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

**RICE**  
Fancy .... 9 @ 9 1/4  
Blue Rose .... 7 1/4 @ 7 1/2  
Broken .... 7 1/4 @ 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 1/2 s .... 3 00

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

**SALT**  
Solar Rock  
56 lb. sacks .... 47

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

**SALT FISH**  
Cod  
Large, whole .... @ 13  
Small, whole .... @ 12 1/2  
Strips or bricks .... 16 @ 19  
Pollock .... @ 11 1/2

**Holland Herring**  
Standards, bbls. ....  
Y. M. bbls. ....  
Standard, kegs ....  
Y. M. kegs ....

**Herring**  
Full Fat Herring, 350  
to 400 count ....  
Spiced, 8 lb. pails .... 95

**Trout**  
No. 1, 100 lbs. .... 1 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 .... 15  
Caraway .... 75  
Cardamom, Malabar 1 20  
Celery .... 45  
Hemp, Russian .... 7 1/2  
Mixed Bird .... 9  
Mustard, white .... 22  
Poppy .... 30  
Rape .... 15

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

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

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

**SPICES**  
Whole Spices

Allspice, Jamaica .... 9 @ 10  
Allspice, lg. Garden @ 11  
Cloves, Zanzibar .... @ 50  
Cassia, Canton .... @ 20  
Cassia, 5c pkg. doz. @ 35  
Ginger, African .... @ 15  
Ginger, 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 1/4  
Muzzy, 48 lb. pkgs. 9 1/4  
Kingsford  
Silver Gloss, 40 lb. .... 9 1/4  
Gloss  
Argo, 48 5c pkgs. .... 2 40  
Silver Gloss, 16 3lbs. .... 9 1/4  
Silver Gloss, 12 6lbs. .... 9 1/4

**Muzzy**  
48 lb. packages .... 9 1/4  
16 3lb. packages .... 9 1/4  
12 6lb. packages .... 9 1/4  
50 lb. boxes .... 6 1/2

**SYRUPS**  
Corn  
Barrels .... 72  
Half barrels .... 75  
Blue Karo, No. 1 1/2,  
2 doz. .... 2 65  
Blue Karo, No. 2, 2 dz. 3 30  
Blue Karo, No. 2 1/2, 2  
doz. .... 4 10  
Blue Karo, No. 5, 1 dz. 3 95  
Blue Karo, No. 10, 1/2  
doz. .... 3 70  
Red Karo, No. 1 1/2, 2  
doz. .... 2 80  
Red Karo, No. 2, 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 @ 60

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

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

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

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

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

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

**El Portana, small lots** 42 50  
**El Portana, 1,000 lots** 41 50  
**El Portana, 2,500 lots** 40 00  
**Dutch Masters, 5c**  
**S. C. W.**  
**Geey Jay**

Above three brands are  
sold on following basis:  
Less than 300 .... 37 50  
300 assorted .... 36 50  
2,500 assorted .... 35 50  
2% cash discount on all  
purchases.  
**Worden Grocer Co. Brands**  
Boston Straight .... 37 50  
Trans Michigan .... 37 50  
C. P. L. .... 43 00  
Court Royal .... 43 00  
Hemmett's Cham-  
plon .... 42 50  
Iroquois .... 42 50  
La Azora Agreement 42 00  
La Azora Bismarck 70 00  
Whaleback .... 37 60  
Worden's Hand Made 36 00  
B. L. .... 40 00

**TWINE**  
Cotton, 3 ply .... 63  
Cotton, 4 ply .... 63  
Hemp, 6 ply .... 38  
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  
Bushels, wide band .... 1 60  
Market, drop handle .... 70  
Market, single handle .... 75  
Splint, large .... 5 75  
Splint, medium .... 5 25  
Splint, small .... 4 75  
Willow, Clothes, large  
Willow, Clothes, small  
Willow, Clothes, me'm

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

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

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

**Clothes Pins**  
Round Head  
4 1/4 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

**Pails**  
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  
No. 3 Fibre .... 12 50  
280 lb. bulk butter .... 3 38  
280 lb. bulk cheese .... 3 38  
280 lb. bulk shaker .... 3 88  
28 lb. cotton sk. butter 40  
56 lb. cotton sk. butter 85  
35 lb. D. C. coarse .... 48  
70 lb. D. C. coarse .... 90  
D. C. stock briquettes 1 30  
D. C. block stock, 50 lbs. 40

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

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

**WRAPPING PAPER**  
Fibre, Manila, white .... 5  
Fibre, Manila, colored  
No. 1 Manila .... 6 1/2  
Butchers' Manila .... 6  
Kraft .... 8 1/4  
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 .... 5 00  
Ivory, 6 oz. .... 5 90  
Ivory, 10 oz. .... 9 60  
Star .... 4 90

**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 3 70  
Black Hawk, ten bxs 3 65

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

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

**Soap Powders**  
Johnson's Fine, 48 2 35  
Johnson's XXX 100 .... 4 85  
Rub-No-More .... 5 25  
Nine O'Clock .... 4 00  
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 60  
Old Dutch Cleanser,  
100s .... 3 60

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

**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**

**SALT**  
Diamond Crystal

**Morton's Salt**  
NEVER CAKES OR HARDENS  
FREE RUNNING  
SALT  
IT POURS  
MORTON SALT COMPANY

Per case, 24 2 lbs. .... 1 80  
Five case lots .... 1 70

**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**  
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

**THE ONLY**  
**5c CLEANSER**

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

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

**AXLE GREASE**  
MICA  
AXLE GREASE  
GUARDED OIL COMPANY  
INDIANAPOLIS

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

### Late News From Eastern Michigan Points.

Saginaw, April 2.—The writer has some splendid news for the boys who have to "roost" in Cheboygan. To a big majority it will be received heartily, because that town has never had a decent place for a traveling man to lay his head or satisfy his appetite. Fay Hall for many years has represented the Round Oak stove and furnace people, of Dowagiac, and is well known to the boys traveling. He recently made up his mind to go into the hotel business and, consequently, has leased the Ottawa Hotel, at Cheboygan. The place will be remodeled, renovated and furnished in proper shape. The furnishings will be all new and up-to-date. The hotel has fifty-six rooms and it is safe to predict that it will be a success from the start. With Mr. Hall's years of traveling experience, he knows what his fellow travelers want—not foam and sparkling wine, but a place to rest in quietness and peace as near like home as possible. Here's wishing him the best of luck and good fortune. Boys, when you go to Cheboygan after May 1, go to the Fayhall Hotel, as it is to be known hereafter, and you will receive a hearty welcome.

G. Thomas Oliver of Saginaw, who for the past eighteen years has represented the National Grocer Co., of Saginaw (formerly known as the Phipps-Penoyer Co.), has resigned to accept a position with the Hemet Cigar Co., of Detroit. While this means a loss to the National people and while he will be greatly missed by the old trade, everyone is glad to see Tom in his new field and all are congratulating him and giving him the good luck kick. Tom, I would suggest that you show up at our next U. C. T. meeting and bring a box of cigars with you. You know there is nothing in the world beats advertising and especially when introducing a new brand.

Two Saginaw grocers were brought before J. W. Symons, Jr., local food administrator, to explain why they were charging more than 9½¢ per pound for sugar. Cutting off all groceries from one of them was his fine. I think if the actions of such law violators were openly exposed to the general public, revealing their names, it would tend to put a quietus on such unpatriotic work.

The Saginaw Board of Trade has again proved a valuable asset to our Bigger and Better Saginaw. Saginaw gets the Wolverine Tractor Co. The factory will be located out East Genesee avenue, near the fair grounds.

The Schemm Brewing Co. has changed its name to the Schemm Products Co. Starting about April 20 the new company expects to produce near beer and soft drinks.

Mrs. Clayton N. Smith, 1316 Tuscola street, who underwent an operation at the Women's hospital a week ago, is reported as doing nicely. Mr. Smith is the Thumb representative for the local branch of Hammond, Standish & Co.

Geo. B. Selby, formerly in business at Ewart, recently purchased the old Park Hotel, at Orion. He is having it thoroughly renovated and expects to give the traveling public a decent place to stay—something that the public has been deprived of ever since the booze was voted out of the little lake resort.

John Bark, of Romeo, was a business visitor in Detroit Thursday. He recently sold out to Mr. Kinsman, who hails from Otisville. Mr. Kinsman has leased the store room adjoining his present room, so as to enlarge his stock and make a better display of merchandise.

Howard Hildenbrandt, son of Hildy, general proprietor of the Kenwood, at Pontiac, has been transferred from Rockford, Ill., to a training station at St. Paul. At the later place he is

taking a special course in the Mechanical Aviation department. Howard enlisted in January and he has a host of friends among the travelers who wish him well.

Little Bros., of Almont, engaged in the grocery and meat business, expect to move to new quarters in the near future. Starting in business a few years ago in a small way, they have gradually grown until now they are forced to seek a larger store. Honest business methods and courteous treatment to the trade is responsible for the above move.

L. M. Steward.

### Say a Good Word for Your Trade Paper.

Say a good word for your trade paper now and then!

You, who have such wide acquaintance—

Whose opinions are so well thought of by your friends—

Whose fame as a "good fellow" is known wherever you go—

Give your trade paper a boost.

The trade paper is your friend.

Every time it prints your name it extends your acquaintance.

Every time it gives you valuable market information it fulfills its friendly function.

Why not extend its acquaintance?

A word from you is of value.

You do not have to become a confirmed disciple—

Just the right word at the right time!

The trade paper will do as much for you.

You may not agree with it in everything—

Last week's editorial may have been contrary to your opinion.

Your picture may not have been published just yet.

You may not know the editor from Adam.

But the trade paper stands as your friend.

Every hour it is benefiting somebody.

Some day it will benefit you—

You will see, directly or indirectly, a personal favor from it.

You may get information regarding the buying and selling end of your business which may be worth hundreds of dollars to you.

It may warn you about some cheat or fraud which would otherwise cause you loss.

Why not be the first to extend your hand?

Why not cast a little bread upon the water?

Why ignore so powerful an influence?

Say a good word for your trade paper now and then!

### Difference Between Dollars and Ideas

You have a dollar.

I have a dollar.

We swap.

Now you have my dollar.

And I have yours.

We are no better off.

You have an idea.

I have an idea.

We swap.

Now you have two ideas.

And I have two ideas.

That's the difference.

### An Unjust Accusation.

Written for the Tradesman.

That the cash customer pays for all the expense and losses of the credit business is generally conceded. The cash customer has always alleged this as an argument why concessions in prices should be made to him, and the merchant who decides to adopt the cash system puts forth this plea in defense of the action. By so doing he admits that his previous method has been unfair, but he justifies himself by claiming that it is a custom which has come down from the past and which he has never been able to overcome. When bankruptcy or a decidedly different policy is inevitable he seems to be able to change and take the risk of displeasing dependable customers and losing trade.

Admitting that the popular belief in regard to this matter is generally true, there are thousands of merchants who should stand up and boldly declare to all their customers who thus believe that for all the credit they ever extended, the cash customer never bore one cent of the expense. The merchant and his family bore it all. They denied themselves the ordinary comforts of life, the recreation, the social privileges, the helpful and elevating things which their neighbors and customers enjoyed; they worked more hours and studied harder to make up for the expense and losses of the credit business.

Money equal to all credit losses and expenses could have been expended by the merchant and his family in just the same ways that others spend their earnings and no one would have commented on the fact or thought that the money was unjustly taken from themselves. The equivalent of all the expense and loss through credit business should have been his to spend or accumulate—to lay up for the future. If he extended credit to certain ones as a benevolence it was the same as giving money to the needy, for which no one would blame him or lessen their custom.

When a merchant has changed to the cash system and is reaping some of the benefits so long his due and customers do not realize such a decided reduction in price as they anticipated, the foregoing explanation might not be out of place. Minion.

### A "Wholesale Profiteer."

A dollar a head had been promised to Mike, an Irish dragoon, for every German he captured. Daybreak one morning in a front line trench, somewhere in France, Mike was snatching a wink or two of sleep, while Pat, No. 2 in his squad, was alertly watching over the top. There was a sign of movement in the German lines, and Pat jabbed Mike with his rifle to arouse him.

"Wake up, me man, they're coming!" shouted Pat.

"Who's coming?" responded Mike, rubbing his eyes.

"The Germans, to be sure. Wake up!"

"How many of them are there?"

With a quick glance toward the enemy trench, Pat shouted:

"More than a million!"

"More than a million," replied Mike. "Thank heaven; me fortune's made."

### This Window Draws Prospects.

Now that the rotating razor-grinding machine has lost much of its novelty as a window display, a little shop in an Ohio city has added a clever touch which attracts the crowd. The proprietor advertises blades "hair-tested and sterilized." With much ceremony a demonstrator in the window tests out each sharpened razor blade, slitting a hair in view of the audience. If the edge passes inspection the blade is then immersed in a bath of antiseptic liquid, dried, and placed in an envelop.

### Do the Housewives in Your community buy their Mapleine from YOU?



REMEMBER, you can order from your jobber or Louis Hilfer Co., 1205 Peoples Life Bldg., Chicago. (M-166)

**Crescent Mapleine**

"The Delicious Golden Flavor"  
Nationally Popular

### SWORN STATEMENT FURNISHED THE POSTOFFICE DEPARTMENT.

Statement of the ownership, management, circulation, etc., of the Michigan Tradesman, published weekly at Grand Rapids, Michigan, required by the Act of Aug. 24, 1912.

State of Michigan, } ss.  
County of Kent,

Before me, a notary public in and for the State and county aforesaid, personally appeared Ernest A. Stowe, who, having been duly sworn according to law, deposes and says that he is the business manager of the Michigan Tradesman and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are:

Editor—E. A. Stowe, Grand Rapids.

Managing Editor—E. A. Stowe, Grand Rapids.

Business Manager—E. A. Stowe, Grand Rapids.

Publisher—Tradesman Company, Grand Rapids.

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of the stockholders owning or holding 1 per cent. or more of the total amount of stock.)

E. A. Stowe, Grand Rapids.

S. F. Stevens, Grand Rapids.

F. E. Stowe, Grand Rapids.

3. That the known bondholders, mortgages, and other security holders owning or holding 1 per cent. or more of total amount of bonds, mortgages, or other securities, are: NONE.

4. That the two paragraphs next above, giving the names of owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

E. A. Stowe, Business Manager.  
Sworn to and subscribed before me this 2nd day of April, 1918.

(SEAL) Florence E. Stowe.  
Notary Public in and for Kent Co., Mich.  
(My commission expires Jan. 9, 1919.)

# BUSINESS-WANTS DEPARTMENT

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

## BUSINESS CHANCES.

For Sale—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—Market and grocery in city of 5000 doing good business in live farming community; best of reasons for selling. Address No. 620 Care Tradesman. 620

For Sale—Live wire Drug store in small town. No competition. Owing to other business must sell. Address No. 621 Care Tradesman. 621

For Sale—Scherer 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

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

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

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

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

WANTED SALESMAN TO SELL TO EVERY CLASS OF BUSINESS—Line paper bags, sacks, wrapping, toilet papers, twine, building paper, roofing, so extensive one large town or one county is enough territory. We manufacture folding and suit boxes, ice cream and oyster pails. We allow freight. New York has the best shipping facilities. Commissions paid weekly for goods shipped the previous week. One of the largest oldest paper houses in America. Established 1859. Give reference. Address reply to Dept. M. Shuttleworth, Keller & Co., 468-478 W. Broadway, New York City. 622

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

For Rent—Two-story store building. Located on Main street. Good location for grocery or general merchandise stock. Electric lights, etc. Rent reasonable. C. Liebum, Orleans, Mich. 623

For Sale—Only stock of drugs and fixtures in one of the best towns in Michigan. Established trade and agency lines. Address: Drugs 624, Care Tradesman. 624

Flint, Michigan—For rent April 1st, 1918, centrally located store building, \$200 per month, heated. Windiate-Pierce-Davison Co. 625

Manufacturers, Attention—I desire to handle the marketing of several high-grade specialty products of merit which can be sold to the grocery, drug and confectionery trade; have established business; A-1 references. Give fullest particulars which will be treated in strict confidence. Address Edward M. Cerf, 112 Market St., San Francisco, Calif. 626

Wanted—To hear from party having established business desiring reliable man with some capital to take active interest. Prefer grocery or general store. Will consider proposition as partner in new business. Can furnish A-1 reference. Address No. 627 Care Tradesman. 627

For Sale or Exchange—A modern ten room house located in best part of Battle Creek, Mich. Apply to I. Netzorg, Elsie, Mich. 628

Wanted—At Rosenthal & Sons, Petoskey, Michigan, a show salesman. One of at least two years experience. Kindly correspond and give reference. State wages. 629

For Sale—Two hundred acre Oakland county farm. Well improved. All stock-ed. Will sell outright or exchange for stock of dry goods or general merchandise. If interested write H. K. C. Lock Box 134, Oxford, Michigan. 630

For Sale—Practically new grocer's refrigerator. Cost \$123. Will sell for \$60 cash. Allen Bros., Ionia, Mich. 631

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—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.

**SKINNER'S  
MACARONI**

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

**187 1/2**  
24s per CASE

## 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

### Review of the Grand Rapids Produce Market.

Asparagus—\$3.75 per crate for Calif.

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 supply is increasing to some extent. The demand is also increasing at the recent decline. The market is steady now on the present basis of quotations and we do not look for any change of any consequence. If we do have any change, it is likely to be a slight further decline. The quality of butter arriving is up to the standard for the season.

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 27c 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—Receipts are increasing each day as the season advances and the quality arriving is very good. The consumptive demand is absorbing the receipts on arrival and the market is ruling now at about the same prices as a week ago. We look for a continued increase in the production, with a possible decline in price for next week. Local dealers pay 34c to-day, cases included, delivered in Grand Rapids.

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—16@17c per lb. for hot house leaf; \$2 per hamper for New York head; Iceberg, \$3.50 per crate.

Limes—\$1 per 100 for Italian.

Maple Syrup—\$2.65 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 \$1.25 per 100 lb. sack; Spanish, \$1.65 per crate.

Oranges—California Navals \$7@8; Floridas, \$6@9.

Parsnips—75c per bu.

Potatoes—Country buyers are paying 60@65c per 100 lbs. The deadlock between the Government and the growers of Michigan will result in the loss of a large portion of the Michigan crop. The growers acted on bad advice at the hands of crafty grange officials, penny-a-liners and political quacks and must reap the reward of their folly.

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 lb. basket.

### The Tradesman Has Been Discovered

Detroit, April 2—Your enquiry "Who and Where is Oscar Webber?" in the Tradesman of March 27, has been brought to our attention. We are very glad, indeed, to answer you.

1. Oscar Webber is the State Merchant Representative for Michigan of the Food Administration.

2. He may be found at the J. L. Hudson Company, Detroit, and all mail to him should be thus addressed.

3. The function of the State Merchant Representative is to secure the co-operation of retail merchants in giving publicity to the need for Food Conservation through advertising, window displays, demonstrations and across-the-counter contact.

4. At present this is being accomplished in co-operation with county food administrators by organizing the merchants of each county, and through the wholesale grocery salesmen of the state who have volunteered each week to put before their trade a message from this office.

5. There seems to be a very great opportunity right now for retailers—especially the retail provision dealers—to co-operate with the United States Food Administration. Consumers must know how to buy and use wheat flour substitutes. Understanding and appreciation of the vital need for substituting other cereals for wheat flour must be sold to customers with the merchandise. You will see, therefore, that earnest, intelligent co-operation on the part of the retailer is necessary.

We understand that yours is at present the only grocery trade journal in the State with an extensive circulation. It will be of great assistance to us to have your co-operation.

We would like to know, therefore, if you will give us some space each week? We receive daily newspaper releases from Washington and our idea is to send you a digest of this material, or an idea of the thing we want to get across, and leave it to you to edit as you think advisable.

You may be interested to know that the following men are meeting with us each week, advising and assisting us in our work. C. C. Ward, Secretary Michigan Wholesale Grocers' Association, Wm. J. Cusick, President Retail Grocers and General Merchants' Association, and C. Francis, President Michigan branch American Specialty Manufacturers' Association.

Oscar Webber, State Merchant Representative for Michigan.

It is a little peculiar for the Tradesman to be requested to do what it has already been doing to the limit of its ability and resources.

Mr. Webber is probably the only merchant in Michigan who is not already cognizant of this fact.

The reading columns of the Tradesman are at his disposal without limit or liability. The more generously he makes use of this offer the better the Tradesman will be pleased and the more service he can render the cause he has undertaken to espouse.

### Manufacturing Matters.

Menominee—Fire destroyed the warehouse of the Menominee Motor Truck Co., March 23, entailing a loss of about \$4,000, considerable stock being stored therein.

St. Clair—The Langell Bros. Co. has been incorporated to build ships, with an authorized capital stock of

\$10,000, all of which has been subscribed and paid in in property.

Shelby—The Shelby Basket Co. has been incorporated with an authorized capital stock of \$15,000, all of which has been subscribed and paid in, \$4,500 in cash and \$10,500 in property.

Detroit—The Parker Manufacturing Co., manufacturer of rust proof solution, has increased its capitalization from \$75,000 to \$150,000 and changed its postoffice to Ann Arbor.

Pontiac—The Millen Baking Co. has been incorporated with an authorized capital stock of \$30,000, all of which has been subscribed and paid in, \$500 in cash and \$29,500 in property.

Highland Park—The Universal Gear Works has been incorporated with an authorized capital stock of \$30,000, of which amount \$18,000 has been subscribed and paid in, \$1,000 in cash and \$17,000 in property.

Keeler—The Simpson Acres has been incorporated to manufacture food products, with an authorized capital stock of \$150,000, of which amount \$100,000 has been subscribed and paid in in property.

Detroit—The Melrose Creamery has been incorporated with an authorized capital stock of \$25,000, of which amount \$14,000 has been subscribed, \$1,369.65 being paid in in cash and \$5,130.35 in property.

Port Huron—The Cream Production Co. has been organized to manufacture dairy machinery, with an authorized capitalization of \$20,000, of which amount \$10,000 has been subscribed and paid in in cash.

Detroit—The Michigan Scrap Iron & Metal Co. has been incorporated with an authorized capital stock of \$25,000, of which amount \$12,500 has been subscribed, \$3,100 being paid in in cash and \$3,000 in property.

Kalamazoo—The Electric Phonograph Co., with an authorized capital stock of \$80,000, all of which has been subscribed and paid in, has been organized and will erect a plant as soon as suitable location can be secured.

Detroit—The Geyser Boiler Appliance Co., 661 Atwater street, has been incorporated with an authorized capital stock of \$20,000, all of which has been subscribed and paid in, \$9,800 in cash and \$10,200 in property.

Detroit—The Oxford Varnish & Paint Co. has been organized to manufacture and sell paints, oils and varnishes, with an authorized capital stock of \$25,000, of which amount \$20,000 has been subscribed and \$3,000 paid in in cash.

Whitehall—Owing to its inability to secure supplies of sugar, flour and flour substitutes, the Quackenbush Baking Co. will be unable to open its bakery, which was closed last winter on account of the fuel shortage, and the manager, E. F. Quackenbush, will remove to Fowlerville, where he will assist his father in his bakery.

If you stand up for yourself, others cannot sit down on you.

### BUSINESS CHANCES.

For Exchange—Beautiful farm near Mt. Pleasant, Michigan, to exchange for general merchandise business in a good town. N. D. Gover, Mt. Pleasant, Mich. 632

## Swift Grain Company's Bids

Acceptances to reach us by 9:15 a. m. (central time) next business day. More than 5,000 bushels of any kind of grain subject to our confirmation. Detroit inspection, destination weights. Apparent errors excepted.

### WE BID F. O. B. DETROIT

2 RED WHEAT	10 days 2.17	30 days 2.17
2 WHITE OR MIXED WHEAT	2.15	2.15
2 WHITE OATS	95½	93½
STANDARD OR BETTER	94½	93½
3 WHITE OATS	94	93
2 RYE or BETTER		

*Schiller Butter & Egg Co.*

14 Market Street

Detroit, Michigan

United States Food Administration, License No. G., 13258



## FLAGS

Of All Kinds and Sizes

Wool Bunting Flags, 2x3 ft. to 15x30 ft.  
Bull Dog Bunting Flags, 3x5 ft. to 10x20 ft.  
Cotton Bunting Flags, 3x5 ft. to 10x15 ft.  
Soft Cotton Flags on staffs, 12x18 in. to 36x60 in.  
Silk Flags, 4x6 in. to 36x60 in.  
Service Flags in wool bunting, bull dog bunting and cotton.  
All sizes and prices.  
Special Flags made to order.  
Silk Service Banners mounted with tassels, 12x18 in. and 16x24 in.  
English, French, Italian and Belgian Flags.  
Flag poles, 3 ft. to 16 ft. Steel poles, 25 ft. to 30 ft.  
Pole holders, ½ in. to 2 in.

CHAS. A. COYE, INC., Campau Ave. and Louis St.  
Grand Rapids, Michigan