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GRAND RAPIDS
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MICHIGAN TRADESMAN

PUBLISHED WEEKLY

TRADESMAN COMPANY, PUBLISHERS

EST. 1883

Thirty-Fifth Year

GRAND RAPIDS, WEDNESDAY, APRIL 10, 1918

umber 1803

Let the Kaiser Live

As long as flowers their perfume give,
So long I'd let the Kaiser live—
Live and live for a million years,
With nothing to drink but Belgian tears,
With nothing to quench his awful thirst
But the salted brine of a Scotchman's curse.

I would let him live on a dinner each day,
Served from silver on a golden tray—
Served with things both dainty and sweet—
Served with everything but things to eat.

And I'd make him a bed of silken sheen,
With costly linens to lie between,
With covers of down and fillets of lace,
And downy pillows piled in place;
Yet when to its comfort he would yield,
It should stink with rot of the battlefield,
And blood and bones and brains of men
Should cover him, smother him—and then
His pillows should cling with the rotten cloy—
Cloy from the grave of a soldier boy.
And while God's stars their vigils keep,
And while the waves the white sands sweep,
He should never, never, never sleep.

And through all the days, through all the years,
There should be an anthem in his ears,
Ringing and singing and never done
From the edge of light to the set of sun,
Moaning and moaning and moaning wild—
A ravaged French girl's bastard child!

And I would build him a castle by the sea,
As lovely a castle as ever could be;
Then I'd show him a ship from over the sea,
As fine a ship as ever could be,
Laden with water cold and sweet,
Laden with everything good to eat;
Scarce may he reach his eager hands,
Yet scarce does she touch the silvered sands,
Then a hot and hellish molten shell
Should change his heaven into hell,
And though he'd watch on the wave-swept shore,
Our Lusitania would rise no more!

In "No Man's Land," where the Irish fell,
I'd start the Kaiser a private hell;
I'd jab him, stab him, give him gas;
In every wound I'd pour ground glass;
I'd march him out where the brave boys died—
Out past the lads they crucified.

In the fearful gloom of his living tomb,
There is one thing I'd do before I was through:
I'd make him sing, in a stirring manner,
The wonderful words of the Star Spangled Banner.

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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



Let COCOA take the Place of Meat and Wheat

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



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

Let Bunte's be your biggest seller.

It always repeats.

BUNTE BROTHERS

Established 1876

Makers of World Famous Candies

CHICAGO

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

GRAND RAPIDS
PUBLIC LIBRARY

MICHIGAN TRADESMAN

Thirty-Fifth Year

GRAND RAPIDS, WEDNESDAY, APRIL 10 1918

Number 1803

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U. S. BUYING UNDERWEAR.

Government buying of underwear, both light and the heavyweight, but especially the latter, is again the item of moment in the trade at this time. Some large mills have been called upon for additional supplies, and with the large increase in the draft that is expected to go through, it is generally taken that another active period of Government buying will follow from now on.

Heavyweight underwear is a vital need of the Government, and, although all mills have taken on some of this sort of business, it is felt that in view of the commandeering of all woolen piece goods looms a similar action may be taken in regard to heavyweight wool underwear, with the result that nothing will be left for civilian business. At least that is the fear of the trade, and, while orders have not come through in such a volume to make this a certainty, it is nevertheless a possibility.

Much of the lightweight orders have been placed, it is felt, but there seems to be still some need for additional supplies and the increase in the draft may mean increases in orders. And in addition it is rumored that some mills are behind with their deliveries to such an extent that it may delay the Government. Should this prove to be true there is a possibility that additional orders may be placed so that at least the required supplies will be available when needed.

From a civilian point of view the situation is quiet. Buyers are not operating, although this is chiefly for the reason that there is nothing to buy. Practically the entire trade has sold up and action on spring 1919 lines has not begun to show itself. Even nainsook lines are not fully opened as yet and in knitted lines nothing has been reported so far. The report that the Government was in the market again is taken to mean that action is liable to be postponed further.

The question of prices seems to be worrying some factors in the underwear trade and this may possibly hold off the showing of spring 1919 lines longer than might otherwise be the case. Advances in yarn and labor have been quite sharp of late, and

this, together with other factors, will without doubt make the prices for the next season so high that it is worrying the trade just what reception buyers will accord the lines, and later, of course, the consumer reception. With large Government business around mills will not need to worry, but many are looking to more normal times, when civilian business will be most welcomed.

GERMANY ALWAYS FALSE.

American trade-marks and trade names are being registered in South American countries by German agents in their own name. Priority of application confers title to the trade-mark in many of these countries.

No more effective way of preventing the manufacturers of the United States from doing business in the future could have been conceived by the far-reaching hand of Germany.

No good idea ever originated in Germany.

No meritorious invention ever originated in Germany.

Germany has stolen, adopted and appropriated every good thing she ever put into use in Germany or sent out of the country with the German trade mark.

Everybody knows that the United States would be glad to give any possible help to the Russian people, not merely because Russia was with us in the war until she defaulted, but because we desire to encourage the democratic aspirations of that people. It is impossible, however, for us to know what is Russia. One government has been thrown out by force and two or three other governments have supervened. The bolsheviki have maintained themselves much longer than had been expected, but to all appearance the bolsheviki mean really German rule and the acquisition of the great part, perhaps all, of Russia by the German autoeracy. The reported announcement by the bolshevik rulers that they will graciously allow the "more liberal element of the bourgeoisie" to help in rehabilitating the country is grimly amusing. If the bolsheviki, in making peace with Germany, were acting for themselves and not for Germany, which is extremely doubtful, they committed a huge blunder in refusing the help of the middle class. Now they profess to be organizing and getting an army ready, War Minister Trotzky insisting that he is committed to this policy. This appears to have so impressed certain of the representatives of the entente powers that they are returning to their posts. But anything like rehabilitation is a tremendous task, for the country is split up into independent governments and the kaiser has his grip on all of them.

SCARFS COMING BACK AGAIN.

Knitted silk and mercerized scarfs for men, which have not been very popular of late, give evidence of coming back to their former popularity. The production these scarfs is limited to possibly a greater extent than other lines of neckwear, and the increasing demand that is coming into the market is resulting in manufacturers of knitted neckwear for men obtaining a full quota of business.

The regular straight tie that has been used made in this form for some time back is still in evidence, of course, but in addition there is considerable being done on the open end variety. In several quarters of the trade they are showing grenadine knit hand made open end scarfs, and they seem to be meeting with as much success as the more standard knit scarfs.

Plain colors seem to predominate, although the striped effects are being taken in satisfactory quantities. Scotch heather designs are a war-time innovation that are proving popular, and doubtless this war-time influence will broaden and bring with it some other designs from across the ocean. In plain colors all sorts are being shown and conservatism is not much in evidence. Both the bold and the subdued shades are seen and in about equal proportion.

Prices are up, to be sure, from normal levels, but they are not advancing at the rate that some lines of dry goods merchandise are. Lines that were priced at about \$4.25 per dozen in 1914 are now selling at \$5 per dozen, and the top grade that formerly sold for around \$30 per dozen are finding buyers to-day at \$36 per dozen. In some quarters the advance is greater, but this seems to be about the average in the trade.

In specialty shops and the higher grade haberdasheries handmade knitted scarfs are receiving some marked attention and even in some of the medium priced stores they are being shown in larger volume than formerly. Evidently the craze for things knitted is expected to be great enough to absorb higher priced merchandise than was formerly the case.

UNDERESTIMATE OF WEALTH.

It is comforting to know that there is so much wealth in this country. If the world ever needed funds to accomplish a purpose they are needed now. The Tradesman has maintained for years that few have an accurate conception of the wealth of the people of the United States. Every bit of information which comes from confidential sources shows that the capital of this country has been grossly underestimated. The Federal Government estimated that 18 per cent. of the cost of the war would come from the various methods of taxation. Bankers now estimate that

23 per cent. of the cost will come from taxation. The totals of the returns from the income tax, the excess profits tax, the war inheritance tax, and the excise tax have been a revelation because of their magnitude. Investigation and analysis of these reports will give further interesting facts of a surprising nature. In an inventory of an estate involving \$4,000,000 for inheritance tax purposes a mistake of \$800,000 was found in one item. This returned to the Government alone \$80,000 in additional taxes. It is said that an analysis of thirty estates developed that four of the statements for war inheritance tax purposes were correct. It is reasonable to believe that the twenty-six were not undervalued. These facts are particularly interesting just now. The situation abroad is discouraging for the present, but it will change. Finally we know that this country has the resources and it may make many people go deeper into their pockets than they care to, but they had better share it now with their own Government rather than have it all taken away from them and how to an unkind fate in the future.

The development of the sugar interests of the United States is one of the results of the war of the greatest moment, even surpassing the advancement made in the production of dyes, both of these industries heretofore being specialties of Germany. The way had been opened years before by the release of Cuba from the Spanish power and the investment in that island of a great amount of American capital. Cuba has come to its own and is the great source of the cane product. The output of the commodity from the possessions of this country and the islands commercially tributary to it will make the United States the great producer of this food as it is of several others. In certain ways however the beet crop is more interesting. Formerly we were dependent on Germany for seed, but now we are producing our own seed, superior in every respect to the dishonestly labeled seed we formerly obtained from the land of depravity and bestiality. In all ways the industry is in better position than ever before. It is claimed that this country is raising beet root at lower prices than any other in the world. The average price at the farms last year was \$7.34 per ton. Against this may be set \$11.90 in Germany, \$12.88 in Austria and \$19.17 in Russia. Our price has risen from \$5.82 in 1912. Since that year the number of factories in operation in the United States has increased from seventy-three to ninety-three. Of course, our beet sugar industry does not now require tariff protection, for the old world cannot compete with us in the production of this food.

MAKING GOOD ON THE FARM.

Some Compensations of Life in the Country.

Written for the Tradesman.

Some twenty years ago a man of 45 years of age seriously faced the problem of providing a living for himself, his wife and two children, and also laying by a competency for his old age. He was living in the city, paying rent, and working in a subordinate capacity for a lumber and coal company; and he was just about breaking even. He was honest, industrious, and willing; but he wasn't equipped with any of those care qualities of foresight, adjustment and daring that enable say one man among a thousand to emerge above the dead level of his unsuccessful fellows and carve out a brilliant city career.

Often as he sat up evenings with the little family in their very humble home in the big city, the man would lapse into a meditative silence that the son of 15, and the little girl of 10 years could not understand. But the wife and mother knew. The poor, hard-working man was facing a sobering problem. As he phrased it to himself it was this: "If I am just barely making a living at the period of my maximum earning power, how shall it fare with me as the years steal by and I come to be worth appreciably less on the labor market of the great city? As my little daughter grows up to be a young lady, it is going to cost us more to live; and, in addition to that, the natural tendency in the cost of living, as cities increase in population, is upward: but my wages aren't increasing; how shall I meet these increasing demands? And what would become of me and my poor, little family if I should be incapacitated by accident?"

Some twenty years prior to the time of which I write this man took out a twenty-year endowment policy in an old line company. It was maturing now, and would be worth about thirteen or fourteen hundred dollars with accumulated dividends. One of the options stipulated in the contract was the entire amount in cash at the expiration of the policy. To meet the annual premiums the man and his wife often had to economize rigorously. A light and frivolous woman might have suggested foolish and extravagant means of spending this little fund, but not so this woman. She looked upon it as almost a sacred trust. She saw in it a means of escape from the hardship, the eternal grind and the ever-present peril to the poor of life in a great city.

"John," she said, "let's go out into the country somewhere—and I don't care how far back we go—and buy a little piece of land all our own. And let's not buy improved land; for that comes high; but let's buy unimproved land. If it needs buildings and fences, we can build them as we are able. If it is timbered we can cut off and sell the timber, or, perhaps, better still, have some of it converted into lumber for our own use. If it needs to be tiled, we can tile it gradually as we are able to buy the tile and put them in. Tom is getting big and strong

enough to work now, and farm life will make a man of him. And there'll be a school somewhere in reach for him and May. And I think there's a lot of good hard work in me yet—and the thought of working for something all our own will give me a new lease on life."

Well to make a long story short, that little speech marked the beginning of a new career for this poor city slave and his family. Early in February they closed a deal for a tract of cold, wet ground, comprising some one hundred and fifteen acres, situated near the state line between Ohio and Indiana; and shortly thereafter moved out of their little flat in the congested down town section of a big city to the little three room frame shack on the unimproved farm.

They were about thirty miles out from the big city, and almost ten miles from the nearest railroad. The roads were bad in that section—practically impassable in the wintertime. And Tom and May were greatly dis-

tricity. They have a telephone, a piano, a Victrola, an automobile, an electric truck, and a garage.

There is a splendid barn—the first story stone, the remainder frame.

There are two big concrete cisterns providing a never-failing system of fresh water for domestic purposes and for the stock.

There are fences, roads, groves, an orchard, a grape harbor, raspberry and strawberry patches.

The farm is well stocked with cattle, hogs, horses, sheep, poultry etc.

The land has been tiled, thin spots enriched, and brought under perfect cultivation. The proud possessor of this little farm recently refused twenty thousand dollars cash for it. He only smiled at the offer. It didn't tempt him in the least.

He and Tom are making a splendid living—their net gain being something over three thousand a year, and they don't stint themselves in any way. They have as many luxuries and com-

decline and they'll awake to find themselves up against it good and hard.

Why can't they do like this man did, go back to the country? Happiness in life doesn't depend upon the glare and blare of the city. There are compensations in the countryside. Frank Fenwick.

Butter, Eggs, Poultry, Beans and Potatoes.

Buffalo, April 10—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, 35@36c; fancy henner, 36@38c.

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.

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

Potatoes—\$1.35@1.60 per 100 lbs. Rea & Witzig.

Expect Early Buying For Fall.

Cloak and suit manufacturers in New York City are preparing for an early buying of fall merchandise this year, which, it is believed, will materialize because of the rather general scarcity of merchandise. It is thought that many retailers, realizing this condition, will feel that they had better go to market early if they would have any kind of an assortment to choose from. Consequently work on fall creations is being rushed, and it is said that very soon there will be quite a few manufacturers with fall lines ready for display in spite of the fact that it is still several months before the normal opening time.

William Admitted It.

"I understand old man Simpkins was very much opposed to his daughter marrying Bill Smith; called Bill a fool, and all that sort of thing."

"That's true, and before he had been married six months Bill admitted the old man was right."

Two additional reasons are offered to explain the decline of the 4 per cent. Liberty bonds. One is that they are not payable for inheritance taxes unless owned six months prior to death, hence buying on that ground was deceptive. The other is the discovery that they are not really convertible into the new bonds at all. They are convertible into 4¼ per cent. bonds, indeed, but 4¼ per cent. bonds that do not mature for twenty-five years. The new 4¼ per cent. bonds mature in ten. If the present bonds were convertible into the new bonds their yield at present prices would be over ¼ per cent. more than it is with their present conversion rights. It is true that the present bonds are callable in ten years, but it is not believed that they will be, especially when the Government will have \$3,000,000,000 of 4¼ per cent. maturing at that time. But it is still possible for buyers to prefer a 4¼ per cent. Government bond maturing in twenty-five years to one maturing in ten.

BUY THE BONDS OF LIBERTY.

Buy the Bonds of Liberty and set the whole world free
From Germany's autocracy and subs that haunt the sea;
Buy the Bonds of Liberty and swell the Nation's loan,
Buy the Bonds of Liberty and make the kaiser groan.

Buy the Bonds of Liberty or drink the cup of shame
The kaiser offers to us as he plays his lustful game;
Buy the Bonds of Liberty or wear the bonds of slave,
Buy the Bonds of Liberty or dig your country's grave.

Buy the Bonds of Liberty and firmly take your stand
Behind the Flag of Glory and our broad united land;
Buy the Bonds of Liberty which help to down the Huns,
Buy the Bonds of Liberty which buy the food and guns.

tressed at first by the darkness and loneliness of their nights in the country. Instead of scenes of animation and life in the big city, there was the desolation and brooding solitude of raw, frontier country. It seemed to them their very hearts would break. But they didn't. They grew stronger on pure country air and a rough, but substantial and well-balanced country diet.

It was a fairly level country thereabout, and this was a typical farm. The purchase price was around sixteen hundred dollars, which was considered a fair valuation at the time. The improvements were almost nil with the exception of a ramshackle barn and the small three room dwelling. There was very little fencing of any kind. But there was a considerable strip of scraggy timber, including some sugar trees, hickories and oaks that were large enough for lumber. Most of the trees were of the "Jack oak" variety, and about as large as fence posts.

I was out over this farm one fine November day of last year. From what I then saw, I had to exercise my imagination to picture conditions as they were twenty years ago.

Now there is a fine two story residence, heated with hot water system, wired for and illuminated with elec-

forts as they require. And the entire family is healthy and happy.

May has married and has a country home of her own. Tom was married, but his marriage proved unhappy, and he and his little boy of 5 live with mother and dad, and the business is a sort of three-fold partnership, each sharing equally in the profits of the business.

And they don't make ropes or wire cables strong enough to pull that family back to the city.

There is a certain fascination and pull of the city, to be sure; otherwise it wouldn't have come about that more than 50 per cent. of our population had sought the city. But the fact remains that prosperity is now in the country rather than the city. For the man of limited means and average ability, the country offers far more opportunities of getting up than does the city. In the big city it's an incessant grind, with the problem of the high cost of living, and the ever-present possibility of losing one's job or getting laid off just when one needs a job most. Thousands, tens of thousands of men in our big cities are going round and round, but getting nowhere—only gradually but unconsciously approaching the point where their earning capacity shall suddenly

THE BROWN SEED HOUSE.

Remarkable Growth in Third of a Century.

Alfred J. Brown came off the farm in 1881 and went on the road for Ira O. Green, who was then engaged in the produce business on Ionia avenue, opposite the Tradesman office. He remained in this position until the spring of 1885, when he engaged in the produce business on his own account in a small woden building on Fulton street, where the Maris building is now located. The gradual expansion and growth of his business has been one of the most remarkable features of the Grand Rapids market. He soon relinquished the produce business and devoted his entire attention to the seed trade, in which he now occupies a commanding position. The capital stock of the A. J. Brown Seed Co., which is now \$100,000 preferred and \$100,000 common, will shortly be increased to \$300,000 common and \$200,000 preferred. During the heighth of the season the company employs about 150 persons. Besides occupying storage space in several different warehouses, the company occupies two separate buildings—the main office and general warehouse at the corner of Ottawa avenue and Louis Street and the seed packing establishment in the Hopson building on Campau street.

Mr. Brown has been fortunate in the character of the men with whom he has surrounded himself. His elder son, Thomas Herschel, has steadily forged to the front as one of the shrewdest of the young business men in the city. He has rapidly developed into a capable and enterprising assistant to his father. A younger son, Robert, who will graduate from the high school in June, will be trained with equal care in the seed producing end of the business. As soon as he receives his diploma he will hie himself to the Brown ranches in Mon-

tana and Idaho, where much of the seed sold by the Brown Co. is raised. During a portion of 1919 he will attend the Government seed school at Washington, his intention being to acquire both a technical and practical knowledge of the producing end of the seed business.

Mr. Brown and his associates have large ideas regarding the further development and expansion of the seed business. He has already had plans drawn for a battery of build ngs especially adapted to the peculiar requirements of the seed trade, perspective illustration of which is presented below.

Mr. Brown prides himself on the fact that he comes from a sturdy race who have been agriculturists for ten or eleven generations at least. The Browns may have originated in the Garden of Eden, but thirteen generations, including the three now on earth, are all of which Mr. Brown has any trustworthy record.

To the seed trade the Brown name is synonymous with big business and daring ventures and even in unrelated commercial lines of moment it is more or less known as a power.

Mr. Brown owes an indefinable but large share of his rise to eminence in his life's vocation to unpromising—what to a less determined, less ambitious, less able person would be discouraging—beginnings of a career; to the stimulus, born of necessity, that might have been lacking but for the effect of its push. He has attained a success that has been approached by few even in an industry that numbers scores who in defiance of repeated and apparently hopeless obstacles have made their lasting impress upon national and even international commercial history.

Just because some one keeps you waiting don't waste the time in idleness. Keep busy, or at least read something of interest and value.

Wherein Mr. Hoover Errs.

Buffalo, April 9—What excuse has the Government for neglecting to ask Congress to prohibit the milling of white flour which contains only a little over 70 per cent. of the entire grain? Both Great Britain and France have compelled all millers to include at least 85 per cent. of the berry in their flour. So-called "Graham" flour, consisting of white flour with a small quantity of bran mixed with it, is little better than ordinary white flour.

Congress ought also to prohibit the milling of the ordinary finely ground corn usually sold in groceries. It contains less than 70 per cent. of the whole grain—none of the germ, and little of the bran. The food value of this kind of cornmeal is low because its mineral content has been reduced; some of the oil has been removed, and a part of its nitrogenous material, zein, at best an inferior form of protein, has been reserved for cattle food—all for the purpose of complying with the requirements of what is supposed to be up-to-date milling machinery. The experiments of two French investigators, Weill and Mori grand, prove that highly milled corn is a very inferior article of diet. Mr. Hoover would be conferring a great benefit upon the entire community, including the army and navy, if he attended to this matter at once, and urged the President and Congress to act without delay.

The United States Food Administration Card says: "Use beans; they have nearly the same food value as meat." This assertion is far from correct. Simmons, Pitts and McCulloch have shown that the "navy" white bean is difficult of digestion as most people know, that only a comparatively small part of its protein is absorbed, and that it does not contain essential amino acids in sufficient quantity. It is not, therefore, a good substitute for meat, milk, or eggs as a source of protein.

The soya bean may be a very desirable food for those who have discovered a thoroughly satisfactory method of cooking. I have not as yet done so. It is rich in fat, poor in carbohydrate.

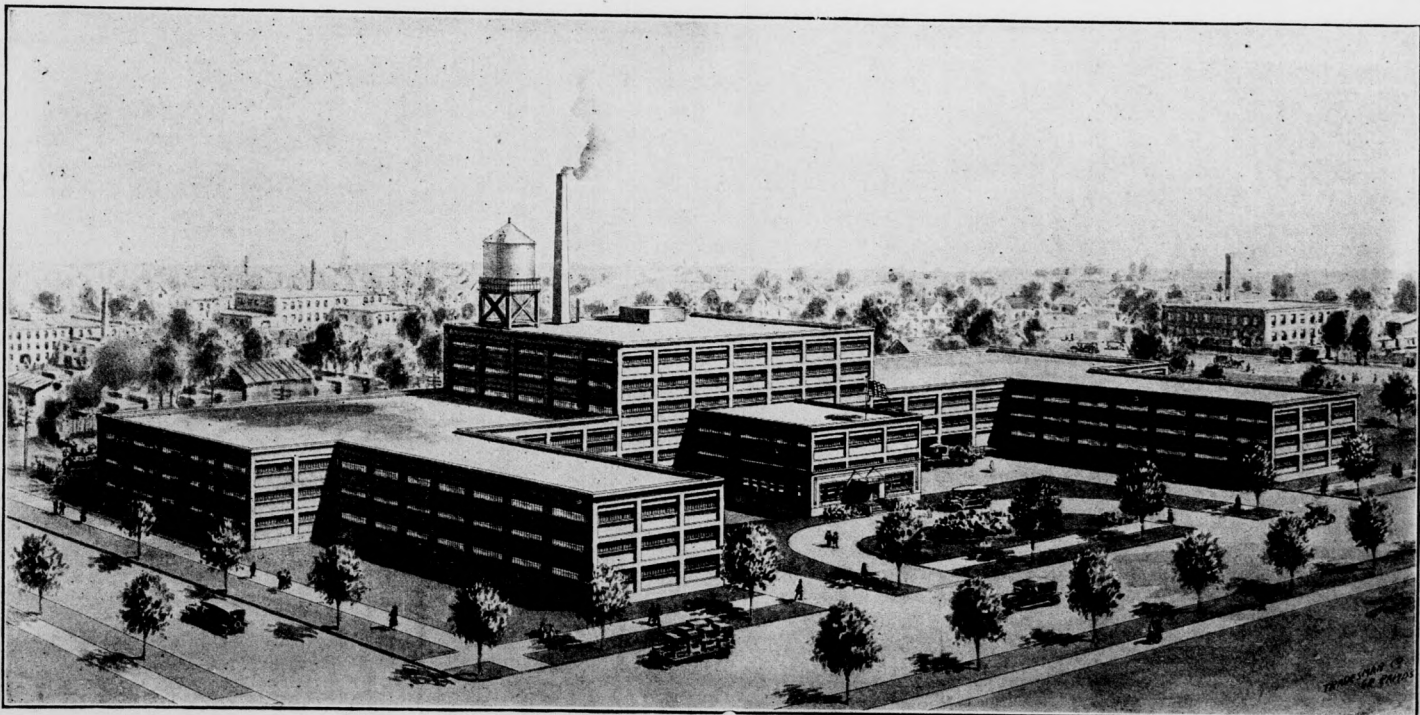
The nearest approach to a solution of the food problem for adults is to substitute fish for meat, and whole rye bread ("pumpernickel") for wheat bread. We should eat vegetables, raw fruit or green salads in place of all

foods for which wheat flour was formerly used. Further, butter substitutes are wholesome fats for adults, although not suitable for children. Lawrence Irwell.

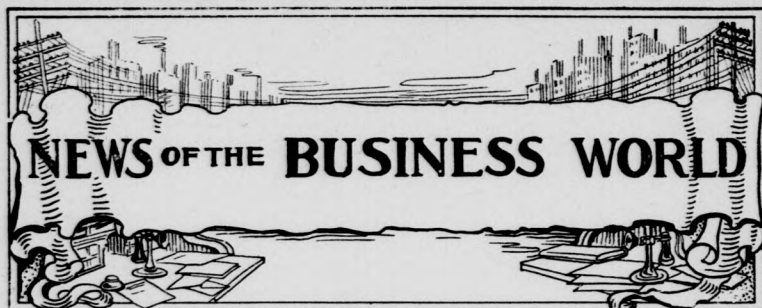
Government Order on Woolens.

Wool markets have been perturbed by the recent order of General Goethals to the mills directing them to use every loom available for fabrics needed by the Government, so as to expedite deliveries. They were also notified to reserve all raw stock which they own in excess of Government requirements. The Government will exercise its option on what wool it needs and will apportion it to such mills doing army work which happen to lack the raw material. This has been regarded as a form of commandeering, but in the end it may not prove quite as drastic a measure as it first seemed. There are some mills, like the German-owned ones recently taken over by the Alien Property Custodian, which have done only a small share of Government work and which can easily be made to do more. Then, too, as the mills working on certain orders will soon be making deliveries for the next heavyweight season, it is not believed that they will be peremptorily stopped in such work unless real necessity compels it. Then, too, it must be borne in mind that the normal capacity of the woolen mills of the country is many times the output of what even a military force of several million men can use. But the effect of the increased military preparations and the need of haste in getting out supplies will tend to curtail production for civilian purposes for a while and introduce the element of uncertainty as to deliveries. This will have to be taken into account by garment manufacturers.

The labor shortage is acute. But if the lack of patriotism among the members of the labor unions was not also acute, there would be no shortage of labor.



Proposed Seed Establishment of A. J. Brown Seed Co.



Movements of Merchants.

Smyrna—Edward Insley succeeds J. A. Cook in the grocery business.

St. Johns—D. C. Thomas succeeds Putt & Thomas in the grocery business.

Hastings—Mrs. Ada Parker succeeds W. A. Mathews in the grocery business.

Kalamazo—The Eilers Mill Supply Co. has opened offices in the National Bank building.

Bay City—The Jennison Hardware Co. has increased its capitalization from \$100,000 to \$300,000.

Cedar Springs—W. G. Willard, recently of Thompsonville, has engaged in the grocery business here.

Detroit—The Erman-Pupko Co., dealer in dry goods, has increased its capital stock from \$5,500 to \$9,500.

Holland—Barney Cook, of the Cook Music House, died April 4, at the Holland Hospital, following an operation.

Owosso—Swift & Co. has opened a produce store at 335 West Main street under the management of F. A. Patch.

Grand Haven—Edward Seligman is closing out his stock of cigars and tobacco, preparatory to enlisting for war service.

Bellevue—The Bellevue Produce Co., Ltd., has engaged in business with Frank H. Miner, recently of Carson City, as manager.

Clarksville—The Clarksville Co-Operative Shipping Association has been incorporated with an authorized capitalization of \$4,000.

Marquette—George A. Lehen has leased a store building on Washington street and will occupy it about April 22 with a stock of groceries.

Greenville—The Gleaners Clearing House Association has taken over the Farmers' Co-Operative Produce Co. stock and will continue the business.

Midland—Ben Cook has started a cream buying station here. Cream, poultry and eggs will be bought and shipped to the Michigan Creamery Co., at Saginaw.

Muskegon Heights—James Welch has sold his grocery stock to V. D. Talmadge, who will continue the business at the same location, 1531 Woodlawn avenue.

Scottville—Joe Lowing, who conducts a general store at Wiley, has sold his stock to Henry Paasch, recently of Forestville, Wis., who has taken possession.

Paw Paw—Dr. Brassert has sold his interest in the hay, grain and produce stock of Brassert & Smith to Roy Tuttle. The business will be continued under the style of the Tuttle & Smith.

Hillsdale—Arthur Armstrong has purchased the H. A. Martin hardware stock, at Jerome, and will remove it to this place, opening his store for business about May 1.

Eaton Rapids—Walter B. Abrams, proprietor of the Abrams Seed Co., is closing out his stock and store fixtures preparatory to going to Camp Custer for army service.

Cedar Springs—Howard Morley is already planning a celebration for next year, which will mark the fortieth anniversary of his engaging in general trade at this place.

Orleans—R. A. Patterson has removed his stock of general merchandise to Collins and consolidated it with the R. C. Williams general stock, which he recently purchased.

Grand Ledge—E. C. Aldrich has purchased the interest of his partner, A. R. Gillies, in the flour and feed mill of Gillies & Aldrich and will continue the business under his own name.

Verona—The Tweecoma Mercantile Co. has been organized to do a general mercantile business, with an authorized capital stock of \$6,000, all of which has been subscribed and paid in in cash.

Au Train—The Great Lakes Fish Co. has been incorporated with an authorized capital stock of \$50,000, of which amount \$25,600 has been subscribed and paid in, \$600 in cash and \$25,000 in property.

Brent Creek—The Brent Creek Co-Operative Elevator Co. has been incorporated with an authorized capital stock of \$20,000, of which amount \$10,500 has been subscribed and \$2,500 paid in in cash.

Harbor Springs—The Harbor Springs Auto Co. has been organized to do a general garage business, with an authorized capital stock of \$10,000, all of which has been subscribed and \$2,000 paid in in cash.

Reed City—Stephen Shasty, of Scottville, and Walter Shasty, of Chicago, have formed a copartnership and purchased the Reed City Creamery Co. plant and will continue the business buying eggs and poultry as well as cream.

Bangor—The case of E. M. Griffith vs. Oscar Karussen, local druggist, came to a close last Saturday night, after taking nearly a week in court. Griffith was asking \$10,000 for alienation of his wife's affection. The jury gave him a verdict for \$100.

Detroit—David E. Heineman, food administrator for Wayne county, has appointed George H. Brownell, formerly a member of the reportorial staff of the Detroit Free Press, and more recently editor and publisher of

a dairy and farm paper, as executive secretary of the local food administration. Mr. Brownell will assume his new duties as soon as the food administration's offices, 1701 Dime Bank building are ready for occupancy.

St. Clair Heights—The Superior Rust Proof Co. has been incorporated to make all kinds of metal rust proof, at 1811 Mack avenue, with an authorized capital stock of \$1,000, of which amount \$990 has been subscribed and \$250 paid in in cash.

Adrian—The Moreland Bros. Co. has been incorporated to wholesale and retail paper, confectionery, etc., with an authorized capital stock of \$100,000, of which amount \$76,000 has been subscribed and paid in, \$6,843.59 in cash and \$69,156.41 in property.

Middleville—The Middleville Co-Operative Association has been organized with a paid-up capital stock of \$6,000. The company will ship all kinds of farm products, making a specialty of dairy and poultry products. Many new members have been added to the Association in the last few days.

Coleman—The Farmers' Co-Operative Co. has increased its capital stock from \$4,000 to \$5,000. Much needed improvements will be made and other business ventures engaged in. The business has grown from a small beginning two years ago to several thousand dollars per month.

Alma—William Griffin, who was convicted of embezzlement from the Alma Grain and Lumber Co., while he was manager, was convicted in the Circuit Court and placed on probation for five years, during which time he must return to the company the amount of money stolen from it and pay the court costs.

Saginaw—George U. Brater is making his initial entry in active capacity in the firm of the Goeschel-Brater Shoe Co., 107 South Jefferson avenue. For the past fourteen years he has represented several large Eastern manufacturers of ladies' fine shoes, his territory comprising the largest cities of twelve different states.

Salsburg—Zimmer's Dairy Service Station, of Detroit, has closed a contract with the milk producers of this vicinity to open a milk receiving station at this place, where the farmers will deliver their milk for daily shipment to Detroit to supply the dairy stations conducted by the Zimmer company. The producers have subscribed for stock in the company, which will open several new stations where milk and dairy products are sold direct to the consumers.

Munith—Charles Crane, general merchant, appeared before the Federal food administration last Friday, charged with violation of the food regulations, and was placed on probation for the duration of the war. His store is the only one at Munith and the community would probably suffer if the store should be closed; that was the only element which afforded him the leniency received. Crane was charged with selling flour without any substitutes. His chief witness was an alleged clergyman named Carr, who testified that he never purchased flour at the store of Crane without being

required to buy the proper amount of substitute at the same time. Copies of three days' sales slips, however, showed conclusively to the food administration that Crane had been selling flour in violation of the Federal order.

Saginaw—J. C. Sonnenberg, a well known business man of Saginaw and who for the past twenty-seven years has been in charge of the local branch of A. Krolik & Co., wholesale dry goods dealers of Detroit, has opened a branch store at 704 Genesee avenue, in which he will care for his now extensive wholesale dry goods business, wholesale and retail cigar business, as well as other lines of which he is sole representative in this territory, including the McCreery Refrigerators and the Toledo computing scales. Mr. Sonnenberg's brother, Edward J. Sonnenberg, is associated with him in the business in the capacity of manager of the Sonnenberg Waist Co.—another line already enjoying a most enviable patronage in this section of Michigan. The Sonnenbergs are now employing three traveling salesmen representing all their lines and whose territory embraces all of Saginaw and all adjacent territory within a radius of sixty miles.

Manufacturing Matters.

Detroit—The Shupe Bread Co. has increased its capital stock from \$100,000 to \$200,000.

Detroit—The Flexotile Floor Co. has decreased its capital stock from \$10,000 to \$5,000.

Greenville—The Tower Motor Truck Co. has increased its capital stock from \$100,000 to \$200,000.

Flint—The Copeman Electric Stove Co. has increased its capital stock from \$300,000 to \$1,000,000.

Owosso—Sturtevant & Blood lost their planing mill by fire April 5, entailing a loss of about \$10,000.

Bay City—The United States Bridge & Pipe Co. has changed its name to the United States Bridge & Culvert Co.

Detroit—The San Telmo Cigar Manufacturing Co. has increased its capitalization from \$500,000 to \$1,500,000.

Muskegon Heights—The Sectional Tire & Rubber Co., with a capitalization of \$50,000, will erect its plant on Ninth street.

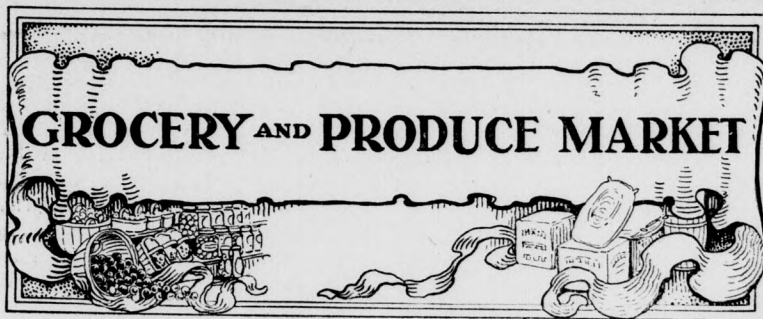
Lansing—The Auto Wheel Co. is enlarging its plant to enable it to take care of the large Government order it is working on.

Roscommon—The Au Sable River Creamery Co. will start its creamery at this place in the near future or as soon as a suitable man is secured.

East Jordan—William H. Supernaw has severed his connection with the East Jordan Cabinet Co. and engaged in a similar business under his own name.

Detroit—The Accurate Tool Co. has been incorporated with an authorized capital stock of \$15,000, all of which has been subscribed and \$1,500 paid in in cash.

Detroit—The Hyratio Gear Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and paid in in property.



The Grocery Market.

Sugar—The situation is slightly easier on account of the receipt of a few cars of soft sugars. Otherwise conditions are unchanged.

Tea—The tea situation remains practically unchanged. Javas furnish the only excessive supply and about 60 per cent. of this is said to be unsuited to the American market. While Javas have been relatively weak owing to the liberal supply, the uncertainty of the shipping situation has lately promoted a certain amount of price uncertainty as well, for the situation regarding Dutch shipping may result in greatly curtailed supplies of Javas. Not only have there been long delays in getting stuff here from the Orient, but even cables from Colombo, India and the Orient are now taking from six to ten days in transit, adding to the problems of dealers here. The most recent Ceylon advices noted a fairly steady market, with prices still relatively higher than in this market.

Coffee—The market for Rio and Santos declined about $\frac{1}{8}$ c during the week. Stock in this country is still small, but the weakness came because of a rumor that the United States Government was going to provide some ships which would enable about 300,000 bags of Brazil coffee to be brought to this country every month, at a freight rate about three times normal, but about one-half of the present price. If this goes through the market will probably decline as much as 1c per pound, certainly $\frac{1}{2}$ c. Buying therefore, is at present very light. Milds are unchanged, but firm. They will also decline if some ships can be provided to bring them here. Mocha is now quoted, green, and in a large way, at 35c per pound. Demand very light. Java is quiet, but firm.

Canned Fruit—There is nothing being done on the local market and, as there is no word yet in regard to futures, the situation is practically at a standstill.

Canned Vegetables—With spot stocks being rapidly depleted jobbers are turning their eyes toward future canned goods prices, which are being named from time to time, but with no general determination as yet as to what the market actually is going to be. The prices named for tomatoes by some Maryland packers, although considered high, have nevertheless not deterred jobbers from placing what orders they could. They took the view that there will be no difficulty this year in disposing of their supplies at cost plus a reasonable profit. Nevertheless, there are some jobbers here who have determined to go slowly in placing orders for tomatoes be-

cause of the possibility of a large pack and uncertainty as to future developments. One large jobber, speakink of this situation, said that it was his intention not to anticipate his requirements to any considerable extent during the forepart of the season anyway, and, inasmuch as whatever purchases he may make could only be sold at a definite profit above the cost, there was nothing in the situation to induce him to make purchases very far in advance. The only consideration this year would be the uncertainty of obtaining supplies to last throughout the season, and so far as tomatoes are concerned this uncertainty has not as yet loomed up. As to the spot situation in canned goods there is very little being done. The fact that resales between dealers are practically prohibited, with the rule being rigidly enforced, business is practically at a standstill. This rule has been treated rather lightly heretofore in the expectation that it would be modified in some way, inasmuch as there has not been a definite interpretation of it. Recently, however, the Administration has shown a disposition to enforce it literally.

Canned Fish—After the sale early in the week of salmon to go abroad, with the temporary lifting of the embargo, business has again dropped off. It is understood that the British Commission has stopped buying and the embargo has been replaced. The market otherwise is nominal.

Dried Fruits—While there are some supplies of dried fruit still remaining on the Coast, there has been no buying of any consequence by operators here. The Coast market is higher than a parity with this market, and according to the views of dealers the local market will have to be cleaned up before there is any more trading with the Coast. As to prunes, the supply here is a little more plentiful than it has been for some time, inasmuch as many shipments have got in that have been in transit for a long time. It is said that 30s to 40s are scarce, while 40s to 50s and 50s to 60s are also largely off the market. This, of course, is based upon the fact that the Government has very largely requisitioned these sizes and, in fact, has taken practically all lots that were available so that only small remainders are left here and there. Nevertheless, it is still possible to buy practically all sizes of Santa Claras on the spot. Oregons are comparatively scarce and some shipments have been in transit four months. There is nothing new in regard to raisins, and, while standard unbleached Sultanas in 50-pound boxes are now held at 9c they

might be obtained for less. Some word has been received in regard to the currant steamer due at an Atlantic port, and her arrival is expected within the next ten days. In the meantime prices of uncleaned in barrels have been reduced to 22c, as the high prices have made sales almost impossible.

Corn Syrup—Consumption continues on an unprecedentedly large scale and is supplied through deliveries on contracts previously closed, manufacturers still being sold far ahead. Prices are firm and unchanged.

Molasses—There has been no abatement of demand and stocks are not allowed to accumulate in first hands. The strong tone of the market is retained.

Rice—Stocks in jobbers' hands are light and not expected to show much increase until the next crop, owing to the absorption for Government purposes. New Orleans advices of recent date say that it is believed all mills will have to give a certain amount of rice to the Government at standard prices to be fixed later and that the remainder will be turned over to the trade. Reports from Southwestern Louisiana say that 600,000 acres of rice will be planted this year in deference to the Government's requirements and that with a good growing season at least 25,000,000 bushels will be available next fall for the Government and the trade. Last year's production was 18,250,000 bushels on about 500,000 acres. Salt water damaged the planted rice last year.

Cheese—The market is steady, with a fair consumptive demand. There is a moderate supply of old cheese and receipts of new cheese are gradually increasing. We do not look for any higher prices on cheese in the near future.

Provisions—The market on pure lard is steady, with quotations ranging slightly lower than last week, due to somewhat of an accumulation of lard by the local packers. The consumption is only fair, and quotations will probably be slightly lower next week. The market on lard substitutes is steady, with quotations the same as last week. There is a fair consumptive demand and a good supply. The market on provisions is steady, with quotations ranging about the same as last week, there being a fair consumptive demand and moderate supply. The market on barreled pork is firm, with quotations about the same as last week, there being a moderate supply and a fair consumptive demand. The market on dried beef is slightly firmer, with quotations ranging about 1c higher than last week. The market on canned meats is firm, at unchanged quotations, with a fair supply and a fair consumptive demand.

Fruit Jars—Jobbers generally received their supplies early from the makers under the plan of the Government to see that cans are ensured for domestic use this coming season. Freight cars which were going back empty were loaded with the jars for the use of retailers. The shipments were in January and February. This

is about the season for beginning of the movement out to retail dealers.

Soap—All brands continue to advance with weekly regularity. It is getting to be more difficult to get stocks. Manufacturers are largely oversold sixty days to ninety days.

Salt Fish—The demand for mackerel is only fair. Probably the price has something to do with it. The supply of Irish mackerel is fairly adequate, scarce and very firm.

William Judson has returned from a three weeks' visit with friends and relatives in San Francisco and environs, greatly pleased with what he saw and heard. He noted many changes and improvements in San Francisco since he was there last, three years ago. No trace is now left of the catastrophe which destroyed about half the city about a dozen years ago. Everything has been replaced on a more extensive scale than before. The people of San Francisco, like the people of New York, are provincial. They somewhat arrogantly assume that their city is the embodiment of all that is worth having and striving for in this world. With a population of about 550,000, they talk of their town as the first city of America, despite the fact that eight or ten other cities in the United States lead the City of the Golden Gate in population. It is this spirit of local pride and community boastfulness which has made San Francisco great and given her a soul which has enabled her to surmount all obstacles and triumph over adversities which would have dismayed a less resolute people. Manifestations of this spirit of determination and domination are in evidence everywhere—in the streets and highways, the buildings and business establishments, the improvement of the waterways and the subjugation of the forces of nature. In order to make it easy for the people in an outlying district to reach the center of the city without going along way, around the municipality dug a tunnel through two mountains, $2\frac{1}{2}$ miles long, large enough for two street car tracks. Such an undertaking, which would stagger the average community of half a million people, illustrates the indomitable spirit of the citizens of San Francisco to overcome every obstacle which stands in the way of building up a great and beautiful city. The country roads leading out of the metropolis of the coast in all directions are marvels of constructive genius, the scenic beauties of the country being always kept in mind. Mr. Judson and wife traveled 700 miles in the limousine of a friend without encountering a foot of bad road or raising a particle of dust. The roads are cement, covered with a thin layer of gravel and fine gravel or crushed stone which serves to increase the traction and prolong the life of the roadway two or three times beyond the life of cement construction alone. In no city Mr. Judson has visited—and he has seen about all there is worth seeing on the American continent—has he found a higher type of business men, as a class, than in the chief city of California.

Winning the War Only Thing to Consider.

A year ago last Saturday this country entered upon the business of war. The call for assistance went out to every man, woman and child in the Nation. It included the dry goods trade just as much as it included the then infantile army and navy. It was destined to involve everyone, and those who are old enough to recall the experiences of the last great war knew from the beginning that it meant enforced economies of a great many kinds. To this generation it meant a climbing down from a pinnacle of extravagance to a plane of sane, rational and energetic endeavor and saving.

In the message the President delivered to Congress a year ago, when he came to indicate what was involved in changing the country from a peaceful life to a life of war, one of the first things he stated was this: "It (the war) will involve the organization and mobilization of all the material resources of the country to supply the materials of war and serve the incidental needs of the Nation in the most abundant and yet the most economical and efficient way possible."

In a very great measure the dry goods merchants of the country rallied to the assistance of the Government. They appointed working committees to help by co-operation in the labors of assembling and distributing production and, no doubt, need be felt that the very best service possible was rendered unselfishly. The fact that changes have been deemed necessary since the early days is no reflection upon what was done or the spirit that moved it. And whether it was or not, it is to be remembered that everyone's feelings will be hurt by war, no matter how well intentioned any service may be. All will suffer alike, from the President down, and if criticism is avoided perhaps greater suffering arising from intimate personal loss may take its place. It is war time and the only thing that is important is the winning of the war.

Grocery Business In Germany.

The war has evidently put the wholesale grocer of Germany out of business and has forced the retailer into many practices and conditions distinctly different from what he was accustomed to before the war. In a recent issue of the official journal of the British Food Comptroller, the conditions in Germany were told substantially as follows:

"The German farmer is allowed to retain an adequate share of his output for his own establishment, and generally keeps more. The German wholesaler, on the other hand, has been ruined. The system leaves no scope for his activities, except as an agent of some public authority, and it is officially admitted that sufficient employment in this capacity cannot be furnished, and that what there is has not been fairly distributed.

"Too many local authorities have preferred to appoint persons outside the trade or to use chiefly agricultural co-operative societies to buy for them. In any case the special qualifications

of the wholesaler—his knowledge of sources of supply and local requirements—have been wasted; and his capital has to a large extent been immobilized.

"The German retailer is a necessary part of the system. He has suffered from the extension of municipal shops during the war, but the creation of such shops is now officially discouraged. In many towns he has been forced to combine with his fellows to form co-operative purchasing organizations to which supplies are delivered.

"The maximum prices, and still more the innumerable and peculiar ticket regulations, impose upon him obligations and open legal pitfalls, which would have seemed unbearable before the war. He cannot make very good profits, but in general he is sure of a restricted trade, and under those forms of system which require his customers to register he is sure of the individual customer for months at a time. He is not a popular person."

Women's Overalls Selling.

There is a continued strong demand from many parts of the country for overalls for women, according to reports from several manufacturers of these garments in this city. It is said that they are becoming no less popular with women in private life, who are undertaking gardening and other out-door activities, than they are with those who are engaged in manufacturing. Several types are well taken, including those made with a detachable skirt and those with split skirts which may be unbuttoned and drawn around the ankles, forming bloomers.

War conditions have had a peculiar effect upon the market for guinea fowls. Usually guineas are in demand at comparatively high prices for banquets and high-grade hotel trade. Their dark flesh and gamey flavor have made them acceptable substitutes for wild birds. But since the war banquets and similar opportunities for lavish expenditure are in disfavor. W. F. Priebe, poultry specialist of the United States Food Administration staff, states that owners of storage stocks of guinea fowls are offering them at comparatively low prices and that this would seem to be a timely opportunity for the public to use guinea fowl for variety on the table and to conserve red meats. The producers' chief interest in this matter is the knowledge of a reduced market demand for guinea flesh. The Food Administration's broad recommendations urging the use of poultry should, however, be met by growing this year an unusually large number of chickens, ducks, geese, turkeys and other standard poultry. Every indication seems to show that there will be a strong and constant demand for all of the standard varieties of poultry. Continued reduction of "red meat" consumption should assure a continuance of this market at profitable figures. The general trend toward more economical living, however, will have its effect on the demand for fancy fowl, such as guinea and pheasant.

Cotton In Strong Position.

Exports of cotton have dropped to a point where they are almost negligible, and the indications are not favorable for much of an increase in the near future. Neither do the takings by domestic mills show an expansion. Still, the quotations in the markets keep climbing up, and the past week showed some new high records. Even the figures for the crop that has not yet been planted have been remarkably high. It is a sellers' market in this commodity, as in practically all other products, and holders are in a position to hang on until they get their price. Supplies, therefore, come out only gradually, and then only in obedience to an insistent demand in which price cuts a small figure. Conditions in the growing districts, so far as the new crop is concerned, are quite favorable. It begins to look as though the acreage will be larger than last year and that more fertilizer will be used. No one down South fears the effect of a large crop in reducing the prices of cotton or its by-products. Even if the war is not ended before it is all marketed, the demand will be large enough to make the raising of the crop extremely profitable. And, should the war end before autumn of next year, the gain will be ever so much larger. In the goods' market, the last week has shown some price advances, although the trading has not been large, and there have been evidences of profitable sales by second hands.

Retail business, which was materially helped by an autumn in accordance with the calendar and a winter that came in early, has again been aided by a forward spring. The recent pleasant weather had its effect on shoppers, who found it advisable to replenish wardrobes for the transition period between the extremes of cold and heat. So there was a stimulation of buying of seasonable garments, with the promise of further purchases when increase of temperature will make such needed. This has had its effect on the primary markets for textiles as well as on the trade of the garment manufacturers. Buyers have been coming to town imbued with more confidence as a result of the pre-Easter sales in the stores, and are purchasing somewhat freely with due regard for the higher prices prevalent.

No very marked change in buying disposition by customers for the time being is indicated, although a little more care and discrimination in purchases is noted. A hopeful sign is the prompt payment of bills all along the line, which is especially needed now, when the disposition is not to extend credits in view of the enhanced prices of commodities. This lessens the pressure on the banks for capital at a time when the Government is after needful funds for its purposes.

The Bureau of Markets issues an interesting report on eggs in cold storage and comes to the conclusion, according to the accumulated data secured by the Bureau, that for three years the business showed a net profit of approximately two and one-half millions of dollars on an investment of \$148,000,000, or approximately 1½ per cent., making no allowance for interest on investment. Cold storage products have an uncertain value. The statement of the Bureau of Markets confirms the theory that the laws of supply and demand, after all, determine the prices of the great staples. There is no one factor that can corner the market, and the jobber as a rule gets his profits out of volume. As a distributing factor he is an essential part of our system of economy.

Lieut.-Gen. Nelson A. Miles is not often in even the local news any more. His name appeared in the New England papers the other day when they recorded the fact that he spoke at the celebration of the eighty-eighth anniversary of the establishment of the Baptist Church at Westminster, Mass. That town is the old home of the Miles family. To the church the general, now seventy-eight years old, presented in the name of his nephew the former home of his brother, to be used as a parsonage. He spoke upon the connection of his family and youth with the church, and then turning to the war, compared his confidence in its right outcome now to his confidence in the Civil War.

Every time the Allies kill a German they are supplying the Huns with glycerine from which they make explosives to kill the Allies. An Indian is supposed to be good when he is dead, but a Hun is a menace even then.

SEASONABLE GOODS

Go over your stock on the following items and in event of being low, mail or telephone us your orders, as our stock is complete and we will demonstrate to you what prompt service we can give:

United Automobile Casings High Test Inner Tubes
American Dry Cells Franco Flash Lights Franco Batteries
Steel Goods Corn Planters Potato Planters

All orders shipped same day received.

Michigan Hardware Service.

Michigan Hardware Company

Exclusively Wholesale

Grand Rapids, Michigan

BANKRUPTCY MATTERS.

Proceedings in the Western District of Michigan.

Grand Rapids, April 9—William B. Harris, a machinist of Grand Rapids, has filed a voluntary petition in bankruptcy. The order of adjudication has been entered, but no meeting of creditors has as yet been called. The schedules of the bankrupt show liabilities, consisting of unsecured claims, amounting to \$427.96, and no assets whatever. Following is a list of the creditors of said bankrupt:

Dr. H. J. Bell	17.50
Dr. A. M. Campbell	60.00
Dr. A. A. Rickson	15.00
R. A. Freyling	17.00
Henry DeKraken	2.96
Gas Company	13.75
Menter Clothing Co.	2.00
C. F. Adams Co.	2.75
Wurzburg Dry Goods Co.	44.00
B. Houseman Co.	50.00
Donovan Clothing Co.	15.00
Winegar Furniture Co.	22.50
Consumers Ice Co.	3.00
Trust Furniture Co.	6.00
E. A. Prange	6.50
Ralph Linemulder	150.00

Tamme K. VanDen Bosch, a farmer of Ottawa county, has filed a voluntary petition for adjudication in bankruptcy. The order of adjudication has been entered, but no meeting of creditors has been called. The liabilities amount to \$1,867 and the assets amount to \$1,500, which represents an interest in a farm which is claimed as exempt to the bankrupt. Following is a list of the bankrupt's creditors:

Secured Creditors.	
John Scholton Estate, mortgage on farm	\$1,300.00

Unsecured Creditors.	
Albert Lahuis Company, Zeeland	\$ 12.00
Derks & Buter, Zeeland	35.00
Benj. Nykamp, Zeeland	10.00
John Meyering, Zeeland	130.00
Frank Boonstra, Zeeland	20.00
Isaac Van Dyke Company, Zeeland	19.00
Henry De Kruijff, Zeeland	25.00
G. Moeke & Son, Zeeland	5.00
Cook Milling Co., Zeeland	20.00
Benj. Van Raalte, Jr., Holland	200.00
Weurding Milling Co., Holland	6.00
Lokker-Rutgers Clothing Co., Holland	6.00
Greening Nursery Co., Holland	40.00
Groenewoude & De Vries, Holland	4.00
Martin Vander Bie, Holland	5.00
Dulvea & Vander Bie, Holland	6.00
Klamer & Son, Zeeland	6.00
John Wabeke, Zeeland	9.00

In the matter of Schafer Brothers, Ionia, it appearing that the bankrupts

filed their offer of composition at 30 per cent. on Feb. 22, a special meeting of creditors was called to consider such bankrupts' offer of composition. Such special meeting was held open from March 28 to April 4, at which time it appeared that a majority of the creditors had not accepted such offer of composition and that therefore the estate should be administered in the regular way.

In the matter of Wirt D. Fletcher, Ludington, a final meeting of creditors has been held. The trustee's report and account, showing total balance on hand at final meeting of \$1,140.98, was accepted and allowed. It appearing that there were not more than sufficient assets to pay the administration expenses and preferred claims herein, no dividend was declared to the general creditors herein.

In the matter of Calvin C. Brattain, Cedar Springs, a special meeting of creditors has been held. The trustee's report, showing total receipts of \$474.54 and no disbursements, was considered and allowed. Certain administration expenses and a first dividend of 5 per cent. was declared and ordered paid.

An item that is interesting the trade is the immense business that has been put through in salmon in the past few days, which is said to be well over 100,000 cases. This has practically cleaned up the American market of even the odd lots that were turning up from time to time and has relieved exporters, who found themselves in an embarrassing position because of the embargoes that had been placed before they were able to get their goods across of burdens which, in some cases, were causing distress. It emphasizes the fact, however, that salmon is going to be very scarce between now and the new pack. In fact, this merely serves to lay stress upon what is now generally recognized to be inevitable, namely, that there will be a shortage of canned goods during the coming summer that will be pronounced.

Live Notes From a Live Town.

Owosso, April 9—Many Michigan grocers have recently changed from the old-time (also long-time) way of extending credit to the cash-and-carry system. R. C. Monks, who runs an up-to-date grocery in the suburbs of our little city, made the flop three weeks ago. On our visit to his place this week, he told us that he was doing his work with two less employees; that his first month's business had brought in \$4 more money than any previous month; that what he had thought was a cow lick on his forehead where his hair had continuously stood up for several years was caused by being worried so often over poor accounts and that the difficulty has entirely disappeared. With the change in time he is getting an hour more sleep than before. All told, the venture looks good to him.

T. O. Jones, who travels for Osburn & Co., has recently moved from Lansing and taken up his home in Owosso. Welcome to our city, Brothe Jones. More good timber for Owosso Council.

George Clark, of the Walker Candy Co., has returned from attending the funeral of his father at Shelby.

J. A. Swoveland, of Bannister, is closing out his general stock of merchandise, recently purchased of Carl Crimes, and will in the near future return to his former home in the Northern part of the State. Mr. Swoveland came into possession of the stock in exchange for a farm in Midland county. He evidently concluded he could close out a stock of goods sooner than he could a farm.

The news of the death of A. M. Stebbins, of Sheridan, came to us last week and was received with great sorrow. To us it is the loss of an old time friend. Thirty-five years ago we made our first visit to that village and in driving in was obliged to angle

around considerable to avoid numerous pine stumps which had not been removed from the main street. A few stores doing business and others under construction, several saloons and a good hotel constituted this comparatively new settlement. Mr. Stebbins, as we remember, went there with a small stock of jewelry. The immediate need of a good harness shop caused him to add that line and we found him (at the same location where he has conducted a jewelry, tobacco and cigar store for several years) conducting a good sized harness store, a large stock of tobacco and cigars and a corner of the store used as a jewelry bench for doctoring watches and clocks. On entering his place of business, he laid aside his work for a moment and shook hands with us, told us he had a piece of work to finish and asked us to call in the evening, which we did. We got acquainted and spent a portion of the evening in his place and received a good sized order. From that time until the present we have called on him regularly and, without exception, have always retained his patronage. The friendship grown from business relations has seemingly been mutual. We extend our heartfelt sympathy to his bereaved family and friends.

Honest Groceryman.

Grocer at Caro Tarred and Feathered.

Caro, April 9—C. F. Luckhard, grocer, was tarred and feathered here by American loyalists.

He is alleged to have made remarks in favor of the kaiser and to the discredit of the Allies.

John Schorge, living five miles out in the country, and C. F. Luckhard had been warned against making disloyal remarks.



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

Barney says—

I witnessed the Civil War and saw flour go to \$20 per barrel, sugar sell at 25 cents a pound and calico and sheeting sell for 50 cents a yard.

I never expected to see this country go through another war, ten times as expensive as the Civil War, and witness the prices of food products held down as they are by patriotic action on the part of both wholesale and retail grocers.

Now is the time for every grocer to show his colors by subscribing for Liberty Bonds. I hope every customer of this company will do his full share and show the world that grocers are the most patriotic class of men on earth.

It is 48 years last Monday since I went to work for the Worden Grocer Company.

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO

THE PROMPT SHIPPERS

MICHIGAN TRADESMAN

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

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as Second Class Matter.

E. A. STOWE, Editor.

April 10, 1918

HANDICAPS FOR THE FARMER.

The steady increase in farm expenses is indubitable. The price of seed has risen every year of the European war, and this year comes a vast increase in the cost of seed-corn. A few years ago the farmer paid more than \$1 a bushel only when ordering a specially selected variety. Now corn has brought at auction in the Northwest up to \$10 a bushel; and in some States the price has been fixed at from \$4 to \$7.50, the seed being furnished by State agents who collect it upon a working capital provided by the Legislature. Seed wheat, rye, oats and timothy reflect the rising crop prices. The higher prices of farm machinery have recently been the subject of a statement by a committee representing the whole implement industry. Between 1914 and 1918, they state, tractors have risen a maximum of 60 per cent. in price; spreaders and binders, 70 per cent.; mowers, 76 per cent.; ploughs, 93 per cent., and cultivators, 98 per cent. The farmers assert that the prices are really higher than this would indicate, those of Kansas, for example, furnishing us the information that a header which once cost \$150 there, now costs \$325; a plough which once sold for \$55 now sells for \$120, and a wagon which formerly was priced at \$65 now is priced at \$125. It need not be said that the implement manufacturers and dealers, who must meet the higher cost of steel, iron, wood, and canvas, who conduct a seasonal business, in large part on the credit plan, and whose warehouses make their capital investment high, are not profiteering. The farmer who puts up a woven-wire fence, again, must pay 152 per cent. more for steel than in 1914, and 110 per cent. more for his fence-posts. The cost of fertilizer has risen in some instances by 600 per cent. Whereas binder twine could be purchased a few years ago at 8 cents a pound, now its price for 1918 has just been fixed by Mr. Hoover at from 23 to 29 cents, according to quality. The rise in the cost of prepared feed, so necessary to dairy and poultry farmers, is roughly estimated at 100 per cent.

The cost of labor has also steadily risen. In 1912 the farmer could ob-

tain a hired hand, giving him board and bed, for \$25 a month, or about half of what is now demanded. A day laborer will expect to earn, in the Middle West, fully \$75 a month during the crop year; and whereas this day-labor was formerly quite willing to work from 7 a. m. to 6 p. m., or 6:30, it now balks at more than nine hours' work. If the farmer is forced to borrow money to hire men, or purchase machinery, he must pay a higher rate of interest, even the Federal Loan system having recently advanced its rate from 5 to 5½ per cent.

Despite all these facts, which it is salutary for those who pay the producer the high prices he is now receiving to remember, we may still cling to the conviction that for all except the hopelessly inefficient farming is a very attractive calling under war conditions. The farmer's "rent"—the amount he must write off for interest upon land-investment—remains fairly stationary. He gains more than ever by the fact that from the farm he obtains his food and much of his fuel at a very low rate. There are few businesses in which it is possible for their managers to meet forced economy for a few years more easily than the farmer who has maintained his farm in good condition. Implements may be very high, but he can repair his wagons and cultivators where lower prices would have tempted him to discard them; he can patch the fence he would have replaced; he can use the old granary. The co-operative use of farm machines will be learned by rural communities. If labor is high, the necessity for providing it in abundance is bringing some fairly inexpensive forms of it into the field: the retired farmers who have patriotically come back, the youths marshalled from city and town, and the women called to operate machinery. But the great reason for our conviction is found in the familiar figures of the farmers' increased revenues. It is conservatively estimated that the farmer of 1918 receives for his wheat 103 per cent. more than in 1914; for corn, 100 per cent. more; for barley, 109 per cent.; for cotton, 307 per cent., and for potatoes, 151 per cent.

Nor are we to measure the incentive before the farmer in simple terms of dollars and cents. He takes increased risks, paying men double wages to put costly seed into ground which may prove barren. He does it in part for the increased chance of a great gain, but we are justified in believing also that he does it because of a feeling of patriotic duty; that he will be willing to spend extra effort, to seed extra acres and to try to raise extra quantities, because he knows that his product is the chief ultimate source of our war strength.

The figures published last week, showing the number of sweaters that the Red Cross had contributed for war purposes, are making the trade more certain than ever that it is now but a question of time before the Government will include sweaters as a part of the outfit of a soldier.

SALE OF FUTURES ENDED.

It looks just now in the grocery trade as though the "future" in canned goods is to be chiefly conspicuous this year by its absence. For the first time in many years, the bulk of the new pack of canned foods will be sold as spots; owned by the canner until ready for delivery as finished products, and then sold on precisely the same basis as they are over the counter by the retailer. What may happen a few weeks hence cannot be foretold, but at present jobbers are not placing orders with their canners and no one can as yet tell just what the prices are likely to be next fall.

This virtual elimination of speculative buying from the trade is something quite new to the present generation. For something like forty years—perhaps longer—the annual gamble as to an ungrown, unpacked crop has been the hoodoo of the grocer and packer alike; something they were none too enthusiastic to indulge in, but could not avoid. Just how it started is not agreed upon, but that it grafted itself onto the grocery trade irresistibly seems to be the consensus of opinion. And now the war and the enforced regulations against speculative values and profiteering seem to have, for the present at least, driven that kind of gambling out of the business.

It is more than probable that the selling of futures originated with the canner, as he found his financial obligations of contracting for acreage, seed, cans, labels, boxes and all the rest of his supplies growing with the gradual development of canned food consumption. With definite orders in hand he had bankable paper which would satisfy the local money power in his home town and the convenience thus secured quite offset the risk of selling goods so far ahead of their creation.

Once started, the custom grew and it became quite impossible for one packer to shake it off so long as his competitors kept it up. That it operated more commonly in favor of the buyer than the seller gradually led to its unpopularity and in these times when labor uncertainty, crop risks and rapidly rising prices made early contracts very hazardous for the producer, there has been a growing feeling for some time in favor of abandoning the practice.

Not until Uncle Sam took a hand, however, and established the "cost plus" basis of trading did there appear any loophole of hope for getting away from the gamble. With every chance for profiteering on a lucky speculative turn eliminated and with "the market" as the arbiter of price obliterated, the risks of selling futures have been manifestly more dangerous than sticking to the spot situation and this year neither side has shown any very great disposition to trade months ahead of known facts. Of course, it will compel the country banker to finance his local packers on less tangible security than usual—but perhaps more assured value—and credit will have to be stretched considerably, but the feeling, after all, is rather comfortable.

The "cost plus" basis of trading has upset a great many of the old established customs of the grocery trade. It is mighty hard to readjust things to the non-speculative "market"; difficult to "teach an old dog new tricks." The merchant may be ever so well intentioned and patriotic, but to suddenly turn about and unlearn all the ideals which have formed trading motives for generations past and conform to the fixed idea that actual cost is an immovable factor and that trading margins must follow it very definitely in accordance with the rules of the Food Administration, is not easy.

SWEATER MARKET QUIET.

The sweater situation is unchanged. Action on the part of buyers is still deferred, and will no doubt not make its appearance for a few weeks at least. Warm weather of a permanent nature is looked for, before buyers show renewed interest in supplies, but the contention of the trade for some time that warm weather would induce buying is still their contention.

The craze for knitted articles is evidently not suffering as yet, and with more troops the cry of the day, it is generally taken that this spring and summer knitting will be even more popular than ever and, of course, with knitting will come a keen interest for things knitted. The fact that the demand for knitted articles is broadening, so as to take in men's scarfs and other similar articles, indicates the trend of this movement.

The figures published last week showing the large number of sweaters that the Red Cross has contributed for war purposes is lending strength to the belief of the trade that sweaters will soon be included as a part of a soldier's outfit. So far no action along this line has been taken, but it is expected that it will before long, especially in view of the fact that an increased draft is not far off.

When we win the war we may have to take over Germany, the same as we took over the Philippines, and govern her until her people become civilized. It will be a great deal harder to make decent people of Germans than of Philipinos, because the Germans are the scum of creation—the lowest down in the animal kingdom of any animate thing created by the Almighty. No one now in existence will live long enough to see the Germans take rank among civilized people, because the depravity to which they descended under the leadership of the kaisers will require at least ten generations to eradicate.

It is reported in the hosiery trade that a committee of prominent silk hosiery manufacturers had been summoned to Washington to confer with Government officials as to the prohibition of exportations of silk hosiery to Europe. Considerable of this has been done of late, with the aid of the parcel post, and there is a growing belief that the necessary space cannot be spared. Later reports had it that the restriction of exports of silk hosiery had been decided upon.

Shouting the Battle Cry of Feed 'Em

Yes, we'll rally round the farm, boys,
We'll rally once again,
Shouting the battle cry of Feed 'Em.
We've got the ships and money
And the best of fighting men,
Shouting the battle cry of Feed 'Em.

The onion forever, the beans and the corn,
Down with the tater—it's up the next morn—
While we rally round the plow, boys,
And take the hoe again,
Shouting the battle cry of Feed 'Em.



In These Times of Food Conservation

The Wise Grocer
Will Be Ready to Supply
Every Possible Demand for

Shredded Wheat Biscuit

We have given the Government 30 per cent. of our wheat. With restricted production the up-to-date grocer will see the wisdom of keeping well stocked with this staple whole wheat cereal for which there is always a steady demand, created by twenty years of constant advertising.

Shredded Wheat is 100 per cent. whole wheat, nothing wasted, nothing thrown away. Requires no fuel to cook it, no sugar to sweeten it. It is ready-cooked, ready-to-eat.

Thousands of families eat Shredded Wheat Biscuit as a substitute for meat, eggs and other expensive foods.

Made only by

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

Great Future for Cement Companies

The Cement Industry unlike many others is a war-time industry—cement being necessary for military roads, for truck roads to relieve freight congestion and for construction of concrete ships.

The Petoskey Portland Cement Company is entering the cement field at the most opportune time. It will be in a position to make some of the large profits that cement companies are guaranteed as a result of the great building operations and concrete road programs that will be carried out following the war.

Take a moment to analyze the situation and see if any other conclusion is possible—when under present conditions building is at a minimum and still as much if not more cement is being used each year than ever before. You know that billions of dollars worth of building operations are waiting. If the present cement plants are busy now, what of the future? The great demand for cement will continue indefinitely.

The Petoskey Portland Cement Company offers you an excellent opportunity to get some of the large dividends this business must pay in the near, as well as more distant, future.

It has an abundance of every necessary raw material, fine transportation facilities, a large local market and exceptionally strong management.

Orders amounting to four times its past yearly business are waiting to be filled. You can be positively satisfied as to these facts.

We welcome the most thorough investigation of this company's claims as to its possibilities as a dividend payer.

F. A. SAWALL COMPANY, Inc.

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GRAND RAPIDS, MICH.

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Representatives for Eastern Michigan.



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.

The Hardware Dealer and Greater Food Production.

Written for the Tradesman.

The backyard garden is likely to be a big feature this year. The need for greater food production is being widely emphasized, and every city dweller who has an available backyard plot can do his bit by planting a small garden.

The hardware dealer's part is to furnish all the tools, a percentage of the garden seed, and—good advice.

The hardware dealer who intends to cater to this trade will find it an advantage to know something about amateur gardening himself. True, it is too late now to acquire practical experience in time to be of advantage in this spring's garden tool campaign. But information is not difficult to secure.

For one thing, the seed catalogues are full of information. Then, there are in every community a few people who are fuller even of information than the catalogues. They are the gardening enthusiasts. Between catalogues, enthusiasts and one or two authoritative works on gardening, the hardware dealer is fairly well equipped to discuss the subject with the average run of customers.

Of course, his interest in the subject is from his own angle; but it is worth while to know what sort of tool is needed for the cultivation of this or that bit of crop; or what fertilizer is best for roses, and what the real thing for potatoes. The hardware dealer gets no direct financial returns for even a world of valuable information and worth while hints; but the fact that he can hand out information that is worth having will do a whole lot to attract trade.

The average amateur gardener finds his way beset with perplexities; and if any hardware dealer furnishes real help in solving his problems, that hardware dealer is going to sell him a new hoe or a spade or the garden seeds he wants.

It pays to feature garden seed. There is a fair profit, and seeds are a clean line to handle. A good demand can be worked up. Every customer for a packet of seed is a prospective purchaser of garden tools—perhaps a trowel or a spade or a rake or some other item. Then, later, there is the prospect of selling garden hose, sprinklers, etc. So that the seed box is a small thing out of which a great

deal of business may ultimately grow, if customers are properly handled.

In the first place, really feature the seed. A familiar device with seed corn is a small seed test, showing a high percentage of germination. Adapt that scheme to some of your other seed. Try radishes for instance. They germinate quickly. A box of healthy little radish plants in the window will give the prospective gardener a favorable idea of the vitality of your stock. Put them in there when you first plant them, and offer a prize—a free packet of seed, is enough—to the customer who tells you when the first little plant shows itself. Put in a card announcing the prize, beforehand; and when the prize is awarded put in an announcement of the winner, with the further information: "Seed Germinated in—days. Good seed means quick growth and early vegetables."

Now, that is just a little individual stunt that will attract attention to your store and to your garden tool department.

Another way to get business from the seed box is by direct suggestion. Suppose a customer buys a packet of lettuce seed—just that and nothing more. Here are a few of the questions that you can shoot at him:

Would you like to try something else (suggest other vegetables).

Do you need any garden tools? (Suggest spade, rake, hoe, pitchfork, trowel, etc.)

What sort of fertilizer do you use? (Explain that good fertilizer pays for itself many times over in increased crops).

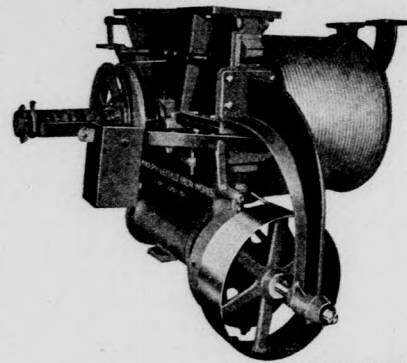
When you start to make suggestions for additional purchases of course you will use tact. Talk gardening a bit. Discuss your own experiences, your customers, those of other people who got good results. Play up the good results. The average amateur gardener is apt to grin sheepishly and say:

"I suppose I'll be blamed lucky if I get five cents worth of crop."

And the average clerk will grin foolishly and answer, "Oh, it's a great game, ain't it?" or something equally vacuous.

Don't for one minute allow that idea to get lodgment in your mind, and don't neglect a single opportunity for driving it out of your customer's mind. For it's wrong, wrong, wrong. It's one of those fool ideas that have sent the cost of living kiting sky-high.

Any man with a reasonable amount of brains and assiduity can make the backyard garden a pleasant recreation and a profitable diversion. He will not make a dollar an hour in actual



Leitelt Elevators

For Store, Factory
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Grocers Lose Over \$500,000 a Day!

If only \$1 worth of perishable food spoils, taints, sours or decays each day—the loss to the 500,000 Grocers of the United States would be \$500,000 a day. Each Grocer would lose \$365 every year.

The total loss to the 500,000 Grocers of the United States would be over 150 Million Dollars a year.

These are startling figures—but experience has shown that the average daily loss to each Grocer is over \$1 a day.

Even a loss of only \$1 a day would more than pay for a

MCCRAY SANITARY Refrigerator

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

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

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

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

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

crop returns out of the time he puts in there, but he will make a good profit on his cash outlay, pay for seed and tools, and get a lot bigger return for his odd moments than if he spent them in any other way. And he'll find himself anywhere from 20 to 100 per cent. more efficient in his working hours.

So take the optimistic view of the back yard garden, and whenever you get a specific instance of a customer who raised a phenomenally big potato or a nice sized crop of early vegetables, cherish the facts in your memory and shoot them right at the fellow who apologizes for doing his little bit in the way of food production.

Lawn and garden tools make good displays. Work in something green, suggestive of real gardening. A good way to arrange gardening lines is by no particular scenic effect is desired is by placing the tools, such as fork, spade, hoe and rake in an upright position at each side of the window, in much the same manner as guns are stacked. Three or four lawn mowers can be stacked in the center. For the background, coils of rubber hose can be used, and each can be arranged so that part of the hose will form a border around the entire window. The small tools such as sprinklers, revolving arm sprinklers, grass catchers, hose nozzles, trowels, etc. can be grouped in the foreground. These with some garden and grass seeds make a good display. Later in the season, a lawn display can be carpeted with green turf.

Some dealers offer small prizes for the best collections of vegetables grown from their seed. The seed purchaser enters his name in the spring, at the time of the purchase; and the displays are exhibited at the dealer's booth at the fall fair, or in the store itself at harvest time; or early vegetables are shown earlier. Or individual prizes can be offered for the largest carrot, turnip or beet, or the earliest radish or head of lettuce grown outdoors. The prizes need not be large; most amateur gardeners will be sufficiently tickled with the results themselves.

Victor Lauriston.

Good Will at Little Cost.

One hardware concern, located in a town where a large construction job was in process, on Saturday nights set aside a space where the workmen could sit and chat. A talking machine played and lemonade was served from huge jars. "Of course," says the dealer, "the workmen bought from me any tools that they needed."

A Logical Connection.

Highly polished nicked chains led from the different items in a hardware dealer's window to a metal sign with letters cut out to read: "Link our name with your hardware needs."

Only One Word Changed.

"If it's iron, we have it," is a hardware store's adaptation of a famous slogan.

Let us give credit where credit is due that we may ourselves be worthy of credit.

Advertised Goods.

Many a retail merchant loses an opportunity for profit through indifference to the advertising forces at work in his trade territory. To talk about "your trade" and "your customers" is all right, but your trade is yours only after you sell your customers. You can get customers and trade easiest by featuring in your windows and in your store goods that are well advertised.

"Well advertised" means something. It means first of all right goods. If the goods are not right, the advertising can not be made profitable and the manufacturer will cease to advertise. If the goods are right and the advertising is right in method and in the right mediums, then the goods are stamped on the minds of your customers. Repetition makes each time the impression a little deeper. And there is your opportunity, Mr. Merchant. If you advertise advertised goods, display them well in your store, talk about them behind the counter, you will then know what is being demonstrated every day—that they sell more readily—with less time, explanation, and effort—than unknown goods.

It is true you can sell unknown goods by explaining and explaining and finally by guaranteeing them personally. Your customers know that you are not the manufacturer and that after all your guarantee is only evidence of your sincerity and is not evidence of quality. And why do it anyhow. Why not leave the "Guarantee" to the manufacturer, where it belongs. Of course, some retail merchants have made a fair success selling unknown goods—but why do it the hard way?

The manufacturer selling well advertised goods is creating a real asset for you if you handle his goods and join hands with him by coupling up your advertising and selling forces with his advertising which is day in and day out going to your customers.

Then you will be solving that big problem of "Turns in stock" and you will better serve your customers. You know that only right goods can continuously stand the acid test of advertising and right goods and right service mean success in retailing.

This Accident Paid For Itself.

A shattered plate glass in the front of a jeweler's store drew an intent group of observers. The hub from which cracks radiated to all parts of the glass was a round hole three inches in diameter, and a sign warned: "Danger, do not touch." Beneath this the sign stated interestingly and ungrammatically, "The stone that done the damage." It sold goods, the merchant says.

A spraying machine is lent to factories who purchase a barrel of calamine for their spring cleaning from an Eastern paint dealer. The plan landed a number of orders. People who would put off the job because they had to hire a painter will buy when a factory hand can do it for them, the dealer says.

**Signs of the Times
Are
Electric Signs**

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

THE POWER CO.

Bell M 797 Citizens 4261

**AGRICULTURAL LIME
BUILDING LIME**

Write for Prices

A. B. Knowlson Co.

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

Sand Lime Brick

Nothing as Durable
Nothing as Fireproof
Makes Structures Beautiful
No Painting
No Cost for Repairs
Fire Proof
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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

**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.

onia Ave. and Louis St. Grand Rapids, Michigan



**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, 3/4 in. to 2 in.

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

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



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

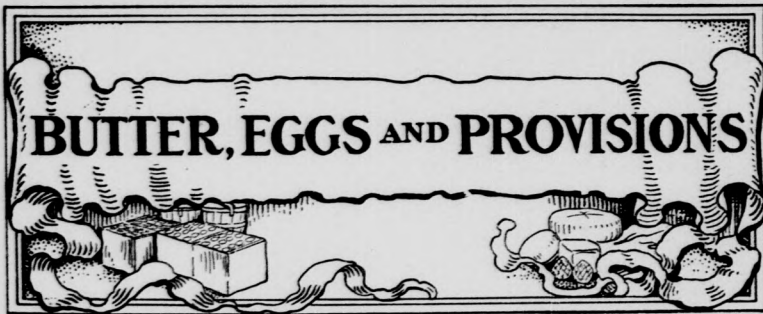
Factory Distributors:

BROWN & SEHLER CO.

Grand Rapids

::

Michigan



Michigan Poultry, Butter and Egg Association.
 President—J. W. Lyons, Jackson.
 Vice-President—Patrick Hurley, Detroit.
 Secretary and Treasurer—D. A. Bentley, Saginaw.
 Executive Committee—F. A. Johnson Detroit; H. L. Williams, Howell; C. J. Chandler, Detroit.

Collyer in Trouble.

The many Michigan friends of W. D. Collyer of Chicago were surprised last week to learn that his business house, W. D. Collyer & Co., had met with reverses which had made necessary the calling of a meeting of its creditors. It is commonly reported that losses due to unfavorable butter market have been primarily responsible for the suspension.

W. D. Collyer is one of best known men in the Western butter trade and one of the most respected. For years he was regarded as an expert judge of butter, officiating in that capacity at most of the larger and more important competitive exhibitions. Associated with him were his sons Frank and Albert, the latter having been in charge of a Boston branch office. A third son, Herbert, is in the United States navy.

Dairy Course For Women.

The greater need for women to take the place of men in many pursuits incident to the war has induced the management of Purdue University at Lafayette, Ind., to institute a special dairy course for women, designed to prepare them for positions in factories manufacturing dairy products of all kinds. Only such subjects have been selected as will be applicable to women labor. They will include milk testing, testing dairy products, soft cheese making, ice cream making, dairy bacteriology, etc., etc. The course will begin April 8 and close May 4.

Easy to Use, Easy to Buy.

Every package of butter sold by a Canadian firm is cut in quarter-pound pieces, which are separately wrapped in wax paper. The housewife, therefore, does not have to bother to cut off a piece of butter each time to put on the table, but simply opens the carton and takes out a fresh, wrapped piece, which is about the right size for a family. This method of packing has aroused a good deal of favorable comment among customers, and has resulted in increased sales, according to the management of the concern.

Cases and Fillers Preferred.

The Bulletin of the National Poultry Butter and Egg Association states that a short time ago authorities at

Washington put egg cases and fillers on the preferred list, to ensure prompt transportation. It says:

"Should any one have difficulty in moving cases or fillers they are advised to take up immediately by wire with Regional Directors of Railroads R. H. Aishton, at Chicago, or C. H. Markham, at Atlanta, who have charge of these matters for all territory South, Southwest, West and Northwest."

May Ship Horses to Canada.

The recent ruling of the War Trade Board, that shipments of horses to Canada could not be effected without an individual export license for each shipment, has been rescinded. The board now announces that until further notice no licenses will be required for the exportation of horses to either Canada or Newfoundland. The announcement concludes: "Shippers will be given due notice through the daily press if at any time there should be a change in this ruling."

"Buy At Home."

Upon the organization of a local co-operative packing company, one meat market expressed the advantages of patronizing home industries by hanging in its window a large banner on which was printed: Our own corn fed to our own pork raised on our own farms sold by our own selves to our own packing house, resold to our own selves by our own markets. We get all of the profit!

Limit of Sacrifice.

Hub (growling at the food)—"Steak done to a crisp and no white bread!"

Wife—"You know, dear, we must make some sacrifice these war times."

Hub—"Well, I'm willing to sacrifice, but (pointing to steak) what about this burnt offering?"

This Builds Good Will.

The "business card of a good candy" is the title of an advertising booklet used by a nationally known confectioner. The inside pages give a list of the "goodnesses" of the line that the "card" represents.

To Advertise Quality.

Outside a downtown delicatessen shop in an Eastern city is the sign: "Happ sells the cream of merchandise at buttermilk prices."

At the opening of a large new department store in a Pacific coast city an artistic card bearing the words, "It is the merchandise that counts," constantly reminded the visitors that they might expect quality goods there.

Dandelion Vegetable Butter Color

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

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

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.

Send us your orders

ALL KINDS FIELD SEEDS

will have quick attention.

Both Telephones 1217

Moseley Brothers, GRAND RAPIDS, MICH.
 Pleasant St. and Railroads

E. P. MILLER, President

F. H. HALLOCK, Vice Pres.

FRANK T. MILLER, Sec. and Treas.

Miller Michigan Potato Co.

WHOLESALE PRODUCE SHIPPERS

Potatoes, Apples, Onions

Correspondence Solicited

Wm. Alden Smith Bldg.

Grand Rapids, Mich.

LET YOUR REQUIREMENTS IN
 FRUITS AND VEGETABLES

Be Handled By Men Who Know.

M. PIOWATY & SONS

Main Office, Grand Rapids, Mich.

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

Onions, Apples and Potatoes

Car Lots or Less

We Are Headquarters

Correspondence Solicited



Vinkemulder Company

GRAND RAPIDS

:::

MICHIGAN

Rock Oil as a Competitor of Petroleum.

Written for the Tradesman.

In Scotland something like seventy years ago the need of oil and other chemicals led to the establishment of works for the reduction of shale rock. The demand at that time was so great that it warranted the investment of large capital, for those days, in mining at some depth and building an extensive retort plant. In their experiments the operators discovered a method of utilizing the gas generated for fuel, so that the most of the cost was the labor of mining, raising and handling the rock. Oil and other chemicals, largely ammonia, have been so profitably produced that in spite of the competition of the great oil wells of the world in recent years, annual dividends have been as high as 18 per cent. and that from a yield of little more than twenty gallons to the ton.

Before the discovery of the great Pennsylvania oil wells many deposits of oil bearing shale were in evidence in different parts of the country. The demand for "rock oil" led to the building of a number of distilling plants in different parts of Pennsylvania especially. The writer, who spent his boyhood in what are now the oil regions of that State, remembers rock oil as a commodity before the term petroleum came into general use on the discoveries of 1858. Of course, the shale plants quickly succumbed to the deluge from the wells. It is interesting to note that some of the Mormons carried sufficient knowledge of the oil and the stills to enable them to build a distillery on account of the rich oil shales so abundant in Utah.

All are familiar with the fact that while oil bearing shale is very common in many parts of the East, its supply in the Middle West and beyond is practically unlimited. On many of the central trans-continental routes the traveler looks upon hundreds of miles of rich oil bearing rock. Indeed, whole mountains consisting wholly of this formation are passed on some of these lines and it has been found by recent investigation that most of these Western deposits are far richer in oil content than the ones so long in operation in Scotland.

While the abundance and cheapness of oil has prevented any decided move in the direction of drawing on these vast stores, the Government, especially the geological survey, has given the subject a good deal of attention in recent years. But it has lacked the stimulation of high prices until our wrestle with the Hun. Now attention is being directed to the advantages likely to attend a wide development. Geological survey officers are engaging in the economic testing of the various locations, so far as the exigencies of the military situation permit. Already the Government has selected and set aside many hundreds of square miles to assure supplies for locomotive use where the need is likely to develop early on account of distance from the more usual fuel. A number of plants—distilleries—are being designed and used, experiment-

ally, with the prospect of an early entrance into the economic field.

Among the advantages of the American rock are that it is much richer, by 50 to 100 per cent. than the mineral worked so long in Scotland. It either lies at a level or is higher, so that it may be mined by steam shovels and carried to the works by gravity, and the yield of the much needed fertilizer, ammonia, as a by product bids fair to give an abundant answer to the threat of disturbance in that direction.

W. N. Fuller.

No Price Yet Established For Next Campaign.

No definite agreement as to a fixed price beet sugar for the 1918-19 campaign was reached between the beet sugar producers and the Food Administration at the annual meeting of the United States Sugar Manufacturers' Association, held in that city last week. George M. Rolph, chief of the Food Administration's Sugar Division and chairman of the International Sugar Committee, who was in attendance, intimated, however, that a higher level than the present basis of 7.45c, less 2 per cent. might be finally decided upon for their next year's crop to meet the heavy increased costs of production that they face in the coming campaign. The manufacturers, on their part, stated that unless they could obtain a higher price for their sugars next year many of the producers would have to sell their output at a loss and be obliged to sharply curtail production. The trade is naturally interested in this development as it seems to forecast a higher price for both raws and refined in this market next fall, and it is the first intimation local sugar circles have had as to the possible attitude of the Food Administration toward price levels when the present basis predicted upon the Cuban agreement for the purchase of 1917-18 Cuban crop sugars has expired. The fact that the Food Administration is apparently awake to the heavy increased costs sugar producers and distributors are now forced to meet was received with general satisfaction by the trade.

Farther On.

Written for the Tradesman.

It's just a little Way
From here to Farther On
Where I shall pass; some day
They'll whisper "He is gone."

It's just a little While
From now to endless Then
No years will there beguile
For there shall be no When.

It's just a little Span
That brings me over there
Not here abideth man
But in the great Somewhere.

It's just a little Strife
Before the final test
When life gives up to Life—
Eternity the rest.

Charles A. Heath.

What's become of the father who boasted that his son wrote a fine hand?

**Blue Vitrol. Nitrate of Soda,
Acid Phosphate, Paris Green,
Arsenate of Lead
Reed & Cheney Company
Grand Rapids, Michigan**

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

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.

**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

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

Perkins Perfect Salted Peanuts

are sold to those who demand high grade goods.

Order from your jobber today.

Perkins Brothers, Inc. Bay City, Michigan

G. B. READER

Jobber of

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

1052 N. Ottawa Ave. Grand Rapids, Michigan

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	"	95 1/2	"	95 1/2
3 STANDARD OR BETTER	"	94 3/4	"	93 3/4
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



Formulating the Policy of a Boys' Department.

Quality, autonomy, confidence, atmosphere and adjustment are the five prime considerations that enter into the successful operation of a boys' shoe department. Buyers and department heads differ as to what consideration is of paramount importance, but successful heads of such departments are agreed that without recognition of these five points, permanent success cannot be achieved. Indeed, quality, autonomy, confidence, atmosphere and adjustment are merely the high spots to be encountered in any campaign for selling boys' shoes, and of these no one may be subordinated to another.

The word "quality" has become a hackneyed and elusive term in merchandising. In a boys' shoe department any talk on quality should always be so phrased as to have a meaning only in connection with materials and workmanship. Properly used it is a talking point of more than usual significance, but it must be remembered that a "quality" shoe is not necessarily an expensive shoe. It is merely a shoe that is actually worth the money asked for it.

Hence, in selling shoes to boys, particularly to boys of the middle class, salespeople should never forget that while the boys ask for a certain grade of shoe, one of a certain quality and price, the boys, and their parents, too, should be told just what to expect in wear from shoes asked for. Store heads should insist upon this.

Experience has proved that when the juvenile customer and his guardian are advised as to the difference in wear and in the quality of various shoes, the price becomes a secondary consideration—although it may have been of first importance at the outset. This is a point, and a big one, in favor of keeping the better and higher grades of boys' shoes.

Autonomy, the item of parallel importance to quality, is a term applied more or less to governments or institutions that have complete control of their destinies. The boys' shoe department should have that same independence.

It should be given the right to govern itself as an entity and, therefore, it may be regarded by all as a unit and held to account as such. A great many store heads make the mistake of using the boys' department as a tail to the kite, losing sight of the fact that that department often has all the earmarks of being the kite itself. The problems of buying, mer-

chandising and advertising boys' shoes are substantially as different in many respects from those that arise in handling men's and women's shoes themselves differ from hats. Boys' shoe departments with complete autonomy are more successful than those that are part of regular shoe departments, because of the fact that they are more popular with the boys themselves. Boys desire to be fitted in a section devoted to themselves and want to be considered as young men. In buying things to wear they resent being asked to mingle with girls or with women.

Confidence, which ranks with quality and autonomy as a selling factor, may be won not only by a strict adherence to the golden rule and to some of the "easy" items of the ten commandments; but also by a careful, almost scientific study of the boy and his characteristics. Each boy who enters a shoe department as a customer is a special "case," and his needs should be so catered to as to make him believe that the salesperson who waits on him knows just what he wants.

Few boys are alike, yet many of them, in fact most of them, are very susceptible to attention. Because of this several successful department heads insist upon having salesmen exclusively to sell boys' shoes. It takes a boy to understand a boy—or to put it in another way, it takes a man who was a boy to understand a boy's wants. To get the boy's confidence the salesman must treat him like a grown-up man. He must show him strong masculine-looking shoes, like "those your father wears." Shoes that look feminine, fancy or have dabs of frill, will be frowned on and incur the boy's displeasure and even arouse his antagonism. The salesman should never patronize the boy in conversation.

Atmosphere, always a consideration and a potent factor in the success of a boy's shoe department, is not the circulation of "hot-air," but the creation of a spirit that will permeate the department; that will give it and the surroundings a distinctly boyish flavor. By this it is not urged that the boy be pampered and coddled, or presented with toys and what not—for after all he comes to buy shoes. The idea is to make the place seem "clubby," so that it will impress itself on the boy's mind as a place not merely to buy shoes in, but also as a nice comfortable room, where while waiting for someone or for his turn to be fitted he can read magazines or books, or can see the scores of baseball or other games that may be in

IN STOCK READY TO SHIP TO-DAY

GREY Kid No. 2807

Flexible McKay
Louis Heel
Lace
Sizes 3 to 7
Widths B to D
Price \$6.15

GREY Kid No. 2843

McKay
Louis Heel
Lace
Sizes 3 to 7
Widths B to D
Price \$5.25



Rindge, Kalmbach, Logie Company
Grand Rapids, Mich.

Agricultural Army Shoe

No. 494

Now in stock ready for delivery.
In this shoe are embodied all the good features of the U. S. Army Shoe.

Goodyear Welt, Munson last, soft box toe, but made heavier from stock specially tanned for farm use in our own tannery. Made in Chocolate, Army tan and smoke, 6-12. \$3.85.

Hirth-Krause Co.

Hide to Shoe
Tanners and Shoe Manufacturers

Grand Rapids

:::

Michigan

progress at that particular hour. This idea, if fixed in the boy's mind, will bring him back time and time again automatically. Shoes and that store will become of synonymous significance to him.

Adjustments, the final item considered here, are quite as important as any of the other four factors. When necessary they must be made promptly and cheerfully. They should, however, be avoided as much as possible by the exercise of care in selecting shoes when making the sale. Sell the kind on which subsequent adjustments are not necessary. But "things do happen" in the best regulated families, and in spite of all the precautions that may be taken to guard against it, some question will come up for settlement now and then.

Where customers pay for quality they expect to get wear and good appearance. If they do not get either it will, at least in some cases, be due to some imperfection of the shoes. Therefore questions should be asked in such a manner as not to offend or embarrass the customers, and if the least justification exists—whether through policy or defects in the merchandise—make it a rule to give the customer the benefit of the doubt.

Speaking of adjustments from a policy viewpoint, the head of a leading department told of a boy who somehow had scraped and ripped the upper from one of a pair of shoes he had worn only a few days. The boy came to the store without his mother, confessed what had occurred, but said that he wanted a new pair of shoes before he received parental inspection and endured the punishment thereof. The store stood the loss and gave the boy a new pair of shoes. He was so delighted with the way he was treated that he told all the boys he knew about it. As a result the store got the business of hundreds of boys through the cumulative force of word of mouth advertising.

It pays to be generous on adjustments, especially when handling quality merchandise.

Remember the five points of importance in operating a boys' shoe department. Quality, autonomy, confidence, atmosphere and adjustments.—Dry Goods Economist.

Activities in Michigan Cities.

Written for the Tradesman.

The price of gas at Battle Creek advances May 1 from 80 cents to \$1 per 1,000 cubic feet, restoring the rate that was in effect prior to October, 1914.

Business places of Hillsdale were closed April 4 from 2:30 to 3:30 p. m. and flags were lowered during the funeral hour of Robert Zeigler, the first of Hillsdale's young men to give his life for his country in the present war. Mayor Johnson issued a special proclamation.

The city council of Manistee, in response to the distress of the local street railway company, authorizes an increase in fares to 10 cents or the sale of seven tickets for 50 cents.

Petoskey will sell ice at retail this season under the coupon system which was used by private dealers last year,

with City Manager Tripp in charge.

A factory for making matches may locate at Kalkaska.

A daily auto truck line has opened between Niles, South Bend and Buchanan with freight rates as that charged by the railroads.

St. Johns has voted three to one in favor of the commission form of government.

Holland has a wide awake tree planting committee and designs to make that city one of the best shaded towns in the State. The city has 300 hard maples on hand for planting, with more trees coming.

Breckenridge and Ithaca voted "yes" and Alma and St. Louis voted "no" on the proposition to allow the Gratiot county Gas company to advance its rates. The company has announced that it must raise its rates for gas or go into bankruptcy.

Business men of Middleville, Caledonia and Alto held a get-together dinner meeting at Middleville and plans were discussed for an organization, to include the business men also of Wayland and Freeport. One of the matters discussed was that of early closing of stores and committees were named to report at a meeting to be held in four weeks at Caledonia.

Calumet, still a village, is the largest town in the Upper Peninsula, the late State census giving the population as 33,500. Escanaba, Ironwood, Sault Ste. Marie, Ishpeming, Marquette and Hancock range in population from 12,000 to 15,000.

The dehydrator at Casnovia is again in operation and employs thirty hands in drying potatoes for Government use.

A series of public meetings to arouse interest in city gardens opens this week at the Pontiac Board of Commerce, with C. B. Cook, county farm agent, in charge. A man will be appointed in each precinct to lead in the work.

The Michigan Agricultural College closes its year's regular class work May 23, or about a month earlier than usual. The summer sessions at East Lansing will begin June 24.

Almond Griffen.

There is no one more foolishly conceited than the business man who thinks it is not necessary to advertise.

**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.

Officers' Dress Shoe

Modified Army Last

The GREAT HIT with Civilian Trade

\$4.85



Brown Cordo Stock

**TWO FULL OAK
SOLES**

Goodyear Welt

Clean, Plump.

A Very Attractive Shoe and Popular.

Try them. They are selling NOW.

Write for salesman to show you the full line.

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

SERVICE SHOES

that will stand up under all conditions and tests are good ones on which to build your business.

The H. B. Hard Pan (Service) Shoes

have stood the test of time. Season after season they have been subjected to the severest test that any shoe could be put to by thousands of out door men in every walk of life.

They have stood up and today they are regarded as the standard in service shoe values. Dealers who have handled the H. B. Hard Pan shoe for years say it is more widely and favorably known than any other line they have ever had.

From the very first the aim of our factory has been to produce the best service shoe the market offered. By using at all times the very best of materials we have been able to maintain the high standard of quality in our line.

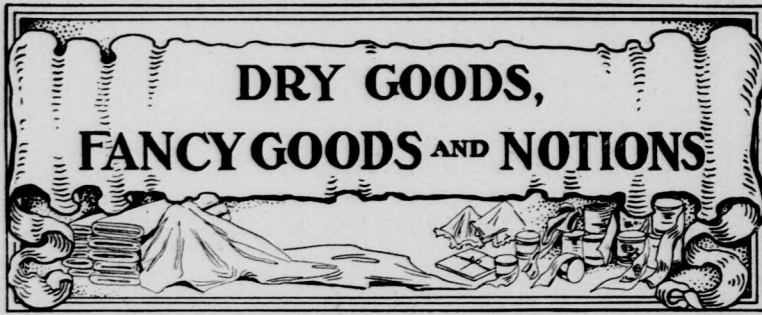
Your spring trade will demand a large number of service shoes. Prepare for that business now by laying in a supply of the H. B. Hard Pan Service Shoe.

You cannot go wrong on this line.

HEROLD-BERTSCH SHOE CO.

Manufacturers of Serviceable Footwear

GRAND RAPIDS, MICH.



Business Difficulties Are Enhanced By the War.

The difficulties attending the performance of normal business functions are increasing steadily, with the general price tendency continuing upward on nearly all merchandise. It is most difficult, for example, to put through export business, as everything must be licensed, and the machinery of the War Trade Board is of vast proportions and is not yet in full working order. In the matter of imports, too, similar difficulties are met with, and before actual business can be worked through one must be sure of a Government O. K.

Business is becoming more and more restricted in the domestic field. The manufacturers who have Government orders are constantly hampered in their shipments and other details by the necessity of securing Government approval and permission, and this is not always easy because the machinery of Government is not keyed up to the tune of real business yet. At one point boards are working to speed up production, and at the other end other boards are trying to unify their work so that distribution of war goods and other goods shall not hamper what may be the important operations of the moment.

In the selling field, aside from the dangers of making purchases when values are so very high and uncertainties are so very numerous, the difficulty of getting goods is increasing and merchants are trying in every way possible to contract their outstanding obligations. The pressure to shorten terms of payment is increasing steadily and is reaching down into the commonest staples in cotton goods as well as in lines of high cost finished merchandise.

Cotton goods and cotton yarns have advanced again, partly as a result of the rise in cotton, but more largely because goods are growing scarcer in the volume of offerings and mills are growing more timid about selling. Buyers who must have goods will pay what is asked when they are told that deliveries will be made at some price, and in operations of this sort advances are paid that have no relation to actual costs of production. Print cloths are up again, sheetings are higher, colored goods continue to sell at any figure agents put on them if prompt delivery merchandise is offered. Fine cottons have suddenly become precious in the eyes of converters who were blind a few months ago, and offers are being made to mills that make them unwilling to sell at any figure.

The most recent report of the volume of woollen machinery engaged on Government work confirms what has been frequently stated of late concerning the probability of growing scarcity.

It is evident from these figures that short supplies of men's wear and dress goods must be the rule, and to this condition of contracted output at home must be added the influence resulting from import restrictions. Prices are being held quite steady because in a measure the Government control of wool is being exercised, but buyers of men's wear and dress goods do not consider price as an obstacle if they can get merchandise.

Attention has been directed at different times to the growing difficulties in the production of floor coverings. Linoleum manufacturers are beginning to feel the pinch of essential supplies that are likely to be short for a long time to come. Oil, cork and burlaps, made abroad or wanted for war purposes, are being diverted from linoleum mills, and they cannot hope for immediate relief.

In the silk trade the hope is still strong that the industry will continue active in war times. The rise in raw silk has led to some feeling that speculative forces are being allowed free play, and apprehension is expressed lest the Government may begin to restrict imports of raw silk or otherwise confine production. This is merely a fear, up to the present time, but some of the silk manufacturers are not easy in mind about the situation.

It is stated that cotton yarns are in shorter supply in central markets than they have been in years. Dealers have lighter stocks than some of the largest have ever carried. Coarse Southern yarns are especially scarce.

Color Catches the Eye.

"A little color on our salesmen's sample cards has doubled our sales," says the manager of a garment factory. "Formerly, too, we had the illustrations in our catalogue printed in black and white only. Now we color them and sell many more of the garments at but slightly increased expense."

Hard to Avoid.

"It must be thrilling to be held up by a bandit," said the impressionable girl. "I would just love it."

"If you ever have to pay your own repair bills," growled the man at the steering wheel, "you will enjoy that experience every time you send your car to a garage."

Good Sales of Sweaters.

Reports from the sweater trade show that the spring season thus far has been one of the best on record. There seems to have been a very general demand in all parts of the country for sweaters of all types and colors, and price seems to have been given very little consideration where the desired garment was found. Although quotations are very materially higher than they were last spring, many of the very finest qualities are proving to be among the best sellers.

Coat sweaters are gradually becoming the leaders, it is said, in practically all sections. Although the season started out with something of a run on the slip-over type of sweater the feeling seems to be growing that the latter is not as practical as the coat-cut type, and that women will not take to it generally because it cannot be taken on and off without ruffling the hair. The coat-cut sweaters are being made up in glove silk, fibre silk wool jersey, and many in Shetland wool of both light and heavy weights. In the silks more or less plain weaves are preferred, but in the wool sweaters many fancy novelty weaves are selling. The favored colors are said to be purple, cherry red, green, orange, rose, and champagne. Many are also made up of a number of mixed colors, forming an oriental rug effect, which seems to be very popular wherever it is shown.

One type of slip-over sweater, however, for which there is a continued strong demand, is the sleeveless model. Sailor collars, V necks, and puled waists characterize these lines. Some are made with narrow collars and long revers formed from a continuation of the collar. The latter are reported to be more popular in some sections than the wide sailor-collared models.

Do Semi-Made Skirts Hurt Sales?

The question is raised by the bulletin of the National Garment Retailers' Association as to whether the selling of semi-made skirts does not hurt sales of ready-to-wear garments. It quotes a trade authority this way on the subject: "I wonder how much the semi-made skirts cut into the ready-to-wear business? There are tables and tables of semi-made skirts being shown at the different shops, both in cotton and wool materials. All that is necessary for the purchaser to do is to adjust the hem and sew up the front. These skirts sell for much less than the ready-made ones, and are made in attractive models. They are mostly purchased by women who have difficulty in getting a skirt to fit snugly and who cannot afford to have one tailor made. Thus, they are able to enjoy the advantage of a tailor-made skirt without having to pay the price for it."

No Excess of Production.

For as far back as any in the local ready-to-wear trade can remember, this is said to be the first year in which there has been an under, rather than an over, production of women's coats and suits. Under present conditions in the piece goods markets, and with their prevailing prices, manufacturers

in this city have been very cautious in their cutting, and have not made up any more garments than they actually needed to fill orders on their books. And yet it is said that they have not lost any business by proceeding thus cautiously. Instead, the season winds up not only as one of the best on record, but without any of the tail-end demoralization of prices which has always resulted in past years from the throwing out of a lot of goods at "job" prices. Authorities in the trade hope that this lesson will be remembered in the future.

It's Pleasant to Pay Him.

Realizing that the least agreeable part of buying goods is paying for them, a manufacturer tries to make this final step pleasanter for the merchants. With a rubber stamp he prints on all invoices: "This merchandise, when sold by you, should bring a profit of \$—."

The message reminds the retailer that besides stocking goods he has stocked an opportunity for profit.

Where You Can Use Them.

In one corner of a display advertisement dealing with golf goods a department store printed a list of local golf courses.

Timely.

"The new clothes of a new season are calling you," is the rhythmical slogan used by a men's furnisher in a window of spring suits.

Anybody that is fighting everybody is wrong.

The Book That Takes the Risk Out of Buying

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

Butler Brothers

Exclusive Wholesalers of
General Merchandise

New York Chicago
St. Louis Minneapolis
Dallas

Wilsnaps—Always advertised
 The May Advertisement
 Appearing in Vogue and Harper's Bazar

“Merchandise well displayed is half sold.”
 But if well advertised *and* well displayed it is three-fourths sold

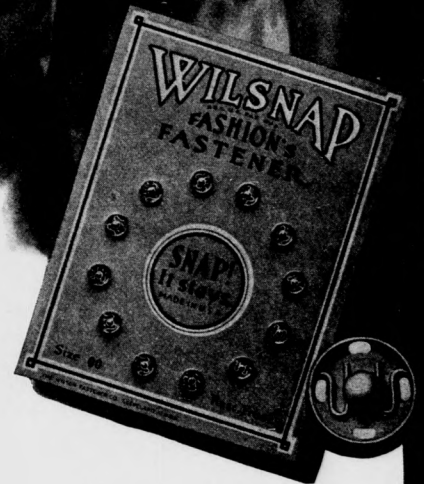


*Always WILSNAP—
 wherever snap fasteners are used*

WHEN you use Wilsnaps you know—when you reach up your arm to fasten your dress—that Wilsnaps *will snap*—and stay fastened. Prove it to yourself as so many have done. Have rust-proof Wilsnaps sewed on all your garments. Wilsnaps may be used with security on your heavy materials—the Wilsnap spring holds. Wilsnaps may be used on the sheerest, daintiest fabrics—the Wilsnap spring opens at a touch. Wilsnaps are certain. Wilsnaps are sure. Wilsnaps—always Wilsnaps wherever snap fasteners are used.

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

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



*Look for this card
 —orange colored—
 10c everywhere*

Dress Goods Market Holds Its Quiet Tone.

The worsted dress goods market maintains its quiet tone because of the general inability or unwillingness of selling agents to take further orders. In a general way the present is normally a quiet season with them and they are not encouraging the awakening of demand, which is larger than ever at this time of year because of the short supply of goods. Buyers are not shopping to any extent because they have learned that most of the houses make their offerings when they are ready to do so and pressure beforehand is rarely successful.

It is, however, the expectation in many quarters that several mill agents will place serges for July production and later on the market before the current month closes. Sellers say that these goods can be sold simply by notifying a selected list of customers that a certain amount is available to each. No general public offering is therefore likely to result, nor would it seem any advantage for buyers to be on hand when the lines are offered. The next general offering will probably be made in July when buyers hold their annual summer meeting here.

It is the opinion of many dress goods sellers that the group of Passaic mills, the enemy alien ownership of which has been taken over by the Government, will be turned more largely to army contracts than heretofore. Some agents would not be surprised to have this action further

curtail the volume of merchandise available during coming months. From sources familiar with conditions in Passaic, it is believed that the civilian production will be kept upon the market in sufficient volume to hold the trade, if it seems desirable to retain the present operating heads. If changes in the personnel of the mill management occur, there may be corresponding changes in the marketing of the product.

Several mill agents have not given up hope that lines of velours may yet be broadened to cover appreciably larger lots, although the whole matter is intimately tied up with the size of coming army orders and the mills to which they are distributed. It is said that price is not an important consideration from the cutters' standpoint. Those who have been buying velours from the ladies' tailoring trade have been educated up to levels which exceed those of the primary market to-day.

Retailers Advised of Clothing Conservation.

The Commercial Economy Board of the Council of National Defense has sent a letter to retail clothiers throughout the United States calling their attention to recommendations issued by the board for conservation of materials, labor, equipment and capital and now being carried out by manufacturing clothiers for the fall season 1918.

The recommendations, which were published in this journal when agreed upon last fall, include the elimination

of such style features as belts on coats, patch pockets, pleats, etc., the setting of a maximum measurement for length and sweep of coats and the reduction in size of selling samples.

The Commercial Economy Board states that it intends to refrain from going to the public to urge the adoption of these items because it does not wish to do anything which might render stocks already on retailers' shelves obsolete. It relies, therefore, entirely on co-operation of the trade.

The letter to retail clothiers includes a reprinting of the schedule of recommendations. The retailers' attention is called to this schedule as applicable to the coming fall season and the letter continues as follows:

"The purpose of these recommendations is to assist in conserving the country's supply of wool and cloth and, while utilizing to best advantage our manufacturing resources, to reduce the amount of capital tied up in dealers' stocks.

"The manufacturers of these lines have already been advised of these recommendations, and the leading manufacturers and the trade generally have promised their hearty co-operation.

"As a retailer you can render valuable service by adjusting your plans in accordance with these recommendations. The board intends, if possible, to refrain from going to the public, because it does not wish to do anything that might render stocks already on the retailers' shelves obsolete. From the spirit already shown, the board believes that this

policy will be successful and to the best interests of all concerned.

"Hence you can render your greatest assistance by not asking for yourself from the manufacturers any clothing that does not accord with these detailed recommendations. This will save any manufacturer from the embarrassment of having to decline an order on the ground that it is contrary to this programme of conservation.

"It should not be difficult for the retailer in turn to explain to the public why he does not carry a particular style of clothing should any customer ask for something in a suit or overcoat that has been omitted for reasons stated herein.

"You are a vital and important link in the chain of co-operation that is necessary at this time for the welfare of the country. We expect that you will do your part.

As Good As Ten Men.

Conveying systems which are very costly to install become good investments when there is a shortage of labor. An example of this is the long overhead monorail erected in a Toledo, Ohio, plant. The electrically operated crane is handled by but one man. It carries boxed automobiles from the plant to the flat cars on the siding, where the turning on of the electric motor lowers them into place. Formerly it took ten hands, with trucks and gangways, to accomplish the same labor. The work does not require a highly trained man. A woman can do it.

SERVICE

QUALITY

Are You Prepared

To meet the unprecedented patriotic demand for

Flag Decorations?

We have for immediate delivery

Tri-color Bunting Flag Bunting
Shield Bunting
Mounted and Un-mounted Flags
Small English, French and American
Silk Flags
Mounted Flags for Automobiles

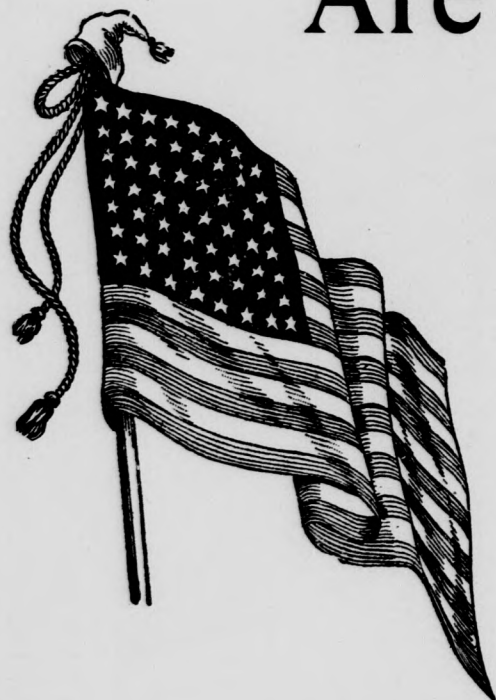
Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Michigan

QUALITY

SERVICE



Sparks From the Electric City.

Muskegon, April 8—As an aftermath of the vaccination programme, the Republican mayoralty incumbent seeking reelection, has been slaughtered by his own party and once again the Saw Dust City will be given over to the Democrats. Oh, well, what's the difference! Both candidates were able and good men. The U. C. T. boys stood in line and all were vaccinated, taking their medicine like the Trojans of old.

Harold Freedom is confined to his home with tonsillitis. Ches. Brubaker came to town Monday to see the soldier boys march away. Swift Lathers Green, of Mears, issued a double extra of his sporting sheet and presented each outgoing draft soldier with a copy.

Robinson Crusoe and his man Friday both made the Pentwater trip as usual—only one hour earlier, in order to be in style. "I thank you" carries his own smokes and watches the rummies, while Friday is busy taking in the shiners.

Mr. Freelove, of St. Johns, Newfoundland, left town on a hurried visit to Bender, a new subdivision, which is said to be his next project.

Samuel Levine, Sr., an exile from Komsk, in Courland, is still in the skunk business. It is more hideous than ever to hear Sam talk. He wishes the address of his competitor, Mr. Rosenbaum.

Alec the "Baron," in the handsome grandiloquent hooknose from Black Hall, has added a few more padlocks to his colossal collection.

Tootsey Wousk announces her engagement to Munksey Jabbers. The wedding is set for June 5.

Robert O'Brien and Tom Sands, of Pentwater, were visitors in Muskegon over the week end. Their many friends up and down the avenue were very glad to see the boys.

Jury Laughsomemore Congdon, of Pentwater, returned to his home last Friday night after spending a week in Muskegon and bidding the old town one last farewell. He may never come back.

Charley Lantz, of Hart, lost his loaded suitcase on the Pentwater train while en route home, and spent a terribly long fifteen minutes finding it. It was where he left it.

Irving Steindler will make a special announcement in the near future. No Hoboken or Jersey City maiden for Irving. Leave it to him. The Grand Rapids and Muskegon girls carry all the necessary style.

George Stathas, the ever popular Swede who runs the Greek Silver Moon Cafe, is pretty sore about the automobile trip Irving Steindler gave him and several friends, taking them several miles out in the country and leaving them there to walk the eight long weary miles home. George says it wasn't very nice of Steiny to do it and he will never get a chance to do it again.

Donna Stathamorass has opened a new and up-to-date tonsorial parlor with two cushioned chairs.

Abraham Lulof, the new Conductor of the U. C. T., caught his full number of perch and blue gills in Muskegon Lake last Saturday—all in fifteen minutes. Some fisherman!

Chris Follrath is "full and wrathful" over this war game. He even refuses to say when the war will end and says that Max Steiner isn't a better guesser than he is and doesn't know any more about it than any one else. Chris says the city in France is spelt Toul and not Fool!

"Father Steve" is out and around again. Any old time you can keep down the "Adlais" you have got to go some. Stevenson is certainly all in a class by himself.

Sam Lipman is in the next draft. Young Castenholz Raymond is a farmer (fruit) and thinks he will escape and John S. Anderson's great love for his adopted country (over here) will be strong enough to persuade Uncle Sam to let Albert Anderson work under the food administration instead of in the trenches. William Munroe.

Cire Ribbon Declining.

The wide vogue for cire ribbon is evidently on the decline. While it is still being taken, the big demand in wholesale quarters has subsided, and many in the trade are firm in their belief that it will not amount to much from now on. The millinery trade has some on hand, and this will, of course, be used up, so that it will continue to play a part in the retail millinery trade for some little time, but certainly the yardage that will be bought to go into make will be small from now on.

On the other hand, fancies and plains in the wide widths are very strong, and the wide interest that they obtained prior to Easter shows mark-

ed evidence of continuing right through the spring and summer. The one thing about the present demand that is making the trade glad is the fact that the ribbon demand is showing a widening tendency, which will mean practically no dead lines.

The price situation is still much in evidence, and as the demand grows the prices do likewise. Advances are the order of the day in this trade, and the top is not in sight as yet. The limited demand for ribbons that has been in evidence so long has kept prices so low that the present buying is bound to send them up to a corresponding high level.

Gen. Gorgas goes far towards deciding a question still in controversy abroad. It is whether permanently disabled men in hospitals shall in all cases be kept under military jurisdiction. He recommends that no member of the service be discharged "until he has attained complete recovery, or as complete as it is to be expected that he will attain." In England many men too badly hurt to return to the front have been discharged into private hospitals, the Government pensioning them and giving allowance for treatment, in the belief that they profit from the consciousness of being their own masters. Yet some have the thought that the Government should compel these men to pass through prescribed reconstruction wards to guarantee their fullest usefulness to society. At any rate, America is not to be tardy in arranging for its reconstruction hospitals. Surgeon-General Gorgas designates fourteen, of which about half are on the Atlantic Coast, the others scattered over the country; and others will be added to the list. These hospitals are to be half-medical institutions, half-educational, and each is to specialize.

A very inconspicuous item from London, without headlines or verbal fanfares, announces that the Prince of Wales, after several weeks' leave in England, has returned to the front. When the German Crown Prince recently "took command," the news was blazoned forth with all sorts of imperial mouthings about the glory of having the heir to the throne lead Teuton arms again to victory, the "again," no doubt, referring to a former achievement at Verdun. Hardly had the conflict been in process more than three days, when the Crown Prince was overwhelmed with congratulations from his father, the Chancellor, and the highest command on a victory with the accomplishment of which he not only had very little to do, but which was not as yet even assured. The bully and braggart is not always a coward, as Lamb pointed out long ago. On the other hand, he remains always a very disagreeable fellow, and the bystanders will usually unite to suppress him.

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.

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

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

WHITE GOODS
Our line of White Goods is as handsome as usual and includes some exceptional values in Plain and Fancy Voiles, Piques, Lace Cloth, Dimity stripes and checks, Nainsook and India Linons.
Look up your requirements and let us quote prices.
Quality Merchandise—Right Prices—Prompt Service
PAUL STEKETEE & SONS
WHOLESALE DRY GOODS GRAND RAPIDS, MICH.

Ha-Ka-Rac
Knit Wear is universally known through many years of good values and nation-wide publicity.
Ha-Ka-Rac Values
Ha-Ka-Rac Styles
Ha-Ka-Rac Advertising
Ha-Ka-Rac Dealer Helps
are making it easy and profitable for good merchants to sell the line twelve months in the year.
A full line of light and heavy weight coats for utility or sport wear for immediate delivery.
Samples on request.
Perry Glove & Mitten Co.
Perry, Michigan

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.



Duty of American Citizens in This Emergency.

Written for the Tradesman.

More important than the technical feature and conditions of the third Liberty Loan is the attitude of the people toward it. We are now really at the beginning of the campaign and it will soon show how well the public is prepared to absorb it. The provision of the Government for a sinking fund with which to purchase as many bonds as possible when thrown on the market was a most wise provision. One of the most serious complaints of investors in general, especially in the early part of the year, was that Liberty Bonds declined under heavy trading in the stock markets from two to six points. Many who could not understand this and the factors entering into this situation foolishly became alarmed and threw their bonds upon the market, thus accentuating this senseless selling.

Even congressmen became alarmed and planned and introduced remedial measures, when Secretary McAdoo cut the Gordian Knot by establishing the 5 per cent. redemption fund. The complaints that the new issue bears $4\frac{1}{4}$ per cent., instead of $4\frac{1}{2}$ per cent., should be treated with the contempt they deserve. From an economic standpoint there is everything in favor of the existing rate. We stand in a different position toward our Government in this hour of National peril than we do in peace times and patriotism that is measured by a quarter of 1 per cent., or even 1 per cent., is a brand of patriotism we have no reason to be proud of. This loan should go over the top in a hurry and over-subscriptions should be registered all along the line. The bankers will do their part, as their experience has been, generally speaking, that saving accounts increased in 1917, showing that our people are learning the vital lesson of thrift and sensible economy. What is needed and will come is a more complete and consistent dedication of the surplus resources of American citizens to the country's war chest, to be permanently employed by the Treasury until the war is over. Subscribing for Liberty bonds one week with the intention of selling them the next is not the full service which Americans must render in the present gigantic struggle now being fought, not only for humanity, but for our very existence. Germany, besides enslaving Belgian, French and Serbian men and women, is wringing from stricken Belgium \$60,000,000 a year. Should Germany win and thus become the world war power, what toll do you think they would at-

tempt to levy on the rich United States? If we are to win this war Liberty Bonds must be bought and stay bought.

Another duty devolves upon our business men—active co-operation with the Government in instilling into the minds of all the people the "Win the War" spirit. The Department of Commerce, strictly within its legitimate sphere of influence, has at an opportune moment pointed out how this can be done. In a recent bulletin it urges business men to see that the "Win the war" spirit gets into their business letters both at home and abroad. If this is done, it is easy to see what a far reaching influence it will have on public sentiment. We need it. We need every ounce of energy that we at home safe from the firing line can use to strengthen those who are facing the enemy and those who are pushing to them the supplies and munitions necessary to hold in check and beat back the German hordes who are now battering at them. Secretary of Commerce Redfield truly says that it is of the utmost importance that the American business letter breathes confidence in every line, and "Let every business man make known to the whole world that he is for this war and is going to see it through, regardless of inconvenience, loss of trade, loss of money or anything else. Every manufacturer ought to be fearless in expressing his sentiments, even though he may be writing to a concern whose sympathies he may suspect are not with us. Don't give a foreign concern any inkling that you are apologizing for your Government's restrictions and that you are chafing under them." In other words, show the world that the United States is presenting a united front of unadulterated patriotism.

The attitude of the National and Michigan Governments upon the good roads question is wise and will not only aid in freer transportation of army supplies, but will be a business asset of great value, in making the transportation to market of the farmers' crops easier and more economical. It is gratifying to note that this is one of the prominent subjects to be discussed at the annual meeting of the Chamber of Commerce of the United States at Chicago April 10, 11 and 12; and that Western Michigan there represented realizes the importance of the subject and will energetically urge that the Chamber make strong representations to Congress with reference to truck highway improvements.

The selling movement which is

GRAND RAPIDS

IS THE BANKING CENTER OF WEST MICHIGAN AND ONE OF THE BEST KNOWN FINANCIAL AND FIDUCIARY INSTITUTIONS OF THAT CITY IS THE

GRAND RAPIDS TRUST COMPANY

WITH RESOURCES OVER
\$1,000,000

TRUST AND INVESTMENT BUSINESS HANDLED EFFICIENTLY AND SATISFACTORILY

SAFETY DEPOSIT FACILITIES AT THREE DOLLARS PER YEAR AND UP

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

noticeable in both stocks and bonds is not surprising. It is plain that the greatest factor in this situation is in the renewed heavy demand for capital for both military and industrial purposes. Until the war is over cheap capital need not be expected. When Secretary of the Treasury McAdoo in the middle of February called upon banks to subscribe for \$250,000,000 a week of Treasury certificates, this demand did not immediately depress securities because the call came at the time of midwinter dullness. Now, however, it is different. The spring trade is being financed, the Liberty Loan campaign is on and the January and February issues of corporation short time notes and other securities were much heavier than those of December, while the country is practically bare of funds such as would normally seek investment. It is pointed out the funds for this third Liberty Loan will have to come mainly out of three sources—moneys obtained by cutting personal expenses; industrial operating earnings which would normally go for maintenance and repairs and withdrawals from past accumulations of working capital.

The slowness of liquidation on the securities markets, in the face of the seriousness of the situation on the Western front in the European war, is a demonstration of confidence in the ultimate outcome which is most encouraging. In analyzing the situation the fact must be taken into consideration that the vast sums that are pouring into our National Treasury are pouring out again into the pockets of the people. A year ago our National Government was spending an amount equivalent to a little less than 3 per cent. of the income of the American people. By last December its expenditures, most of which went to producers in this country for munitions and supplies, had risen to approximately 27 per cent. of our National income, so that out of every dollar received by the typical individual more than one quarter comes out of the Government Treasury. In other words, we are paying expenses out of capital account. This is only another way of saying we are turning permanent capital back into our income account. So long as it lasts it makes business good and is bound to last until the war is over.

Paul Leake.

The Farmer's Clock.

Written for the Tradesman.

Kate—turn the clocks ahead
 One hour this very night
 Because the President said
 "I will help us win this fight
 The coal we need to save
 To drive far 'cross the sea
 Our ships which bear the brave
 To war for Liberty.
 I'd turn them three or four
 If only it would help
 The boys who're going o'er
 Lick the Kaiser and his whelp.
 The night I'd call the day,
 The day I'd vow was night,
 High noon my prayers would say
 To whip the Kaiser right;
 The dawn I'd swear was eve,
 The twilight early morn,
 At sundown I would leave
 To play my fields of corn,
 At midnight milk the cows,
 Have moonlight threshing done,
 I'd manure my shoes
 If it helped to get that Hun.
 Charles A. Heath.

A ship every day or there'll be h—l to pay.

Live Coward or Dead Hero?

War is a stupendous tragedy.

It scorches the soul.

When you think of your loved ones being seared in its flames, you are torn by contending emotions. Grief surges within and at times almost overcomes you.

But there are worse things than war.

There is slavery.

There is dishonor.

There is loss of self-respect.

Some say it is better to be a live coward than a dead hero.

But I doubt it!

A live coward is minus self-respect!

He has lost his soul! He has sold his birthright! He knows in his own heart that he is a hypocrite! Always pretending! Without an honest thought! Forever under a cloud! Always skulking here, there, everywhere. His memory, his record, his deeds are always taunting him. He cannot get away from his own self-condemnation.

I do not know, but it seems to me that death would be a great heart-satisfying relief to such as he. The coward may live. He may breathe and walk and talk, but his soul is withered. He has already sacrificed his life. He has traded living for existing. His human entity is gone. He must hide his real self. He must pretend to be a man and always know that he is a miserable pretense.

Either you are a man or you are a cipher. And you do not have to wear a uniform to be the former. You do not have to rush to the "front." Do the work for which you are best fitted. Serve the Nation in the most effective way you can. Frank Stowell.

Boosting the Booster.

Boost your city, boost your friend;
 Boost the church that you attend.
 Boost the street on which you're dwelling,
 Boost the goods that you are selling.
 Boost the people round about you,
 They can get along without you,
 But success will quicker find them
 If they know that you're behind them.
 Boost for every forward movement;
 Boost for every new improvement.
 Boost the man for whom you labor;
 Boost the stranger and the neighbor.
 Cease to be a chronic knocker;
 Cease to be a progress-blocker.
 If you'd make your city better,
 Boost it to the final letter.

The Test.

This war will be the test of us,
 And kill some of the best of us,
 But make men of the rest of us,
 And leave no east or west of us.

Automobile Insurance is an absolute necessity.

If you insure with an "old line" company you pay 33 1/3% more than we charge. Consult us for rates.

INTER-INSURANCE EXCHANGE
 of the
MICHIGAN AUTOMOBILE OWNERS
 221 Houseman Bldg., Grand Rapids, Mich.

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

The Right Banking Connection

may make all the difference between mediocrity and success in your career. Any good bank can add to your business strength. The facilities and service of this bank have won the lasting friendship of many now successful business men.

THE OLD NATIONAL BANK

MONROE AT PEARL

GRAND RAPIDS



Fourth National Bank

United States Depository



Savings Deposits

Commercial Deposits

3

Per Cent Interest Paid on Savings Deposits Compounded Semi-Annually

3 1/2

Per Cent Interest Paid on Certificates of Deposit Left One Year

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

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

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

Kent State Bank

Main Office Ottawa Ave.
 Facing Monroe

Grand Rapids, Mich.

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

Resources

10 Million Dollars

3 1/2 Per Cent.

Paid on Certificates of Deposit

The Home for Savings

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

Bond Conversion May Be a Factor.

There is no greater mystery in the market than why the 4 per cent. Liberty bonds are going down. They sold last week as low as 96.30, compared with 97.98 a few days before. The 4 per cent. bonds are convertible into the new issue at par. Any one who subscribes to the new loan could if he looked at the question from a purely business point of view, buy the present bonds at their discount, and convert them into the new bonds, instead of paying par for new bonds. This would serve to advance the price of the present 4 per cents. Such buying of the 4 per cents. would not be effective now, but one would think that speculators would anticipate it, and bid the bonds up. That, in fact, was just what speculators did for a time.

Can it be that the present decline is merely the result of discouraged speculative selling? Or is it that individuals and banking institutions do not take a purely business viewpoint of the situation, refuse to avail themselves of the \$35 difference on a \$1,000 bond, and even prefer selling the present bonds in the market, and taking their losses, so that they may subscribe to the new loan? But if that sends the present bonds down, it creates uneasiness among potential subscribers to the new bonds; and even as a "patriotic" step, selling of the present bonds may be inadvisable. There is, of course, the factor that a great person or bank which merely buys the old bonds in the market and converts them does not get his or its name mentioned, and would be thought to be making no new subscription; the desire to avoid this might be considered to be well worth the loss in money. But, whether buying for conversion will really be a factor in carrying the present bonds close to par, is something that cannot be determined until after the loan campaign is well under way.

What You Can Do For Our Fighting Forces.

Here's what your \$50 bond will buy:
Trench knives for a rifle company.
Twenty-three hand grenades.
Fourteen rifle grenades.
Thirteen cases of surgical instruments for enlisted men's belts.
Ten cases of surgical instruments for officer's belts.

What a \$100 bond will do:
Clothe a soldier.
Feed a soldier for eight months.
Provide five rifles.
Provide thirty rifle grenades.
Provide forty-three hand grenades.
Provide twenty-five pounds of ether.
Buy 145 hot water bags.
Buy 2,000 surgical needles.

Here's what your \$500 will furnish:
Bicycles for the headquarters company of an infantry regiment.

What a \$1,000 bond will do:
Buy one X-Ray apparatus outfit operating instruments for a base hospital.
Furnish pistols for all men in a rifle company.

Buy one rolling kitchen (motor).
Provide eight ration carts.

Subdue By Substituting.

Service for Sneers.
Economy for Waste.
Fish for Beef or Bacon.
Co-operation for Criticism.
Production for Pessimism.
Performance for Argument.
Marketing for Telephoning.
Other Meals for White Flour.
Conservation for Conversation.
Vegetable Oils for Animal Fats.
Perishable for Preservable Foods.
The Garden Hoe for the Golf Stick.
Common Sense for Common Gossip.

Patriotic Push for Peevish Puerilities.

Greater Production for a German Peace.

Knowledge of Prices for Gossip about Profits.

Beef you do not eat for the Rifle you cannot carry.

As the Lawyers Express It.

If a man were to give another a banana he would simply say "I give you this banana." But when the transaction is intrusted to a lawyer to put in writing he adopts this form:

"I hereby give and convey to you, all and singular, my estate and interests, right, title, claim and advantages of all in said banana, together with all its peel, pulp and juice, and all rights and advantages therein, with full power to peel, bite, chew and otherwise eat the same, or give the same away with or without the peel, pulp and juice, anything hereinbefore or hereinafter or in any other deed, or deeds, instrument or instruments, of whatever nature or kind whatsoever to the contrary in any wise notwithstanding."

To My Wife.

Written for the Tradesman.
I've just got to love you more and more
Because we're getting old
I thought I loved you much before
But as the years unfold
Still sweeter grow your charm and grace
More winsome too the smile
Which lovingly illumines your face
And does my own beguile.
What comfortment you bring to me
What happiness and cheer.
My very wants do you foresee
Almost ere they appear.
How constant does your mother care
With blessings crown the hearth
Betraying to a queen who's there
More roval ne'er on earth.
Although the future years may be
Unknown nor understood
The suns each day reveal to me
A mother's motherhood.

Charles A. Heath.

A leading local corporation, composed of an alleged pro-German and several ardent patriots, has dumped the head of the house and divided his interest in the business among the other stockholders. It is a matter of common knowledge that the other members of the concern refused to speak to their associate or discuss any matter of common interest with him. Ostracism finally had the desired effect and resulted in his elimination from an association which has been one of the biggest money makers in its line.

A late photograph of the Kaiser shows him wearing three crosses on his overcoat. After the war is over he will have another cross to bear—and it will be some little trinket!

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.

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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.

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

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

War No Time For Sectarian Narrowness.

Cambridge, Mass., April 8—My attention has been called to the editorial comment you have made in several recent issues of the Michigan Tradesman concerning the denominational narrowness of the Y. M. C. A. in exploiting its war work with money contributed by people of all religions. I heartily agree with you in the severe condemnation you bestow on the rejection of Mrs. Lee, the widow of an army General, as an agent of the Y. M. C. A. on the ground that, although eminently fitted for the work proposed, she was not able as a Unitarian Christian to subscribe to the so-called "Evangelical" test. This ruling by representatives of the Y. M. C. A. has attracted much attention, and it has been asked what attitude should be taken by non-Evangelicals to an organization thus administered.

The answer to this question, so far as Unitarians are concerned, has been already given, and is not likely to be changed even by this unpleasant incident. That small, but as a whole prosperous communion has in the main cordially accepted the Y. M. C. A. and the Y. W. C. A. as the most efficient organs of Christian service now available in the cantonments and at the front, and, without reference to the arbitrary and unchristian attitude they have taken toward people who do not subscribe to their narrow ideas of a Christian life, has unstintedly supported both organizations.

The first appeal in Boston for the Y. M. C. A. huts in France was made in a Unitarian church; the chairman of the Citizens' Committee there appointed was the chairman of the Prudential Committee of that church, and a large proportion of the principal contributors were Unitarians. The contribution of one Unitarian church (King's Chapel) to this object was about \$12,000. In my own town of Cambridge the later "drive" of the Y. M. C. A. was directed by a committee with a Unitarian chairman. The campaign of the Y. W. C. A. was begun in Cambridge at a union meeting in the First Parish Church (Unitarian) and a collection then made in Cambridge was turned over to the Boston treasurer by the chairman of the Cambridge committee (a Unitarian woman). All this is not a matter of pride, but merely a matter of record. The Unitarians have recognized that this is no time for schismatic effort or denominational jealousy. To use the best available instruments for prompt and judicious service has seemed the duty of the hour, and together with great numbers of other persons to whom an Evangelical test would be unjust and obnoxious, the Unitarians have gladly reinforced, and will continue to support, these beneficent enterprises.

If, then, there is any embarrassment in the situation it is not to be found among these sympathetic givers, but within the organizations themselves. Both of these associations were built up in time of peace on a foundation too narrow to support their present work. No person, according to their by-laws, may be "an active member" who is not also "a member in good standing of a Protestant Evangelical church." "Active members only shall vote or hold office." All other participants are classified as "associate members" or, in effect, paying guests. Now comes the world war and summons these organizations to a work which is much larger than their creed. The Y. M. C. A. has undertaken many functions to which it would be absurd to apply the test of church membership. A physical director, for example, or a teacher of boxing, can hardly be examined in Protestant doctrine. Few Christian churches—even Unitarian—are likely to supply the fistic artists now desired. The Y. W. C. A., in the gracious hospitality of

its hostess houses, finds it difficult to enforce the rule that a cup of cocoa shall be poured by none but Evangelical hands.

In this situation there are two possible ways of procedure. One is to forget, so far as possible, the limiting clause and let the work go on as if the narrow sectarian exclusion were not there. That is the line of action which has been almost forced upon the Y. M. C. A. by the huge demands of war. Their huts are, for the most part, administered with admirable liberality, marred only by the occasional zeal of indiscreet evangelists. Unitarian ministers and laymen have been very reluctantly accepted as secretaries for foreign service, although with the qualifying title of "associates." The limiting clause is carried like an anchor hanging on a ship's bow, not conspicuous to passengers, and not to be used when under full sail, but convenient to have on a lee shore of conservative criticism. The Y. W. C. A., on the other hand, has taken very seriously what the Y. M. C. A. has in large degree ignored. Finding in its by-laws a restrictive clause, it has applied the limitation rigidly. Carrying an anchor, it lets it down even if it stops headway. None-evangelical money may be accepted, and even solicited; but none-evangelical workers are, to use the phrase of one representative of the Y. W. C. A., "impossible."

Each of these courses has its difficulties. The first may easily lead to a policy of disguise where a rule is practically disregarded, although ready for emergency. The second, by following the letter of the law, may miss the spirit of the gospel. Meanwhile, sympathetic lookers-on cherish the hope that the vast responsibilities and chastening experiences of war may in these cases—as in so many others—promote a more catholic definition of Christian service. No organizations have done more than the Y. M. C. A. and the Y. W. C. A. to illustrate the truth that Christian faith is not a matter of conformity, but a matter of consecration; not a way of talking, but a way of walking; so that, as the Apostle said: "We walk by faith." It would be one of the most reassuring signs of a Christianity fit for the future if the creed of these associations could be conformed to their practice and their administration freed from the risk either of an obscurantist liberality or of a disingenuous orthodoxy.

Francis G. Peabody.

Much Is Yet to Be Done.

A couple of million young men have thrown their lives into the melting pot of war in order that civilization, such as the United States has known, may live. The extravagances of clothes have been put behind them. They are thinking of clothes only as a means of helping them to conserve their lives and beat down a ruthless enemy. The same measure of sacrifice they are making in the matter of clothes is, in the final analysis, just the measure the whole nation must arrive at in war times, if the war is to be won quickly and won right. Anything short of this sacrifice is a non-essential in production, and until the dry goods trade assumes this attitude toward war it will fall short of visualizing the duty that is ahead of it.

In arriving at a proper comprehension of what must be done it is worth while to think over what is needed at this moment. A great many workers must be released from their normal occupations to engage in various forms of war work. Wherever there is a war vacancy to be filled and a dry

goods merchant can help fill it he is in duty bound to point out the way. That form of co-operation is just as important as it was in the early days of the war to indicate where goods could be found and who could make them and who could sell them.

If there is a single line of merchandise in stock that can be abandoned in war times in order to relieve some workers for other purposes that line should be dropped, and the attention of customers should be turned to the wisdom of adopting something else as a substitute. This does not mean idleness, nor starvation, nor needless suffering. It implies the intelligent direction of human effort toward producing the thing that is most vital in these times. "It serves the incidental needs of the nation in the most abundant and yet the most economical and efficient way possible." That is what the President said the war involved.

A search for worry seldom disappoints the seeker.

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Each package makes
FOUR PINTS of jelly

One Million Dollars Saved

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Michigan is one of the states that has a large and successful mutual automobile insurance company with over 28,000 members with 780 claims paid, and still has a surplus fund of about \$56,000.

The Company is well located in a small town and makes a specialty of insuring the automobiles of farmers and the business men of the small towns in Michigan. It started at the right time and is now starting its fourth season of success.

It is the only mutual automobile insurance company that publishes the amount of money on hand to take care of its members and the number of members.

The responsible and active agents are acting for the Company as they do not wish to represent a small company. Why take chances on a small company when you can insure in the big and well established mutual. It is the only mutual company in Michigan that can stand the shock of serious losses and pay the claims promptly with money now in the treasury.

Cost only \$1.00 for policy and 25c per H. P. covering fire, theft, and liability.

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Grand Rapids



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 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.

Thinks German Brutality Due to Beer Guzzling.

Grandville, April 9—People have marveled at the frightfulness of the German soldiery.

The world has been shocked time and again over the brutal deeds of the men who proclaimed themselves cultured beyond any other people in the world. To many it has been a puzzle. The answer is simple.

Every courtroom in the country has reason to know that when wine is in wit is out and that the man under the influence of liquor loses his humanity, becomes a besotted beast, fit subject for the lunacy ward of an asylum. The ruined homes all over the land, made so by the bestial power of strong drink, plainly points to a solution of the seeming mystery of Germanic barbarism.

The German nation, despite its learning in the arts and sciences, has been drunk for a century.

This fact is explanation enough for the acts of savagery committed by the followers of the swine at Potsdam. The beer-drinking German has no sober days in which he may look at himself, weigh his swinishness and take a tumble to himself. The beer stein rules the roost from the palace of the emperor to the cottage of the middle class down to the vilest hovel of the poor.

A German under arrest for some misdemeanor, alleged to have been committed while the prisoner was under the influence of liquor, swore that he was a temperance man; was never under the influence of alcohol, solemnly assuring the court that his daily allowance of beer was only twenty mugs per day!

It is such temperance Germans the world is fighting to-day. It is such beasts in human form that wear the uniform of the Fatherland, debauch the helpless women and mangle the children of the weaker countries they have overrun. It is of such that resulted the sinking of non-combatant ships, the breaking of the pledged word of a great (?) nation, great numerically but not morally, and the fearful toll taken by the aeroplanes as they drop their bombs upon churches, schools, hospitals—anywhere but upon men in fighting costume, who are ready to meet fire with fire and give the cowardly dogs as goods as they send.

A nation steeped in alcohol cannot be expected to know the meaning of honor, of regard for infant human life and woman's chastity. Brutes all, from the lascivious Kaiser and his bestial generals to the humblest private in the ranks. With a nation of nearly seventy millions under the influence of this deadly drug may we

not readily understand how and why the German soldier is ten times as dastardly as the midnight assassin or the piratical cutthroat of the Spanish main.

From the cradle to the grave the German is steeped in beer. Never strictly sober, his ideas all run to the bestial. It is written of some wars that the men were filled up with gunpowder and whisky to give them courage to make the desperate charges necessary to carry the day and annihilate the enemy.

This was for special occasions, but here we have a great nation drunk from the beginning, brutalized even in times of peace, wholly unfitted for the more gentle things of life. Little wonder that in time of war, with perhaps increased potatoes, the Huns have become dead to every human feeling, carrying slaughter of the innocents to the very homes of even some of their own people.

Even the great Bismarck has been pictured with his stein of beer at his elbow while he was meditating on some important matters of state.

We have often read of the social life of this people, with its continuous guzzling of beer. Even if the temperate use of this beverage does not intoxicate, its daily use leads to a change in the physical condition of its user, serving to dull the intellect, in time bringing about often fatal diseases. In some parts of the Fatherland the inhabitants shorten life by this habitual consumption of brewed liquors, which causes fatty degeneration of heart and other organs of the human system.

The German nation is drunk on beer and blood!

The tenderer feelings have been wholly obliterated. Blood, murder, rapine! No cry for mercy from the smallest child, no plea of maiden for the sparing of her body from the lust of the beer-soaked Hun is ever heeded. The despoilers of innocence have hearts only blunted and bloated with the beer they have swilled in celebration of these crimes against nature too hideous to mention.

Sometimes we read of a man running amuck: while under the influence of King Alcohol. The writer recalls to mind an instance of the lumberjacks filled up with poor whisky and became a raving maniac. Possessing himself of a hatchet, he drove every man of a crew out of the shanty—in the dead winter at that—and held the place to himself, hurling the hatchet back and forth, sticking it into the sides of the building, shouting his joy over his victory. All of one night this man held the place his frightened companions sought shelter in the horse stables.

Continuous beer guzzling for a century has made of the German nation a community of drunks. So long steeped in beer, from generation to generation, there is little wonder at the results.

How often we read of some devilment perpetrated by men "under the fluence of liquor," men who in their sober moments would shrink in horror from the doing. Germany, however, has had no sober moments, but has lived, plotted and plundered while under the "influence."

The abolishment of every saloon,

of every brewery, of every spot or place where intoxicants can be obtained might in time work wonders in the national outlook of the German Fatherland; but while booze rules the camp, the cabin and the palace of Hohenzollern one need expect no humanizing aspect in the manner of Hunnish warfare.

Drunken Germany!

Drunk with liquor, drunk with lust for blood, drunk and debauched as no other country on earth has been since the days of the barbarous hordes of ancient times, we may not expect any good to come out of Germany, until the bloated, besotted beer guzzlers are brought to their knees, and made to feel the strong arm of an outraged Christian world laid upon them in severity. Men such as these, filled with the lusts of the flesh, can understand nothing save the power of a strong military arm which will crush them into the dust.

May Heaven speed the day of the world's redemption from the domination of the beer-besotted Central Empire!
 Old Timer.

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UPPER PENINSULA.

Recent News of the Cloverland of Michigan.

Sault Ste. Marie, April 8—J. A. Falk, one of Manistique's pioneer merchants, is closing out his grocery and hardware business. Mr. Falk has made no mention of what he intends to do in the future, but the closing of this popular store will be greatly noticed in Manistique.

Nick Hines, salesman in the Field cigar store, has resigned and left last week for Lowell, Mass., to engage in the confectionery trade. Nick has made many friends here who regret his departure and wish him every success in his new field.

The coming of spring brings back several of our well known business men who with their families have been spending the winter in the South. Those returning last week were George Kemp, who spent most of the winter in Poulan, Ga. Fred M. Raymond, of the Raymond Furniture Store, arrived from Brandtontown, where he has been spending the winter as usual. D. H. Moloney, proprietor of the Man's Store, came from Dade, Fla., where he has been putting in a severe winter from all accounts, as he has been on the sick list most of the time. R. G. Ferguson, of the Soo Hardware Co., returned from Miami. Mr. Ferguson had the misfortune to sprain his ankle during the early part of the winter and has been on crutches most of the time. Mr. Ferguson purchased a lot in Miami and he expects to erect a fine winter home this year. M. N. Hunt, well-known contractor, seemed to be one of the fortunate ones in the party, having had nothing to do but recreate and see the sights. He also purchased a new winter home complete, which he expects to occupy hereafter during the winter months.

The Soo loses one of her esteemed citizens in the person of Capt. Sam Bernier, who has been a lifelong resident here and for the past fifteen years has been in the grocery business. He leaves many friends as well as relatives to mourn his loss. Mr. Bernier was born in what was then known as the 4th ward of the Soo in 1854. He was also well known among the sailors of the Great Lakes because of his work as keeper of the Vermillion Life Saving Station at one time. The Soo Lumber Co., one of the Soo's largest industries was sold last week to the Lock City Manufacturing Co., thereby uniting the two largest Wood manufacturing plants in the East and Upper Peninsula of Michigan. With the changing of this industry ends the services of the general manager, C. J. Byrnes, who succeeded A. Baugman four years ago. Mr. Byrnes has been very active in business affairs and is a man who believes in advertising. He has been responsible for the winter sports for the past two seasons. Mr. Byrnes was one of the city commissioners, but tendered his resignation, as his plans for the future would not permit his giving the city business the attention it should receive. He will be greatly missed should he decide to locate elsewhere.

Much regret was expressed in Chippewa county when it was learned that the Pickford Clarion, the lively newspaper published in the village of Pickford for the past twelve years, passed out of existence. Mr. Baldwin is to be congratulated upon continuing this paper in a village so small as Pickford for so long a period. He justly comments on the patronage of one merchant when he was entitled to the support of every business house in the village. It pays to advertise in more ways than one, which has been demonstrated in this case.

Predictions are that navigation will be opened within the next week. The harbor tugs could break ice in the St. Mary's River whenever freighters are ready to start.

S. B. Newton, of the Booth Newton

Co., accompanied by Mrs. Newton, are taking in the sights in the Windy City this week. They expect to make an extended Eastern tour before returning to the Soo.

The Northern Electric Co. changed hands last week, Bun King selling his interests to Ray and Charles Merriott, who will continue the business as heretofore. Mr. King expects to engage in other lines.

We were pleased to note that the Eastern Michigan Pike Association which held a meeting at Flint last week, decided to make Sault Ste. Marie the Northern terminal of the annual tour of the organization. The action was due largely to the efforts of Charles E. Chipley, representative of the Chippewa County Automobile Club. It is hoped that the tour will be planned to correspond with the date for dedicating the site for the Dixie highway monument in the city. It is hoped that there will be many automobiles in the Eastern Pike tour to participate in the big celebration. The Soo will make all preparations to meet her guests, which it hopes will be a large number.

The Ha Ha protectors, manufactured by the Rhoades Manufacturing Co., one of the Soo's infant industries, are making a hit in many parts of the world and the manufacturer had to put on about fifteen more mechanics in consequence. Orders are pouring in from all parts of the United States, Alaska and South America, where the mosquitoes and flies are in the habit of interfering with one's pleasure or work. The Ha Ha portector is light, compact, practical and serviceable and would be of value to persons whose work or pleasure carry them into the great outdoors of the woods and along streams and by lakesides. It looks as if the Ha Ha had come to stay.

"People usually find it easier to pay a duty to society than to pay one to humanity."

The steamer Islander made her first trip last week between the Snows and St Ignace.

The St. Ignaceites are rejoicing over the prospects of the Jones mill starting operations about April 15. If the transportation business is favorable there will be sufficient supplies to keep the plant in operation continuously during the entire season.

"The man who is always blowing his own horn, nine cases out of ten knows only one tune."

J. L. Lee, general dealer at Dafter, has sold his stock to the Erickson Grocery Co., of the Soo, which will run the Dafter branch in connection with the Soo business. Wm. G. Tapert.

Gabby Gleanings From Grand Rapids.

Grand Rapids, April 9—Last Saturday night about 200 U. C. T. members and their friends attended the pot luck supper. Three very good speeches were given. Guy W. Rouse spoke on the necessity of saving food to win the war. Dr. A. W. Wishart spoke on Diplomatic Relations with our Allies, and A. P. Johnston, of the News, on the third Liberty loan. C. H. Bucker gave a violin solo, accompanied by Miss C. Zwinzeburg. Music was furnished by the high school jazz band, which was very good. Much credit is due the committee who worked very hard to arrange for all the good things brought there to eat and all enjoyed themselves and ended up by clearing the floor for dancing.

Do not forget next Saturday night at the hall. This will be a spring dancing party and it is expected to be a whopper in attendance and a few other things the committee has up their sleeves. Dancing will start at 8:30 p. m. sharp, so everybody come and see what is doing.

John D. Martin had a celebration last Saturday—the twenty-fifth anniversary of his admission to the U. C. T. He was initiated into Saginaw Council April 6, 1893, taking a transfer to Grand Rapids Council on his removal to this city. He has occu-

ried every chair in the subordinate council and is a Past Grand Counselor by reason of his having served five years on the Executive Board of the Grand Council.

E. G. Hamel has been promoted from the position of Michigan traveling representative for the Waukesha Pure Food Co. to a "job in the office," as he expressed it. In a letter to the Tradesman, dated April 8, he says he is delighted with his surroundings and the environment of the office. He has taken up his residence at 224 Barney street, Waukesha.

Post A of the Travelers' Protective Association is planning on giving a series of social parties to be held the second Monday of each month at 8:30 o'clock sharp at the Pantlind Hotel.

A. B. McLeod, of Marion, has gone on the road for the ExCello Company. His territory consists of the North-eastern part of Lower Michigan, with headquarters at Alpena.

James Flannigan has taken a position as traveling salesman with the Gannon Grocery Co., Marquette. N. H. Carley.

Five Escanaba Grocers Under Ban.

Escanaba, April 8—Five Escanaba merchants will be restricted from the sale of forty-five licensed articles that are under Government control until further notice, one saloonkeeper will have his case dealt with by the Department of Justice, and another individual will get the same treatment, as a result of the round-up by J. S. Kennedy, Upper Peninsula food agent at Escanaba. The merchants and other individuals were called before Mr. Kennedy, following extensive investigations that have drawn the remark from Kennedy "Escanaba has some of the most flagrant violators in the United States." The men called before Mr. Kennedy are: Frank O. Beck, Scandia Co-operative store; South End Cash Grocery, Andrew Lindberg; Henry Wilke, Ludington street grocery; Philip Shedore, Ludington street grocery; Alfred Nelson, Nelson Estate grocery; C. H. Powell, grocery; C. Baum; Ernest Wickert, Annex saloon. The grocers have been placed on the unfair list and cannot sell Government controlled commodities until further notice, it was stated by Mr. Kennedy. "Notice is hereby given to wholesalers," continue Mr. Kennedy, "that they shall not sell to these merchants any Government controlled commodities until further notice, under penalty of losing their license to distribute those commodities." Not all of the merchants were classed as flagrant violators. Several pleaded ignorance of the food administration rulings, while others claimed they did not have a full understanding until they attended the meeting of a few days ago at the city hall. Mr. Kennedy would not state how long the restrictions on the merchants would be in force. Ernest Wickert was arraigned before the food head on the charge of selling ham sandwiches on Tuesday. He pleaded guilty. His case will be referred to the Department of Justice. Mr. Wickert asserted that he had the ham left over from another day and did not want to let it spoil, selling it in consequence. The case of C. Baum was one of hoarding. Mr. Kennedy charged him with having a larger supply of flour in his home than permitted under the regulations of the food administration. Mr. Baum told Mr. Kennedy he was aware of such a situation at his home and that when he learned such was the case he made every effort to rectify the error. One merchant in particular came in for some scathing criticism when Mr. Kennedy charged him with having disposed of flour with reckless disregard of the ruling on substitutes.

One of the best cures for chronic tired feeling in a baker is reading the trade paper or other good business literature.

The Ground Glass Food Menace.

If anyone has been mixing ground glass in the flour, candy and bread of the American people—especially if deliberately and, worst of all, as a part of any German atrocity—it would seem as though there is no punishment too severe for the culprit. No one will join in rooting out such rascality more heartily than the grocer. But a number of similar instances, in which powdered glass has figured in public scares, especially in the Middle West, have not produced final evidence that the menace was any more serious than sand—which is after all glass in another form, readily mistaken by nervous people.

It is now several weeks since a scare started in Wisconsin about glass being found in canned tomatoes packed by the Booth Packing Company, one of the best known and reputable houses of Baltimore. The company was indignant and demanded that the Government investigate. Ralph Izard, special agent of the Department of Justice, made the enquiry, and here is his report:

In connection with the reported presence of ground glass in the Oval Brand of tomatoes put up by your company, which was the subject of careful investigation by this office and also by the Bureau at Washington, I beg to advise you that the analyses of both the samples of tomatoes and the residue of tests made at various points which were supposed to show the presence of ground glass by our experts in Washington, have resulted in a decision by the Bureau at Washington to the effect that the contents which were supposed to be glass are sand, together with some particles of flint crystals. In view of this final decision by the Bureau of Investigation at Washington, I am very pleased to state that every step will be taken to satisfy your agents, buyers and the users of your goods, that the rumor that the goods contained ground glass, which must necessarily have resulted injuriously to your business, was unfounded.

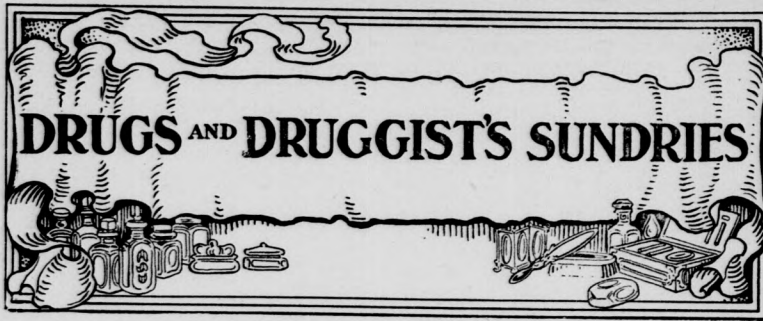
A similar case was reported to the Michigan State Food Department, and the report on the findings are contained in the following paragraph, quoted from the latest issue of the Department bulletin:

The Department, on request of individuals and from the Department of Justice examined a number of food-stuffs for the presence of ground glass and other substances suspected of being added by enemy sympathizers. In each case so far examined the ground glass turned out to be white sand. Some three brands of tomatoes yielded over .15 gram of sand per can. The present of sand is due, no doubt, to the fact that the raw material was not properly washed before canning.

In Memory of John Wesley Kahle.

Seattle, Wash., April 5—For twenty years, as president and manager of the Crescent Manufacturing Company, the energy and strength of the vigorous personality of John Wesley Kahle were freely expended; not merely in the building of a successful business, but in unceasing devotion to his ideals of commercial and civic integrity. A fine example of the broad-visioned, self-reliant pioneer of Western Commerce, he foresaw the limitless possibilities of his chosen field, the great Pacific Northwest, and through the exercises of his faith in its future, fixed indelibly the impress of his character upon the business life of the community in which he lived.

Crescent Manufacturing Company.



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. Grunth, Howell.
 Secretary and Treasurer—Walter S.
 Lawton, Grand Rapids.

The Tyranny of the Teaspoon.

In preparing a paper for a medical journal on the use of the metric system in prescriptions, the writer was struck by the fact that in the calculation of doses of liquid medicines directed in the average prescription, those written for metric quantities presented little or no time-saving advantage over those prescribing medicine in terms of apothecary weights and measures. A study of the situation revealed the cause of this curious state of affairs. The directions to the consumer of the average liquid prescribed medicine calls for drop doses or teaspoonful doses.

This is not the time to discuss the fallacy of drop doses, but in passing, it might be stated that in one prescription cited in the paper just mentioned, each dose of mercuric chloride called for was either 0.8 or 0.3 milligramme according as to whether the 12 mils of finished prescription contained 25 or 75 seven drop doses, with a strong presumption that the latter was correct.

But the problem concerns teaspoonful doses. Discussion of this matter, notably in the contributions of our lamented friend, M. I. Wilbert, led to the adoption by this Association in 1902 of a resolution, which reads as follows:

"Resolved—That for use in connection with the metric system of weights and measures, the adoption of the following approximate equivalents of spoonfuls:

"1 teaspoonful equals 5 Cc.

"1 dessertspoonful equals 2 teaspoonfuls, or 10 Cc.

"1 tablespoonful equals 3 teaspoonfuls, or 15 Cc."

Despite this resolution, which was also adopted by the Section on Pharmacy, Materia Medica and Therapeutics of the American Medical Association in 1903, both revisions of the United States pharmacopoeias appearing since that time have given in a table of approximate measures the value of a teaspoonful as 4 mils.

My contention is that such a stan-

dardization bodes ill for the popularization of the metric system in prescribing and that we should take what steps we can to enforce the 5 mil basis for the teaspoonful even as directed in the French and Belgian pharmacopoeias.

The metric system is a decimal system and all units used in connection with it should be figures in harmony with decimal units. This is not the case with the figure "four." If the teaspoon is considered as holding four mils, then the only logical liquid prescriptions would be those calling for 100, 200, 300, 400 or 500 mils. A 50 mil mixture will contain 12½ teaspoonfuls of 4 mils each, a 25 mil mixture will contain 6¼ teaspoonfuls. To prescribe by the octonary system, 16, 32, 64-mil mixtures is merely to prescribe by the old system in somewhat masqueraded form.

On the other hand, if the 5-mil teaspoonful obtained here as in France, we would have a unit in entire harmony with the metric system and the doctor could prescribe 10, 25 or 50-mil mixtures with an assurance that such mixtures would represent an exact number of teaspoonfuls.

But how about the capacity of the average teaspoon? Already much has been written about the folly if not danger in using domestic teaspoons for the administration of medicines. Choosing at random in my own home, nine teaspoons, I found their capacities were 4.6, 5.5, 5.8, 6.0, 3.8, 7.8, 5.5, 6.1, 7.8 mils, respectively. I also found that one molded medicine glass used in my household measured 3 mils to the teaspoonful and 7.4 mils to the dessertspoonful, while a second more accurate one measured 4 mils to the teaspoonful and 7.7 mils to the dessertspoonful.

Eliminating from the above teaspoons, the two holding 7.8 mils, as short dessertspoonfuls, we have in one home seven kinds of teaspoonfuls with only one approaching the 4-mil basis, all the others being closer to the 5-mil than to the 4-mil mark.

Thanks to the propaganda conducted by the pharmacists of this country under the leadership of the American Pharmaceutical Association, the public is learning to use measuring glasses and the only unfortunate feature of the propaganda is that, following the lead of the Pharmacopoeia, the average American medicine glass is based upon the 4-mil teaspoon.

There is still time to correct this error, for it is certain that the comparatively few manufacturers of medicine glasses in this country would be progressive enough to modify their molds

on a 5-mil basis, if there were sufficient demands for the change. Moreover, the values of the two average medicine glasses referred to indicate the need of some revision of this handy and useful appliance.

Our Committee on Weights and Measures can perform a distinct service along the lines already laid down by the Association in its resolution of 1902, first, by seeing that the pharmacopoeial standards for domestic measures be placed upon a 5-mil teaspoon, a 10-mil dessertspoon, and a 15-mil tablespoon; and secondly by persuading manufacturers of medicine glasses to adopt the same 5- 10- and 15-mil standards. H. V. Army.

Origin of Colored Carboys.

The precise origin of the colored carboys in pharmacists' windows is "wropt in myst'ry." Many guesses are made, founded more or less upon historical data, but the question remains, and is likely to remain, a matter of speculation. There is a good deal in support of the theory that the colored vessels were used, in the first instance, by the apothecary and physician of the olden times as a means of distinguishing their places of business, the idea being kept up at the present time partly for the same reason, and partly also for sentimental considerations. With regard to the colors themselves, the blue and red are supposed to represent venous and arterial blood respectively, which are appropriate enough for the physician, while the apothecary, on the other hand, would probably associate the

colors named, and others, with minerals or elements—for example, yellow for gold, green for copper, purple for mercury, etc., and the symbols engraved on the carboys were probably used to indicate the nature of the contents. One authority places the date on which the colored carboys were first used by pharmacists, i. e., the apothecaries, at about the time of the great plague, viz., 1665, a time when people had good reason to reach the apothecary's shop without unnecessary loss of time, the colored light displayed serving to guide the hurried messenger.—Pharmaceutical Journal.

In these days it is difficult to make a price that will be a satisfactory selling argument. It is necessary to depend upon quality.

Fieglers

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 Does the Medicine Peddler Succeed?

There are a few patent reasons why the average druggist does not better succeed in business.

The average druggist "sits in his barn and keeps himself warm" to too great an extent. He waits until the dear public comes to him and buys what it wants (not what the druggist wishes to sell it.)

The druggist is too modest or perhaps too professional or too dignified. Dignity in business is a "past number." If the jobbers or manufacturers were dignified and would not send out salesmen, circulars or "get after business" it would be easily seen where they would land—the poorhouse of course.

Many druggists "holler at the peddler" instead of "hollering to the public."

The peddler does not sell at "cut prices" by a long chalk, he is paid for his work. His selling strength lies in his personality, his gift of gab and his cheek. Some druggists have not enough "get up" about them to even ask the patron when in their stores "if anything else is wanted to-day." Many druggists consider it "beyond their dignity" to speak a kind word for their stores or profession.

They hardly ever preach about the only proper place where good goods and scientifically prepared medicines should or can be bought. How is the public to know that pharmacist N. O. Pluck is a reliable man whose word is as good as gold and who supports the community in which he lives if he does not make an effort to impress these facts?

Is it necessary that the local druggist must run a "medicine show" to advertise his ware? No, but it is necessary that he comes from behind his doors or windows where some druggists hide practically from one-year's end to the other.

If you do not make yourself known, who will do it for you? Whom in the Sweet Bye and Bye would you expect to toot your horn? How many druggists praise their wares one-tenth as much as the peddler does his?

The medicine peddler visits a locality about once a year, why should he be better acquainted with the public than the local druggist? There may

be a reason, the local druggist seems too distant or too ethical for the little man. The "glad hand" of the druggist usually is in the druggist's pocket, instead of being extended to the trade.

Do not consider, because you are an R. P. or a Ph. G., that you should have the big head, the medicine peddler knocks at the doors of the public and a smile asks if he could place his wares, he is a mixer and lets his prospective customer feel that he is pleased to speak with him, he makes him feel that they are equals.

The fact that a druggist has a \$3,000 soda fountain and serves the latest Drink Concoctions does not always appeal to the average medicine buyer or the man of medium circumstances.

Since we now have rapid and frequent rural mail and parcel post delivery, also telephones, a little advertising along the lines of quick service and quality goods would make the medicine peddler sit up and take notice in a short time.—E. A. S. in Bulletin Mo. Ph. A.

The people from whom you buy goods are going to judge somewhat of your business standing and ability by the class of stationery you use.

Let us figure on your next order Use Sales Books Made in Chicago Sales Books, Order Books, Duplicate, Trifoliate Carbon Sheet or Carbonized

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

COLEMAN (Brand) Terpeneless LEMON and Pure High Grade VANILLA EXTRACTS Made only by FOOTE & JENKS Jackson, Mich.

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

WHOLESALE DRUG PRICE CURRENT

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

Table listing various drugs and their prices, categorized into sections like Acids, Ammonia, Barks, Berries, Extracts, Flowers, Gums, Insecticides, Leaves, Oils, Potassium, Roots, Seeds, and Tinctures.

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.

Table with columns for 'ADVANCED' and 'DECLINED' categories, listing various grocery items and their prices.

Table listing various coffee and tea products, including Java, Mocha, and different grades of beans, along with their prices.

Table listing various nut products, including Walnuts, Pecans, Almonds, and Peanut products, along with their prices.

Table listing various flour and feed products, including different types of wheat, corn, and other grains, along with their prices.

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

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

JELLY GLASSES
15lb. pails, per pail 1 45
30lb. pails, per pail 2 65

MAPLEINE
2 oz. bottles, per doz. 3 00
1 oz. bottles, per doz. 1 75

MINCE MEAT
Per case 3 88

MOLASSES
New Orleans
Fancy Open Kettle 60
Choice 58

MUSTARD
1/2 lb. 6 lb. box 16

OLIVES
Bulk, 1 gal. kegs 1 50 @ 1 60
Bulk, 2 gal. kegs @ 1 40

PEANUT BUTTER
Bel-Car-Mo Brand
6 oz. 1 doz. in case ... 2 90

PETROLEUM PRODUCTS
Iron Barrels
Perfection 11.2
Red Crown Gasoline ... 21.7

PICKLES
Medium
Barrels, 1,200 count 12 00
Half bbls, 600 count 6 50

ROLLED OATS
Monarch, bbls. 11 50
Rolled Oats, bbls. 12 00

SALAD DRESSING
Columbia, 1/2 pint 2 25
Columbia, 1 pint 4 00

SALERATUS
Packed 60 lbs. in box.
Arm and Hammer ... 3 15

SALT
Solar Rock
56 lb. sacks 50

SALT FISH
Cod
Large, whole @13 1/2
Small, whole @12 1/2

SWEET SMALL
Barrels 24 00
5 gallon kegs 4 20

PIPES
Clay, No. 216, per box
Clay, T. D. full count 80

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

POTASH
Babbitt's, 2 doz. 1 90

PROVISIONS
Barreled Pork
Clear Back ... 52 00 @ 53 00

Dry Salt Meats
S P Bellies 31 00 @ 32 00

Lard
Pure in tierces 28 @ 29
Compound Lard 24 @ 24 1/2

Smoked Meats
Hams, 14-16 lb. 28 @ 29
Hams, 16-18 lb. 27 @ 28

Hams
Hams, 14-16 lb. 28 @ 29
Hams, 16-18 lb. 27 @ 28

Sausages
Bologna 15
Liver 12

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

Tripe
Kits, 15 lbs. 90
1/4 bbls., 40 lbs. 1 60

Casings
Hogs, per lb. 35
Beef, round set ... 19 @ 20

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

Canned Meats
Corned Beef, 2 lb. ... 6 50
Corned 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, 1/2 s ... 1 00

RICE
Fancy @ 9 1/4
Blue Rose 9 @ 9 1/4

ROLLED OATS
Monarch, bbls. 11 50
Rolled Oats, bbls. 12 00

SYRUPS
Corn
Barrels 72
Half barrels 75

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

TEA
Uncolored Japan
Medium 20 @ 25
Choice 28 @ 33

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

Trout
No. 1, 100 lbs. 7 50
No. 1, 40 lbs. 2 25

Mackerel
Mess, 100 lbs. 22 00
Mess, 50 lbs. 11 65

Lake Herring
8 lbs. 54

SEEDS
Anise 35
Canary, Smyrna 15

SHOE BLACKING
Handy Box, large 3 dz. 3 50
Handy Box, small 1 25

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

SODA
Bi Carb, Kegs 3 1/4

SPICES
Whole Spices
Allspice, Jamaica ... 9 @ 10
Allspice, lg. Garden @ 11

Worden Grocer Co. Brands
Boston Straight 37 50
Trans Michigan 37 50

IRON
Cotton, 3 ply 63
Cotton, 4 ply 63

VINEGAR
White Wine, 40 grain 17
White Wine, 80 grain 22

WICKING
No. 0, per gross 45
No. 1, per gross 55

WOODENWARE
Baskets
Bushels, wide band ... 1 60
Market, drop handle ... 70

Butter Plates
Ovals
1/2 lb., 250 in crate ... 45
1 lb., 250 in crate ... 45

Wire End
1 lb., 250 in crate 45
2 lb., 250 in crate 50

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

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

Egg Crates and Fillers
Humpty Dumpty, 12 dz. 40
No. 1 complete 35

Gunpowder
Moyune, Medium ... 28 @ 33
Moyune, Choice ... 35 @ 40

Young Hyson
Choice 28 @ 30
Fancy 45 @ 56

Oolong
Formosa, Medium ... 25 @ 26
Formosa, Choice ... 32 @ 35

English Breakfast
Congou, Medium ... 25 @ 30
Congou, Choice ... 30 @ 35

Ceylon
Pekoe, Medium ... 28 @ 30
Dr. Pekoe, Choice ... 30 @ 35

Peter Dornbos Brands
Dornbos Single ... 37 00
Blinder ... 37 00

Johnson Cigar Co.'s Brand
Dutch Masters Club 75 00
Dutch Masters, Ban 75 00

El Portana, small lots 42 50
El Portana, 1,000 lots 41 50

Worden Grocer Co. Brands
Boston Straight 37 50
Trans Michigan 37 50

Worden's Hand Made 36 00
B. L. 40 00

Worden's Hand Made 36 00
B. L. 40 00

Worden's Hand Made 36 00
B. L. 40 00

Worden's Hand Made 36 00
B. L. 40 00

Worden's Hand Made 36 00
B. L. 40 00

Worden's Hand Made 36 00
B. L. 40 00

Worden's Hand Made 36 00
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Worden's Hand Made 36 00
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Worden's Hand Made 36 00
B. L. 40 00

Worden's Hand Made 36 00
B. L. 40 00

Worden's Hand Made 36 00
B. L. 40 00

Worden's Hand Made 36 00
B. L. 40 00

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

Mop Sticks
Trojan spring 1 35
Eclipse patent spring 1 35

Pails
10 qt. Galvanized 3 60
12 qt. Galvanized 4 00

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

Traps
Mouse, wood, 2 hoels ... 22
Mouse, wood, 4 hoels ... 45

Tubs
No. 1 Fibre 16 50
No. 2 Fibre 15 00

Washboards
Banner, Globe 4 25
Brass, Single 7 00

Window Cleaners
12 in. 1 65
14 in. 1 85

Wood Bowls
13 in. Butter 1 90
15 in. Butter 7 00

Wrapping Paper
Fibre, Manila, white ... 5
Fibre, Manila, colored

Yeast Cake
Magic, 3 doz. 1 15
Sunlight, 3 doz. 1 00

Yeast-Compressed
Fleischman, per doz. ... 20

Soap
Lautz Bros. & Co.
Acme, 100 cakes 5 25

Baking Powder
Ryzon
The Perfect Baking Powder
10c size, 1/4 lbs. 4 doz. 90

The Only 5c Cleanser
Kitchen Kleanser
Guaranteed to equal the best 10c

Axle Grease
Mica Axle Grease
1 lb. boxes, per gross 11 40

Soap Powders
Johnson's Fine, 48 2 3 25
Johnson's XXX 100 ... 4 85

Johnson's XXX 100 ... 4 85
Rub-No-More 5 50

Johnson's XXX 100 ... 4 85
Rub-No-More 5 50

Johnson's XXX 100 ... 4 85
Rub-No-More 5 50

Johnson's XXX 100 ... 4 85
Rub-No-More 5 50

Johnson's XXX 100 ... 4 85
Rub-No-More 5 50

Washing Powders
Snow Boy, 100 pkgs. ... 5 50
Snow Boy, 60 pkgs. ... 3 30

SPECIAL Price Current

SALT
Diamond Crystal



24 2 lbs. shaker 1 70
36 2 lbs. table 1 30
150 2 lbs. table 5 75

Morton's Salt
NEVER CAKES OR HARDENS



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

THE ONLY 5c CLEANSER
Kitchen Kleanser



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

AXLE GREASE
Mica Axle Grease



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

WOMEN AND THE WAR.

In a thousand workshops men of brain and brawn, answering the call, are playing their part as real soldiers of the Republic in providing ways and means wherewith and whereby our armed forces can give a good account of themselves. On a million farms real patriots are fighting, often against heavy odds, to increase production, decrease consumption and give out of this surplus born of suffering new strength and new hope to our Allies overseas, new force and new power to our soldiers, sailors and marines.

But there is another division of that "silent army" that has been playing, from the very first day that danger threatened the Nation, a most important, a most vital part in the Nation's war work. This division of the "silent army" is made up of the women of America, working either through their numerous club organizations, which now have a total membership of over three million individual units, or working through the individual efforts of the individual woman either in the home circle, where economies inaugurated and enforced by them form the real hope of food conservation, or through the greater and nobler task of inspiring patriotism in sons, husbands, fathers, brothers, giving to our fighting forces, through such inspiration, a power irresistible in its quality, a power which cannot be derived from any other source.

Even the most casual investigation shows on every hand evidence in the shape of results of the work of this army of American women. There is no doubt that the wonderful success of the Draft Act, under which the selective army was chosen, has been due primarily to the sympathetic attitude, the self-sacrificing attitude, of America's mothers and wives, who have encouraged obedience to the law and a cheerful compliance with this tremendous call for service overseas.

Along practical lines and beyond the walls of home their activities find flower in such wonderful features as the guest homes at thirty-five separate cantonments or camps—homes in which mothers, wives, and sweethearts, can meet their dear ones in an environment which adds to that meeting every possible pleasure and eliminates friction and danger. The moral safeguards which, surrounding our camps, have kept the moral tone higher than ever before witnessed in such military gatherings, is child of the vigilance and the energetic campaign waged by the women of America against that vice which not only threatened the well-being of their sons and dear ones, but which, through such a threat, endangered the protecting quality and power of our great army of defense.

Such an experience by a great body of population in any nation at any time would be sure to leave a distinct impression on the character of that division of the population for all time to come, and the active and intelligent participation in the war preparation work of the women of America is certain to influence tre-

mendously, and for great good, the part which women are likely to play in the future development of the Republic.

Genius has been described as an infinite capacity for taking pains, and Emerson has also said, that a genius is a sane person able to communicate his sanity. Women have an instinctive power for the handling of detail; and all Government, in its essence, resolves itself into a successful handling of a vast number of small details so that the general good may be advanced by their aggregate influence. The faults in our municipal government have nearly always been the outcome of neglect of little things, the slurring of what seemed trivial and the exaggeration of those more conspicuous lines of activity which held greater promise of political reward. One of the after-war results of woman's activity during the war is certain to be a more active participation of women in all matters of municipal government, with the result that municipal government will be conducted along better lines, with better results. The same influence will be reflected in our State Governments, and out of this better municipal and State Government there will develop a happier, a healthier, a distinctly higher moral level of citizenship than now prevails; and with happy and healthy people, the lure of socialism, the poison of anarchy, will lose influence, and America will return to the clean living and high thinking of the founders—that self-control which they so eloquently preached and so religiously practiced again finding reflex in the day by day habit of the American people, freeing our Government of its greatest handicap—legislative control of every activity, legislative guidance of every action.

More than thirty years ago one of the leading women of America—Julia Ward Howe—in speaking at the Fountain street Baptist church in Grand Rapids said that the fate of civilization would some day rest upon the action or inaction of the good women of America. It is a curious circumstance that more than thirty years after that prophecy was uttered the votes of a few women in the State of New York were sufficient to elect four Democratic Congressmen and change the political complexion of the House of Representatives—determine the political complexion of the most powerful legislative body in the world at the most critical hour in the history of a Nation which is now the hope of the world—a Nation which is soon to become the world's leader.

GERMANY EATS DOGS.

News from official sources in Germany are to the effect that the meat shortage has forced Breslau to eat dog meat. The municipal abattoir there reported last year 714 dogs, 1,447 horses and 565 goats were butchered. Horse meat has been common, but dog is a war innovation.

Now the season is at hand when papa's pocketbook should go into training for spring openings.

Recent Acts by Hoover to Conserve Supplies.

Washington, April 3—No general order requisitioning wheat has been sent out by the Food Administration. The various State Food Administrators in the wheat states have been instructed, in order to enable the continuous shipment of wheat to the Allies, to appeal to farmers in the Middle and Southern states that they should market their residue of wheat after seed requirements by May 1, and in the extreme Northern states by May 15.

The attention of the State Administration has been called to the many reports from loyal citizens of the Republic of German farmers refusing to market any of their wheat. Administrators have been asked to investigate such cases and to direct such persons to at once market their wheat. No publicity will be given to individual cases unless they should refuse this specific direction and it should become necessary to requisition such parcels on behalf of the Government.

April 4—The Food Administration announced to-day that it no longer prohibits the sale of flour in packages containing less than 12 pounds. In order to make it easier for the housewife to comply with the "fifty-fifty" regulations it was deemed advisable to enable her to purchase flour in smaller quantities. Licensed dealers in flour have been advised that they may market several sized packages weighing less than 12 pounds, with a two pound minimum.

The smaller packages, in addition to making it unnecessary for the housewife to purchase wheat substitutes in large quantities, should encourage her to reduce wheat consumption. The Food Administration believes that a person having only a small quantity in the home is more to receive a conservation appeal in a receptive mood than one who has a comparatively large supply on hand.

April 5—According to an estimate made public to-day by the United States Food Administration following a canvass of the whole country the actual milling output of corn meal increased from 3,000,000 barrels in October to nearly 6,000,000 barrels for the month of March. The estimated maximum capacity for milling corn meal in the United States mills running twenty-four hours per day, thirty days per month, exceeds 9,000,000 barrels per month, an increase of 200 per cent. over last year.

In view of this great output, Americans are now in a position to observe total abstinence from wheat flour and depend wholly on corn meal and other corn products as their source of breadstuffs. Our normal consumption of wheat flour is 8,000,000 barrels per month.

It is estimated that during the past eighteen months the output of corn flour has increased 500 per cent. The estimated production of corn flour for October and for March is placed at 250,000 and 540,000 barrels, respectively.

There is now enough corn meal being turned out to care for all demands in the United States. The remarkable increase in output, which is certain to become greater each succeeding month, is due in considerable part to the conversion of much wheat milling machinery into corn milling machinery.

As substitutes for wheat Americans have now not only sufficient corn foods to permit them to abstain wholly from the use of wheat until after the next harvest, but there are also immense quantities of potatoes available, as well as other cereal substitutes such as oats, rice, barley and the like.

Prognosticating the Future Price of Soap.

Grand Rapids, April 8—The wholesale grocery salesmen who call on me

are all singing the same song—that soap will be selling for 10 cents per bar and one bar to a customer and this will happen in a short time. Every one of them has the same story and in most cases the words are identical. Now, in case there is a shortage, we will be glad to limit our customers to one bar, but why should they all set the retail price for soap next fall at 10 cents per?

I have been a reader of your Tradesman for eight or ten years and always read all of your editorials, but there is one thing that puzzles me. I can't make out from your writings whether you are "for or against" the Kaiser. Retail Merchant.

The Tradesman believes the traveling men who talk 10 cents per cake will have to change their tune if the war continues several years longer, because of the increasing cost of soap grease. A year ago ordinary laundry soap was selling in Germany at \$2.50 per cake and the latest news from the land of barbarism and bestiality is to the effect that laundry soap is now selling in Germany at \$5 per cake and very ordinary toilet soap as high as \$10 per cake, with little of either available even at the exorbitant prices named.

The quandary the writer is in as to the position of the Tradesman to the Kaiser is easily settled—the Tradesman is for the Kaiser; for his banishment from the country he has ruined and the people he has betrayed; for his imprisonment at St. Helena as long as he lives, forced to lie on a bed of thorns, to eat the bread of bitterness and drink the blood of his five million victims. Of course such treatment is out of the question, because England is a civilized nation and does not treat its prisoners in the barbarous manner peculiar to the German beasts who think they are men because they walk on two legs instead of four, as other beasts do who are more nearly human than the German people are to-day.

The announcement comes from Washington that courtesy is demanded from employes in all departments. That appears to be about all that some of them have been led to believe is demanded of them.



Sugar Cards

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

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

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

Tradesman Company
Grand Rapids

BUSINESS-WANTS DEPARTMENT

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

BUSINESS CHANCES.

Clothing Stock For Sale

Boys' and Men's Clothing and Furnishings, stock in good condition. Doing extra fine business. Only store in town of 1,500. Going to war, reason for selling. Must have cash. GEO. C. DEANE, Nashville, Mich.

For Rent in Hartford—A small building suitable for doctor's or dentist's office, dressmaking, shoemaking, barber shop or candy kitchen; in center of village of 2,000 population. Address C. L. Northrup, Hartford, Mich. 633

For Sale—General merchandise stock. Excellent location and business. Owner wishes to retire. J. A. Cartright, Mason, Michigan. 634

For Trade—Farm lands and city property located in Missouri, Illinois, Wisconsin, California, Michigan, New Mexico, Oklahoma, Pennsylvania, South Dakota, Texas, Alabama, Canada, Colorado, for stocks of merchandise. W. Hurd Clendinen, Zion City, Ill. 635

A Real Opportunity.

For Sale—One of the best paying furniture and undertaking stores in a town of 2,000 to be found anywhere in the State of Michigan. Must sell as the doctors have ordered me to leave this climate if I wish to live. Would not sell on a bet if not just as stated, for I am, and have been making big money. Address No. 636, care Tradesman. 636

For Sale—Bakery and confectionery business, in connection with ice cream parlor. Doing very good business. Well stocked; a bargain. Owner in poor health is reason for selling. Lock Box 413, Portland, Michigan. 637

Wanted—At Rosenthal & Sons, Petoskey, Michigan, a shoe salesman. One of at least 2 years' experience. Kindly correspond and give reference. State wages. 638

For Sale—180-gallon underground Bowser gas tank with one gallon stroke pump. One Todd check writer, one revolving lace rack. J. D. Locke, Oakley, Michigan. 639

For Sale or Exchange for Grocery Stock—Poultry and egg business located in town of 1,000 on Grand Trunk R. R. and Lansing and Owosso Electric R. R. A money maker for someone. Have other business and cannot look after it. For particulars write J. D. Locke, Oakley, Michigan. 640

For Sale—Good stock of general merchandise, consisting of shoes, dry goods and groceries. Can be bought at low price. Owner is unable to look after business. Located in good live town with railroad. Get in touch with W. A. Williams, Sandusky, Michigan. 641

Bargain For Druggists—Will sell my stock of drugs consisting of pharmaceuticals, powder and crude drugs, patent medicines, sundries and National cash register, etc., at 50 per cent. discount. List furnished on application. Theo. G. De Peel, Onondaga, Mich. 642

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

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

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

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

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

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

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

For Sale—Clean grocery stock, inventoring 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

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. 559

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

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

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

For Sale—Two hundred acre Oakland county farm. Well improved. All stocked. 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

SEE NEXT PAGE.

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

Keep Your Promise To The Boys

There is a map you never see—because you are in it. It shows a vivid line from Picardy to Grand Rapids, and back again.

Westward it is a call for help; a call from the guns for shells; a call from the commanders for ships; a call from the soldiers for supplies.

Eastward it is a stream of Liberty Bonds, bearing from us to our defenders the purchasable or makeable material of war.

That was your promise to the boys who left for camp last fall, and to those who have left for camp almost every day since that time. It was not good-bye. You promised to keep the line of communication hot with all things needful. You promised if they would man the front line, you would stand solidly behind them. It is your promise to those who are still to leave.

Your cheers cannot reach Picardy. The boys amid the smoke out there can't see the flag you wave. But when the Liberty Loan pours in upon them, they know you are cheering, they know the flag flies high.

And after all, it is only a loan—a loan with world liberty as an extra dividend.

Buy a Bond. For yourself it is an investment and a defense. For your government it is an increase of power. For the boys out there it is steel and strength to throw back the enemy.

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.

Review of the Grand Rapids Produce Market.

Asparagus—\$2 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 per 100 lbs.

Beets—\$1 per bu.

Butter—The market on butter is steady, with quotations slightly lower than corresponding time last week. There is a fair consumptive demand, with slightly increasing receipts of fresh-made creamery. No material change is looked for in the butter market in the immediate future. Local dealers hold extra fancy creamery at 41c for fresh and 38c for cold storage; centralized brings 1@2c less. Local dealers pay 37c for No. 1 dairy in jars; they also pay 27c for packing stock.

Cabbage—\$4.50 per 100 lbs. for old; \$1.90 per 40 lb. hamper for new.

Carrots—75c per bu.

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

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

Eggs—The market is about 3c lower than a week ago. Receipts are heavier in New York and at the cold storages all over the country than they were a year ago. The quality of receipts is excellent. Local dealers pay 31c today, cases included, delivered in Grand Rapids.

Figs—12 10 oz. packages, \$1.60.

Grape Fruit—\$7 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 \$6 for choice and \$6.50 for fancy.

Lettuce—14c 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.

Onion Sets—\$3.25 per bu. for yellow and \$3.50 for white.

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

Parsnips—75c per bu.

Pineapples—\$6.60 for 30s and \$6.40 for 36s.

Potatoes—Country buyers are paying 60@65c per 100 lbs. The movement of stock has increased considerably during the past week.

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

Seeds—Timothy, \$4; Medium Clover \$19@20; Alfalfa, \$16; Alfalfa, Dakota, \$14.

Seed Beans—Navy, \$9; Red Kidney, \$9; Beans Swedish, \$7.

Seed Potatoes—Early Ohio, 2½ per lb.

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

Sweet Potatoes—\$3.50 per hamper for kiln dried Illinois.

Tomatoes—\$1.10 per 6 lb. basket.

The interest in securities other than those issued by the United States Government is at a low ebb and promises in the main to be so for thirty days or more. There is a strikingly large amount of trading in the two Liberty loans now outstanding. Nor is it of the institutional sort altogether. Many individuals have reasons for buying these bonds. The record of transactions in the past two or three weeks is extraordinary with respect to an issue of such high character. Of stocks one might almost say the public does not want to buy or sell and the financial powers do not want them to. It is a time to sit tight. The capital of the country has sufficient use without going into stock speculation and as to investment the amount of funds available is naturally curtailed by the large issue of bonds and treasury certificates of the United States. The passage by Congress of the finance corporation bill affords satisfaction to the public and the same is true with respect to the attitude of that body toward other financial propositions. The heavy taxes on short sales, amounting for ordinary transactions to 8 cents per hundred dollars, has checked that class of operations.

President Wilson dealt the cause of human liberty a body blow last Saturday in pardoning Frank M. Ryan, formerly President of the International Union of Structural Iron Workers, from Leavenworth Penitentiary. Ryan was one of twenty-four union leaders convicted for the dynamiting of the Los Angeles Times building. The President had previously commuted the terms of four of the men sentenced with Ryan, and the terms of all but three others have expired. The arch enemy of American manhood and independence, Gompers, had boasted for months that he would bring about this result, but every patriotic citizen of America joined in the hope that he would be unable to accomplish so nefarious a crime. The action of the President in this case is in keeping with the stand he took on the Adamson law, which was one of the greatest stains which ever defiled an American executive.

It is evident to buyers of wash fabrics that merchandise in stock today will hold its value for a long time, this being indicated by the extraordinary rise in gray cloths and the certainty of growing scarcity. It explains why many converters are receiving calls for any sort of staple or quality merchandise the want to offer.

If you do not advertise, think of the hundreds of thousands of possible customers who never hear of your store and who are never tempted to patronize it.

A carelessly operated store will have small profits, whether it has quick returns or not.

The Truman M. Smith Machine Co. has changed its name to the Metal Parts Manufacturing Co.

Manufacturing Matters.

Marcellus—The Marcellus Creamery Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$6,000 has been subscribed and \$1,500 paid in in cash.

Detroit—The Ginello Co. has been incorporated to manufacture beverages and confectionery, with an authorized capital stock of \$200,000, of which amount \$100,000 has been subscribed and \$20,000 paid in in cash.

Detroit—The Brooks-Speidel Co. has been organized for the manufacture, sale and erection of machinery, with an authorized capital stock of \$5,000, of which amount \$2,600 has been subscribed and \$1,000 paid in in cash.

Muir—Fire destroyed the Frank A. Burling flour mill and all of its contents April 5, entailing a loss of about \$14,000 on the stock, which is partially covered by insurance. The mill and machinery are a complete loss, there being no insurance on either.

Lansing—The Connor Ice Cream Co., of Owosso, with a branch plant here, has increased its capitalization from \$25,000 to \$125,000 and will erect a separate plant, conducting it under the style of the Connor Ice Cream Co., with N. B. Hunton as manager.

Coldwater—To meet the demands of his increasing trade in ice cream Harry Lopez, of Coldwater, has purchased the ice cream factory of Campbell & Angevine. Mr. Lopez announces the management of the plant will be left to Campbell & Angevine.

Kalamazoo—George A. Henderson

has resigned as Secretary and general manager of the Kalamazoo Shoe Manufacturing Co. and is succeeded by Homer Brundage. It is understood that Mr. Henderson intends to return to his former home in Lynn, Mass. He came to Kalamazoo when the shoe company was organized in this city.

All reports from manufacturing centers in the South speak of the acute difficulty of getting white cotton and considerable trouble is being caused for the mills that have Government work in which white cotton is specified. In a number of instances where cotton is to be khaki dyed there is no real need of specifying white cotton.

Prices on staple prints are likely to be moved up sharply this week, the situation having developed where mills must protect themselves against rapid advances fore-shadowed in narrow cloths. The looms for goods of this sort are very small in proportion to the growing needs.

Spices—Rather quiet conditions prevail and, aside from an advance in Japan chillies due to further concentration of the small supplies, no very interesting features are presented.

BUSINESS CHANCES.

For Sale—Landis No. 3 harness stretcher. Address Harness Maker, 816 Eureka St., Lansing, Michigan. 643

For Sale Cheap—One Brecht 9-12 refrigerator; one good 8 foot counter for meat market. Poelstra & Broekema, Kalamazoo, Michigan. 644

For Sale—Rexall store, Southern Michigan; population 1,200; nearest town 12 miles. Clean stock drugs, books and stationery. Good fixtures, low expenses. Address No. 645, care Michigan Tradesman. 645

Schiller Butter & Egg Co.

Wholesale Butter, Eggs, Cheese and Margarine

Eggs

We are in the market for unlimited quantities of eggs; wire, phone or write for prices.

We sell once-used Egg Cases and Filler at 20c. f. o. b. Detroit.

14 Market Street

Eastern Market

Detroit, Mich.