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MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST 1883

Thirty-Fifth Year

GRAND RAPIDS, WEDNESDAY, MAY 1, 1918

Number 1806

THE FISHERMAN

Long I thought of my vacation, so the best place I might know,
And I studied countless folders as to where and how to go;
Then I bought my fishing tackle, packed my duds within my grip,
And I spent my whole vacation on a two weeks' fishing trip.

I engaged a guide who roused me in the middle of the night,
And I fished before the sunrise, when he said the fish would bite,
And I used the bait he gave me, on my hook secure and firm,
But the blessed little fishes would not take the early worm.

Then I tried to fish with minnows and I tried to fish with frogs,
But my hook forever tangled in the weeds and sunken logs,
And my arm grew tired from casting and I always snarled my line,
And the bait may have been tempting, but no fish would bite at mine.

Then I fished just where he told me, but the spots he chose were punk,
And I gave him five good dollars and he showed up later, drunk;
But he could not give a reason why the fish would bite no more
When the fishing had been splendid only just the week before.

My poor face was tanned and sunburned and my neck was stiff and sore,
And I vowed by all that's holy I'd go fishing nevermore,
For I caught two scrawny creatures, tasteless as a basswood chip,
But I boasted at the office that I'd had a bully trip!

Harold Rowntree.

Red Crown Gasoline for Power

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

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

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

For sale everywhere and by all agents and agencies of

STANDARD OIL COMPANY
(INDIANA)

Chicago

U. S. A.

DIAMOND CRYSTAL

*The Salt
that's all salt.*

—◆—
**DIAMOND CRYSTAL SALT CO.,
ST. CLAIR, MICHIGAN.**

Three Sure Winners



There is a Sugar Famine

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

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

Stand Behind the Government

Oelerich & Berry Co.
Packers of "Red Hen,"
NEW ORLEANS CHICAGO

Ceresota Flour

Always Uniformly Good

Made from Spring Wheat at
Minneapolis, Minn.

Judson Grocer Company
The Pure Foods House
Distributors
GRAND RAPIDS, MICHIGAN

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GERMAN TRICKERY EXPOSED.

Manufacturers in Germany are under no illusions as to the prejudice existing over practically the whole civilized world against the purchase of articles made in that country. The symbol "made in Germany," originally forced into use as a mark of dishonor in order to stop swindling, became at length a valuable advertisement. Now, and for a thousand years to come, it will be a deterrent of buying to millions of foreigners who have been shocked by the atrocities perpetrated by Germans. In their public utterances the Teutons profess to believe that after the war people will again buy their wares as before. At heart they know better, however, and so they have been resorting to trickery to deceive the outside world. For two years or more they have been trying to sell such goods as they could spare in foreign countries, but not with the "made in Germany" label. The usual device has been to send the articles out of the country in an almost finished shape, and to have them completed by German workmen in contiguous countries like Holland, Switzerland and Denmark. Some of the stuff so made up in Holland was sold even in Great Britain, until the people of that country became aware of what was going on. In Switzerland they have gone so far as to establish a branch of the Krupp establishment, as well as a number of chemical plants. Dresden china is being sent to Copenhagen to be finished and to have placed on it the label, "Made in Denmark." The childishness of the German mind, no less than its guile, is shown in the belief that outsiders will not be able to detect the subterfuge of the canny brutes who think they can wallow in the blood of human beings, exult over the violation of women and the emasculation of little children and yet sell the victims of their bludgeon and lust goods of German manufacture after the war is over.

Every civilized person in the world should register a solemn vow never to purchase a German machine or tool, read a German book, listen to German music, ride on a German vessel, eat German food or patronize

any one who bears a German name. Everything which smacks of savagery and bestiality must be effectually sponged off the face of the earth.

WOOL PRICES STABILIZED.

For the first time wool is on a stable basis as to price. This is the result of the conferences between the War Industries Board and the leaders in the trade. The latter assented, knowing the alternative was the commandeering of wool by the Government. The new prices will apply not only to what is required for military purposes, but also to that needed for civilian uses. According to the Bureau of Markets of the Department of Agriculture, the amount of wool consumed in domestic establishments for the first quarter of this year is a little over 2,000,000 pounds. This is on the basis of about 800,000,000 pounds for the year. Considering the quantity of shoddy, or reworked wool, which is being employed, and the volume of cotton warp fabrics that is turned out, there seems less likelihood than ever of there being any scarcity of wool for all necessary purposes. It is calculated that the end of the year will see a supply of at least 400,000,000 pounds on hand in this country. Priority of shipment will be given to about 95,000 long tons of wool from Argentina to help out the other supplies, and there seems now to be no question but that the material will be had within the prices fixed for it. The goods market has been quiet, awaiting the results of the Government's taking control of the raw material. Not much fear is expressed of a lack of fabrics for next fall.

LEST WE FORGET!

He who can forget the little ones lie mangled fifty fathoms deep under the shattered hulk of the Lusitania—who has no reverence for the dead and their devotion, no prayer for the dying and their anguish, no pity for the bereaved and the broken—whose blood is not quickened by our perils, whose heart is not softened by our pains—who reads unmoved of blasted homes and wasted countrysides, of desolated cities and desecrated shrines, of heroic Belgium, overrun but not conquered, of epic France and the noble dead that lie buried there—the great dead that fought and the innocent dead that merely wept and waited—he who can forget these things, or be indifferent to the sacrifices and the sorrows, the bereavements and the burdens of Freedom's Gethsemanes—that man is a Hun at heart, for the crimes that none but a Hun can commit, none but a Hun can forget!

FACING GERMAN AUDACITY.

The problem which confronts the Allies now has two aspects; first, to hold the line in the west while America is coming on; second, to speed our oncoming. The Allies must now look forward to putting up a Hindenburg defensive of their own in France and Belgium. To this end all other military operations must, and will be sacrificed, if necessary. Any expenditure of strength in Palestine or Mesopotamia beyond the need of holding the present lines would be a tragic mistake. The economies thus made would react on both phases of the great problem. The men saved can be immediately used on the Western front. The shipping saved can be used to bridge the Atlantic more swiftly. Germany is stripping all her other frontiers. Austrian divisions are already on the Western front. Bulgarian divisions are arriving. The Allies will have to meet the challenge by a similar abandonment of non-essentials. The danger and the effort called for are great, but equally impressive will be the results of a frustration of the German effort. It is psychologically easier to stand up under the enemy's last blow because of the knowledge that it is indeed his last blow.

While the Allies are holding on land it is essential that Allied seapower should be brought into greater play. When the Kaiser refuses to count his divisions in driving for a knock-out, the Allies must not count their warships so carefully in warding off the blow. Here, where America began to count from the first day of our entrance into the war, we must be made to count still more heavily. The presence of our battleships in European waters enables England to take chances, with old ships as she did at Zeebrugge, and with newer ships if there is a fair prospect of profit. We have been told that the British fleet was four million tons at the beginning of the war, and has six million tons now. A million tons would be well expended if thereby the U-boat activity could be cut down by one-half. In this hour of crisis German audacity must be met with Allied audacity.

BREAK IN COTTON EXPECTED.

Last week witnessed a break in the long continued drive to push up the price of cotton beyond all reasonable bounds. It was inevitable and had been predicted. The boosters were claiming that cotton would go to 50 cents a pound before the next crop came in, although it was apparent that exports would show a great drop and the domestic consumption was decreasing. The material was strong-

ly held in the growing districts because of the assistance of the banks, and some supposed apparently that it could be kept and doled out from time to time at constantly increasing prices. When the suggestion came, however, that the Government would be forced to take a hand and stop profiteering in cotton fabrics, holders of cotton began to get nervous. Then came reports of increased acreage for the new crop and of a carry over of several million bales of the old one. Combined, the influence of these things was to precipitate the break. It seems hard to believe that the War Industries Board, after keeping down the price of wool, will not do the same with regard to cotton. Thus far, however, the Government has simply set the figures it will pay for fabrics, and these are much below the market quotations. The mill men dare not grumble, because they will make a good profit as it is. Second hands have, however, found it advisable to begin unloading, and the indications are that fabric prices will come down. How soon is the only question.

It is plain from latest reports that Germany has not had an easy time reconciling Poles and Jews in the newly constituted Polish kingdom. The Polish-Jewish is not unlike the Irish-Ulster problem, except in so far as it is more difficult. The Imperial government started out, evidently, by assuring the Jews a cultural and communal life of their own inside of the new kingdom, which meant, naturally, that in practically every part of the country there would continue to exist alien, non-Polish communities, little Ulsters, duly authorized by law. The Poles, haunted by a fear that their national unity and safety will be endangered by such a situation, and actuated as well by long-standing chauvinistic anti-Semitism, due to economic, racial, and religious causes, have made vigorous protest. Germany's rulers find themselves faced with a serious dilemma. Eager to conciliate Jewish opinion and to preserve an element of discord within Poland herself for future use, they nevertheless are faced with their own declaration that Poland would be allowed to determine her own future. They will, no doubt, end by earning the hatred of both parties.

The Tradesman hopes that every reader of this publication will carefully peruse Mr. Hoover's masterly contribution on the food situation, published elsewhere in this week's paper. The treatment of the subject by the man best fitted to discuss the matter is so complete and comprehensive as to leave nothing unsaid.

CONSTRUCTION CRITICISM.

Honest Discussion of Government's Errors in War Management.

Washington, April 30—Side by side with the conduct of the war has run the issue of the right to criticize that conduct. This issue has passed through two stages, sharply marked, and has just entered a third, in which the right to criticize, and the service to the country by honest criticism, is firmly established. This may be regarded as one of the best indications in the whole war that democracy is at least safe in the United States.

It is one of the best signs, too, that the United States will win the war; for with the right firmly established to point out mistakes and failures by criticism there goes the assurance that through insistence they will be corrected and victory organized. It took nearly a year to come to this; the right to criticize has gone through an ordeal, due chiefly to the widespread pro-Germanism in this country at the time war was declared.

The first of the three stages lasted from the declaration of war to the convening of the present Congress. In this period there was virtually no criticism. There was abundant fault-finding with the war itself from pacifists, and much disloyal opposition to it by German sympathizers among our citizens; but of honest criticism of the conduct of the war by citizens whose first thought was to win the war there was practically none. These men found themselves in a new position in the history of the wars of the United States. So widespread and active was German propaganda and intrigue that to speak out was to run the risk of the charge of pro-German disloyalty; and it was the business of pro-Germans to keep the current muddy, to weaken the initiative of loyalty by confusing it with disloyalty.

The second stage came with the opening of the present Congress. With the starting of the Congressional investigations of the departments directly connected with the conduct of the war the question was raised before the whole nation's eyes whether criticism could shake itself free from disabling suspicion and assert its usefulness as the safeguard in a democracy. Not only did the baffling enemy influences in the country at large have to be overcome in the new trial, but in some parts of the Administration itself the value to be received from an investigation was questioned. They were thought to be untimely, with the prospect of more harm than good, owing to the double struggle of the Government with pro-Germanism within and German arms without. It was a hesitating criticism at the beginning of the investigations; when Secretary of War Baker blandly, and arrogantly waved aside pertinent questions put to him by Senators whose right to question public servants had never before been questioned, honest criticism received a staggering blow.

Another danger was that criticism would be deprived of its true force by mere selfish partisanship, which no doubt was the devout wish of the pro-Germans. It was in truth a momentous test as to the safeness of democracy—whether in a great crisis, beset by enemies within and without, it could maintain in vigor one of its most needed functions—honest, fearless criticism.

The German drive marked a beginning of the third stage, the recognition that criticism had won its place. There is no doubt that it is to play a larger part with regard to the conduct of the war than before.

This does not mean more investigations, or, in fact, any investigations, but an increased alertness and watchfulness, a stricter holding to account if necessary. But there is one difference between the second and third stages. In the second period one

general answer, or excuse, was accepted for the shortcomings that were disclosed. This was the plea of the vastness of the undertaking—that, for instance, the War Department had been expanded 1,000 per cent. or more. It was accepted as a sound plea, and it was recognized that much had been accomplished in war preparation and organization. But henceforward a different answer will be necessary. Criticism will ask for results—ships, soldiers in France according to promises.

No free government can long endure that denies the right of legitimate criticism. In our Government it is essential, not only for the good of the States, but for the welfare of the people in their relation to the Federal Government.

The political reforms in England were the result of criticism of tyranny and oppression. The Bill of Rights, Magna Charta, and the great reforms in England were the product of the sharpest sort of searching criticism. Our fathers criticised the methods employed by England in governing the Colonies, and this criticism resulted in revolution, culminating in the establishment of this Republic.

In organizing a peaceful Nation into a great war machine, and in transforming the industrial instrumentalities of the people into agencies to produce the necessities for war, business and the Nation are profoundly dislocated. The dislocation and the readjustment which must follow inevitably will result in mistakes and blunders, and will bring to the surface incompetent officials, and in some instances unworthy, dishonest, and corrupt men. There is inefficiency and corruption in private pursuits; in business thousands of failures occur in enterprises each year, and shortcomings and crimes appear upon the part of individuals in their private activities.

The Government has to use imperfect machinery and take men from the various walks of life—the inefficient, the incompetent, and sometimes the corrupt. Because they go into Government service does not change their characters. If inefficient and corrupt before, they will be inefficient and corrupt in public life. They will make mistakes and blunders, and perhaps commit errors and crimes. Criticism is necessary—sharp criticism—pointing out these men, their mistakes and blunders and crimes.

Every public official and every governmental agency must be ready to defend himself or itself before the bar of public opinion at all times. No Government or official is immune from a fair trial as to its or his conduct. Of course, when a country is at war with a powerful foe and is battling not only for its existence but for the cause of civilization generally, there should be the greatest care upon the part of those within our borders who assume the role of critics to see that no criticism shall result in advantage to the enemy. It is easy to conceive of a situation in which a blunder or mistake had been made or some inefficiency had been exhibited where the challenging of attention to the same might not produce any beneficial results to our country or aid in the prosecution of the war, and at the same time prove advantageous to our enemy.

As stated, no precise rule can be laid down to determine what is legitimate and what is unfair criticism. The patriotic and loyal American can be trusted to do the right thing in this crisis. Each will speak out and should speak out where good will result, where blunders and wrongs will be corrected, and where the result of the criticism will be to strengthen instead of to weaken our country. Such criticism should be welcomed, should be continued, and should be persistent.

BANKRUPTCY MATTERS.

Proceedings in the Western District of Michigan.

Grand Rapids, April 29—Alfred A. Ball, of Grand Rapids, has filed a voluntary petition in bankruptcy. Adjudication has been made and the matter referred to Referee Corwin. No meeting of creditors has been called. The schedules of the bankrupt show liabilities consisting of unsecured claims amounting to \$502.80 and assets consisting of household goods, \$200, all of which is claimed as exempt to the bankrupt. Following is a list of the creditors:

M. D'Atena, Grand Rapids	\$ 4.50
Northwestern Weekly, Grand Rap.	2.50
C. W. Mills Paper Co., Grand Rap.	6.00
Roy Baker, Grand Rapids	15.00
Wilson & Company, Grand Rapids	15.00
Vanderlaan Brothers, Grand Rapids	30.00
H. H. Vanderveen, Grand Rapids	110.00
J. Sorber, Grand Rapids	127.00
Wagner Brothers, Grand Rapids	30.75
Mrs. Yonker, Grand Rapids	20.00
Borst & Smith, Grand Rapids	50.00
Royal Tea Co., Grand Rapids	4.00
Wolverine Spice Co., Grand Rapids	60.00
Hummel, Grand Rapids	14.00
E. A. Bear Co., Chicago	4.50
J. L. Jenison Co., Jenison	4.00
T. M. Sinclair Co., Cedar Rapids, Iowa	5.55

In the matter of Tamme K. Van Den Bosch, of Holland, it appearing that there are no assets in the estate, an order was made directing that no trustee be appointed. The estate will be closed at the expiration of twenty days.

In the matter of William B. Harris, of Grand Rapids, it appearing at the first meeting of creditors that there are no assets in the estate, an order was made directing that no trustee be appointed. The estate will be closed at the expiration of twenty days.

Thirty-Six Reasons Why Merchants Fail.

1. Indecision.
2. No records.
3. Poor location.
4. Poor equipment.
5. Too conservative.
6. Clerks not trained.
7. Self-consciousness.
8. Open cash drawer.
9. No plans for future.
10. Too many mistakes.
11. Advertise in no way.
12. Wasteful with goods.
13. Carelessness of clerks.
14. Clerks run the business.
15. Slow service to customers.
16. Not enough help.
17. Creeds, not deeds.
18. Dimly lighted store.
19. Purchase too heavy.
20. Windows not washed.
21. Dishonesty of employees.
22. Unsystematic deliveries.
23. Will consider nobody's advice.
24. Too much attention to details.
25. Stock not moved often enough.
26. Too much credit on the books.
27. Not acquainted with customers.

28. Unsalable stock on back shelves.

29. Try to follow everybody's advice.

30. Forget to charge goods sold on credit.

31. Show window not used to advantage.

32. Customer's interest not borne in mind.

33. Fail to profit by their own experience.

34. Fail to carry what their customers want.

35. Antiquated system unfit for increased business.

36. Believe in the worn-out proverb, "Leave well enough alone."

LIBERTY BELL.

Written for the Tradesman.

Ring it again
Ring long and clear;
Ring it again
That all may hear
Again and again afar and near.
Ring it again
That foes may fear;
Ring it again
They'll disappear
And never again will battle here.

Ring it again
Ring clear and long;
Ring it again
To right the wrong.
Again and again till weak are strong.
Ring it again
All lands among;
Ring it again
The joy prolong
And ever again—'tis freedom's song.

Ring it again
And over the top
Ring it again
Nor ever stop
Again and again till tyrants drop.
Ring it again
With a bumper crop,
Ring it again
In factory—shop
Again all again right over the top.

Ring it again
The Liberty bell,
Ring it again
And fear dispel.
Again and again o'er seas as well
Ring it again
There patriots dwell;
Ring it again
Where heroes fell,
Yet once and again—the Kaiser's knell.
Charles A. Heath.

A Quality Cigar Dornbos Single Binder One Way to Havana

Sold by All Jobbers

Peter Dornbos
Cigar Manufacturer
16 and 18 Fulton St., W.
Grand Rapids :: Michigan

Be Sure Your Supply is Complete

A few suggestive items that all hardware dealers should be ordering at this time in the event of their not being fully supplied:

**Wringers, Wash Machines, Gasoline Stove Ovens,
Milk Cans, Step Ladders, Coaster Wagons,
Ice Cream Freezers, Lawn Mowers, Grass Catchers,
Garden Cultivators, Wheelbarrows,
Window and Door Screens, Lawn Hose,
Paint Brushes.**

We carry a complete stock at all times of the Martin-Senour line of paint. 100 per cent pure.

Michigan Hardware Company
Exclusively Wholesale Grand Rapids, Michigan

UPPER PENINSULA.

Recent News of the Cloverland of Michigan.

Sault Ste. Marie, April 29—"Oh, how dry I am," is the new song at the Soo. The only thing that put a new damper on the song this week was the abundant supply of rain that settled the dust. The ferry company noticed a big falling off of trade since April 1, which they have heretofore been enjoying on account of the dampness.

Mr. LaBelle, well-known lumberman of Johnstown, was a visitor at the Soo last week. Mr. LaBelle is interested in seeing the Upper Peninsula get into live stock raising on a large scale and from latest accounts he has figured to substitute one sheep for every tree put into lumber, so that as soon as the timber is exhausted, Johnstown will be put into one grass grazing section, which will help to a large degree to still keep mutton "sheep."

The Commercial Club of St. Ignace has made it known that it has unexcelled natural advantages for the location of a big ship building plant and is willing and ready to impart this information honestly at the first opportunity. St. Ignace could stand another industry without impairing its growth.

"The man who quits smoking rarely quits talking about it."

The firm of Hough & Koski, doing business in forest products at Hendrie, was dissolved last week, Dan Hough taking over the interest of Mr. Koski, who will remain with the concern on a salary basis for the present.

Mrs. C. H. Stannus, junior member of the firm known as "My wife and I," proprietor of the Dunham House, at St. Ignace, is making an extended trip to Detroit, Battle Creek and other cities. She is accompanied by her daughter.

Glen Allen has accepted a position with F. R. Price, the popular Soo druggist.

The Country Club opened for the season's activities last week with a new steward, J. W. Ross, from Granite City, Ill. Mr. Ross and his wife will look after the Club, paying special attention to the casino. Mr. Ross comes highly recommended. He is said to be an expert at golf, having been a scholar of F. W. Cloud.

"A fellow can be chairman of a public meeting occasionally and still not cut much ice about home."

Alfred Godfrey has the reputation of having the best trained ford in the county. While passing the postoffice, his little treasure threw a tire, but the driver did not miss it and the little old ford rambled right along. Some of the coast guard officers noticed the incident and tried to hail Mr. Godfrey by hollering. He evidently thought someone was trying to kid him, so gave her more juice and rambled ahead. It was not until his attention was called to the fact, after making another stop, that he realized what had happened. This is one of the true ford stories.

The Commercial Association here sent out warning last week calling attention to sharpers operating in this county, inducing Liberty bond owners to exchange these bonds for oil and other stocks guaranteed to earn from 10 to 20 per cent. more than Liberty bonds. "Why be satisfied with 4 1/4 per cent. while you might as well be earning much more?" was the plausible argument which has appealed to some of the easy marks who will come to eat the bread of bitterness in due time. It seems a shame to take the money in this manner.

C. H. Bryan, for the past few years popular principal of the Soo high school, left last week for Midland, where he has accepted a responsible position in the Dow chemical plant. This was Mr. Bryan's fourth year as

principal and he has made many friends who regret his departure, but wish him every success in his new field.

Robert W. Wolf, general manager of the Lake Superior Paper Co., delivered an address on "Co-operation and the two Soos," before a joint gathering of the members of the Sault Ste. Marie Civic and Commercial Association and the La Saut de Saint Marie Club last week. An elaborate luncheon was served and an interesting discourse was delivered.

Otto Supe, well-known jeweler of the Soo, accompanied by Mrs. Supe, have opened their summer home at Homestead, Sugar Island, where they expect to remain a large portion of the time.

A report from Constantinople states that a two pound loaf of bread costs \$5 and a pound of butter \$25, but it did not mention whether or not the restaurants were serving bread and butter. This will help keep the home fires burning as we will have to go some yet to keep in line with other countries on the H. C. L.

Since the St. Clair ice jam was broken, the Pittsburg Steamship Company fleet has started for the season. Everything was in readiness for the opening of navigation and unusual activity is being felt in business circles in consequence. All the wheels of industry are now turning, which makes the prospects unusually bright in this part of the State.

Richard F. Endress, who has been interested in the Booth Company in this city for the past twenty years, has resigned his position and expects to leave for Detroit, where he may possibly locate. Mr. Endress is a very highly respected man in Chipewa and his departure from the Soo will be regretted.

The Soo Machine and Automobile Co. received five Buick cars from Flint last week, coming overland. They encountered some very heavy roads

from Alpena North, but made the trip without any serious mishaps. The chauffeurs' composed mostly of Soo business men, report a very enjoyable experience and a good time en route.

N. J. Lapine, representative for the Cornwell Company on the Gladstone division, made the home office a visit last week. "Poly," as he is known along the Soo line, never felt better and is looking for a prosperous summer. He expects to motor through a large portion of his territory on the good roads tributary to Gladstone.

W. R. Cowan, well-known manager of the Cowan & Hunt furnishing goods store, left last week for New York on one of his usual business trips.


William Schoals, the well-known lumberman of Brimley, was a business visitor here last week.

A letter has been received from somewhere in France from Russel A. Norton, former principal of the Soo high school prior to his leaving with the Y. M. C. A. expedition for the front. This is the first direct news received from Mr. Norton and it is interesting to his many friends to note that he is getting along and likes the experience he is getting over there. He has been driving a truck for the past few months, owing to the scarcity of chauffeurs, and was made chief of the truck division, which necessitated his being on duty only twenty-four hours daily. He has not met any of the Soo boys as yet, but is anxious to know what is going on in his former home town, who will welcome him when Russel comes marching home again.


"A letter of recommendation will not land a man on a job but it will sometimes save him from being kicked out of the manager's office."

William G. Tapert.

Fancy cooking is mostly landscape gardening.




DANDELION



Your Butter Profits

depend largely on your butter having that deep rich golden June shade
only obtainable with the use of Dandelion Brand Butter Color.

So see to it that you keep a good stock of Dandelion Brand on hand
to sell to the butter maker in your vicinity.




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

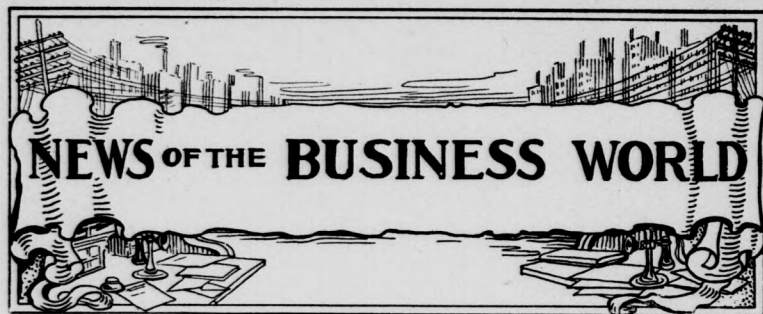
WELLS & RICHARDSON CO., BURLINGTON, VERMONT

Manufacturers of

Dandelion Brand Butter Color

THE COLOR WITH THE GOLDEN SHADE





Movements of Merchants.

Hart—Ralph Durkee, grocer, has opened a branch store.

Vassar—A. E. Streeter has opened a cash-and-carry grocery store.

Cadillac—Oliver Wallin & Co. have opened a cash-and-carry grocery store in the new Odd Fellow building.

Casnovia—B. E. Doolittle will remodel and enlarge his store building in order to better display his meat and grocery stock.

East Jordan—C. C. Mack is closing out his stock of jewelry, cut glass and silverware at auction and will retire from business.

Battle Creek—Bromberg & Gregory, jewelers, have dissolved partnership and the business will be continued by H. A. Bromberg.

Gaylord—G. A. Ford and associates have purchased the hardware stock from the Charles Height estate and will continue the business.

Ishpeming—Lafkas & Booth, confectioners on Cleveland avenue, are remodeling their store building and installing plate glass windows.

Howell—Charles W. Purdy, of Detroit, has purchased the lumber and fuel business of the late Roy W. Schoenhals and will continue it.

Bear Lake—M. E. Coleman has sold his store fixtures and stock of general merchandise to Traverse City parties, who will close it out at special sale.

Columbiaville—Joe Lambert, dealer in general merchandise, is having plans drawn for a large store building and will occupy it with his stock about Oct. 1.

Lapeer—Peter J. Brophey has sold his interest in the Lapeer City Garage, to his partner, Peter J. Skelly, who will continue the business under the same style.

Saginaw—D. A. Neusbaumer, who has been employed in Flint for the past two years, has resumed the management of his grocery store on Fordney avenue.

Belding—Batchelor & Brown are closing out their stock of groceries and store fixtures at special sale in order to close the estate of the late George W. Brown.

Herman—The Farmers Co-Operative Association has been organized to conduct a general mercantile business and grist mill, with an authorized capital stock of \$5,000.

Grand Haven—Van I. Witt has sold a half interest in his drug stock to Carl Hetzel, formerly of Grand Rapids, and the business will be continued at the same location, the corner of Washington and Second streets, under the style of the Hetzel Drug Co.

Detroit—The Royal Coal Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$1,000 paid in in cash.

Jonesville—Walter Bowersox has sold his interest in the grocery stock of Bowersox Bros. to his brother, George, and the business will be continued under the same style.

Jackson—The Cash Clothing Co. has been incorporated with an authorized capital stock of \$5,000, of which amount \$4,500 has been subscribed and paid in in property.

Plainwell—Frank Heath has sold his interest in the clothing and shoe stock of Heath & Pell to Verne Warner and the business will be continued under the style of Pell & Warner.

Detroit—The Gratiot Tire & Auto Supply Co., 148 Gratiot avenue, has been incorporated with an authorized capital stock of \$15,000, all of which has been subscribed and paid in in cash.

Detroit—The Michigan Mill Supply Co. has been incorporated with an authorized capital stock of \$50,000, of which amount \$43,000 has been subscribed and \$13,200 has been paid in in cash.

Eaton Rapids—J. F. Knapp has sold his interest in the grocery stock of J. F. Knapp & Son, to his younger son, Willard, and the business will be continued under the style of Knapp Bros.

Grosse Isle—The Exice Co. has been organized to conduct a general business in refrigerator devices, with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$1,000 paid in in cash.

Detroit—The Michigan Stock Food Co. has been incorporated to raise and deal in live stock, with an authorized capital stock of \$100,000, of which amount \$80,000 has been subscribed, \$5,000 paid in in cash and \$5,000 in property.

Mt. Pleasant—Russell & Foland, jewelers, have merged their copartnership into a stock company under the same style with an authorized capital stock of \$8,000, all of which has been subscribed and paid in in property.

Detroit—Edwin J. Roser, of the firm of Jones & Roser, leather finders at 128 Gratiot avenue, and an active member of the Board of Commerce and other commercial organizations, died recently at his home in this city. Mr. Roser was one of the pioneers in the leather field in Detroit and was active until within two days before his death. A widow and one child survive.

Belding—The Cash Buyers' Union has been organized with J. E. Tupper, President, J. E. Souders, Secretary and Ernest Shawley, Treasurer. The company has opened a grocery store on Bridge street under the management of Henry Smith.

Saginaw—Remer Bros. has been incorporated to deal in fuel, ice and building supplies, with an authorized capital stock of \$80,000 common and \$20,000 preferred, all of which has been subscribed and paid in, \$12,000 in cash and \$88,000 in property.

Detroit—Fred Schram, dealer in women's ready-to-wear clothing at 214 Woodward avenue, has merged his business into a stock company under the style of the Fred Schram Co., with an authorized capital stock of \$50,000, of which amount \$45,000 has been subscribed and paid in, \$3,500 in cash and \$41,500 in property.

Bark River—J. B. Frechette has been found guilty of selling flour in 100 pound quantities without the proper amount of substitutes and placed on the unfair list. All jobbers and manufacturers have been warned not to sell any of the Government controlled commodities to this store until further notice. Mr. Frechette is not a subscriber to the Tradesman. If he had been, he would not now be subjected to the disgrace of being classed as a slacker and unpatriotic citizen.

Saginaw—A petition has been filed in the Circuit Court by George J. Hicks, Charles Hodges and W. J. Morgan, representing a majority of the stockholders, for the dissolution of the Saginaw Valley Farmers' Co-Operative Association and a hearing has been set by the court for June 3. The assets of the Association, organized about a year ago, are named as \$18,710.71, with liabilities of about \$30,890.36. Inability to make payments on the machinery installed in the new milk station, Lyons and Hamilton streets, and the consequent replevining of the machinery by the manufacturers is said to be the immediate cause of discontinuing the business. The Association owns a valuable piece of property on Lyons street between Hamilton and Niagara which is understood to be encumbered by a \$5,000 claim of George J. Hicks, who is temporary receiver.

Manufacturing Matters.

Detroit—The Grand River Investment Co. has increased its capital stock from \$50,000 to \$200,000.

Detroit—The Westgate-Pringle Co., manufacturer of lamps and pedestals, has changed its name to the Westgate Mfg. Co.

Detroit—The M. Mitzshkun Co., manufacturer of railway equipment, has increased its capital stock from \$5,000 to \$100,000.

Otsego—W. C. Dann, owner of the Electric Flouring Mill, has completed the installation of the necessary machinery for making flour and opened the plant for business under the management of Pierce Pratt.

Detroit—The Charles B. Boher Foundry Co. has been incorporated with an authorized capital stock of

\$300,000, of which amount \$150,000 has been subscribed and \$100,000 paid in in cash.

Kalamazoo—The Olympia Candy Co., 126 East Main street, has opened an ice cream manufacturing plant in connection with its store.

Escanaba—The Richter Brewing Co. has changed its name to the Richter Beverage Co. and will manufacture non-intoxicating beverages.

Munising—W. A. Barney, who recently purchased the Burrows & Costes potash plant, is remodeling it and will open it for business about May 15.

Port Huron—The Theisen-Braithwaite Co. has increased its capital stock from \$12,000 to \$50,000 and changed its name to the Great Lakes Foundry Co.

Detroit—The Steel Die & Tool Co. has been incorporated with an authorized capital stock of \$15,000, of which amount \$8,010 has been subscribed and \$4,010 paid in in cash.

Baldwin—The Baldwin Cement State Silo Co. has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and \$1,000 paid in in cash.

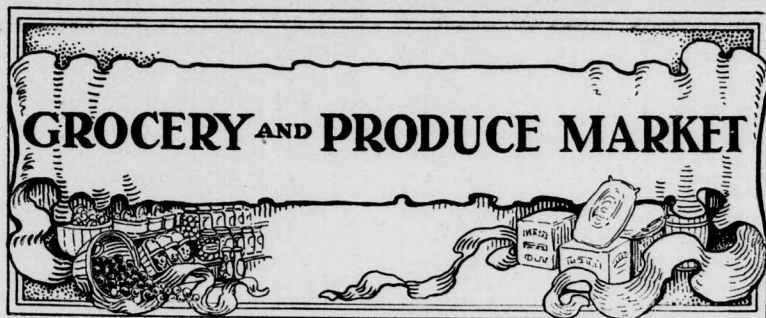
Detroit—The Cornfield Wheel Co., Inc., has been incorporated with an authorized capital stock of \$500,000, of which amount \$272,100 has been subscribed and paid in in property.

Detroit—The Continental Electrical Co. has been organized to manufacture electrical machinery, with an authorized capital stock of \$10,000, all of which has been subscribed and \$5,000 paid in in cash.

Holland—The Tel-Til-Tip Co. has been organized to manufacture boots and shoes, with an authorized capital stock of \$2,000, all of which has been subscribed and paid in, \$500 in cash and \$1,500 in property.

Saginaw—An example of the saving in freight which the Saginaw valley will make through the recent reclassification, which put this section of Michigan on a basis of 88 per cent. of the Chicago rate instead of 93 per cent., has been shown in the freight rate on sugar from New York, which has been reduced from 30¼ to 28½ cents per hundred pounds. Proportionate reduction on all freight will save thousands of dollars for Saginaw and Bay City shippers.

Sault Ste. Marie—Fred Johnson, manager of the Armour & Co. and Soo plant, was arrested and arraigned in court here on a charge of selling short weight butter. The case was postponed a week, in order that Mr. Johnson might have opportunity to get instructions from headquarters. The complaint was made at the instance of George Smith, sealer of weights and measures. Mr. Smith found that nineteen rolls of butter, supposedly weighing one pound each, net, weighed eighteen pounds and three ounces. This butter was all of the Armour brand in stock in the store of Markowski's Meat Market on Spruce street. As the officer was weighing the butter, Mr. Johnson happened into the store and saw that it was short weight. The butter is creamery, not butterine.



Review of the Grand Rapids Produce Market.

Asparagus—\$3.25 per crate for Illinois.

Apples—Baldwins, Greenings, \$6.50 per bbl., Northern Spys, \$7 per bbl., Western, \$3.50@3.75 per box.

Bananas—\$6 per 100 lbs..

Beets—New Illinois, \$2 per hamper.

Butter—The market is firm, with a good consumptive demand at present range of quotations. The receipts of fresh butter are being absorbed on arrival, but the stocks of storage butter are rapidly decreasing. We look for a continued good business for another week. Local dealers hold extra fancy creamery at 41c for fresh and 38c for cold storage; centralized brings 1@2c less. Local dealers pay 38c for No. 1 dairy in jars; they also pay 27c for packing stock.

Cabbage—\$4 per 100 lb. crate; \$2 per 40 lb. hamper.

Carrots—75c per bu. for old; \$1.85 per hamper for new Ill.

Cauliflower—\$2.50 per case of 1 doz. Calif.

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

Eggs—The market is firm at about 1/2c below the price for last week. There is an enormous consumptive demand and a big demand for eggs for storage. There is 80 per cent. more eggs in storage this year than there was the corresponding time last year. We do not look for much change in the present conditions during this week. Local dealers pay 33 1/2c to-day, cases included, delivered in Grand Rapids.

Figs—12 10 oz. packages, \$1.60.

Grape Fruit—\$5@6.25 per box for all sizes Floridas.

Green Onions—Illinois, \$1.75 per box of 8@9 doz.

Green Peppers—75c per basket for Southern grown.

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

Lemons—California selling at \$6 for choice and \$6.25 for fancy.

Lettuce—12c per lb. for hot house leaf; \$2.75 per hamper for New York head; Iceberg, \$5.25 per crate.

Limes—\$1.50 per 100 for Italian.

Maple Syrup—\$2.35 per gal. for pure.

Mushrooms—75c per lb.

Nuts—Almonds, 21c per lb., filberts, 20c for Grenoble; Brazils, 18c; Mixed nuts, 16 1/2c.

Onions—Home grown command \$1.25 per 100 lb. sack; Texas Bermudas, \$2.25 per crate for yellow and \$3.25 per crate for white.

Onion Sets—\$2.75 per bu. for yellow and \$3 for white.

Oranges—California Navals \$4@7.50.

Parsnips—75c per bu.

Pieplant—\$2 per 40 lb. box Illinois.

Pineapple—\$6@6.50 for either size.

Potatoes—Country buyers are paying 75@90c per 100 lbs. New are now in market, commanding \$2.75 per hamper for Florida.

Poultry—Receipts of Hens are not up to expectations. The light receipts found ready sale and more could be sold to advantage. Springs are lower now that hens take the preference. Stags and old roosters also are lower. Ducks are salable, but there is no demand for geese. Local dealers pay as follows for live:

Hens, No. 134@35c.

Spring Roosters27@28c.

Stags23@24c.

Old Cox18@20c.

Dressed Calves, fancy22@23c.

Dressed Calves, choice20@21c.

Belgian Hares, per lb.21@22c.

Turkeys28@30c.

Ducks28@30c.

Geese15@16c.

Capons35@40c.

Dressed Hogs, light21@22c.

Dressed Hogs, heavy20@21c.

Domestic Rabbits, per lb.20@21c.

Radishes—30c 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, 2 1/2c per lb.

Spinach—\$1.40 per bu. for Ill.

Strawberries—\$7.50 per 24 qt. case Floridas; \$4 per 24 pint case ditto.

Sweet Potatoes—\$3.25 per hamper for kiln dried Illinois.

Tomatoes—\$1 per 6 lb. basket.

The Grocery Market.

Sugar—The market is in better shape than it has been for several months. Jobbers are getting nearly enough stock to meet ordinary requirements. Retailers are still restricted to single sales of 5 pounds to a city customer and 10 pounds to a country customer. No announcement has yet been made as to when the card system of extra sales for canning purposes will be put into effect. The established jobbing prices for sugar at this market are as follows:

Crystal dominoes in cartons 11.02

Cut loaf in bulk 9.52

Cubes in bulk 8.77

Cubes in containers 9.02

Powdered in bulk 10.00

Granulated, bags or barrels.. 8.02

Granulated, 50 lb. bags 8.22

Granulated, 5 lb. cartons 8.42

Granulated, 3 1/2 lb. bags 8.52

Granulated, 2 lb. bags 8.52

Granulated, 2 lb. cartons 8.42

Granulated, 1 lb. cartons 8.52

No. 6 7.62

No. 7 7.57

No. 8 7.52

No. 9 7.47

No. 10 7.42

No. 11 7.37

Tea—With the protraction of the period of the war, South and Central American markets, which in the past drew their supplies from Europe, largely from Hamburg and London, have become more and more dependent upon the United States for tea, until the point has been reached where all other sources of supply have been virtually closed to them. The amount of tea business there diverted to the United States has surprised even some of the best informed men in the trade here, since it had always been believed that the republics to the South of us were light consumers of the invigorating herb. Having acquired this extensive additional market through the exigencies of war it remains to be seen whether the American merchant can retain it when peace is restored, in competition with Europe. The latter, which owed much of its success in this as in other lines of merchandising to their practice of accommodating the methods and prejudices of Latin American merchants, particularly in matters of credits and packing, would no doubt be able readily to regain their lost trade, unless their methods are closely followed and, if possible, improved upon by American exporters.

Coffee—The Government, it is reported, has interested itself in getting ships to bring coffee from Brazil to this country, and, in consequence, Brazil began to quote prices on most grades of Rio and Santos about 3/4c below the spot market. While this coffee will not get to this country for some time, the effect of the low quotations, has been to reduce prices on the full line of Rio and Santos about 3/8c during the week. Nobody is buying coffee that they will not need in the immediate future and trade is very dull. Milds have not yet been affected. The situation is still firm, demand light. Java and Mocha firm and unchanged.

Canned Fruit—There are no offerings of old pack except of insignificant items and new pack is still afar off.

Canned Vegetables—No new prices are in evidence and the market continues on a normal basis. There is nothing being offered in the way of old pack, except an occasional small lot.

Canned Fish—The most important topic of discussion in the trade is the report that the Government is likely to take 50 per cent. of the pack of pink and red salmon. Nothing definite has been decided on as yet, but the intimation comes from sources which are far removed from mere idle gossip. This is going to cut down the supply for regular consumption to

very small proportions in comparison with the requirements, so that salmon is likely to be a rather scarce article during the coming season. In addition to all this the pack is likely to run about 3,000,000 cases short of last year for natural reasons and there is no knowing to how much greater extent from artificial causes. The big packers are not yet booking orders on any basis, but the smaller concerns are, in many instances, taking orders on an s. a. p. basis, or subject to Government requisition. There is no difficulty in booking orders for buyers stand ready to place their orders whenever anyone can be found willing to take them. This is not only true of salmon but of about everything else on the list. There is little doubt in the minds of anyone that all the canned goods will be required that can be produced, and it will be merely a matter of distribution at a specified advance over costs.

Dried Fruits—Raisins are likely to be cleaned up very soon, according to all reports, in view of the Government commandeering of 2,500,000 pounds a short time ago. The remaining lots are limited in volume and variety, but there is no urgent demand from the trade for the time being. Prunes are also in light supply, but the trade appears to be pretty well filled up.

Cheese—The cheese market is firm, with prices ranging about the same as last week, with a better enquiry for both old and new cheese. Stocks continue to be excessive and the market is ruling to-day about 2c a pound lower than it did a year ago. We do not look for much change from the present conditions during the coming week.

Rice—In sympathy with the constant upward movement in Southern markets quotations are higher. There appears to be no Blue Rose on the spot and based on late quotations in the South, stocks could not be replaced to sell here at 9c.

Olives—The market is strong and supplies scarce. No importations are in sight.

Corn Syrup—Conditions are about as previously reported, demand keeping well in advance of production and the market remaining strong. Sales are made subject to prices prevailing at time of delivery.

Spices—The market is unsettled by the shortage in available supplies and uncertainty as to renewals of stocks owing to the extreme scarcity of freight room and advancing markets in the East. The general trend of prices is upward, being most pronounced in such commodities as pepper, cassia, nutmegs and mace, stocks of all of which have been steadily shrinking under continued active buying.

Sauerkraut—Supplies are moderate and the market firm.

Macaroni—The market is firm owing to the difficulty of obtaining supplies.

Pickles—The market is firm about at quoted prices.

Salt Fish—The market is unchanged. The supply of mackerel is fairly adequate for the demand, which is small. Prices are unchanged.

Sparks From the Electric City.

Muskegon, April 30—The fact that William Munroe and William Brinen have donated 76 x 132 feet, one block from the Union depot, for a new city hall and W. P. Heeres has offered \$1,000 toward building same, proves that Muskegon's generous citizens are not all dead. Plans are being made to build a new hall on the plat some time late this season or early next, which will be a credit to the city.

We are informed by Mayor J. L. Smith that while no new paving jobs will be started this year, Lake and Ottawa streets are to be made passable to traffic; in fact, repaved, which surely is much needed.

Forest Home Cemetery, East of the city, containing 160 acres, is to be improved. According to the Mayor, we will immediately bury all the dead ones who are in the way of progress.

The land for Muskegon's new ship yard has been secured in the vicinity of the Linderman Machine Co. plant. We were informed by a Grand Rapids friend that it will ruin Muskegon by paying high wages. Well, Buick did not ruin Flint. Ford has not killed Detroit. The Brunswick and Continental Motors Co. and Linderman Machine Co. have not paralyzed us, so why worry? They expect to employ about 500 men to start.

Monday at 2:30 p. m. 108 of Muskegon's young men left for Campuster. The citizens turned out in fine shape to see the boys off. The street parade was in charge of Sheriff Stauffer, Rev. Louis Manning, of the Central M. E. church, delivered a very appropriate address.

When you see a young man with a sample case who wears a Charley Chaplin mustache, has a belted vest coat and overcoat, skin tight pants, large rimmed spectacles and smoking a cigarette, he is not a commercial traveler. He just thinks he is.

Thomas McCarty, the new Secretary of the Muskegon Chamber of Commerce, hails from Grand Rapids and if his name implies anything, he is neither pro-German nor slow of wit. Mr. McCarty, we are informed, was formerly Deputy United States Marshall, so he ought to be able to keep the Mayor and cronies out of mischief. We have never met the gentlemen, but here is luck to him, also congratulations for at last becoming a resident of a live city.

One of Muskegon's saloons was placarded Saturday as follows, "Closed Forever," which has our complete sanction. However, a great problem arises in regard to finding amusement places for the men who have no family ties and are not members of any fraternal society or church congregation and it is a problem which must be met in order to make prohibition the success we hope for it. We venture that the pool rooms, which are half brothers to the saloons, have already made preparations to entertain them.

We often wondered where the wig manufacturers got all their red hair, but Mr. Stuit, of the Malleable Iron Co., furnishes the answer. He says they put the hair in water to clean it and it rusts.

A. W. Stevenson, of 150 Lake street, traveler for the Hazeltine & Perkins Drug Co., of Grand Rapids, performed his wonder stunt of making the rounds of his customers in one week, including side trips to Benden, Mears and Fruitport.

Nicholas Luloisky—the "easy memory rememberer," has all his parts learned now and will give a rehearsal on same at the next initiation of the U. C. T., when Samuel Leviney walks the gang-plank in his silk pajamas and con-skin over-breeches and skunk mittens.

Charlie Oviatt, Junior Counselor of the U. C. T., forgot his pass word and had to wait outside till Heiny Frost came and whispered in his ear "some-tings." Then all was easy sailing.

Friday Anderson has a new phone installed—6970 is the number—and if you ring it up—folks at home will tell you the correct time of day. He is good heavy mayoralty timber for the Heights next time. None better or more deserving.

Lou Limberlost Buttleman, sometime of Montague, but now of Hart, and an Internationaler of no mean merit and quality, has succeeded in putting in several tractors in houses and some extra size spreaders as well. This is nice work. Leave it to Louis.

John M. Wing—or "Coffee John," the Iowa Wizard—wafted into Muskegon from Covert last Friday and reports all well in the South Haven country of Ott Morrison, Lee Struble and Jud Bailey. John is with the A. J. Kasper Coffee Co., of Chicago. He left for Hartford Sunday to see the trade and, incidentally, to call on like Castleman and Doc Parker of baseball fame. His U. C. T. lodge is Des Moines, Iowa.

Sam Miller, of Holland, was a recent visitor to the electric city of Sawdust Fame. Sam's many friends here were all glad to see him and he went home with Ashley and Conductor Schroeder.

Mr. and Mrs. Marcus Frost, Muskegon's wayside travelers and sojourners by the seaside at San Diego and Long Beach, Calif., just escaped that earthquake thriller, when, after leaving Hemet and San Jacinto, they meandered to the top of Rubidean Heights in beautiful Riverside and on to Arlington and Corona, Los Angeles, Ventura, Santa Barbara, San Jose, San Mateo, Oakland and old Frisco. Being exhausted in his flying retreat from the tremors of Southern California, no inducements could be offered him to visit San Rafael or Mill Valley, or climb old Mt. Tamalpais in the wee early dawn to see the sun rise and also gaze Northward over the virgin Valley of the Russian River, so he passes all these wonders up, and hikes himself on and on up the far away Sacramento Valley into Oregon—the clime of wondrous wonders! So good-bye Luther Burbank to your Santa Rosa! Good-bye Jim Gillette to your beautiful Eureka of Humboldt's famous country! Marcus Frost leaves you to see the sights of Portland, Seattle, Spokane and the beautiful Columbia River Valley, and perhaps, too, he will to the Southward go to old Chief Joseph's famous hunting grounds in the walled-in Oregon county of Wallaw! Scenery of scenery! an American Switzerland all by itself, and then Mark's itinerary may take him up the Snake River Valley to its junction with the Charwater, where he will find Lewiston, Idaho's pride and the city of the wonderful orchards, miles and miles and then some; to the distant mountain peaks, overlooked by the famous "Seven Devils" themselves of the Upper Snake Valley—a second Switzerland to visit and get lost in. But then let's not let Mark get lost, for all his many friends in Grand Rapids and Muskegon want to see him do a few new stunts with his Studie, beating the high posts of the Cedar Creek road, for here Mark shines, as he knows all the up and downs all over; twist Ravenna and Trent, Bailey, Hess Lake and Newaygo. May he safely return to his haunts in old Michigan.

Pentwater! beautiful Pentwater! Once the habitation of the beautiful Indian Princess, Pentec, whose father, old Chief Pentatoolah, the mystic mighty Wyandotte that he was, ruled his tribe for three score years and ten in justice and in love. Here on the banks of its beautiful lake roamed little Pentec, loved and adored by the old chief, and all his own tribe, and visiting ones as well. Here in her early care-free days of girlhood, she followed the mighty hunters of her father's tribe, and many a journey through the paths of the heavily timbered forests took her many miles

away from home. Stories are extant of these pilgrimages to St. Marys Lake, to Crystal Lake and to Point Au Sable and the Big Lake of Michigan. The large old oak at Mears, with its long-protruding limbs, was her favorite "swing-tree," and here underneath on the grassy sward was held many and many an Indian pow-wow, while resting between the upper waters of the Pentwater and the Stony Lake rendezvous. This path through Mears to Stony Lake was a favorite cut-off for Pentec and all her father's mighty hunters and warriors and up inland from the Lake at Pentwater town was their principal camping site and the very spot where now stands Verbeck's Tavern, in the center of its pretty grounds. No wonder that the atmosphere permeates every nook and corner of the Tavern with the odors of the locusts and lilacs which line the neatly winding pathways of the resort grounds, and, like the warriors of the mighty Wyandottes, Hurons and Senecas of old, whose pipes of peace were oft smoked upon the Tavern's very spot. Today come travelers from afar to visit this old Indian town, and perchance to dine on wine and fish within the portals of this pleasant wayside inn. No Indians of old were ever more bold, doughty, pleasant or sprightly than our host—a chief in his own time and day—our own beloved Colonel Verbeck. This great and genuine fount of all goodness still enjoys the battle of the kings and queens and many a good old game of rum, poker, 500, cribbage and other Hoyle creations are enjoyed by hundreds of his patrons.

E. P. Monroe.

Gabby Gleanings From Grand Rapids

Grand Rapids, April 30—J. J. Berg, Michigan representative of Pitkin & Brooks, of Chicago, reports that on April 23 C. H. Pitkins, President of the concern, passed away. Burial services were held April 24 in Chicago. Mr. Berg reports business in the china and glassware line very good.

The traveling public will be glad to hear of automobile service between Manistee and Scottville and Ludington. This service has been inaugurated by the Lehmann-Dahringer Co., of Manistee, which is making two trips daily each way. The cars, which are Overlands, are making regular trips on regular schedule. This will be a great help to the boys who make those towns.

At the spring party given a few weeks ago it was mentioned that the beautiful sprays of flowers were furnished by the Herpolsheimer Co. and the Friedman & Spring Co. This was an error. They were furnished by the Herpolsheimer Co. and Wurzburg's and were highly appreciated by the Council.

The last dancing party given by the Council was held last Saturday evening, there being about eight-five couple in attendance. It was of usual brilliancy and the crowd was on their toes every minute. Refreshments were served and during the evening, souvenirs were passed out to all present, furnished by A. E. Atwood, of the H. J. Heinz Co. Vanity cases of very neat design were furnished the ladies and the men received a lead pencil clip.

A. W. Lewis, who covered Southern Michigan twenty-five years for Baumgardner & Co., Toledo, died last week at his home in Toledo.

The most successful series of dances ever given by Grand Rapids Council 131 ended Saturday evening. The success of these dances was due almost entirely to the untiring efforts of the committee in charge.

Ben N. Mercer, one of Saginaw's most widely known commercial traveling men and prominent for years in county and city politics, announces his candidacy for the Republican nomination for sheriff, subject to the August primaries. Friends of Mr. Mercer have been urging him for

some time to enter the race, but it was not until recently, that he finally consented and made decision to enter the lists. Mr. Mercer has never before sought political office, although he did permit his name to be placed on the ballot as Republican candidate for school inspector from the Seventh ward at the last election. He made no campaign at this time, and the office went to Hamilton Watson. Mr. Mercer should make a strong candidate, as he has lived in Saginaw practically all his life, and is especially well known in the rural districts, having traveled through the farm sections of the country for the past twenty-three years.

N. H. Carley.

The Scheme Did Not Work.

A leading Grand Rapids traveling man tells the following story on his wife, who takes great interest in her poultry. A few days ago she set five hens. They looked so much alike that their own mother would not have known them, and their mother was probably an incubator anyhow, so it wouldn't have made very much difference. But this lady wanted to be able to tell which nest they belonged on if they happened to come off for a time. And so she conceived the idea of painting a few feathers in the tails of each bird a different color.

That night when her husband returned home he asked her how the plan worked.

"Not at all," was the reply. "I painted the hens, all right, but forgot to paint the nests. They have all been off to-day, and I don't know now which is which."

During a recent trip of the writer to the Cambridge district in the Ohio coal fields, the evidence shows that all possible effort is being made to move coal rapidly. Every engine with pulling power, many of them formerly in the passenger service on the Pennsylvania, Hocking Valley and Baltimore & Ohio railroads, are now hauling freight trains. The more decrepit locomotives are hauling passenger trains. Old wooden coal cars which had been relegated to the "bone-yard" are in service and look antiquated when sandwiched in between big fifty ton steel gondolas. If this effort is continued, and the 100,000 new coal cars ordered by Director General of Railroads McAdoo are turned out with reasonable speed, the coal situation in this State next winter will be much more comfortable than it was last, both as to industrial enterprises and in the homes.

Butter, Eggs, Poultry, Beans and Potatoes.

Buffalo, May 1—Creamery butter extras, 44c; first, 42@43c; common, 38@40c; dairy, common to choice, 32@40c; dairy poor to common, all kinds, 28@30c.

Cheese—No. 1 new, fancy, 22½@23c; choice, 22c; held 25@26c.

Eggs—Choice, new laid, 36@37c; fancy henery, 37@39c.

Poultry (live)—Cockerels, 30@32c; old cox, 23@25c; ducks, 30@32c; fowls, 33@34c.

Beans—Medium, \$13.50@14.50 per hundred lbs.; Peas, \$13.50 per hundred lbs.; Red Kidney, \$14.00@14.50 per hundred lbs.; White Kidney, \$15@15.50 per hundred lbs.; Marrow, \$15 per hundred lbs.

Potatoes—\$1.35@1.50 per 100 lbs. Rea & Witzig.

Graphic Picture of Scenes Behind the Trenches.

Mrs. H. B. Wilcox recently received the following interesting letter from her cousin, Dorr Skeels, formerly of Grand Rapids, who went to France some months ago as an officer in the forestry division:

Somewhere in France, April 10.—This is a shamefully late date for an answer to your good letter. I am a very poor correspondent. Right now I am reproaching myself daily for neglecting a letter to Grandpa (I wrote to him March 6) but it is doubtful if it gets there in time. I do hope he will get well Nell and live until I get home.

The sweater came O. K. and was fine. I kept it for myself very selfishly. The men, however, are extremely well clothed by the Government. Our regiment was fortunate enough to come over very well equipped—indeed, over equipped—and the men can draw as much wool clothing as they can wear. The "poor officers" must buy theirs, so I kept the sweater with a very clear conscience. Wool clothing is not readily to be purchased in France.

We are making good over here—our regiment, I mean—but there is little of the glamour of war about it, nor of the hardships and dangers of war. The regiment is scattered all over France, by companies and detachments of companies, and we have mixed with us detachments of the 20th Engineers (a later forestry regiment) and of service corps (common labor).

I established detachments of my own company in two different logging and sawmill operations about 100 miles apart and also in two small cordwood cutting operations. With each detachment we have also some service corps men and with two of

the detachments we have sawmill men from the 20th Regiment, so you see how mixed up we are. My work for the last several weeks has been in making timber examinations, locating places for new operations and the like, and a long grind of office work in making out reports.

Our work seems very tame and trivial at times. In many ways it is not nearly so big nor important a work as I was doing at home, but it is very, very necessary. So far the American army in France is very busy establishing itself over here and in getting harbors, wharves, storage depots, lines of communication, transportation, factories, shops, mills, remount stations, etc., ready. The war is being fought with a deadly precise organization. No one may say yet that it can be ended even by force of arms. In fighting strength, both sides seem nearly equal and it is a superhumanly difficult thing to drive an enemy of millions of men, entrenched in the ground, out of their lines with anything short of an overwhelming superiority of men, equipment and other fighting forces. An end and victory must come sometime, of course, and it must come to the nations which make the most, which save the most, which think and plan the most clearly and which keep the stoutest hearts and bind themselves together with the most determination. It seems to be largely a war of resources, and the enemy have added greatly to theirs, particularly in Russia and the Balkans during the past six months. The good big brawny boys which America is sending over are going to be a big factor of course, especially after more come over, and the moral effect on our Allies, and the effect upon the morale of our enemy is a valuable result, but I'm convinced that one of the biggest parts—the big part which America is going to play is a commercial and economic one, which must be borne almost entirely

at home, in "the States." Already we are by the sacrifices of the people at home, keeping up the morale of our own boys (don't ever call them "Sammys") by feeding and clothing and keeping them better than any other soldiers in Europe, and we are keeping the people of our Allies out of the abject poverty and want and misery which has invaded Germany and to only a less extent Austria.

Almost every man, woman and child in France, England, Italy and what little is left of poor Belgium to-day blesses America, not so much for the fine men we are sending over and for whom they are also grateful, but for the supplies and equipment and sympathy we are sending. From traveling over much of France and from talking with the officers and men of all the Allied nations, I believe it is what the folks at home do that will count most in finally winning the war.

I've enjoyed my experience and I've been terribly lonesome and homesick, too, and I envy continually the boys who are getting into the trenches. Our branch of the service is the Army of the Rear and will be until the war ends, but it is important and necessary.

I've picked up quite a lot of French—mostly just words. My grammar and sentence construction are abominable. The French people meet us half way by learning English about as fast as we learn French. Many of the older people also speak a little German, although they hate to do it. I learned a little of it in school. This part of France was occupied by the Germans during and after the Franco-Prussian war of 1870 and was afterwards largely populated by refugees and repatriates from Alsace and Lorraine. Quite frequently, when I talk to some old French army officer, or the mayor of one of the little towns or some other old person, our conversation is a mixture of all three

languages in every sentence and we get on famously.

You would be proud of our American boys over here. They are fine, well set up and hustling chaps. Every body likes them. We are all very proud and brag (a characteristic American failing in France) always about America. Every other foreign soldier you meet says he is going to America after the war.

Amount of Sugar Various Manufacturers Consume.

As a result of its investigations among manufacturers using sugar in their products, the Sugar Division of the Food Administration at Washington has compiled the following table of amounts of sugar used annually in various industries:

	Tons
Confectionery	350,000
Soft drinks	135,000
Condensed milk	100,000
Ice cream	64,000
Crackers	55,000
Pies	47,500
Bread	45,000
Sweet doughs	45,000
Cakes	37,500
Tobacco	26,000
Chewing gum	15,000
Sundry bakery goods	9,000
Canned fruits—	
California, Oregon, Washing-	
ton,	17,000
Rest of U. S.	9,000
Proprietary medicines	6,100
Canned vegetables	4,000
Soap	900
Brewers	None
Total	966,000



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

Barney says—

Old age must come and when it does, perhaps it will find you without money, without the old-time earning capacity that means your daily bread. If old age comes to you that way it will be a time devoid of comfort, a time without cheer.

But you can insure yourself against that day if you invest in Liberty Bonds now.

Liberty Bonds are the best security on earth; they are backed by the combined wealth and natural resources of the United States. Your money will always be there when you need it, with one hundred cents on a dollar guaranteed by the United States Government when the bonds mature, with interest twice a year in the meantime.

Liberty Bonds are as safe as the United States.

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Canadian subscriptions, \$3.04 per year,
payable invariably in advance.
Sample copies 5 cents each.

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

Entered at the Grand Rapids Postoffice
as Second Class Matter.

E. A. STOWE, Editor.

May 1, 1918

ON A SOCIALISTIC BASIS.

There has been a decided change in the current of dry goods trading in primary markets during the past week. It has been brought about through growing Government pressure for merchandise and through changes of moment in the raw material conditions. The demand for merchandise for civilian use is so steady and supplies bid fair to be so short that merchants are unable to see at this time what the course of the markets will be following the recent actions of the Government.

The Government is in virtual control of the raw wool markets, both foreign and domestic, and allotments of raw material will be made to mills, eventually, for civilian purposes. The British government is preparing to exercise a closer control on jute market as they have done on flax markets for many months. The Egyptian cotton crop has already been taken over by the British government. The United States Government is steadily expanding the policy of fixing a price it will pay for cotton goods, and as its requirements are becoming larger all the while, the remnant of production left free for the normal play of the influence of supply and demand attracts more public attention, because it is this remnant that will affect the civilian consumers' power to buy.

In addition to this vast spread of what may be termed socialistic control of production, there is another influence at work in the mercantile field that bids fair to become of the greatest importance in its effect upon the power of the normally established retail and wholesale trades to do business along old lines.

This influence is the financial one. All is not well with the trade when it becomes necessary for merchants to shorten their terms of sale radically and to allot parts of the production among customers who are believed to be able to pay under any and all conditions. It shows a lack of confidence in the situation that has come about as a consequence of the great rise in prices and the enormous pressure of the Government for goods of all kinds. Money rates for mercantile purposes have been high for a long time and have not served to check

speculation in merchandise. The restrictions upon banks have not prevented many small factors from finding all the money they need up to the present time to pay for what they ask.

The question of whether money will be still forthcoming to pay all merchandise bills as they become due is not easily answered to the satisfaction of prudent merchants, although it cannot be doubted that this phase of the situation apparently gives many traders precious little concern. The stronger commission houses have looked askance on many operations that have been going on for a long time, but they, with others, have been forced to drift with the tide and participate in price advances they have not approved.

From time to time the heads of some of these houses have urged that the trade be cautioned against the dangers of inviting drastic Government control of merchandise. This has been known for a long time and has been ignored. Now that the Government has started to take action in a surprisingly strong way, those who have speculated are becoming frightened and are trying to unload wherever they can do so without disturbing the general tenor of trade.

There is an effort in some places in the markets to throw the burden of financing upon the banks by increasing the system of trade acceptances. Banks, any more than commission merchants, cannot be expected to take undue risks when conditions have forced prices far above a parity of costs and above a reasonable level of profit.

Suggestions of this sort are heard in the market among those who are welcoming the present lull in the hope that it will bring about a clearer view of the situation that is threatened as a consequence of further Government control of production, and indirectly of sales. It may become essential in winning the war to adopt socialistic measures that will hamper business. Prudent and farseeing merchants are fearful that the rush toward socialism in business may go so fast in Washington that the proposed readjustment may come a cropper in the height of the effort to adjust to war conditions. They believe the time has come to urge real economy in dry goods production—the kind of economy that will maintain the volume of business, but will steadily eliminate the many varieties of goods that are not absolutely necessary, and which take up the labor of so many men and women whose energies must be given a different direction.

A steady contraction in the number of distributing avenues in dry goods is believed to be inevitable, and the strongest will survive. In the elimination of the weaker, the best thought of the trade must be given to the question of how conservation can come to the satisfaction of the Government, and thus put a check to the wild ideas that everything must be done by the Government and nothing by the individual.

THE DUTY OF THE HOUR.

Work, produce, save. That is the duty of the hour. It applies to the major portion of the people. Only infants, invalids, students and aged and infirm people are wholly or partly exempt from this obligation.

Work as many hours as you are able; work only at some occupation necessary for the public good; work where you can accomplish most; work at what you are best qualified for if possible. But if you can not work at your chosen occupation, take the next best thing and do your best.

Wealth is no excuse for idleness. The age at which one might otherwise retire from business or active employment does not now exempt from labor, care or responsibility. Physical infirmities do not exempt from toil, even painful and burdensome.

It is no longer a question what we would like to do—what is most agreeable or profitable, but what is most needful; where we can help most now. In every walk of life the alternative is presented: Go on with your work or be a slacker—more, a traitor.

Work whether you think wages are equitable or not. The faithful worker will find in due season an employer who appreciates his value. The efficient one will in time prove his ability. Work while you wait for a better job.

Produce. The world needs more in every line of necessities. Produce, not for your needs alone. Your whole duty is not to produce for yourself and dependents. Produce, not for those who will not work, but for those who cannot. Produce for the children, the sick and the aged, for the soldier, physician, nurse, teacher, official; in fact, every one engaged in necessary service other than producing.

Count not compensation in financial terms alone, but add thereto enjoyment in service, satisfaction in accomplishment, honor in having a part in a great and worthy cause.

Save. Daily, hourly, constantly keep in mind the purpose to save. Heed the suggestions of others and study your own work, habits, surroundings and opportunities to practice saving.

Save money, food, material necessities. Save health, strength, time. Save friendship, love, honor, truth, liberty. Save home, family, native land. Save humanity. Save the world, but not without God's guidance and help.

We are ridiculed for the suggestion of helping an infinite and all-powerful God. But if we are not trying to help him we are helping his enemy—Satan—the author of all the tragedies ever enacted in the world. This war shows what devil-inspired men will do and do do. Jokes about the devil may be as wicked as jokes about God. Which are we fighting against? Which are we fighting for? It is not the Kaiser or the Allies. It is God or Satan. The sooner the world realizes and acknowledges this great

fact, the sooner will come the victory we so much hope for.

Work, produce, save. Put in one word means GIVE. That means an end of selfishness. And the end of selfishness means salvation of the world—salvation in every respect and interest—political, social, religious, commercial, industrial.

If at the close of this war we relapse into selfishness—into former habits and methods governed by selfishness—our condition will in time become intolerable. May this time of affliction result in the desired purification and redemption.

WHERE DO YOU STAND?

In times like these men's feelings prompt to action. We call upon you to respond to the noblest feelings you cherish—love of home, love of good, love of humanity, love of truth, love of country, everything that lifts life above the animal—to subscribe your share to the Third Liberty Loan.

It is your right and duty to combat those who caused this war, to do your part to defeat their efforts, for in opposing them you are fighting cruelty, greed, dishonesty, all that is evil in the world. They must not triumph or civilization will fall and barbarism be enthroned.

By the lives of innocent children murdered in cold blood, by the sunken ships of neutrals, by the ruined altars of Christianity, by the ravaged lands of helpless nations, by the graves of our soldiers on foreign shores and our sailors in distant seas, let us resolve to do our utmost to drive this menace from the world.

If you cannot fight, you can strengthen the arms of those who do.

Is it disloyal to be bored? This question is raised by the railing accusation brought by a Princeton professor against the students of the University of Wisconsin. He addressed a couple of thousand of them at Madison, in a speech which he admits to have been brimming with patriotism and eloquence. Yet the boys showed impatience and disrespect for him before he got through. To him this was an infallible proof of pro-Germanism, and he profanely denounced his audience as disloyal. But now words of explanation and protest come from the University itself. Both students and professors who listened to the Princeton orator state that he failed to keep the attention of the hearers because he was commonplace and dull. The students had had fully two hours of speaking, and, as one Wisconsin professor remarks, their "hearts sank" when the Princeton man rose with a manuscript two inches thick. They may be accused of impoliteness to an invited guest, but it is hardly convincing evidence of disloyalty that they acted as if bored to death.

The Belfast linen market is making progress in developing lines of cotton goods. Handkerchief cottons are said to have been in good demand there, and on orders coming in after the first of April delivery for spring 1919 is discussed as the best that can be done.

THE CALL TO CONSCIENCE.

Masterly Appeal to the People by Mr. Hoover.

The Food Administration is purely a war institution. Its first and primary duty is the feeding of our own people and those of the Allies, and thereby the maintenance of the strength of all the men, women and children both there and here, and thus the strong arm of our soldiers.

The necessity for the creation of Food Administrations in all the countries at war with Germany arises solely from the situation in overseas shipping. Over one-third of the world's carrying capacity has been diverted, directly and indirectly, to military purposes, and of the remainder there has been an unceasing loss during the war. There is an abundance of food accessible to the seas, but there are not the ships to carry it from every point and to still conduct the war.

The first adjustment of this situation has been to isolate the more remote markets. There are to-day abundant stores of food in Australia, the East and in South America. Ours and Canada's are the nearest supplies to the Allies, and better protection from submarines can be given to ships on the Atlantic lane than on other sea routes.

Roughly every 5,000 tons of food to the Allies requires 15,000 tons of shipping from Australia 10,000 tons from the Argentine and 5,000 tons from North America. Every steamer we can save from these long journeys means the possibility of an additional shipload of soldiers and munitions to France. If the Allies were compelled to go to these more remote markets for their whole food supply to-day, it would require over 2,500,000 tons more shipping than at present in use for this purpose. If North America could next year provide the whole of Allied necessities, we could save 1,500,000 tons of shipping. Every ship we save is a ship built. The weight of our blow against the Germans will be limited not alone by the ships we build, but by the ships we save. The measure of ships saved by food supplied directly from North America is, until our shipping expands, the measure of ships for our own soldiers.

If the Allies were forced to rely wholly upon the remote markets for their food, we would have no soldiers in France to-day. Nor will the burden grow less in the near future, for every ship we build will be needed to replace losses and to increase our army at the front. This is conservation of ships as well as of food.

Therefore, the whole war food problem is simply and solely a determination of the amount of food that can be spared from North America; the marginal amount must be drawn from the more remote markets. From this spring the broad administrative issues:

1. The amount of food we can send without injury to our people and the method of securing it.

2. The economic measures we must adopt to protect our people from the disturbance to nutrition and commerce by this drain of supplies.

In the daily toil of all these Food Administrations there have grown up new and practical issues in matters hitherto regarded as pure science. This administrative world to-day views production and the feeding of human beings and domestic animals in a new light.

Terms strange to the lips of all but scientists three years ago are now our daily vocabulary. One must now reduce food to its physiological value. In considering the most concentrated and durable forms for overseas transport and for the maintenance of health and strength of populations, we find ourselves constantly reducing all food material to the

three main essences—protein, fat and carbohydrates. These strange terms are daily being more vividly silhouetted against this background of world tragedy. The European food controllers anxiously take their stocks, not on the basis of furnishing the variegated menus for dinners, but in terms of these essences.

Europe to-day is eating to live, and to live it matters little, for instance, whether fats are drawn from creamery butter, from margarin, from lard or from vegetable oil or cheese. What does matter is how much fats can be secured and can be delivered to the needy points with the least use of ships. To carry this instance further, as showing the far-reaching character of such calculations, I may point out that at one time Europe produced most of her own fats. To do this it was necessary to import a large tonnage of forage for their animals. It requires three times the tonnage to transport fodder that it does the fats made from feeding the animals. Therefore, the various Allied administrations have stopped the overseas shipment of feed for food animals, and it becomes our duty to find increased exports of fats and to direct our production to this end.

Any broad consideration of these problems requires a constant re-assessment, not only of our own food resources, but of the food resources of the Allies and of other markets from which food may be brought to the Allied world.

North America is the greatest factor in the Allied food pool and in the final analysis it might become necessary for the Allies to live practically on North American supplies. It is, therefore, of importance to review our possibilities in this direction.

Our ability to supply the Allied world with food lies in four directions.

1. The United States usually produces a small surplus of food for export over and above our normal consumption. This surplus we can export without economic disturbance.

2. We have for years exported to other countries than the Allies. By partial or complete embargo of these shipments we can slightly increase the supplies available to the Allies.

3. We can expand the area planted and if our harvests are normal we can thereby enlarge the surplus for export through increased production.

4. Our normal consumption and waste of food are anywhere from 15 to 20 per cent, more than is necessary to maintain our own public health and strength, and we can in an emergency restrict the National consumption to our need, and thereby increase our exports.

We have thus, so far as the Allies are concerned, four marginal resources. Our small normal surplus, the embargo, an abnormal surplus to be created by stimulated production, and a further surplus to be created by a reduction in our consumption. Our resiliency of resources in these four directions, principally the latter, is such that we can, if we have the will to do so, maintain the strength of the Allies and our own people, and all talk of famine is mere hysteria. Our world food situation is not to be interpreted as famine; at worst it is to be interpreted in terms of soldiers to France, or, alternatively, it can be interpreted in terms of larger shipbuilding programmes.

As to what our marginal possibilities of exports to the Allies may amount to, we can gain some idea if we review the situation since our last harvest—a period co-incidental with the period of the Food Administration.

Because of the enormous demand upon us during the previous year, we entered the last harvest with our National stocks of cereals practically exhausted. We carried over less food-stuff to the new harvest than at any

time during many years. Our herd of hogs, which are our most ready and prolific fat supply, was apparently below normal as the result of previous years' heavy exports to the Allies—and we were faced with increased demands.

Due to the fine activities of our Department of Agriculture and to the patriotic action of our farmers, a largely increased area in foodstuffs was planted for the 1917 crop, but because of weather conditions, the harvest was greatly damaged. Our wheat yield in proportion to the area planted, was the lowest in many years, and in actual quantity we had no practical export surplus over our normal consumption of this grain. A large portion of our enormous acreage of corn failed to reach maturity, and thus its food value fell far below normal.

If we reduce our annual production to its actual nutritive value we find that our production of 1917 is about 7 per cent below the average of the three previous years, and in the same terms we exported an average of about 10 per cent of our production. Yet we expect that our exports to the Allies, measured in nutritive values, will this year again reach approximately the average of the three previous years. In other words, we have had to reduce our consumption by about 7 per cent this year in order to do our duty by the Allies.

With the increased prosperity in wide sections of the community engaged in agricultural and industrial pursuits the standards of living in these sections of the country have been raised and the food consumption of the American people materially increased. How acute this is may be indicated to you by the fact that our consumption of beef products apparently increased by 10 per cent during 1917. We therefore had to stem the tide of increasing consumption.

The necessity of this reduction in consumption falls unequally on various commodities depending upon the durability of these commodities, their convenience in shipping, the food habits of the people we feed, etc. Nor are we able to anticipate in advance exactly what may be required from us in these disturbed times. As illustrating both points, we originally calculated that we must ship 100,000,000 bushels of wheat this year. Owing to the deficiencies in the importation to the Allies from more remote markets, we have had to raise this total to 160,000,000 bushels and to do this out of a home surplus of only 20,000,000 bushels over our normal consumption. Therefore, to feed the Allies we must take from our normal consumption of wheat—not 16 per cent, as we originally estimated, but as has since turned out, we must take 30 per cent. Thus we have been compelled to increase the intensity of our conservation during the last half of the year. Wheat products are vital as a basis of war bread to Europe because of their durability in transport and on account of the milling and baking equipment of the European people.

Another instance of the disturbances in original plans arose from the two and one-half months of storm weather which paralyzed our railways. Our hogs were blockaded on our farms, and the situation not only rendered difficult the supply of meats in this period, but the food of animals released with improved transport overcharged our storage and shipping capacity. We therefore were compelled to relax our conservation efforts for a short period until the flood passes. You can thus readily see that there can be little fixity of policy in an administration that is dependent on the exigencies of war and shipping. We must alter our tactics from day to day to meet the changing world situation.

The reduction of consumption during this year has been vital. To secure it we had three alternatives of action:

1. Rationing.
2. By bidding up prices in the purchase of Allies supplies until the consumption falls.
3. By obtaining a voluntary reduction of the individual consumption, simpler living, economy in waste substitution of commodities we have in greater abundance for those we need export.

Any system of positive rationing of the United States bristles with difficulties. Fifty per cent of the population are either producers or live in intimate contact with the producer and therefore cannot be restrained in their consumption by any rationing. The consumption of the very poor is not beyond the necessities of their health and strength.

Our industrial population varies greatly in its habit of consumption of any given commodity in different parts of the country. Furthermore, this class of the community varies greatly in its habit in different sections of the United States as to the commodities they consume. For instance, the Southern worker consumes perhaps not more than two pounds of wheat products per week per capita, whereas in some parts of the North he consumes eight pounds. Rationing of wheat on any broad National line would increase the consumption beyond necessity in the South and decrease it in the North below necessity. Furthermore, to adopt rationing as a positive system would cost the Government \$10,000,000 or \$15,000,000 annually for bureaucratic expense, as we should have to place tickets and coupons with every householder and behind these tickets would have to be erected a vast administrative organization.

It has been believed by many that the best adjustment in consumption would be obtained by increasing price levels in that commodity in which it is desired to reduce consumption by simply bidding up the price for Allied supplies. I feel strongly, however, that reduction of consumption to the extent that we require by an increasing price is simply and purely to place certain commodities out of the reach of those classes of the community who have not the purchasing power, and that this whole conception is simply conservation for the rich and against the poor. The adoption of this principle of rising prices would simply mean that the poorer sections of our community would have paid in suffering and the better-to-do classes would have paid in price many score times the cost of any other system of reduction.

Furthermore, if we are to increase the price of our foodstuffs merely to decrease their consumption, we must enter a vicious circle of constant re-adjustment of wages, for our working people must live.

Beyond this, again, we could, no doubt, reduce the consumption, for instance, of sugar by 20 per cent., if we doubled the price, but to double the price of sugar alone means an annual drain on our population of \$600,000,000 and this \$600,000,000 would go into the hands of a vast number of middlemen and would give rise at once to profiteering, discontent, and would lay the foundations for social revolution.

In considering the whole problem, we determined upon a line not hitherto applied and the success of which we believe will be one of the remembered glories of the American people in this titanic struggle. That is, that we should place the reduction of consumption on a voluntary basis. We felt that we could secure voluntary reduction by savings which would be made, not from the necessities of the poorer classes of the community,

but in the saving out of plenty by the better-to-do classes.

Voluntary conservation has as well a moral side, to my mind, of some importance. By it we are appealing directly for the self-sacrifice of the people of the United States to the carrying on of the war. I do not believe that there is another nation in the world in which the proportion of individuals of a willing sense of self-sacrifice is so high as in this people of ours, and in which a sufficient voluntary reduction could be obtained. Our programme therefore has been a hazard upon the number of people of this kind in the United States. This basis of reduction gave some trepidation to the Allies, for fear of its failure, but I am happy to say we shall have performed our National duty, the Allies will have been fed during this harvest year, so far as the obligation falls upon us, almost wholly upon a voluntary footing. Far beyond this, it is justifying us in our belief in the high idealism and willingness to sacrifice in the American people.

We have had some criticism from individuals who believe they should not be called upon to do more than their neighbors willingly do. In response to this, my feeling is that our army does not fail to go over the top because there may be two or three slackers hiding in the trenches.

Aside from the prime necessity of protecting our independence and our institutions, there is but one possible benefit from the war, and that is the stimulation of self-sacrifice in the people, the lifting of its ideals and the diversion of its peace tendencies because of the purely material things in life, to a strengthening of its higher purposes. I do not say that such compensations are full compensation for war, but they are at least an amelioration of the terrible currents which are threatening our existence. Therefore we felt that if there could be brought home to the sense of every American household the necessity of this personal and individual sacrifice, we would have spread the opportunity for service beyond those who sacrifice in giving their sons to immolation on the National altar.

To accomplish this requires education, requires an intimate understanding for each man, woman and child in the United States of the objectives of the Government and the duty that falls upon them. We have called upon the millions of women and men in the United States with an unflinching reply. We have created great numbers of committees who have worked with the utmost devotion. We have penetrated each of our 20,000,000 households periodically with literature. We have plastered the boardings of the country with posters. We have secured the fine co-operation of the manufacturers and distributors of food. But we could not have attained this had we not had the absolute devotion and teamwork of every newspaper in the United States. Our every appeal has, through this gigantic influence, received an immediate and prompt distribution. Without this incessant, voluntary and liberal support, our plan would have been impossible.

There is another side of all this to those of us who have lived behind the German lines. No hour goes by but our hearts are haunted by the scenes of long lines of emaciated women and children who to-day and for three years have gathered in Belgium for their daily bread from America. That pittance—their all—represents scarcely the wastes from American tables. This winter these lines have, for the first time during the war, gathered in the poorer sections of England, France and Italy. Not only should this pull at our hearts, but beyond this, it is a menace to our very safety. In the presence of a common enemy we sit at a common table with all people defenders.

Is the daily call of the Food Administration for less waste, for simpler living, to eat only for strength, not a call to conscience? Is it not a vital call of defense?

As to next year, we can formulate no plans until we know the harvest. Our farmers are this year, despite great handicaps, making the greatest of efforts. The weather is, however, our real and final Food Controller. If we have a bumper crop we can save many ships from the long voyages. Even without a bumper crop, we could save more food next year. A crop failure, so far as to spell famine, is humanly impossible; the worst might spell more conservation.

The reduction of food supplies below normal and all of the commercial difficulties connected with the aggregation of these reductions in disturbance to inland and overseas transportation have caused new currents in our economic life, and the Food Administration has, by force of necessity, had to pioneer untravelled paths in the economic jungle of war as an incident to its main purpose.

For instance, there is a great deal of discussion throughout the country over price stabilization by the Government, the original instances of which came from the Food Administration. That discussion is partly academic, partly misinformed, and most of it without any knowledge or admission of the total economic dislocations imposed by the war. So far the Government has developed no principle of price-fixing as a broad economic policy. Dislocations apply first to one great commodity and then to another, and therefore our aspect of the problem is to deal with them as they arise, commodity by commodity. We are dealing with conditions and not with theories.

Disturbance through shortage in supply failure of inland or overseas transport or because of the other matters with which we must contend all lead to hardship on either producer or consumer. Our view is to review the alternative courses of action and to choose that course which leads to the lesser hardship. We are not exploiting economic reform or economic revolution.

Up to the present time, and so far as I can see at the moment, what may be called the incidental policy of the Government is the only one that it will be necessary to apply and it may be summarized in the following statement:

Every export from the United States to-day is under control. It is controlled that it may serve the positive military ends of the Government. All of our exports are directed to supporting the Allies, or, alternatively, where we deal with neutrals, to get the quid pro quo for the sacrifice of our commodities. Thus our food exports are directed toward but a few hands on the other side of the water.

With the shortage in shipping, it has been necessary for these governments to cut the available shipping into use for the common purpose, in order to secure the utmost expedition in loading and discharge at ports of call and to arrange that it be loaded with the most advantageous commodities from a National point of view.

It was found by experience to be absolutely impossible to trust to the normal commercial agencies to select the prime commodities necessary for National existence amongst the Allies and to trust to the incidental operation of trade to maintain the maximum handling of shipping. Furthermore, these commodities are distributed by their governments under rationing systems, and thus must, in any event, come into Government hands.

Therefore, the European governments have been compelled to undertake, as the consequent of shortage on supplies, the single-handed purchase of their supplies, both for

civil and military purposes. There has thus grown up an enormous consolidation of buying of 120,000,000 European people, a phenomenon never before witnessed in the economic history of the world.

Furthermore, we have aggregated in this country something like 2,000,000 men under arms, and we shall probably expand our forces to three or five million before we are finished. The buying for these men is necessarily concentrated in one agency, instead of 5,000,000 separate agencies as before, and we have thus a second great engine growing up in our midst as a necessity of war conditions.

In order that these two buying agencies should not get in each other's way, it has been necessary to place them under joint direction. In the final outcome, therefore, we find ourselves in the presence of a gigantic monopoly of buying just as potent for good or evil as any monopoly in selling, and in many instances either making or influencing prices. Therefore, not through any theory, but through an actual physical fact, the price made by this gigantic buyer dominates the market.

This is price-fixing in a light never contemplated in economic history or theory, and it is time that economic thinkers denude themselves of their procrustean formulas of supply and demand and took cognizance of it.

In commodities where this situation arises, the Government must necessarily regulate the price, and all theories to the contrary go by the board.

It is entirely possible for the Government to make these purchases to the best advantage of the Allies and to the Army and Navy and to disregard totally the civilian population, either the consumer or the producer. Where these purchases aggregate to such a volume as to make inroads on the normal consumption of the civilian, it would mean that the residue would go to the highest bidder.

This would be conservation again for the rich and not for the poor, with a vengeance. Had we allowed this to go on in wheat, flour would to-day be \$40 a barrel, instead of at a universal price of practically \$12.

The producer is also subject to damage by these great buying agencies. Production of food does not take place evenly over the year; it is seasonal. It is entirely possible for such a monopoly to manipulate prices in the season of surplus marketing to figures below the producers' cost. Again transportation, both inland and overseas, is subject to every vicissitude of war. Temporary stoppages in transport can produce every speculative disaster unless some stability is given to markets. Therefore both sides, consumer and producer, must be safeguarded by wise direction of this buying power, and this is bound to result in price regulation in certain commodities in just protection to both.

Right at this point arises to me a fundamental principle in National war economics. I do not believe that any person in the United States has a right to make one cent more profit out of any employment than he would have made under pre-war conditions. I do not care whether this refers to the farmer, to the laborer, to the manufacturer, to the middleman or to the retailer. To me, every cent taken beyond this standard is money abstracted from the blood and sacrifice of the American people.

I do not believe that extortionate profits are necessary, to secure the maximum effort on the part of the American people in this war. If we are going to adopt that theory, we have admitted everything that has been charged against us of being the most materialistic, the most avaricious, and the most venal of people in this world.

If we are going to admit that the

Government, in order to secure the supreme effort of its citizens in production must bribe them with money to this extra exertion, we have admitted a weakness of American character, of American civilization and of American ideals that puts us on a plane below German Kultur.

Do not mistake that I am saying that prices and wages should return to the pre-war normal, because the incidence of war before we joined in it had lifted our costs of operation, and there must be compensation in every direction. Nevertheless, I hold that any man who has made more than his necessary living out of the cost this Nation is giving in the blood of the boys we are sending to France should not stand out as a benefactor to his community.

I have had this statement met before now with the expression that it is dreamy idealism, but I have found no individual who was prepared in his own instance to defend any such line of action.

It is true that this doctrine has been made law only to the larger food trades. I am confident that profiteering has from a National point of view disappeared in the regulated food trades, and in consequence my belief is that it should be applied generally to all business in this community, and

Real Merchants in the South

Read this letter from
C. W. Antrim & Sons
Richmond, Virginia.

Richmond, Va., November 1, 1917.

"General Chemical Company,
25 Broad Street,
New York.

Dear Sirs:

A few months ago, when RYZON was first offered in this section, we had some misgivings as to the results because it directly followed campaigns on several high grade Baking Powders, which left the retail merchants with large stocks.

However, having salesmen trained to concentrate on specialties, we were glad of the opportunity to co-operate with you.

The quality sold has exceeded our most sanguine hopes, especially in repeat business—many of our customers having repeated their initial order five times. We have sold about five carloads of RYZON since the first of the summer.

The success of RYZON in our section may be properly attributed to the high quality of the product, the reasonable price, and the unbounded enthusiasm of our entire organization.

We enjoy selling RYZON because the combination offered in strict price maintenance, high quality, and reasonable price means a good proposition for the live retail merchant.

Moreover our faith is strengthened by what good housekeepers say of the satisfactory results in baking with RYZON, and the fact that it helps to save, not only Baking Powder, but often possible waste of other high priced materials.

Very truly yours,
C. W. ANTRIM & SONS."

The above speaks for itself, but the sequel is even more interesting.

ORDERS OF C. W. ANTRIM & SONS FOR RYZON FOR THE FIRST THREE MONTHS OF 1918 ARE MORE THAN DOUBLE THEIR REQUIREMENTS FOR THE LAST SIX MONTHS OF 1917.

This kind of repeat business on "The Perfect Baking Powder" is why we are having to construct new factories to take care of old customers and cannot accept hundreds of thousands of pounds of offered new RYZON business until our new production is in operation. It also illustrates that it is still an important part of every merchant's business, whether wholesaler or retailer, to know good goods when he sees them and be able to sell them to his trade for mutual benefit.

Virginia and the Carolinas, where Antrim & Sons' principal business is, are the home of the hot biscuit and the famous Southern corn breads. The people there know baking powder quality and are preferring RYZON on its merits, which Antrim & Sons' salesmen know how to present.

General Chemical Co.
Food Department New York

it is also my belief that before we are finished with this war, that will have been done.

To me, this goes much further than the mere case of the individual and the blame that may be attached to him. As I have seen this war develop from an active participation in its backwash and misery since its first day, I have seen growing out of the masses of people in every country aspirations for a great economic change. That change, broadly, will be that those who work with their hands will obtain a larger portion of this world's goods and those who work with their brains will obtain less. Those who do not work will probably obtain nothing.

If we are to bring about this economic change in an orderly and American way and not by convulsions during the period of recuperation from the war, we must lay the foundations for it now. None of us wants a repetition in the United States of the history of the last twelve months of Russia. The proper social development of this country along these lines fills the background of all men's minds and its proper guidance rests upon the liberal and thinking men of the country.

The enforcement of this law against profiteering in the food trades is a considerable part of our anxieties. In order to determine how far we have succeeded—that is, how far the margin between the producer and consumer has been diminished—we maintain positive data in our organization.

To illustrate this, we have calculated a price index based upon the food values of the principal commodities. For instance, a rise of a half dollar a dozen in eggs would be a good headline, but it is not as important to the country as a rise of a cent a loaf in bread. Upon this basis we find that since the Food Administration was founded the price of food commodities has increased 18 per cent. to the producer and at the same time it has decreased 12 per cent. to the consumer. The margin is thus smaller by 30 per cent. In fact, it is now so narrow that price charges to the producer directly reflect to the consumer, and the Food Administration has to take all of the curses of both sides.

This has been accomplished largely by the voluntary co-operation of the food trades. Ninety-five per cent. of our traders desire to serve the common interest and the measure of their co-operation is one of the most illuminating proofs of the high sense of service in our people. While isolated instances will occur, I am convinced that at no time in the last three years has there been so little speculation and extortion in the Nation's food as there is to-day.

Another economic theme which the Food Administration has had to pioneer is that of saving. Speaking broadly, we have some thirty-six million of able bodied manhood. We have already had to divert two millions of these men to actual arms. Beyond this we have had to divert a vast number of men to provide munitions not only for ourselves but for the Allies. We have had to divert vast numbers of men to the provision of the raw materials for these shops. We have had to set aside larger amounts of our foodstuff for the Allies and, consequently, there was a diversion of farm production to this purpose.

Altogether, a rough calculation indicates that already we have diverted from eight to ten millions men from their normal occupations toward war and the products it requires. That is from one-quarter to one-third of our normal productive units. It is possible that we can increase the exertion of the remainder of our productive population by eliminating non-essential labor, by more intensive labor and longer hours, by the application of woman's labor, by putting

the boys into labor earlier than otherwise, and can make up some of the gap in our productive units. We cannot, however, compass the whole, and the deficiency can only be overcome by the reduction in the consumption of commodities.

This does not apply to food alone. It applies to every commodity of which we consume more than is necessary for our health and comfort. We must strip to the bone in order that we may afford the economic luxury of the diversion of this portion of our productive power to the destruction of war. If we do not, our exertion in this war will stop short of the task imposed upon us, and we cannot look to victory with any assurance.

When we survey the economic field in detail, we necessarily find difference in the degree of the essential character of commodities and labor. There are some commodities and some labor that we do not require at all, and all that we can turn to our shipyards, our munition works and the Allied food supply is a contribution to war.

Too much economic thinking is done in terms of money. If we could, like Germany, reach that point of economic balance where the increased productivity of our home population and the decreased consumption of our home population affords the complete supply of men and commodities needed in war, we could fight for the next fifty years without economic loss. Money becomes purely the counters through which distribution of those commodities and labor is obtained.

If we subscribe for one Liberty bond from our normal surplus income, we will have furnished the Treasury with some of its necessary counters, but if we subscribe for another Liberty bond from the savings we make on the consumption of commodities and labor, we will have contributed these commodities or this labor to the war, and our second bond will have done two duties. Without it, neither the Treasury will have enough counters, nor our fighting men enough supplies.

The subscription of Liberty bonds is no sacrifice for the American people. The Government is agreeing to repay you. It is the saving that we make in the consumption of commodities and in the employment of labor that is the sacrifice for the winning of this war.

Another prime economic theme by which I am impressed in this war is this: The American ideal in executive work is efficiency, but efficiency does not alone mean the best appliances and the greatest numbers made for the least cost. In war it involves a new factor that transcends all others—that of speed. Many of our present difficulties arise from our inability to get away from our trodden interpretation of the word "Efficiency," and many of them from the fear of our executive officers of criticism if they fail in popular interpretation of this term.

In this light measures taken and results attained cannot be judged by the microscopic inspection of the threads in the tapestry. Its broad lines and its inspiration must be attained quickly, not by years of careful development. It will be of no avail to us if we lose a war, even though it may cost less per unit than any war in history.

We are a discouragingly critical people. Those of us in Washington are damned if we do and damned if we don't.

There is but one real test for Washington. Our game is to win the war, and the test is, Do we keep our eye on the ball? For, friends, this people will be cursed for the next ten generations if we don't. Nor does this test apply to Washington alone. We in the Government can often criticize also and our right of criticism lies against that minority of people

who hope for self-interest—financial, social or political—out of winning the war. This Government is nothing more than the expression of the people, and if we are to win the war, it will be only because every man, woman and child charges himself daily and hourly with the test. Does this or that contribute to win the war?

Nor is this the gospel of gloom, it is the gospel of the full health, spirits and strength of our people in maintaining the last ounce of production, the last atom of economy.

Herbert Hoover.

Sugar Available For Canning Fruit.

Lansing, April 29—Distribution of sugar to meet this summer's canning demands will be under a modified certificate system, Food Administrator Prescott has announced. This is done to make sure that home canners may obtain sufficient sugar to preserve perishable fruits and at the same time place a check upon those seeking to obtain unreasonable quantities for household consumption.

The check on consumption will be exercised through the retailers—considered a much more satisfactory method than the card system adopted in other countries—chiefly to guard against temporary shortages that may occur if more vessels are diverted from the Cuban trade, and at the same time to assure a supply adequate to meet the extensive demand hoped for from home canners.

Retail dealers in all states will be provided by their Federal food administration with certificates, which must be signed by consumers before they obtain the amount of sugar needed for home canning.

In order to build up reserve stocks to take care of the canning demand, jobbers are now permitted to hold sugar sufficient to meet their needs for sixty instead of thirty days. Where necessity demands Federal food administrators will have author-

ity to allow the sale of more than 1,000 pounds—the present limit—to retailers. The prescribed limits of retail sales for other than canning purposes will still be maintained—not more than five pounds to people living in cities; not more than ten pounds to those living in the country.

Commercial canners in every state will be allowed to increase immediate purchases and gradually to accumulate sufficient sugar to meet full requirements of their 1918 canning operations. The new regulation which permits canners to carry a season's supply does not, however, extend the latitude to manufacturers of less essential foodstuffs.

The merchant who takes up most of his time doing the work of a \$10 clerk is about as foolish as the fellow with a sledge hammer cracking peanuts.

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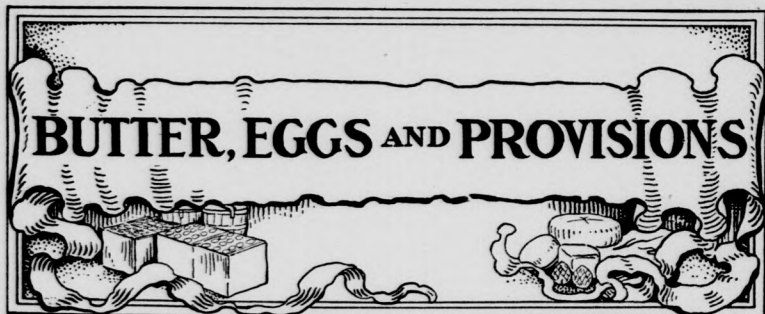
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Secretary and Treasurer—D. A. Bentley, Saginaw.

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

Work the Egg and Poultry Dealer Should Do.

The humble hen can play a prominent part in preventing the progress of the Prussian peril. The quickest and cheapest way of adding to our meat supplies is to increase poultry and egg production. To double this production next year will give us 6,500,000,000 pounds of meat food in the form of poultry and eggs. By having this amount of poultry food for domestic consumption we will eat less pork and beef, and can send almost that many pounds of meat to Europe to feed our soldiers, the armies of the Allies, and the destitute civilians.

We can not increase any of the meat animals as rapidly or economically as poultry.

The United States Department of Agriculture wishes every farmer to understand the importance of doubling our poultry production next year. It is a vital part of the general food production campaign, and that campaign must be carried out in all its details to ensure victory in this war. The chief poultry increase must be made on the general farms of the country—on every farm in the country. It must be made as a by-product of general farming. The farmer must get his flock to such size, in proportion to his farm, that all the waste and scraps, and land available for chickens to run on will be used, and the fowls kept up from these sources and a reasonable amount of other feed. The department does not suggest that extensive poultry enterprises be taken up by the general farmer. In fact, it warns against that very thing. But it urges every farmer to keep just as many hens, and produce just as many chickens and eggs as he can economically and as a by-product of his general farming.

The average size of the farm flock in the United States now is forty hens. If the average is increased to 100 hens next year the desired increase in production should be obtained. Many farms, of course, can have flocks of several hundred, and some farms will have to keep less. But the effort is to increase the farm average to at least 100 hens.

It is an astounding fact that there are a million and a half eggless farms in the United States—an economic anomaly and an agricultural absurd-

ity. Out of a total of 6,371,502 farms, 1,527,743 report no egg production in the last census.

Even if we had never been forced to go to war with Germany, this condition would be one demanding every effort at correction—for each farm can, at least, produce sufficient poultry and eggs for home consumption, and thereby be a more profitable farm. It would be to the self-interest of everyone of these million and a half farmers to commence poultry production, if there were no war. But because we are at war there is a more important reason why they should do so—the fact that they will be helping win the war—helping to preserve their own free existence in a free country.

Chickens will "pick up" a good part of their living from waste that otherwise would never become of any value. They will feed themselves, to an extent, from grass, weeds, insects, and crumbs and small scraps that if not eaten by chickens would not become of food value to man. They will eat the eggs and larvae from which come various destructive insects, particularly orchard pests. In some orchards where chickens range the brown tail moth has almost disappeared, while nearby orchards, where chickens do not run, are damaged by the pest.

Most of the attention required by farm flocks can be given by the women and children of the household. The question of labor is not a puzzling and uncertain problem in the poultry production programme. If the farmer increases his flock to a size suitable to fit in as a by-product of his general farming he will find that it will not require extra help.

Because of this fact—that poultry, as a by-product of general farming, find much of their feed in waste and require no extra labor—the farmer will produce meat food at the very lowest cost. Home consumption of this will cut down his living expenses and enable him to sell more of the animal meat he produces. He will be making more money himself, and at the same time he will be helping Uncle Sam win the biggest war the world has ever known.

Early hatching next spring is necessary if the desired increase in production is attained. It is also necessary, during the winter, that farmers save young hens and pullets, so they will be on hand for stock in the spring. The stock of the Nation has been reduced considerably this fall by a widespread sale, for market, of young hens and pullets. Therefore, it is necessary to conserve stock now, or else the shortage may interfere

seriously with the production programme. In view of the stock shortage, to kill a good hen now is to reduce the potential egg production next year anywhere from five to twelve dozen eggs.

Early hatching in the spring will increase the number and size of fowls and the number of eggs produced next year. It will result in bigger birds, and birds that will lay in the winter months.

The hatching season varies in different parts of the country, running through February, March, April and May, generally speaking, although in some parts of the Southwest hatching may start in January. The season commences earliest in the Southern and Southwestern states and latest in the extreme Northern parts of the country. In the Middle West, where ten states in the grain belt produced half the poultry of the entire Nation, as shown by the last census, the hatching season has been during the late winter and early spring months.

Every farmer is urged to start the

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hatching season earlier than usual next year, either by incubation, or natural methods, if the hens will sit earlier.

The chickens first hatched in the spring are the ones that are largest in the summer, that mature first in the fall, and that lay eggs in the winter. Furthermore, they are the ones that will want to sit early the following spring, which, in turn, will hatch earlier chickens—and so the cycle will continue. On the contrary, chickens hatched late in the spring do not mature until so late in the fall that they will not become winter layers. They will not sit until late the next spring, and so another cycle of late-maturing, late-laying fowls is established.

About seven months are required for a chicken to grow to maturity. During that period of growth its feed goes to the making of bone, flesh, feathers. When it becomes mature its feed goes to the making of eggs and the hen commences to lay. If a bird matures and commences laying in the fall before cold weather she will continue laying all winter if properly cared for. Birds that are still growing when cold weather comes, and do not mature until during the winter season, will very rarely commence laying late the next spring.

The early-hatched chicken has a longer growing season before cold weather. It has more time in which to develop—simply gets an earlier start—and grows larger. One of the principal reasons that the farm flocks of the United States show a low average weight of fowls is that the cycle of late hatching has become established. That custom can be displaced and early hatching established by killing off the late-hatched birds and retaining only the earliest-hatched birds for stock. Once the cycle of early-hatching is effected it will perpetuate itself. The impulse of the early-hatched chicken to sit early herself and produce more early-hatched chickens having the same impulse will continue on and on.

Chickens are hurt most by lice in the midsummer months. The late-hatched chicken has not had time to become large or strong enough to resist such attacks, but the early-hatched chicken has, by midsummer, grown sufficiently strong and hardy to resist the attacks of the lice. Because its early development has preceded the very hot weather, the early-hatched bird is more apt to live through the summer.

So the farmer who hatches early does these things:

Gets more chickens, because a larger proportion of the total hatch will live.

Gets more actual meat, because more chickens will live, and because they will weigh more at maturity than late-hatched birds will weigh.

Gets more eggs, because the early-hatched pullets will lay eggs during the winter and the late-hatched ones will not.

Summing up the situation, these are the things for the farmer to do in order to increase poultry production:

Stop marketing for meat this win-

ter the young hens and pullets that have potential egg production value next year. Save stock now to ensure an adequate supply of layers for next spring.

Start the hatching season earlier next spring.

Produce infertile eggs after hatching season.

Dispose of eggs not needed for home use twice a week.

Preserve eggs for winter use at home from the surplus of the heavy laying season.

The advantages to the farmer, in doing these things, will be:

First and fundamentally, that he is performing a patriotic service and helping win the war. He will also reduce his cost of living. He will have more stuff to sell. He will make more money.

The poultry increase must come from the general farms, and every farmer must do his part. He will be turning wastage into food, to his own profit, and he will be helping his country. He will be improving his land while he is fighting the Kaiser. Ninety pounds of manure per year are produced from an ordinary fowl. Not half of it is collected, usually, but even upon that basis, fifty fowls will give at least a ton of manure that, properly used, is as valuable as commercial fertilizer.

The farmer need not fear overproduction of poultry and eggs. With the maximum production urged by the Department of Agriculture—or more—there will still be a gap of many millions of people between the total number of producers and consumers. The increased production will have the effect of popularizing poultry food—making it available to many people who have not been able to afford it. And, yet, production cost having been so low, the producer will have a good profit.

The greatest poultry increase will be in chickens, but some ducks and geese should be raised on most farms. The goose grows faster than any other fowl, and both geese and ducks are fat producers, and will yield pork fat substitutes for home use. Turkeys, the most difficult fowls to raise, should be handled extensively only by those who are familiar with the bird and have large range for them.

Every farm must have poultry, or more poultry next year. It will help win the war.

Save the Hens.

Thrifty young hens and pullets should not be marketed at this time or during the winter months. They should be kept for stock next year, when there must be a very large increase in poultry and egg supplies as an essential part of the food production campaign which must be carried out if we are to win the war.

Already this year the poultry stock of the country has been dangerously reduced by sales of pullets and young hens during the late summer and fall. These have been eaten, or killed. Each of these fowls represented a potential egg production of from five to twelve dozen eggs next year and each young hen marketed for food this winter may mean a reduction of

next year's possible egg supply to that extent. The United States Department of Agriculture urges farmers, dealers, shippers and all who are interested in poultry affairs, to save fowls of producing qualities so they may be on hand for stock in the early spring.

Next year it will be necessary for poultry to be produced on every farm in the United States, and in every backyard in town, where conditions permit. Farmers who have not been producing poultry must do so next year, and those who have been producing must increase the number of fowls in their flocks. By this general increase, and the putting away of eggs for winter use, there will be millions of pounds of beef and pork released for use in Europe. No meat supply can be increased as rapidly and economically as poultry, and its increase, so far as food reserves for the war are concerned, will be almost as valuable as though a proportionate quantity of animal meat stuffs had been quickly obtained. It is possible to

double poultry production in one year. That year must be 1918. It will help win the war. Raise poultry and do your part.

Clarence Dubose.

A New View.

Banks—Don't you think the war will have a tendency to discourage matrimony?

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We are always in the market to buy FRESH EGGS and fresh made DAIRY BUTTER and PACKING STOCK. Shippers will find it to their interests to communicate with us when seeking an outlet. We also offer you our new modern facilities for the storing of such products for your own account. Write us for rate schedules covering storage charges, etc. WE SELL Egg Cases and Egg Case material of all kinds. Get our quotations.

Kent Storage Company,

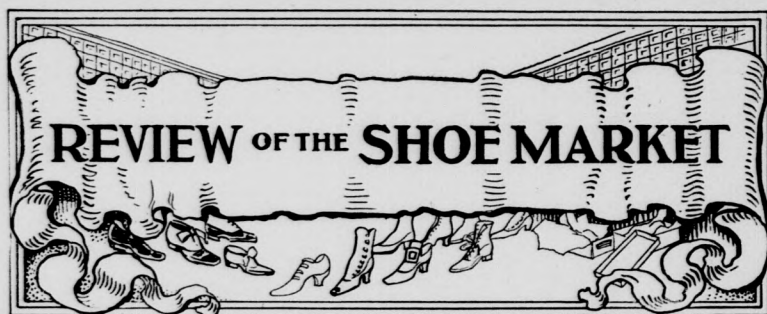
Grand Rapids, Michigan

Fleischmann's Yeast

and War Flours
make excellent

Conservation Bread





Low-cut Activities Now in Order.

Written for the Tradesman.

Unless all signs fail this is to be a great low-cut year. In many localities—especially in the larger towns and cities—the early call for pumps and oxfords has gone far and away beyond any previous call to date for this class of footwear. Dealers are optimistic to a degree over the outlook for this distinctively summerlike and eminently practical style of shoe.

May 5 has been suggested as a sort of National Low-cut Day.

And the suggestion is a good one.

There is much to be said in favor of this plan of selecting a certain date for the inauguration of an intensive campaign in behalf of something specific in footwear.

Haberdashers have selected a Straw-hat Day—an official date for the donning of the straw lid. And it's a good plan. It works.

Of course the success of the plan depends upon the co-operative activities of the dealers back of it. Where the community is small, it can be put

on where the local group of retail shoe dealers are persuaded in their own minds that it is a good thing, and where they are willing to pay the price of success by getting back of it and pushing it for all there is in it. And the same may be said of the larger community where the larger local organization of retail shoe dealers back it up. And it will go just as readily by states, or by the country at large.

The selection of a definite date and concerted advertising activity in making that date stand out in the mind of the average man has the substantial merit of transforming a purely business policy into an item of general interest. In other words it makes a news item out of a selling plan, thus securing for it a lot of free and helpful advertising.

In order to put the plan over the local shoe dealers should provide their local newspapers with information and enlist their interest, and the latter may be counted on if the plan is enthusiastically endorsed by all the

shoe dealers of the place. This very circumstance will give it importance in the eyes of the press.

Newspaper space should be freely used in announcing the beginning of the Low-cut season, with special emphasis on the date—May 5, or whatever date the local group may select.

Feature in the advertising new and fetching models of pumps and oxfords.

Put on a low-cut trim that will halt the pedestrian even if he is in a hurry. Display only low-cut styles, together with hosiery, findings, ornaments and such other accessories as go therewith.

Let the principal emphasis be upon the thing you desire to start going specially—namely, the movement of low-cuts.

For this season the shoe dealer has a war-time argument that ought to be of tremendous interest to the public generally; namely, the conservation of leather.

There is obviously less leather and other shoe materials in a low-cut than there is in the ordinary type of shoe.

Although there is less leather, there is adequate foot-protection.

Also more actual foot-comfort for hot weather wear.

The less actual leather used up in a pair of shoes the more war material is conserved for other purposes.

So this plan has Government sanction back of it.

It is fully in accord with our Government's Nation-wide policy of conservation.

Selling low-cuts this season ought to be as simple and easy a proposition as selling hot cakes at a country fair. Cid McKay.

Practicability of the Fibre Sole.

Quality, service and opportunity to merchandise goods at a profit should constitute the chief reasons for selecting or rejecting stock. These gauges of merit apply to footwear and findings.

Perhaps recent years have witnessed no more radical innovation in shoe-making or rather in shoe materials than the introduction of the fibre sole, so-called.

Carefully canvass to-day the trade and popular opinion of this product and expressions vary from severe condemnation all the way past utter indifference to the warmest praise. If for no other reason this pronounced difference of opinion directs attention towards this condition and invites analysis.

For several years leading manufacturers of rubber products, other than footwear, have done more or less business in soles other than leather and containing more or less rubber. During the past two or three years, however, the fibre sole industry attained exceedingly pronounced prominence through greatly increased production and through active exploitation to the public and all divisions of the trade. So energetically were these campaigns conducted and with such apparent success that the customary army of trailers, or "copy-cats," customarily found imitating every genu-

Look for the Name Hood on Canvas Footwear

The Workshu



All its name implies.
Heavy Brown Duck,
Bullseye Quality,
Rubber Soles

Men's Blucher	\$1.90
Boys' Bal	1.80
Youths' Bal	1.65

The Bayside



White Duck,
White Pressure Cured
Soles.

A Trade Builder.

	Bals	Oxfords
Men's \$0.83	\$0.73
Boys'76	.66
Youths'73	.63
Women's78	.68
Misses'68	.58
Child's63	.53

Hood
Tennis
Are
Better
Than
Good

Many
Other
Styles
In
Stock

Dealers Find They Meet Every Requirement

The Lenox



Refined Dress Shoe.
Fine White Duck,
Loose Lining,
Leather Insole,
Pneumatic Heel.

	Bals	Oxfords
Men's \$1.40	\$1.30
Boys' 1.35
Women's 1.35	1.25

The Korker It's Cheap



Care is taken to make the best possible at the price.

	Bals	Oxfords
Men's \$0.68	\$0.58
Boys'65	.55
Youths'60	.50
Women's55	.55
Misses'50	.50
Child's45	.45

WRITE FOR CATALOG.

LARGEST STORE IN MICHIGAN.

The Michigan People

Grand Rapids Shoe & Rubber Co.

GRAND RAPIDS

ine success or important discovery, soon swelled the number of fibre sole manufacturers to astonishing figures only exceeded by the number of impractical ingredients employed in the production of new soles. Reclaimed rubber stock, obsolete compounds and other unworthy mixtures have been moulded and sold for shoe bottoms, and to-day the weeding-out process is underway—accounting in large degree for the wide divergence of opinion among wearers, retailers, wholesalers and manufacturers as to the practicability and future market of the fibre sole.

The good will of his customers constitutes the greatest asset any retailer possesses and the asset a conservative merchant is least willing to jeopardize. For this reason it behooves a retailer to exercise due care and caution when purchasing a new product to select such merchandise with the highest possible degree of intelligence, thus safeguarding his own prestige and his customers' interests.

Primarily a manufacturer of fibre soles selling an unbranded or so-called "orphan" sole is quite apt to be actuated by price-policy. In other words, the unbranded sole is more likely than not to be of quality inferior to other soles branded with the name of the producer or some trade-mark name readily connected with the producer.

Then there are the common sense tests to be exercised, or at least investigated, before the retailer places

shoes so-bottomed within cartons bearing his good name. Endurance as compared with service-per-dollar to which his customers are accustomed; absence of annoyance from soles cutting through by faulty stitching or other mishandling in process of manufacture and careful examination as to the adaptability of different soles to admit of setting the edges and staining the bottoms. Such attention to selection of shoes built with fibre soles will not only safeguard the interests of the retail trade individually and collectively, but at the same time will hasten the weeding-out process now underway and which will disclose the soles that are built on honor and which have been demonstrated by laboratory tests and practical wear to merit the serious consideration of all who make, sell or wear shoes.—Shoe Retailer.

Post This in Your Store.

Tell us how you are treated in our store. If one of our salespeople doesn't wait on you properly, we'd like to be told. If one of them is unusually thoughtful and courteous, we'd like to hear that too. You can obtain just about the kind of service you want by helping us keep up the efficiency of our salesforce.



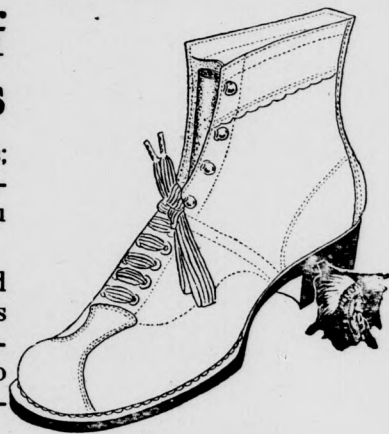
This ad produced results—READ IT

Another ad brought 46 inquiries from customers

Sell a Pair of Good Shoes

and you increase your assets; for the good will of your customer is the best asset you can have.

But, sell a cheap shoe, and your margin of profit shrinks into a loss, for your customer is then encouraged to take his patronage elsewhere.



Sell Rouge Rex Shoes

"FOR THE MAN WHO WORKS"

Our own tannage and manufacture. From hide to shoe, and then to you, all under our personal direction and supervision. They bring the smile of satisfaction to dealer and wearer.

Hirth-Krause Co.

Hide to Shoe
Tanners and Shoe Manufacturers

GRAND RAPIDS,

MICHIGAN

Quality is Always Recognized

in whatever form it may be expressed.

No person can fail to see in the

Bertsch and H. B. Hard Pan Shoes

all that the art of good shoe making can put into a shoe to form that unusual combination of **STYLE** and **WEAR RESISTING QUALITIES** which these lines possess.

You simply cannot go wrong on the **BERTSCH** (dress) and **H. B. HARD PAN** (Service) Shoes, Mr. Dealer. Every shoe must measure up to the high standard of quality set for our goods. That's why there is such a tremendous volume of sales on shoes which bear our name.

Get started on these lines. You'll find them all high class, honest money makers.

BUILT FOR SERVICE—WEAR LIKE IRON

Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear

GRAND RAPIDS, MICH.



In Stock
for
Immediate
Shipment

No. 8580—Mahogany Calf Welt 10 Iron Sole, 103 Last
A to E, Sizes 5 to 12. Price..... **\$5.25**

No. 8518—Mahogany Calf Welt 9 Iron Sole, 103 Last
A to E, Sizes 6 to 11. Price..... **\$4.70**

Rindge, Kalmbach, Logie Company
Grand Rapids, Mich.



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.

Making a Feature of the Smallwares Department.

Written for the Tradesman.

The big sales count, but the small sales are also worth while. Even if the individual sales in the smallwares department are only 5, 10, 15 or 25 cents each, yet on account of their low price, the goods turn over much more quickly; and repeat orders come speedily. It will not do for the hardware dealer to neglect pushing the big items, such as paint, stoves and ranges; but the smallwares also have their legitimate place in the hardware store.

There are several distinct advantages in handling these small, low-priced lines. For one thing, the profits, more particularly in certain special lines, are appreciable. The amount of capital tied up in stock is not large. The small articles do not call for a great deal of personal selling effort. Displayed and advertised in the proper manner, most of them practically sell themselves.

Another big advantage of these small lines is that they attract people to the store, thus giving the hardware dealer an opportunity of getting in touch with new customers. Any dealer will readily recall instances where customers have come in to buy some small article advertised and, before leaving, have made very substantial purchases.

There are some merchants who mournfully declare: "It's no use trying to do anything with these goods in the teeth of 10-cent store competition."

As a matter of fact, the success of the 10-cent stores all over the country merely serve to indicate the possibilities. Five and ten cent counters have proven excellent business getters for many merchants. There are many small articles in every hardware store. They must be handled, as legitimate items in any comprehensive hardware stock. It is impossible to feature each separately; yet they must in some way be brought to the attention of customers.

The 10-cent counter is the solution of the difficulty.

Here, the regular lines selling at a certain fixed price may be shown together. Novelties not in the regular stock may be added to make the showing still more comprehensive. Then, small items that are not sell-

ing any too well may through this medium be worked off.

One dealer who started such a department a number of years ago is well satisfied with the results. "It has not merely increased business in the smaller lines, but in the big lines too," he declares. "When I first started, I did a little advertising. These lines were displayed occasionally in the window, and people invited to come in and look over the assortment on our bargain counter. This is now proving a valuable department.

"Small price goods build profits for the same reason that they multiply sales. The fact that they are a necessity to so large a part of the buying public increases their margin of profit by the simple process of whittling down the expenses of advertising and selling. Dime goods sell themselves. No lengthy argument is required to convince a customer that he can afford to spend ten cents. Selling expense and price always go hand in hand; the higher the price, the harder the sale.

"The advantage of these goods is that they sell with little effort. They require little of the salesman's attention. They turn over quickly, and bring a large resultant business from a small capital investment. They attract customers, and make a catchy advertising feature."

Then, they bring the goods close to the customer.

The hardware dealer featuring this line usually adapts his show tables from those made familiar in a host of communities by the 10-cent store. The scheme may be varied, of course, depending on the layout of the hardware store, the amount of space available, and the extent to which the dealer desires to feature these lines.

Thus, one dealer uses a single large table, with the top divided into compartments. There is a compartment for 5c goods, another for 2 for 5c articles, another for 10c articles or combinations of three or five selling at 10c; others for 15c, 20c and 25c articles or combinations. As a rule, goods that sell over 35c are shown elsewhere than on the tables.

Another hardware merchant with more space at his disposal has individual small tables for goods at each of the prices mentioned. These tables are surmountedly large cards lettered thus:

Anything On This Table
5c

The "5c" is shown extra large, so as to be clearly visible from the store entrance, and even from the street outside.

MCCRAY

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

AGRICULTURAL LIME BUILDING LIME

Write for Prices

A. B. Knowlson Co.

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

Special Sales

John L. Lynch Sales Co.

No. 28 So Ionia Ave.
Grand Rapids, Michigan

HARNESS OUR OWN MAKE

Hand or Machine Made

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

SHERWOOD HALL CO., LTD.

Ionia Ave. and Louis St. Grand Rapids, Michigan

Foster, Stevens & Co. Wholesale Hardware

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



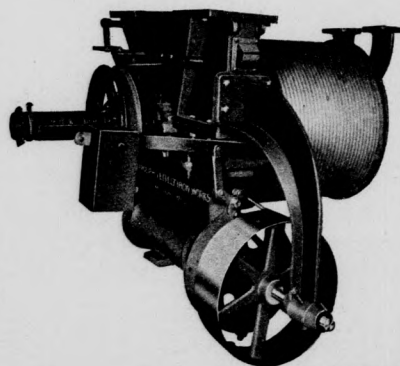
Wilmarth show cases and store fixtures in West Michigan's biggest store

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

Catalog—to merchants

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

Made In Grand Rapids



Leitelt Elevators

For Store, Factory
Warehouse or Garage

Built for Service

Send for proposal on your
requirements

Adolph Leitelt Iron Works
213 Erie Street Grand Rapids, Michigan

Most dealers where the layout of the store permits locate the smallwares tables down the middle of the store, midway between the counters and silent salesmen. A good many locate the counters just inside the entrance, where the customer will have to pass them to get to other departments of the store.

One dealer I know of, however, who features a "bargain counter" of low-priced goods, has located this counter at the very rear of the store. It is directly under a skylight. He claims that the counter is a great attraction, and that people are willing to go the entire length of the store to reach it; and to do so, of course, they have to pass all the other displays of higher priced goods. Signs at the entrance and at every counter en route direct the customer to the "Bargain Counter" at the very rear. Then, the bargain counter is advertised; there is a bulletin of "specials at the bargain counter" in one corner of the front window. This merchant, in short, uses the bargain counter as an attraction to induce customers to explore the entire stock.

The bargain counter is nothing, however, without prices conspicuously marked. Here, again, the example of the 10-cent stores is a safe guide for the hardware dealer. Use plainly legible price-tickets on every table, on every compartment, and, if necessary, on every article. If the use or nature of an article isn't perfectly clear to the meanest understanding, add a small show card explaining what it is—tersely, clearly.

The aim of the smallwares counter is to show the goods where the customer can't miss seeing them, and to answer all his questions—or as many as possible—without the intervention of the salesman. It is this process, increasing the sales and at the same time reducing the pull on the clerks, that makes the department so profitable. By this system, in most instances the clerk is required merely to wrap up the packages and make change. The goods sell themselves. Therefore, make the display tables and the price and show cards do the work.

Victor Lauriston.

New Name For Old Song.

A young couple from near Kalamazoo witnessed the film production of "The Birth of a Nation," recently, while on their honeymoon. The bride was much impressed by the music.

Next day she entered a music store. "I want to get that song, 'The Three Tramps,'" she said.

The salesman looked through the racks, then searched the publishers' lists, but failed to find the song.

"Is it a new publication?" the salesman asked.

"No, it's old."

"Can you hum it?"

"Yes, it goes like this: 'Tramp, tramp, tramp, the boys are marching—'"

The retailer who doesn't read a live trade paper in these times when news concerning him is breaking every minute, is like a blind man wandering among electric dynamos.

Concerted Movement For More Water Power.

While the people of the country are suffering for fuel and the industries are languishing for lack of heat, light and power, it is especially appropriate that the Chamber of Commerce of the United States should launch a campaign in behalf of the development of water power. The local Chamber of Commerce or other local body to which you belong, if it is affiliated with the National Chamber, will be called upon in a few days to vote on some carefully framed recommendations looking to legislation by Congress that will put the entire subject of water power on a standardized business basis, thus facilitating its development symmetrically and as rapidly as possible.

To-day, hundreds of millions, probably billions, of horsepower are going to waste not because the engineers of the country are not alive to the possibilities, but because there are no uniform laws for the protection of capital which might seek investment in these enterprises. Congress has dipped into the matter in a desultory fashion from time to time, but has never tackled it in a comprehensive way and has provided no basic legislation under which development on a large scale might be undertaken.

It is a common fallacy to suppose that it is much cheaper to develop a water-power plant than to provide an installation for steam power. This grows out of the fact that no fuel is required and that the actual production of power requires but a small amount of labor and attention.

As a matter of fact a water-power installation on a scale worth while is a far more expensive proposition than steam and has several disadvantages, among them being lack of portability, heavy fixed charges and the necessity for utilizing the entire output to secure economical operation.

When all is said and done, however, two big facts cannot be denied. First, that the output of a skillfully devised water-power plant of large size can be sold as cheaply as electricity developed from steam, and, second, that, even if water power were a little more expensive than power generated from fuel, it represents a net addition to the power resources of the country and supplements our fuel supply to such an extent as to command the most serious attention, especially in a crisis like that now confronting the Nation.

Water powers will not be developed unless the conditions are made comparatively favorable, the National Chamber warns its members. The present demand for the development of such power comes not from capitalists, but from communities which, on account of the high price and scarcity of fuel, are desirous in their own interest of inducing capital to make such developments. If the water power now commercially capable of development could be brought into use there would not only be a saving of many hundreds of millions of dollars annually, but we should also

be able to economize in the use of coal and oil which are exhaustible natural resources, which cannot be replaced, and in addition there would be important economies in the use of railroad equipment intended for fuel transportation and in labor in coal mines and upon the railroads for fuel distribution.

The National Chamber looks confidently to the business men of the country for a strong indorsement of the water-power project. Remember "heatless" Mondays and vote for water power!

Construed the Question Literally.

During a trial in a country village the local blacksmith was required as a witness. A messenger having been dispatched to fetch him, he soon arrived, straight from his work, hot, dusty and dirty.

The judge, a very fastidious man, noticed this, and remarked severely: "Look here, my man, what do you mean by coming into court in this state? How long do you wear your shirts?"

The smith flushed and answered surlily, 'Just about down ter me knees, guv'nor. 'Ow long do you wear yours?'

TO THE USERS OF TIRES



Here is the only cushion Pubber tire that will interchange with a pneumatic and give added height to the wheel, costs little to maintain as it is sectional. 10,000 miles guarantee; 20,000 miles efficiency. Send for circulars. Agents wanted.

SECTIONAL TIRE CO.
Box 50, Muskegon Heights, Mich.

Sand Lime Brick

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

Brick is Everlasting

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

Signs of the Times Are Electric Signs

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

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

THE POWER CO.

Bell M 797

Citizens 4261



Store and Window Awnings

made to order of white or khaki duck, plain and fancy stripes. Write for prices.

Chas. A. Coye, Inc.
Grand Rapids, Michigan



Sunbeam Auto Shawls and Robes

They are supplied in a large variety of patterns. The very attractive patterns in fast color are appreciated.

Made expressly for the motor car trade, gasoline-driven or electric machines. These shawls can also be used by travelers, either by rail or boat.

They are also very convenient in the home as "slumber" robes, or as extra bed cover on cold nights.

Descriptive catalog on request.

BROWN & SEHLER CO.
Home of Sunbeam Goods
GRAND RAPIDS, MICHIGAN



TANGLEFOOT

The Non-Poisonous Fly Destroyer

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



Linen Market Is Quiet and Featureless.

The linen market has been quiet and almost featureless. Last week little new business was taken, but importers who are looking into the future are preparing to take a larger business on cotton fabrics from the linen centers abroad. Importers who carry stocks of goods here are not anxious to let out the merchandise except in small lots because of the uncertainty of replacement, and buyers on their side are awaiting the natural liquidation of part of their present holdings before contracting for additional amounts.

Importers have another reason for inactivity on the spot market, which is the scarcity of arrivals during the last few weeks. This reflects a period of similar duration on the other side when it seemed particularly difficult to get licenses. Cable advices, however, have reported a relaxation in the situation abroad and it is known that several important shipments are now on the way. Importers believe that these include a good proportion of real linens. If the trend in Belfast continues as at present this proportion will dwindle rapidly as time goes on.

Mail advices from Great Britain indicate that the announcement of a list of restricted imports by this country, including linens and cottons, created considerable disturbance on the other side. It was apparently first reported without reference to the provision that return cargoes from Europe loaded expeditiously at convenient ports would be licensed for importation. This is the important fact in connection with the restricted list, and it admits a continued shipment of goods from England. On the first news reaching Belfast at the close of March it is said that some mills at once curtailed production of goods designed especially for the American trade.

Planting flax in Ireland has progressed under most favorable weather conditions. It is reported from Belfast that about 150,000 acres are expected, while calculations show that flax from fully 600,000 acres is necessary to keep all machinery running.

Wool Trade Anxious For Further Information.

Although the Government has stated that all wools are to be taken by it at prices of July 30, 1917, it has not yet officially announced to dealers just what those prices will be in dollars and cents. Many in the trade have been assuming that the schedule developed last August when the Bos-

ton trade made an offering of its stocks to the Quartermaster and amplified four months ago when the Government option on imported wools was made part of the import license would be applied automatically under the new order. Some doubt has been cast upon this, and many in the trade now feel that the whole list will be revised.

Hope is expressed that importers whose wools have hitherto not been taken over by the Quartermaster may dispose of their raw materials on the basis of landed cost, plus 5 per cent., provided the cost does not exceed the values of April 5. The next announcement from Washington is expected to outline just what basis will be established.

Buenos Ayres has lately reported a continuance of business on American account, but it is limited to one or two sources and the wools offered are special lots which do not give an accurate idea of the market in Argentina.

The most difficult phase of the South American trade at the moment is the freight situation. Rates have advanced rapidly and space is limited. There is much wool in Buenos Ayres unshipped and some importers are talking of using sailing vessels owing to the scarcity of steamers. Because of the rapid advance in freight cost importers are making their current offerings on a basis of fluctuations in freight on the account of the buyer. Some wools bought in Chili here, it is understood, have lately been canceled because of the lack of assurance as to what time they could be landed in the United States.

The New York market is, of course, quiet and so far as general trading is concerned will probably remain so for some time. There are no prices to be quoted because private transactions are not being entered into. Domestic fine wools and Capes are not so high in some descriptions for early April as they were at the close of July, although medium qualities of domestic are in general higher.

Happenings In and Around Hart.

Hart, April 30—Fred Harris, of Hart, traveled to Muskegon Thursday to pick up some cigars and cigarettes. Hart has been cleaned up of all such stuff and Fred couldn't find any Swift Green's Bruetucker-toron. No use to go to Pentwater, for good old Mr. Soule is on the job, assisted by Uncle Ben Basney "Bo" and Featherpicker, the old chief of the Huron tribe. Let's all hope Fred was successful, as Hart needs all kinds of help these days with the big Roach canning factories moving away.

Fred Sandberg, the celebrated Greek translator of the old and ancient

mythical rhymes, is about ready to give to the public his latest production, "The Wooing and Un-doing of Henry Ringgold."

Jay Gould, of Hart, has purchased a new strain of Faveralle's and with his pedigreed Calisthaunia's expects to take all prizes for next fall's various shows at the county fairs.

Robert E. Lee O'Brien, of Pentwater, and Laughsomemore Againsky spent the week end in Muskegon. All had one good time. No tears to drown or flow away. This real farewell tour will long be remembered.

Jerry L. Congdon, of Pentwater, in returning in his new French Packard-Aryetta last Wednesday from Muskegon, arrived about 9:30 p. m. at the Road Side Inn, west of Rothbury, and having used up all his gasoline, he camped for the night where he was and on the morrow's early dawn he continued homeward his way, a farmer having come to his rescue with the juicy juice.

Willie Bay, of East Rothbury, sent a lovely box of candy to Chelca Zebra, of Montague, last Friday. It was some nice box and Chelca and his girl friends were all delighted.

Swift Lather's slow shaves at Mears and Hart on Tuesday mornings 6:30 to 7:30 a. m.

C. A. Brubaker still has his mail arrive at Mears, although he has opened up a branch department store at West Golden and South Hart.

William Munroe.

The ideal of living for life's sake is as yet a rather dim star to the many; but as they sail by the other lights and discover that wealth is a means, and not a necessary means, to an end, more and more will in time get a more distinct vision of what is worth while and worth working for.

The Book of Plain Prices

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

Butler Brothers

Exclusive Wholesalers of
General Merchandise

New York Chicago
St. Louis Minneapolis
Dallas



B. V. D.

The Popular Summer Underwear for Men



(Trade Mark Reg. U. S. Pat. Off., and Foreign Countries)

Quality Merchandise—Right Prices—Prompt Service

DISTRIBUTED BY

PAUL STEKETEE & SONS
WHOLESALE DRY GOODS GRAND RAPIDS, MICH.

Each and Every Telephone User in Detroit



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

CITIZENS TELEPHONE COMPANY

Curtailment of Production at Fall River.

Curtailment of production in the cotton goods mills at Fall River is increasing slowly but steadily. The first groups of men of the new draft are to leave Saturday, and a considerable proportion of them have come from the more highly skilled mill operatives. There has been noticeable lately in some mills a small increase in the number of women operatives, but there is no pressure or need of income to cause a large increase in women workers, and the losses of men to war service are not being made up.

There is still noticeable a distinct lagging in exodus of operatives from the mills to take on outdoor work for the summer, and farmers are short of labor. Night operating in the mills has been continued with no abatement in forces from those employed during the winter. Not enough extra yarn is being produced by this night operating to supply looms for all the weavers available. The total curtailment for the week figures about 110,000 pieces print, cloth yarn goods and fine goods combined.

The Fall River Textile Council has discussed the increase in wages to be requested for the next wage period, beginning with June, and its legislative committee is working on the problem. No public announcement of the amount of increase to be requested will be made until after the Cotton Manufacturers' Association has been informed. That the request will be for a larger increase, probably larger than was ever requested before for a single advance, is certain. Comparisons of advances in sale prices of goods and of the margin between cotton and cloth with increases in wages, that were issued lately, indicate the trend of the movement. Labor leaders posted in such matters know that the great increase in the margin does not mean an equal amount of increase in profit for the corporations. All manufacturing costs have been advanced so greatly that the figures from which the margin is made up would have to be revised throughout to make the margin of any real present value as a guide.

The American Printing Company with its output so largely engaged by the Government is extending the work of every department to the utmost to get off the greatest possible production. Its individual labor trouble with its mechanics over the length of the working day has been smoothed out. The Algonquin Printing Company is also getting off the biggest production possible in order to meet the demand as fully as possible.

Activities in Michigan Cities.

Written for the Tradesman.

Bay City has let the contract for sidewalk building at 15 cents per foot, as against 11 cents last year, the difference being due to increased cost of labor and material.

Beginning this week all Sault Ste. Marie stores will accept Canadian money only at discount of 2 per cent.

No gum machines will be allowed to operate at Holland after April 30.

Chief VanRy, of the police force, says: "In these times it is the patriotic duty of every city official to discourage a reckless waste or unnecessary expenditure of money and to encourage our young men in aiding the Government with every dollar that they can spare."

Alma has voted a bond issue of \$45,000 for a new ward school.

Last season about 1,300 school children of Saginaw were engaged in garden work and the number this year is expected to reach above 2,000. Exhibits will be made at the county fair in the fall.

At Sarnia, Ont., twin city of Port Huron, the city government has passed an ordinance compelling the planting of every vacant lot this year. Failure to cultivate this waste land subjects the owner to a fine of \$25. Potatoes are suggested as one of the main crops to grow. Some such drastic plan has even been considered at Lansing and elsewhere in the State, a benefit next only to increase in food supply being the keeping down of noxious weeds.

Ironwood now owns its water-works, having paid \$140,000 for same. The city plant will be extended and improved.

The Big Rock Knitting Co. is building an addition to its plant at Eaton Rapids.

A fire proof addition is being built at the plant of the Belding Foundry Co. at Belding.

Harold A. McKee, of Kalamazoo, has been selected as Otsego's first city manager, at a salary of \$1,800.

The Michigan Railway Commission has ordered the completion of the Boyne City, Gaylord & Alpena railroad to Alpena by May 1.

The Lake Odessa Milk Co. will make extensive additions and improvements to its plant at Lake Odessa.

The Houghton schools will drop German this year.

Battle Creek will entertain the Michigan State Medical Society May 7 to 9.

The combined water power plants at Eaton Rapids are lighting the city at a saving in coal alone that is estimated at \$30 a day.

East Jordan has received its motor driven fire truck.

St. Johns will install a motor driven combination fire truck.

Almond Griffen.

Japanese Trade Veering.

Before the war Japan was the despair of those amateur political economists whose sole qualification consisted in the ability to subtract gross imports from exports, or the reverse, and to ascribe things to the so-called "balance of trade." For many years the imports of Nippon were much in excess of the exports, and, according to the amateurs aforesaid, the country ought to be going fast in the direction of ruin. As a matter of fact, Japan was during the period advancing rapidly, developing new industries, and exhibiting unmistakable signs of prosperity, even while it was spending more than it should on naval and other armament. Since the war, the

pendulum has swung the other way, and the exports of Japan have been greatly in excess of the imports. The increase in exports to two countries, the United States and Russia, has been the main factor in the change. Now, owing to changed circumstances, there are signs of another reversal. Russian business is at a standstill, and trade with this country has shrunk because of the import restrictions. The expectation is that the exports to the United States this year will be only about one-half what they were in 1917, while the imports from here—temporarily lowered while the negotiation was pending for use of Japanese ships on transatlantic trade—will be quite large. As a result, it will not be surprising if Japan this year resumes her place as a nation importing more merchandise than it exports. This will not prove serious to that country. It may even be helpful in stopping the profiteering there which too much inflation has brought about.

A preacher, who was in the habit of taking his wife with him on his preaching appointment, said on arrival at the chapel in a country town: "My dear, you go in there; you will be all right. I must go round to the vestry." In the vestibule the wife was met by a kind-hearted steward, who conducted her to a seat. At the close of the service the same kind-hearted steward gave her a hearty shake of the hand, adding how pleased he would be to see her at the service each Sunday. Then, whispering, he said: "But, let me tell you, we don't get a duffer like this in the pulpit every Sunday."

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 Five Sizes

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We recommend Wilsnaps to our trade. All sizes in both colors always in stock.

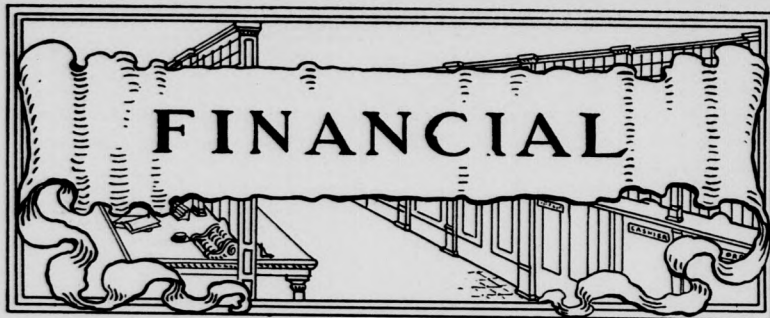
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Exclusively Wholesale

SERVICE

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QUALITY



What the Bank Means to the Retailer.

The necessity of banking accommodation is as vital to the business men who have been established for some time as to those who are just starting in.

For instance, let us have "you" in mind as the beginner. Presuming that you expect to start in the retail shoe business, you naturally have all your plans made, your location selected, the method in which you intend to conduct your business planned, the class of merchandise you intend to buy decided, everything arranged and in apple pie order with the feeling that nothing can slip a cog. But along comes the first cloud of realization when it dawns on you to take another inventory of your cash on hand.

You know cash never increases as rapidly as the individual imagination, and it is generally an accepted fact that the average beginner has only part of the necessary capital to start business in a way as originally intended. Consequently, to make your capital more representative, in order to establish sufficient credit to give you the proper purchasing power especially among the better class of manufacturers and jobbers, who as a rule require some indication of financial responsibility, you soon sip the bitter cup of experience by soliciting financial aid from your friends. Their attitude soon convinces you that the bank is the proper institution to seek the necessary funds, and it is essential that you become acquainted with the cashier of a reliable bank in the vicinity selected for your enterprise.

Get acquainted with the cashier, tell him in a straight, businesslike manner exactly what your plans are, and your true financial strength. Needless to suggest that it would be harmless to give him an inkling, in a tactful manner, of a little of your past, providing you can count on it as an asset. During your interview Mr. Cashier will spar for an opening to unconsciously put you to the third degree to ascertain your full merit, and if he is not a rare exception to the rule, this worthy cashier will have formed his impression of you before your conversation is concluded. If you and your proposition have made a favorable impression, he, as a matter of form, will tell you that he will submit your loan to the Board of Directors at their next regular meeting. In the meantime he tries to substantiate all the good that you happen to say about yourself, and discount it with some happening that you ordinarily would not want to be connect-

ed with. Well, to be more optimistic, we will say that your qualifications pass as to your character and ability as a business man, and your request is presented at the meeting of the directors who pass upon the advisability of granting you the loan.

The moral responsibility of an individual is the most important factor entering into the granting of a loan by bank officials. Often the good reputation of an applicant is in more favor of getting a loan than the individual who is financially strong but morally weak.

This fact seems to blend with the morals I recently read from a clipping from "The New English Pilot," entitled "The Business Man's Prayer:"

"Teach me that sixty minutes make an hour, sixteen ounces one pound, and one hundred cents one dollar. Help me to live so that I can lie down at night with a clear conscience, without a gun under my pillow, and unhaunted by the faces of those to whom I have brought pain. Grant me that I may earn my meal ticket on the square, and that in earning it I may not stick the gaff where it does not belong. Deafen me to the jingle of tainted money, and the rustle of unholy skirts. Blind me to the faults of the other fellows but reveal to me my own. Guide me so that each night when I look across the dinner table at my wife who has been a blessing to me, I will have nothing to conceal. Keep me young enough to laugh with my children, and when comes the smell of flowers and the tread of soft steps and the crunching of wheels outside in front, make the ceremony short and the epitaph simple. Here Lies a Man."

It is often said that a banker or cashier is a human being without a heart, awaiting an opportune time to take advantage of you in a financial way. It is rather useless for me to remind you, with the business experiences of years crowded on the pages of your life's calendar, that the present day cashier and banker has the responsibility of being the custodian of the people's savings, and is duty bound to safeguard and keep up its constant earning powers. The old type of banker has vanished, and in his stead modernized business has created a type that has interwoven his calling with many other professions which have contributed largely to the uplift and strengthening of our business methods. It is only business logic that the banker needs you and me for his clientele to perpetuate his existence. We are his customers, and he will take as good care of his

OUR POLICY

THIS bank stands ready at all times to co-operate with you or any individual or company to help maintain or strengthen the business, industrial and financial forces of Grand Rapids, Western Michigan and the Nation.

This is our policy without unnecessary words or details.

Are you for such a policy? Then let's unite our strength "for the period of the war."

THE OLD NATIONAL BANK

MONROE AT PEARL



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

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

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

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

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TRUST AND INVESTMENT BUSINESS HANDLED EFFICIENTLY AND SATISFACTORILY

SAFETY DEPOSIT FACILITIES AT THREE DOLLARS PER YEAR AND UP

customers as any other successful business man. Lending money is a bank's stock in trade, and its officials are as anxious to grant you accommodation, providing you produce the necessary credentials, as you are to accept it.

Now let us look at another phase of the benefits a bank is to the business man, that is, to the man who has been solidly established in business for sometime, everything apparently running smoothly, bright sun and blue sky for many business years, feels almost that it would be sacrilegious to need, yet along comes the day that never happened before. Goodness knows the many incalculable happenings that confront us these eventful days. Too often many business men have had the sad experience of having all their ready cash on deposit in a bank that unexpectedly closed its doors changing conditions entirely. Many narratives could be related to bear out the various unexpected financial pit-falls momentarily likely to happen to any business man, and under these appalling circumstances it requires cash. That nothing but money will ward off financial destruction magnifies the potential importance of a banking institution to every community. Without its services money would be hoarded and lie dormant, with no incentive to thrift. Homes could not be built to any great extent, business could not progress, and the mercantile fabric would be dangerously flimsy. A feeling of gratitude as a result of my own personal experience enthruses me to say that the bank or banker, with but few exceptions, is always ready to give friendly and expert advice to guide the inexperienced through financial difficulties, and brings before us, brighter than ever at this enlightened age, the higher ideals formulated from a newly constructed Golden Rule—"He Profits Most Who Serves Best." Albert J. Smith.

Evolution in Banking Thought During the Past Generation.

Looking back over my own experience in the past generation the most marked evolution in banking thought as well as in banking practice is in connection with the granting of bank credits. A generation ago the personal standing of the borrower was not the matter of prime importance that it is to-day. Then an endorser or guarantor was required, and sometimes more than one, on every bank loan made. Any banker who would loan on single name paper without collateral security was regarded as the reverse of conservative if not absolutely reckless.

In a town where I was learning the business a generation ago it was told of a bank president that during a long banking career he had never but once been known to refuse positively any loan applied for. His sole requirement was a satisfactory endorser and if the borrower offering his note for discount did not comply with that condition his uniform answer was "My friend you will have to find another endorser." The exception was in the case of an applicant for a loan

who presented his note ten or twelve times having each time complied with the request that he get another endorser until the back of the note was well nigh covered with endorsements. Finally he secured an endorser whose name induced the president to depart from his usual formula and to say, "My good man you had better start another note, the last name you have got on this one would damn anything."

In another town in which I obtained some of my early banking experience the universal practice was to require two endorsers on each note. There were three banks in the town and practically all their loans were made on notes having two endorsers. A great depression occurred in the principal industry of the locality and a very considerable liquidation of bank credits became necessary. The banks soon found however that the money they had thus loaned had been largely invested in fixed property and that their notes were of anything but a liquid character. The banks in many cases refused to renew the notes and they lay past due. They began to bring pressure on the makers and endorsers alike but soon awoke to the fact that all their borrowing customers were so involved as endorsers for each other that they resembled a row of bricks standing on end so that if one were knocked down it would fall on another until all were laid low. The bankers held meetings for consultation with each other and after thoroughly canvassing the situation decided that the only way to untangle the financial muddle the community had fallen into, was to release every man on his liabilities as endorser for others and hold him responsible only for his direct bank indebtedness. In this way the banks dealt with each borrower on his own responsibility and saw that his own assets were applied to liquidate his own debts, thus they followed the money they had loaned into the property in which the borrower had invested it. The scheme worked out well as an equitable method of liquidation.

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Securities for Investment

14 Wall St., New York

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Here was no doubt an extreme result of the old system of banking on accommodation notes with one or more endorsers. The evolution from this system was to discount only bona fide double name commercial paper representing actual business transactions and given for value received in merchandise. Under this system bankers were constantly on the alert for accommodation paper which they eschewed with all diligence. But do their best, accommodation paper continued to be floated and notes origin-

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☐ Satisfied Customers
know that we specialize in accommodation and service.

THE BANK WHERE YOU FEEL AT HOME

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WE WILL APPRECIATE YOUR ACCOUNT
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Fourth National Bank

United States Depository



WM. H. ANDERSON, President
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Savings Deposits

Commercial Deposits

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Per Cent Interest Paid on
Savings Deposits
Compounded Semi-Annually

3 1/2

Per Cent Interest Paid on
Certificates of Deposit
Left One Year

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\$580,000

LAVANT Z. CAUKIN, Vice President
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Assets \$2,700,000.00

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ally given for merchandise purchased, after they had been several times renewed, became the worst kind of accommodation paper as they enabled the banks' customers to carry along delinquent debtors indefinitely.

Then developed in trade the trade discount system under which goods are sold subject to a discount for cash or for a short term payment. This largely did away with the taking of notes or acceptances in settlement of merchandise purchases.

The bolder spirits among the bankers then began to deal with their customers on their individual merits and to give them such lines of credit on their own responsibility as their customers might warrant. This system gradually developed until it became the general practice. The theory is that merchants should buy their merchandise as nearly for cash as possible and borrow from their banks to enable them to do so.

In banking parlance the meaning of commercial paper was changed from that of "notes or acceptances given for value received in merchandise" to "unsecured notes given for money borrowed by individuals, firms or corporations on their own responsibility."

To the evolution of this system is due the well established practice of banks requiring from their customers statements of their affairs. It has also produced closer relations and a better understanding between banks and their customers. Losses under it are fewer than they were under former methods and while it has its imperfections, it is in my judgment, an evolution along sound economic lines and certainly a great improvement on the old method of endorsed paper which involved so many merchants in complications and so often led to the hiding of assets by endorsers to avoid the payment of liabilities from which they had received no individual benefit.

Another very important evolution in banking thought is of more recent date, having been brought about by the recent establishment of the Federal Reserve System.

For half a century between the passage of the National Bank Act in 1863 and the passage of the Federal Reserve Act in 1913, bankers conducted their business under more or less constant apprehension of the recurrence of financial panics and this fear increased in intensity as the National banking system developed and expanded. Panics did recur periodically, causing great loss to the banks and even more to the industrial and commercial interests of the country. They were due to two provisions of the National banking law, first, the rigid system it provided of Government bond secured currency which in the volume of its issue bore no relation to the fluctuating business demands for it and second, the system of arbitrarily fixed legal reserves, a large part of which were carried as deposits in reserve agent banks resulting in the pyramiding of bank deposits at the principal financial centers of the country.

Every fall the demand for currency

for crop moving purposes reached its maximum and at the same time country bank deposits with their reserve agents at the centers were reduced to their minimum. Many country banks required rediscounts from their reserve agents to meet the legitimate demands upon them and to maintain their required legal reserves. These conditions annually produced money stringency at the reserve centers which the banks at these centers by accumulating idle money in anticipation of them managed under ordinary conditions to worry through, but sometimes abnormal and unlooked for things occurred which produced similar stringencies, intensified by fear, and then panic ensued. No lawful means existed for meeting either the legitimate expansion of currency and bank credit each fall or for taking care of any sudden emergency.

The last extraordinary occurrence that produced such a stringency as I have described and for which the banks were totally unprepared was the breaking out the European war in August, 1914. Unfortunately the Federal Reserve system was not then organized and the Federal Reserve banks did not open for business until November 16 following. Had the system been then in operation the situation could have been met without a ripple but as it was not, the old expedient of issuing clearing house loan certificates had to be resorted to and very considerable consternation was manifested.

Since then the largest extraordinary occurrence which dislocated the financial equilibrium of the country was the placing of the three billion dollar Liberty loan. The ability of the Federal Reserve system to enable the member banks to take care of such a huge transaction has been fully demonstrated. The member banks at the centers simply rediscounted liberally at their Federal Reserve banks or with the public. Gradually we are coming to appreciate the fact that in the Federal Reserve system we have a real, sound and practical system of banking, which forms the financial backbone of the country and without which we would be as completely unprepared financially for the unprecedented transactions involving billions of dollars that are now confronting us, as we are or were from a military standpoint when we joined the Allies in the world's battle for democratic civilization and freedom. The Federal Reserve system affords the only assurance we now have of the ability of the country to undertake the financing of ourselves and of our Allies in the tremendous war in which we are now engaged. The latest evolution of banking thought is therefore one of gratification that the Federal Reserve system was inaugurated before we were called upon for such heroic financing.

James B. Forgan.

Great Saving.

"There's one thing I never cease to congratulate myself about."

"What is that?"

"You don't need tires for the steering wheel."

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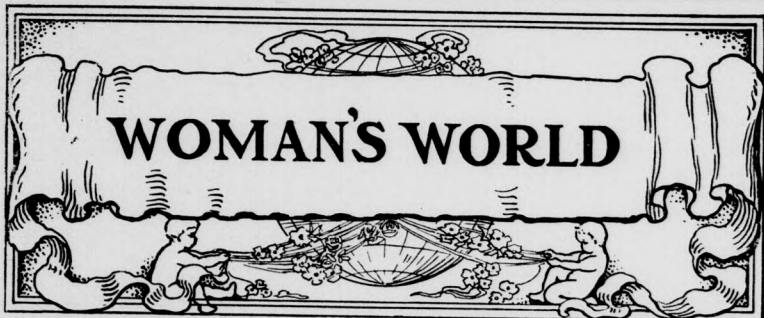
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The Father Who Has No Bad Habits.

When we talk about the home-maker, it is natural to suppose that it is a woman we have in mind. Any one who has been reading the articles that I have written for this magazine these past two years and more will not need to be told that it is a woman that I think of when I use the term. My whole thesis, of which I never tire, even if you do, is that home-making is the woman's peculiar and sacred function; her profession—a skilled profession, calling for the best she has of soul and mind and body.

But to-day I am thinking of the man as the home-maker and of a particular man, and of the kind of home he makes. For it is terribly true that the "man of the house," whether he be in it much or little, whether he contribute to it a good spirit or a bad, sets the tone of the place to an extent that ought to give him a tremendous feeling of responsibility. It takes a very strong and purposeful woman to offset the mischief done to the home by a bad, selfish, neglectful man; on the other hand, a fine, broad-spirited, considerate father can do much to overcome the negligence and inefficiency of an ill-equipped, self-indulgent woman. What a wonderful team it makes when a competent, conscientious, well-trained mother is backed by a father who takes seriously his part of the task of home-making!

I have dwelt much upon the work that falls to the mother's hand; from time immemorial she has been the one upon whom the burden fell. From the days of the cave people she has been the conservator, originator of the clothing trades, agriculture, education; care-taker of the home, be it ever so humble; of the children, of the stores laid by for the rainy day and for winter. The father has a long heredity as the hunter, the outside protector. Society's habit has been to look with more or less contempt upon him who concerned himself with the affairs of the household.

There has come up a kind of man that amuses me, and it is of that kind of man that I want to speak now. You all know him; his name is legion. I have a particular man in mind, but I know several that the description will fit—fit so well that I can imagine each will think, if he chances to see this article, that I am speaking of him. If you think you know whom I mean, send him this portrait of himself; it may do him good to see himself as others see him.

He usually makes me think of a bantam rooster that has spent his life as sole representative of his sex in a small barnyard full of diminutive hens. He wouldn't get along very well if there were other little roosters—to say nothing of big ones. He isn't very brave. But he makes the hens stand round, and all the little chickens are afraid of him. Not one of them loves him, although I think they would like to if he would only display some lovable qualities!

He is the boss of the place, but he has so little confidence in his own capacity for bossing that he feels obliged constantly to declare that he is boss. It would be funny if it weren't so mean. It doesn't matter so much in a barnyard, I imagine; petty tyranny in the father of the flock doesn't necessarily injure the character of the little chickens—or does it? I don't know. But I do know that that sort of thing in a home does injure the character of the children. I suspect that the boys who get the example of a bantam rooster of a father too often get to think that that is the normal conduct of fathers, and that when they grow up and have homes of their own they try to be bantam roosters, too!

This man of whom I speak has tyrannized all his life over timid or dotting women—and children. He was the idol of his indulgent mother's eye; as a little boy he had his own way always, nothing was denied him. If ever there was the beginning of a refusal, he flew into a tantrum, yelled and kicked and bit and scratched. His sisters feared him. His nurses hated him fervently. From his babyhood he was the tyrant of the house. He didn't get along very well with boys, because when he tried his tactics on them they beat him. Naturally he played mostly with girls, or with littler boys whom he could bully. By and by he came to have a home and children of his own; into it he has brought all the old habits. He doesn't scream and scratch and bite any more; but he has his own way just the same, by making it so unpleasant for everybody that they found it easier to give in to him. Instead of squalling tantrums, he has fits of sulks and sullenness; instead of kicking and slamming doors, he hurts people with bitter, cruel sarcasm and threats which sting all the more because he does not hesitate to carry them into effect.

The pity of it is that he can be very charming when he will. His wife told me the other day that "at his best he is adorable." She loves him yet, because, woman-like, she has idealized him and keeps watching for that

"best." She tries to keep the children reminded of what their father can be when he pleases. It is pitiful to see her manoeuvring to divert causes of irritation in him, to bring out his pleasant side; to show her children that their father is better than they think him.

The children are not fooled. They know what kind of a man he is. I have seen expressions on their faces which, if the man had not been steeped in his own self-conceit, would have cut him to the soul.

When a man is drunk with liquor, there is a certain kind of excuse for his being insufferable; you have the feeling that he is not quite himself; that if only you could keep liquor away from him he would be a different sort of person. This man has no vices of which the current morality takes note; he does not drink, or smoke, or swear. His life is chock full of notorious blamelessness. But his wife's chief business seems to be that of making excuses for his mean temper, and his children hate to see him come into the home.

Often when I see this husband and father fussing and snarling and bickering there arises in my mind the picture of a cave woman taking her little brood away across the hills and through the woods to another cave where her man cannot find them. This woman cannot do that, because the conditions of society in which they live afford no means by which they can live without this man. It is not respectable for her to run away. Besides, only a few of us know what sort of man he is in his own home. Most people regard him as exemplary, a man of impeccable habits, and he is what in the old days they used to call a "good provider."

There is a boy growing up—almost a man. Just now his father is endeavoring to impress on that boy the fact that he is the boss of that household. In every way he is thwarting that fine lad's best ambitions. I was present the other day at a scene when the two wills clashed. I noticed that the boy was now a full inch taller than his father. I noticed, too, that one stinging remark brought to the boy's face a vivid flush and to his eyes a certain flash of incipient defiance. The remark was one that grown men do not address to each other, that this man certainly never would have dared to address to one whom he regarded as his physical equal.

To my mind came again swiftly the image of a bantam rooster in a barnyard, chasing a cockerel across the yard just once too often. I wondered just how soon this lad would realize—

And then I thought of what even this father might be to his family, to this son. I hoped that somehow before it was too late he might come to

his senses, and appreciate what his "adorable" side would bring to that home. For really it is never too late for a man to understand that he, too, is a home-maker.

Prudence Bradish.

Pop Corn Wanted

We are in the market for pop corn, either cob or shelled.

If you have any to offer, send us sample for inspection and price.

John G. Doan Co.
106-108 Fulton St., West
Grand Rapids

Most Families Are Now Finding That Crescent Mapleine

The Delicious "Golden Flavour"
is a splendid savor for soups as well as a dainty flavor for desserts and confections. * * * Crescent Mfg. Co., Seattle, Wash. Order of your jobber or Louis Hilfer Co., 1205 Peoples Life Bldg., Chicago. (M-167)

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

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.

DISTILLED WATER

We cater especially to the drug and garage trade. Correspondence solicited.

Ponce de Leon Water Co.
507 South Division Ave. Grand Rapids, Michigan



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

Safe and Sane Rules For Any Man.

To respect my country, my occupation and myself.

To be honest and fair with my fellowmen, as I expect them to be honest and square with me.

To be a man whose name carries weight wherever it goes.

To base my expectations of reward on a solid foundation of service rendered.

To be willing to pay the price of success in honest efforts.

To look upon my work as an opportunity to be seized with joy and made the most of, and not as a painful drudgery to be reluctantly endured.

To expect difficulties and force my way through them.

To remember that success lies within myself—my own brain, my own ambition, my own courage and determination.

To turn hard experience into capital for future use.

To believe in my proposition heart and soul.

To carry an air of optimism in the presence of those I meet.

To dispel ill temper with cheerfulness, kill doubts with a strong conviction, and reduce active friction with an agreeable personality.

To make a study of my business.

To know my occupation in every detail.

To mix brains with my efforts and use system methods in my work.

To find time to do every needful thing by never letting time find me doing nothing.

To hoard days as a miser hoards dollars.

To make every hour bring me dividends, increased knowledge or healthful recreation.

To keep my future unmortgaged by debts.

To save as well as earn.

To cut out expensive amusements until I can afford them.

To steer clear of dissipation and guard my health of body and peace of mind as a precious stock in trade, not to be lightly valued.

Finally, to take a good grip on the joy of life.

To play the game like a man.

So I may be courteous to men, faithful to friends, true to God, a fragrance in the path I tread.

Effect of the War on Commercial Travelers.

American commercial travelers are just now feeling the effect of the general European war, but it is believed by salesmen in the principal lines of trade that any adverse effect upon their occupation or business will only be temporary.

In the staple lines there is of course the condition of short buying incident to an uncertain and rising market, but with plenty of money in the country, the demand for goods is so strong in all lines that this condition must speedily adjust itself.

Import lines are, of course, paralyzed; and others most seriously effected are salesmen representing manufacturers whose product depends on imports from essential materials.

A good many commercial travelers report themselves out of positions, but these cases are mostly where they were not well established with their houses or where the price of raw materials seriously effect the profit of the commodity as for instance in the confectionery trade in most of its branches.

If the war continues long, however, it will tend to make so many new alignments of trade and such a volume of business in this country that real salesmen will be more in demand than usual. Unsettled conditions are bound to effect mail order buying, putting a premium on personal salesmanship.

There is no telling how much this whole condition may be intensified, by the trade development in South America and in the neutral countries of Europe once the merchant ships get fully started.

Taking all present available information into consideration, the present and after effects of the war are likely to be more favorable than unfavorable to the commercial traveler in the United States. Just how much our brethren in Canada will be effected by their closer European connection, remains to be seen. However, it is mighty hard to retard the growth of a country with the undeveloped wealth that Canada has and with the start she has made.

Side Line For All Traveling Salesmen.

A salesmen's organization that holds great possibilities for the sale of thrift stamps has been formed in Cleveland. The traveling salesmen who are members will sell these stamps to retail merchants, just as

they do the lines of merchandise they carry and instruct them in plans for selling them to their customers. It has been a question as to how to reach all the people with thrift stamps, but through the plan that has been adopted even the country stores may be interested and through them the people of all the neighborhoods of the country. Merchants are to be furnished with posters, reading matter, signs and all the other incidentals they need for advertising the stamps. It is expected that this volunteer organization, known as "Uncle Sam's Salesmen," will become National in its scope.

The Spirit of the Times.

I asked if I might call some night
 Upon a girl whom I admired;
 She yawned and told me that I might,
 Some evening, if I so desired.

I asked a girl to take a stroll—
 A sweet girl whom I much admired;
 She said: "All right," in voice so droll
 That I knew well the girl was tired.

I asked a girl to ride with me—
 A girl whose charms had won my heart;
 "Sure! I love motor cars!" said she,
 "What time do you desire to start?"
 Charles H. Meiers.

Beach's Restaurant

41 North Ionia Ave.

Near Monroe

GRAND RAPIDS, MICHIGAN

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

HOTEL HERKIMER

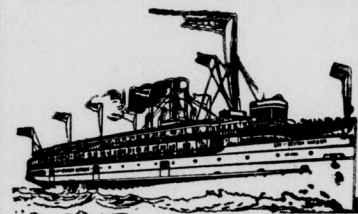
GRAND RAPIDS, MICHIGAN

European Plan, 75c Up

Attractive Rates to Permanent Guests

Popular Priced Lunch Room

COURTESY SERVICE VALUE



THE SHORT LINE BETWEEN
 GRAND RAPIDS AND

CHICAGO

FARE—\$3.00 one way

\$5.75 round trip

via

MICHIGAN RAILWAY CO.

(Steel Cars—Double Track)

Graham & Morton Line

(Steel Steamers)

Boat Train CONNECTING FOR THE BOAT

Leaves Grand Rapids Interurban Station
 Rear Pantlind Hotel

EVERY NIGHT AT 7:00 P.M.

OCCIDENTAL HOTEL

FIRE PROOF

CENTRALLY LOCATED

Rates \$1.00 and up

EDWARD R. SWETT, Mgr.

Muskegon :: Michigan

New Hotel Mertens

GRAND RAPIDS

Union
 Station

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



75 Steps East

Fire Proof

CODY HOTEL



IN THE HEART OF THE CITY
 Division and Fulton

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

CODY CAFETERIA IN CONNECTION

How the Traveling Man Can Help.

You have a power that is tremendous and far-reaching. You go into every city and village, big and little, in the land. And you go right into the strongholds of the enemy—right where he is doing dirtier work than behind his barbed-wire in France.

The spy, the pacifist, the man who claims to be an American, but shows where his heart is by retaining his German cognomen, the so-called "conscientious objector" and the pro-German are carrying on their insidious, deadly drive in the city streets, the ranchhouse, in the Pullmans on the crack trains, the smokers of the slow accommodations. They are whispering their treachery in the big jobber's office and around the cast-iron stove of the general merchandise store at the Corners. They are striving to break down our spirit, our morale, to drug us into false security, poisoning us with their lying tales about the noble work of the Red Cross, casting suspicion on the Government, befogging our minds by suggestions that the war was made for profit in Wall Street rather than by the choice of millions of free Americans. Everywhere they are carrying on the foul work of burning our granaries, dynamiting our munition plants, caring nothing for the lives they destroy. Yes, they and their women, too, are even pouring poison and ground glass into the very dressings and bandages that will bind up the wounds of your chum, your brother, your son, who is offering his life for you and for me Over There.

These are not fairy tales, men, they are only too terribly true.

The damage that has been done is great. It would have been greater if our Secret Service men had not been so thoroughly on the job. But it's too big a job for them to handle alone. How you fellows who go around the country all the time can help them!

If every last man of you in the traveling brotherhood would only pledge himself to watch every hour of the day for whispers of plots—and you will hear them if you keep your eyes and ears open—and report them to the proper authorities, you would strike as glorious a blow for your flag and country and homes as the boys in the trenches.—McClure's Magazine.

Bottom Facts From Booming Boyne City.

Boyne City, April 30—Nothing spectacular this week. Everybody is too busy to make any news. We have only one thing to brag about. The Liberty Loan was far oversubscribed without any special solicitation.

E. M. Ackerman, Secretary of the Chamber of Commerce and also Publicity Chairman of the Charlevoix County War Board, is in Grand Rapids this week, absorbing pep for the coming Red Cross drive. It has gradually worked out that if anything is to be successfully put over, the Boyne City Chamber of Commerce is the medium which gets results.

L. H. White, of the B. C., G. & A., says that they have three crews at work on the completion of the road into Alpena and that service will be started soon. It is to be hoped that

the long-desired object will not fail of materialization.

E. J. ("Johnny") Oleson is making his Overland agency the one object of his existence. If anyone can sell them, he can, and he does not seem to have any serious trouble in making people believe that it is "the only."

There is a good prospect of the establishment of a concrete silo factory here in the immediate future, which will add to the city's growing income. Manufacturers are beginning to realize that Boyne City holds an attractive place as a distributing point through its rail and water facilities.

A. Albright, our new park commissioner, is making our parks and streets look like a real city. Our city dads made no mistake in his appointment.

Boyne City is the proud possessor of an auto fire truck. One of our local papers says that it made a mile run in fifty-nine minutes. We don't know, because we have no stop watch, but we were under the impression that it was nearer fifty-nine seconds. Anyway the only objection there was on the Council to its acceptance was by Alderman Jerome Cole. He says it runs too fast. On the trial run, he stepped off when it was running under check. He is not as pretty as he was, but he knows more about the relative speed of a hundred horse power machine and a "tin lizzie."

Maxy.

Late News of Interest to Travelers.

C. E. Westcott, for a number of years copper and iron country representative for Hibbard, Spencer, Bartlett & Co., Chicago, has resigned his position with that house to become the Upper Peninsula salesman for the Farwell-Ozum-Kirk Co. of St. Paul. He assumes his duties with his new concern May 1. Archie McRae, now with the Portage Lake Hardware Co., will succeed Mr. Westcott with the Chicago house.

Rapid City is now very proud of its new hotel, Mr. and Mrs. J. P. Hagerman having opened up the Rapid City House and the improvement in appearance and service is appreciated by all who have had occasion to stop there.

George Pascoe will assume the management of the Michigan Hotel, at Calumet, May 1. Mr. Pascoe is very well known to the traveling public, and has a large circle of friends who wish him well in his new venture.

William Cooper succeeds Hepburn & Griffin as landlord of the Phenix Hotel, at Charlotte, to-day. Mr. Cooper hails from Grand Rapids.

Always Full of Meat.

Petoskey, April 30—The Michigan Tradesman is always full of meat for a merchant, but that article entitled, Should a Grocer Have More Profit? on page 12 of last week's edition expresses the exact conditions of to-day in a remarkably forcible manner. I do not believe in a 10 per cent. increase, as it is not called for, but a 3 or 4 per cent. increase is a necessity if we keep good men and ample capital in the business.

John A. Lake.

The Red Line, Inc., has been organized to deal in automobile accessories and do auto decorating and painting, with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

How England Handles Sugar For Canning.

Washington, April 30—This season of the year suggests summer fruits, canning, preserving and the sugar supply. Three pounds per person per month, the voluntary ration, permits little margin for preserving and careful householders are asking, "Will there be more?" The United States Food Administration answers that it is endeavoring to supplement this allotment and provide ample sugar for the home canning season.

Provident housekeepers, however, can co-operate with this plan by saving from their present supplies for the time when they begin to put up summer fruits for winter use.

On account of the shortage of ships the January and February sugar receipts in this country were far below those of the corresponding months of last year. Our sugar supplies are further limited by the fact that America and the Allies draw on the same source for sugar, and that source is principally Cuba. So even with an improvement in shipping facilities housekeepers cannot get the pre-war supply of sugar.

America's problem is simple compared with that of England, whose people are almost to the point of counting the grains. Such is the shortage of food there that householders must see to it that every ounce of sugar counts and every piece of fruit is saved. Last January the British Food Controller advised saving as much sugar as possible for jam making out of the meager individual ration of eight ounces a week. The women were assured that such savings would not constitute hoarding. People with orchards and fruit-gardens had been asking whether they would receive extra sugar for preserving. At first the chairman of the Royal Commission on the Sugar Supply took the position that it was not considered fair to the town population that extra sugar for jam for home consumption should be allotted to people living in the country just because they were fortunate enough to have the fruit. In February, however, he sent out more encouraging news and in the Parliamentary debate of March 21, Lord Rhondda stated that it would be possible during the coming fruit season to distribute 10,000 tons of sugar to private fruit growers for putting up their own fruit.

Just as the ration card deals with king and workman alike, so this extra supply of sugar will be distributed with a democratic fairness, inspired by that spirit of sharing which has come to England out of common danger and suffering. Those who receive extra sugar for jam making must guarantee not to use it for any other purpose. They will be credited with one and three-quarters pounds of jam for every pound of sugar supplied, and will be expected to reduce their purchases of jam to that extent so as to leave for city dwellers the commercial jams and marmalades.

The actual amount of sugar each anxious housekeeper receives will depend on the quantity of raspberries, strawberries and plums that grow in her well kept English garden. However, the local food controller will not allot more than ten pounds of sugar for each member of the family unless the jam maker will guarantee to sell her jam back to him for the benefit of the jamless public. In this case the Food Committee will pay her a price for her jam based on quality, but not above current wholesale price.

This careful looking after jam pots and preserving kettles is to make up somewhat for the shortage of butter. Butter has virtually disappeared from the English grocery store and home produced and imported margarine has taken its place. When we remember that the weekly individual ration of butter or margarine is only four

ounces, we understand the even-handed distribution of sugar for jam. In view of this shortage of butter and the demands of the army and navy, England has found it necessary to supply the manufacturers of jam with sugar to maintain their maximum output.

England's 1918 jam belongs to the nation pantry and not merely to the shelf of prideful housekeepers. The Food Controller means to make no slip on jam. Each pound of sugar allotted is to produce its quota of jam and surplus fruit will be carefully stored for more jam whenever sugar is available.

England has worked out a method of pulping and preserving fruit that ensures its keeping for two years. Additional pulping stations have been established in the fruit-growing districts to take care of this season's surplus. Through these means and the control of transportation and the distribution of fruit to markets the Food Controller counts on getting the fullest use of this year's fruit crop for the benefit of all the people.

Herbert Hoover.

J. E. Linihan, who has had a wide experience as a manufacturer of food products through his connection with Egg-o-See, Washington Flakes and Alart & McQuire Co., has organized a new company, with headquarters at Buffalo, to be known as the Lin-Del Company, Inc. Mr. Linihan is President of the corporation and Paul Delaney, of Brockton, N. Y., is Vice-President. The company has already acquired the fruit and vegetable canneries at Middleport, N. Y., and has other purchases under option and in prospect. The plan is to locate plants in different sections of the country, so if there is a short production in one section, it will be sure to secure a supply in some other section.

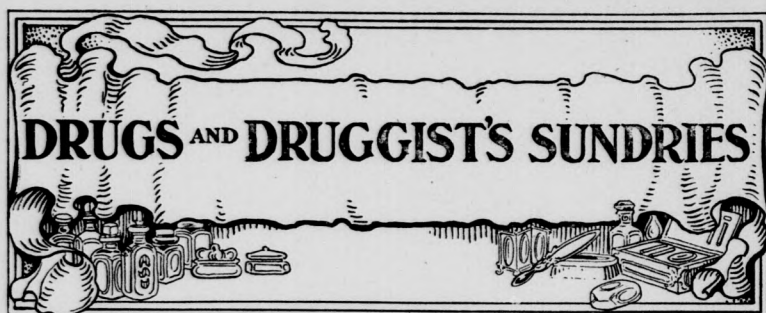
Adrian Oole, of the National Grocer Co., Traverse City, was summoned to Grand Rapids yesterday to attend the funeral of his sister, Mrs. John Hodde, who died at the family residence, 843 Courtney street, last Saturday as the result of pneumonia. The funeral was held at the Seventh Reformed church, of which the deceased was a member. Interment was in Greenwood cemetery. Deceased left a husband and three children to mourn her loss.

Guy W. Rouse, President of the Worden Grocer Company, went to Mt. Clemens Monday, where he will remain a week or ten days, taking the baths and recovering from the recent attack of grippe which kept him confined in bed for several days and nearly led to a siege of pneumonia.

The American Phonograph Co. has been organized to manufacture and deal in phonographs and other musical instruments, with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed, \$600 paid in in cash and \$3,900 in property.

Joseph P. Lynch has concluded a ten day special sale for the Olson Shoe Store, Cadillac, during which time the aggregate sales were \$4,695.

Owosso—The C. A. Connor Ice Cream Co. has increased its capital stock from \$27,100 to \$127,100.



Michigan Board of Pharmacy.
 President—Leonard A. Seltzer, Detroit.
 Secretary—Edwin T. Boden, Bay City.
 Treasurer—George F. Snyder, Detroit.
 Other Members—Herbert H. Hoffman, Sandusky; Charles S. Koon, Muskegon.

Michigan State Pharmaceutical Association.
 President—P. A. Snowman, Lapeer.
 Secretary—F. J. Wheaton, Jackson.
 Treasurer—E. E. Faulkner, Delton.
 Next Annual Meeting—Detroit, June 25, 26 and 27, 1918.

Michigan Pharmaceutical Travelers' Association.
 President—W. F. Griffith, Howell.
 Secretary and Treasurer—Walter S. Lawton, Grand Rapids.

Pushing a Special Drink.

In marketing special drinks or fountain novelties a good deal of well-meant effort goes to waste. A syrup salesman was hovering around a fountain, waiting for the proprietor to appear, and he occupied himself by looking over the bill of fare. He saw one placard reading

Frozen Delight, 20 Cents.

The dispensers were fairly busy dishing out sundaes and drawing fizz, but there didn't seem to be any demand for "Frozen Delight." The salesman was disappointed, too, for he was mildly curious to know what this combination might be. The proprietor, emerging from behind the prescription case, was questioned on this subject, and he immediately launched into a long complaint about the futility of trying to give the public something a trifle out of the ordinary. The salesman suggested that in naming a specialty it would be wise to pick out a name that might afford some information as to the nature of the compound.

"What is this 'Frozen Delight?'" he asked. "The average customer might want to know something about it before investing 20 cents."

There is the whole thing in a nutshell. "Frozen Delight" suggests nothing except that something frozen is on sale. The proprietor ordered up one of these delicacies for the salesman's benefit, and it proved to be a split banana on which was superimposed a ladle of ice cream, with two cherries, and a dash of red syrup over all. The thing looked well and tasted good, but it was misnamed. The salesman suggested that "Sliced Banana Sundae" would be a better title. "Sliced Banana" tells its own story, a sundae naturally calls for ice cream, and there you have a pretty fair idea of what you are going to get for your money. Some people do not like bananas and never eat them. They positively disagree with some individuals. To one of these a "Frozen Delight" composed of bananas would hardly be a delight. If you want to build trade, it is just as well to avoid such possibilities, which

you can do by giving a novelty a name indicative of its character. There's no accounting for tastes. Most people like milk drinks, but some do not. We know people who claim that milk makes them bilious. The writer used to think this belief largely imaginary, but a careful investigation proved it to be a fact. So it will only lead to trouble when a milk drink, under a fancy name, is ordered by a person who cannot drink milk.

William S. Adkins.

The High Cost of Ignorance.

The neglect of many druggists to keep thoroughly informed on up-to-the-minute prices of drugs enabled speculators to reap a fine profit at the cost of these druggists. They have been buying up drugs at the old before-the-war prices and selling them, at a tremendous profit, at current prices. One of these speculators says that of all the clerks in 160 pharmacies that he called upon, only one clerk knew the current price of the drugs he was selling.

Druggists who are filing prescriptions at less than the present cost of the ingredients will get a rude awakening when they order more drugs. A wholesale druggist reports that a druggist ordered a pound of benzoic acid, expecting to get it at the old price. When the current figure was given to him he reduced the order to one ounce. Another druggist sold potassium permanganate to a customer in pound quantities at less than the chemical costs to-day by the ounce.

The most dangerous of all poisons are the toxins of infectious disease the next most dangerous are the toxins of fatigue. Work, whether of muscles or nerves, produces waste products, "ashes" which are poisonous, the so-called fatigue toxins. When these toxins have piled up in our blood to a certain pitch we feel tired, so that fatigue is a form of self-poisoning. When we quit work or sleep or take food these poisons are neutralized or burnt up in the system or washed and breathed out of it.

Getting Even.

The druggist danced and chortled until the bottles danced on the shelves. "What's up?" asked the soda clerk. "Have you been taking something?" "No. But do you remember when our water pipes were frozen last winter?"

"Yes, but what—"

"Well, the plumber who fixed them has just come in to have a prescription filled."

Thirty-Nine New Certificates Issued.

Bay City, April 30—The Board of Pharmacy will hold a meeting for the examination of candidates for registration at the Hotel Tuller, Detroit, Tuesday, Wednesday, and Thursday, June 18, 19, 20, 1918, commencing at 9 o'clock, a. m., of the 18th. All candidates must be present at this hour.

Candidates must file their applications with the Secretary at least one week before the examination and must furnish affidavits showing that they have had the practical experience required, and furnish satisfactory evidence to the Board that they have completed work in the public schools equivalent to tenth grade. (See section 10)

Applications for examination and blank forms of affidavits for practical or college experience may be obtained from the Secretary.

Fee for Registered Pharmacist, \$5; fee for Registered Druggist, \$3. Fee for re-examination: Registered Pharmacist, \$3; Registered Druggist, \$2.

At the meeting held at Grand Rapids in March the following were granted certificates:

Registered Pharmacists.

H. Christofferson.
 D. B. Coon.
 G. G. Everard.
 G. Gunvordahl.
 G. H. Janson.
 B. E. Loveland.
 C. W. O'Brien.
 J. F. Porteous.
 F. R. Pratt.
 E. I. Ralya.
 F. H. Wilkins.
 J. H. Ball.
 A. A. Dutmers.
 P. E. Gibson.
 W. W. Hall.
 E. Klumpp.
 E. Love.
 H. L. Monroe.
 A. E. Perry.
 E. W. Stapleton.
 R. L. Wade.

Registered Druggists.

D. A. Ashworth.
 G. Buter.
 C. M. Dell.
 J. D. Cota.
 H. DeVris.
 P. H. Faulkner.
 M. C. Hover.
 W. H. Hoffman.
 W. W. Hale.
 A. G. Highfield.
 G. E. Duffy.
 F. H. Kopp.
 L. T. Lyon.
 H. D. McNamara.
 Esther Merten.
 H. Nordling.
 E. Van Duren.
 R. Kinnear.

E. T. Boden, Sec'y.

Status of the Drug Market.

Quinine is somewhat more active among second hands owing to the prohibition by Holland of exports of

cinchona bark and quinine salts from the Dutch East Indies. The market remains firm with sales reported at \$1 per ounce.

Opium has been quiet of late and with supplies increasing the market is easy. No changes are reported in quotations, but the tendency of prices seems to some to be downward.

Cassia buds are stronger owing to scarcity and prices have advanced to 25@26c per pound.

Licorice extract, is stronger. Supplies are very light, while there has been a good enquiry of late. Prices have been advanced to 75@85c per pound, according to variety and seller.

Higher prices are demanded for Japan wax owing to a further diminution in supplies.

A somewhat larger enquiry is noted for cinchona bark and the market is firm.

Cassia oil is stronger, higher prices being demanded for all grades, owing to a diminution in stocks and reported difficulty in securing supplies abroad.

Gum sandarac is scarce and higher prices are requested for the limited supplies available. Stocks of Cape aloes continue to diminish, and the market is firmer.

St. Vincent arrowroot continues firm, with a good enquiry reported.

Higher prices are demanded for Russian blue poppy seed, owing to the smallness of supplies.

Cream of tartar is firm, with a fairly active demand noted in second hands.

Fiegle's

Chocolates

Package Goods of
 Paramount Quality
 and
 Artistic Design

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

Boomlets From Bay City.

Bay City, April 30—Last week was convention week in Bay City. The annual State conventions of B. P. O. E. and the Loyal Order of Moose were held here and the attendance was large in both cases. Governor Sleeper became a member of Bay City Lodge, No. 88, B. P. O. E. Thursday evening.

Walter Jones, who has represented John Carroll, commission merchant, this city, for several years, has resigned and will move to Alpena to enter the employ of Holmes & Son, wholesale grocers, as city salesman.

The Johnson Grocery Co., Otter Lake, has opened an up-to-date grocery and meat market, succeeding Tara Bros.

Crawford & Laing, general merchants, Otisville, have bought the stock of general merchandise of Laing & Misner and will conduct both stores.

John Folsom, general merchant, Columbiaville, has closed out his stock and is now manager of the Columbiaville Mercantile Co.'s store.

H. E. Thompson, Emery Junction, has sold his stock of general merchandise to Danin & McLean, who have moved it to Whittemore, where they have been engaged in the mercantile business for several years and have a well-established business.

J. A. Soehner, who has conducted a shoe store for several years at Elkton, has closed out his stock and is now engaged in farming.

Oscar Fleischer, general merchant, has moved his stock from Peck to Elkton.

A. & J. Gingrich, shoes and harness, Bad Axe, will dissolve partnership about June 1. J. Gingrich will continue the business and A. Gingrich will soon be a scientific farmer.

A large hotel is being erected at Bay Port on the site of the one destroyed by fire last winter.

W. J. Brown, general merchant, Pigeon, is closing out his shoe stock.

Tom Oliver, Saginaw, who has represented Lee & Cady in Michigan territory for sixteen years, has signed a contract with the Hemmeter Cigar Co., Detroit.

The Kinde Hardware Co. is erecting a large addition to be used as a garage and automobile accessories department.

The Point Au Pines Hotel, Port Austin, which was closed during the winter, will be re-opened about June 1.

E. U. Lewis & Co., Port Austin, have closed out their stock of clothing and shoes.

J. Rezek, Port Austin, who sold his stock of general merchandise to L. Yaroch last winter, has opened a grocery store in the building formerly occupied by E. U. Lewis & Co.

J. H. Belknap.

GOD AND GOTT.

Who soothes the sighs of sorrow
And heals the hurts of pain?
Who gives us for the morrow
The songs we sing again?
Who taught us love for others?
Who guards us as we roam?
Who links our hands as brothers
And sanctifies the home?

Who girds our souls with sureness
That we may cast out fear?
Who blesses woman's pureness
And bids us hold it dear?
Oh, whispered in our praying
From cradle to the sod
Our name—our faith displaying—
The hallowed name of God!

Who teaches' torture's terror
And laughs at lies and loot?
Who holds no faith is fairer
Than one to shame a brute?
To whom are women shrieking
And sobs of children maimed
As sweet as some one speaking
Of those both loved and famed?

Who spurns the ill and lowly
That falter at his gate?
Who holds supremely holy
The hoarsest curse or hate?
Oh, bestial, hellish being—
On God's great name a blot!
Unthinking and unseeing,
The Germans call it Gott!

Wilbur D. Nesbit.

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

WHOLESALE DRUG PRICE CURRENT

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

Acids		Cubebs	9 00@9 25	Capsicum	@2 15	
Boric (Powd.) ..	18@ 25	Eigeron	2 75@3 00	Cardamon	@2 10	
Boric (Xtal)	18@ 25	Eucalyptus	1 25@1 35	Cardamon, Comp.	@1 60	
Carbolic	78@ 81	Hemlock, pure ..	1 75@2 00	Catechu	@1 60	
Citric	1 10@1 15	Juniper Berries ..	20 00@20 20	Cinchona	@2 35	
Muriatic	3 1/2@ 5	Juniper Wood ..	2 75@3 00	Colchicum	@2 40	
Nitric	10 1/2@15	Lard, extra	2 10@2 20	Cubebs	@2 35	
Oxalic	60@ 70	Lard, No. 1	1 85@1 95	Digitals	@1 90	
Sulphuric	3 1/2@ 5	Lavender Flow. ..	7 00@7 25	Gentian	@1 60	
Tartaric	1 05@1 10	Lavender, Gar'n ..	1 25@1 40	Ginger	@2 50	
Ammonia		Linseed	2 00@2 25	Guaiac	@1 90	
Water, 26 deg.	12@ 20	Linseed, boiled bbl.	@1 62	Guaiac, Ammon.	@1 80	
Water, 18 deg.	10 1/2@ 18	Linseed, bld. less 1	72@1 77	Iodine	@1 80	
Water, 14 deg.	9 1/2@ 17	Linseed, raw, bbl.	@1 61	Iodine, Colorless	@1 75	
Carbonate	16 @ 20	Linseed, rw. less 1	71@1 76	Iron, clo.	@1 60	
Chloride	55 @ 60	Mustard, true, oz.	@2 25	Kino	@1 65	
Balsams		Mustard, artifil. oz.	@2 00	Myrrh	@2 50	
Copaiba	1 40@1 65	Neatsfoot	1 80@1 95	Nux Vomica	@1 75	
Fir (Canada) ..	1 25@1 50	Olive, pure	5 00@6 00	Opium	@9 50	
Fir (Oregon)	40@ 50	Olive, Malaga, yellow	3 75@4 00	Opium, Camph.	@1 80	
Peru	5 25@5 50	Olive, Malaga, green	3 75@4 00	Opium, Deodora'd	@9 50	
Tolu	1 75@2 00	Orange, Sweet ..	4 25@4 50	Rhubarb	@1 65	
Barks		Origanum, pure ..	@2 50	Paints		
Cassia (ordinary) ..	25@ 30	Origanum, com'l ..	@7 75	Lead, red dry ..	11 1/2@12 1/4	
Cassia (Saigon) ..	30@1 00	Pennyroyal	2 25@2 50	Lead, white dry ..	11 1/2@12	
Elm (powd. 35c) ..	30@ 35	Peppermint	4 25@4 50	Lead, white oil ..	11 1/2@12	
Sassafras (pow. 35c)	@ 30	Rose, pure	30 00@32 00	Ochre, yellow bbl.	@ 1 1/4	
Soap Cut (powd.) ..	23@ 25	Rosemary Flows ..	1 50@1 75	Ochre, yellow less 2	@ 5	
35c		Sandalwood, E.	17 50@17 75	Putty	3 1/4@ 6	
Berries		L.	17 50@17 75	Red Venet'n bbl.	1 1/4@ 5	
Cubeb	1 60@1 70	Sassafras, true ..	2 50@2 75	Red Venet'n less 2	@ 5	
Fish	30@ 35	Sassafras, artifil ..	65@ 85	Vermillion, Amer.	25@ 30	
Juniper	9@ 15	Spearmint	4 75@5 00	Whiting, bbl.	@ 3	
Prickley Ash	@ 30	Sperm	2 70@2 80	Whiting, yellow ..	3 1/4@ 6	
Extracts		Tansy	4 25@4 50	L. H. P. Frepd. 2	40@2 75	
Licorice	60@ 65	Tar, USP	45@ 60	Miscellaneous		
Licorice powdered	95@1 00	Turpentine, bbls. ..	@ 48	Acetanald	1 10@1 20	
Flowers		Turpentine, less ..	53@ 58	Alum	12@ 15	
Arnica	1 50@1 75	Wintergreen, tr. 5	50@5 75	Alum, powdered and		
Chamomile (Ger.) ..	75@1 00	Wintergreen, sweet	4 00@4 25	ground	14@ 17	
Chamomile Rom.	1 75@2 00	birch	4 00@4 25	Bismuth, Subnitrate	4 00@4 10	
Gums		Wintergreen art 1	25@1 50	Borax xtal or		
Acacia, 1st	75@ 80	Wormseed	12 00@12 25	powdered	10@ 15	
Acacia, 2nd	65@ 75	Wormwood	6 00@6 25	Cantharades po 2	00@6 50	
Acacia, Sorts	40@ 50	Potassium		Calomel	2 56@2 60	
Acacia, powdered ..	60@ 70	Bicarbonate	1 90@2 00	Capsicum	35@ 40	
Aloes (Barb. Pow) ..	30@ 40	Bichromate	60@ 70	Carmine	6 50@7 00	
Aloes (Cape Pow) ..	25@ 30	Bromide	1 80@2 10	Cassia Buds	@ 40	
Aloes (Soc. Pow. 80)	@ 75	Carbonate	1 85@2 00	Cloves	77@ 85	
Asafoetida,	@ 25	Chlorate, gran'r ..	95@1 00	Chalk Prepared ..	12@ 15	
Asafoetida, Powd. ..	@ 2 50	Chlorate, xtal or	70@ 75	Chalk Precipitated	10@ 15	
Pure	@ 2 50	Cyanide	70@ 90	Chloroform	90@ 97	
Camphor	1 35@1 40	Iodide	4 59@4 66	Chloral Hydrate 1	92@2 12	
Guaiac	@ 75	Permanaganate ..	5 50@5 60	Cocaine	11 75@12 30	
Guaiac, powdered ..	@ 80	Prussiate, yellow ..	@1 75	Cocoa Butter	50@ 60	
Kino	70@ 75	Prussiate, red ..	3 75@4 00	Corks, list, less 55%		
Kino, powdered ..	75@ 80	Sulphate	@ 90	Copperas, bbls.	@ 3	
Myrrh	@ 65	Roots		Copperas, less ..	3 1/4@ 8	
Myrrh, powdered ..	@ 70	Alkanet	3 25@3 50	Copperas, powd.	@ 40	
Opium	33 00@33 50	Blood, powdered ..	30@ 35	Corrosive Sublim.	2 30@2 40	
Opium, powd.	36 00@36 50	Calamus	50@3 50	Cream Tartar	72@ 76	
Opium, gran.	36 00@36 50	Elecampane, pwd. ..	15@ 20	Cuttlebone	75@ 80	
Shellac	75@ 85	Gentian, powd.	25@ 30	Dextrine	10@ 15	
Shellac, Bleached ..	85@ 90	Ginger, African, ..	25@ 30	Dover's Powder 5	75@6 00	
Tragacanth	2 50@3 00	powdered	22@ 30	Emery, All Nos. ..	10@ 15	
Tragacanth powder ..	2 50	Ginger, Jamaica ..	30@ 35	Emery, Powdered ..	8@ 10	
Turpentine	15@ 20	ginger, Jamaica, ..	30@ 35	Epsom Salts, bbls. ..	@ 4 1/2	
Insecticides		powdered	22@ 30	Epsom Salts, less 5	@ 3	
Arsenic	20@ 30	Goldenseal pow. 8	00@8 29	Ergot	1 25@1 50	
Blue Vitriol, bbl.	@11 1/2	Ipecac, powd.	4 00@4 25	Ergot, powdered 2	75@3 00	
Blue Vitriol, less 12 1/4	@ 20	Licorice	35@ 40	Flake White	15@ 20	
Bordeaux Mix Dry 20	@ 25	Licorice, powd.	30@ 40	Formaldehyde, lb.	23@ 30	
Hellebore, White ..	38@ 45	Orris, powdered ..	35@ 40	Gelatin	1 75@1 90	
powdered	38@ 45	Poke, powdered ..	20@ 25	Glassware, full ca.	58%	
Insect Powder	40@ 60	Rhubarb	75@1 25	Glassware, less 50%		
Lead, Arsenate Po 34	@ 44	Rhubarb, powd.	75@1 25	Glauber Salts, bbl.	@ 2 1/2	
Lime and Sulphur ..	20@ 35	Rosinweed, powd. ..	25@ 30	Glauber Salts, less 3 1/2	@ 7	
Solution, gal.	@20 35	Sarsaparilla, Hond.	75@ 80	Glue, Brown	25@ 35	
Paris Green	48 1/2@54 1/2	ground	1 00@1 10	Glue, Brown Grd.	25@ 35	
Ice Cream		Sarsaparilla Mexican,		Glue, White	30@ 35	
Piper Ice Cream Co.,		ground	1 00@1 10	Glue, White Grd.	30@ 35	
Kalamazoo		Squills	35@ 40	Glycerine	75@ 95	
Bulk Vanilla	95	Squills, powdered ..	45@ 65	Hops	60@ 75	
Bulk Special Flavored	1 00	Tumeric, powd.	20@ 25	Iodine	5 60@5 90	
Brick, Plain	1 20	Valerian, powd.	@1 90	Iodoform	6 59@6 74	
Brick, Fancy	1 60	Seeds		Lead, Acetate	21@ 25	
Leaves		Anise	42@ 45	Lycopodium	2 25@2 50	
Buchu	1 85@2 00	Anise, powdered ..	47@ 50	Mace	85@ 90	
Buchu, powdr'd ..	2 00@2 10	Bird, is	13@ 19	Mace, powdered ..	85@1 00	
Sage, bulk	67@ 70	Canary	15@ 20	Menthol	4 25@4 50	
Sage, 1/4 loose ..	72@ 78	Caraway	85@ 90	Morphine	16 60@17 00	
Sage, powdered ..	55@ 60	Cardamon	1 90@2 00	Nux Vomica	2 1/2@ 30	
Senna, Alex.	1 40@1 50	Celery (Powd. 60)	48@ 55	Nux Vomica, pow. ..	@ 20	
Senna, Tinn.	40@ 45	Coriander	38@ 45	Pepper, black pow.	35@ 40	
Senna, Tinn. pow. 50	@ 65	Dill	30@ 35	Pepper, white	@ 45	
Uva Ural	18@ 20	Fennel	90@1 00	Pitch, Burgundy ..	@ 15	
Oils		Flax	10@ 14	Quassia	12@ 15	
Almonds, Bitter, true	15 00@16 00	Flax, ground	10@ 14	Quinine	1 00@1 05	
Almonds, Bitter, artifical	7 00@7 20	Foenugreek pow. ..	19@ 25	Rochelle Salts ..	50@ 55	
Almonds, Sweet, true	1 35@1 60	Hemp	8 1/2@ 12	Saccharine, oz.	@1 75	
Almonds, Sweet, imitation	65@ 75	Lobelia	40@ 50	Salt Peter	36@ 45	
Amber, crude	2 00@2 25	Mustard, yellow ..	25@ 30	Seidlitz Mixture ..	43@ 50	
Amber, rectified ..	2 50@2 75	Mustard, black ..	25@ 30	Soap, green	20@ 30	
Anise	2 00@2 25	Mustard, powd.	28@ 35	Soap mott castile 2 1/4	@ 25	
Bergamont	3 00@3 25	Poppy	@1 00	Soap, white castile	@27 00	
Cajeput	1 25@1 60	Quince	1 40@1 50	case		
Cassia	3 50@3 75	Rape	15@ 20	Soap, white castile	less, per bar ..	@2 75
Castor	3 40@3 56	Sabadilla	@ 35	Soda Ash	4 1/2@ 10	
Cedar Leaf	1 75@2 00	Sabadilla, powd.	35@ 45	Soda Bicarbonate 3 1/4	@ 7	
Citronella	1 00@1 25	Sunflower	8 1/2@ 12	Soda, Sal	30@ 5	
Cloves	4 50@4 75	Worm American ..	@ 25	Spirits Camphor ..	@1 25	
Cocanut	40@ 50	Worm Levant	1 00@1 10	Sulphur, roll	4 1/2@ 10	
Cod Liver	5 35@5 50	Tinctures		Sulphur, Subl.	50@ 10	
Cotton Seed	2 00@2 10	Aconite	@1 65	Tamarinds	15@ 20	
Croton	2 00@2 25	Aloes	@1 35	Tartar Emetic	@ 90	
		Arnica	@3 15	Turpentine, Ven.	50@1 75	
		Asafoetida	@4 40	Vanilla Ex. pure 1	50@2 00	
		Belladonna	@2 85	Witch Hazel	1 35@1 75	
		Benzoin	@2 50	Zinc Sulphate	10@ 15	
		Benzoin Compo'd ..	@3 40			
		Buchu	@3 40			
		Cantharades	@3 90			

GROCERY PRICE CURRENT

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

ADVANCED		DECLINED	
Canned Peas Raisins Mazola Rolled Oats Jiffy Jell			
AMMONIA Arctic Brand 12 oz. 16c, 2 doz. box 2 70 16 oz. 25c, 1 doz. box 1 75 32 oz., 40c, 1 doz. box 2 85		Clams Little Neck, 1 lb. 1 60 Clam Bouillon Burnham's 1/2 pt. 2 25 Burnham's pts. 3 75 Burnham's qts. 7 50	
AXLE GREASE Diamond, 1 lb., 4 dz., dz. 55 Mica, 1 lb., 4 dz., dz. 95 Mica, 3 lb., 2 dz., dz. 2 50 Mica, 25 lb. pail 1 40		CHEWING GUM Adams Black Jack 65 Adams Sappota 70 Beeman's Pepsin 65 Beechnut 70 Doublemint 67 Flag Spruce 65 Hershey Gum 60 Juicy Fruit 67 Sterling Gum Pep. 65 Spearment, Wrigleys 67 Spearment, 6 box jars 8 85 Yucatan 65 Zeno 65 O. K. Gum 70 Wrigleys (5 box asstd.) 65	
BAKED BEANS No. 1, per doz. 1 35 No. 2, per doz. 2 25 No. 3, per doz. 3 60		CONDENSED MILK Carnation, Tall 5 50 Carnation, Baby 4 85 Hebe, Tall 5 00 Hebe, Baby 4 90 Pet, Tall 5 50 Pet, Baby 5 60 Van Camp, Tall 5 50 Van Camp, Baby 5 60	
BATH BRICK English 95		CONFECIONERY Stick Candy Pails Horehound 18 Standard 18 Cases Jumbo 19 Big Stick 19 Mixed Candy Pails Broken 18 Cut Loaf 19 French Cream 20 Grocers 13 Kindergarten 20 Leader 18 Monarch 16 Novelty 19 Paris Creams 22 Premio Creams 24 Royal 17 Special 17 X L O 16	
BLUING Jennings Condensed Pearl Bluing Small, 3 doz. box 2 25 Large, 2 doz. box 2 60		COCOA Baker's 39 Bunte, 10c size 88 Bunte, 1/2 lb. 2 20 Bunte, 1 lb. 4 00 Cleveland 41 Colonial, 1/4s 35 Colonial, 1/2s 32 Epps 42 Hershey's 1/2s 32 Hershey's 1/4s 30 Huyler 36 Lowney, 1/4s 37 Lowney, 1/2s 37 Lowney, 1 lb. cans 37 Van Houten, 1/4s 12 Van Houten, 1/2s 18 Van Houten, 1s 36 Wan-Eta 36 Webb 33 Wilbur, 1/2s 33 Wilbur, 1/4s 32	
BREAKFAST FOODS Bear Food, Pettijohns 2 85 Cracked Wheat, 24-2 4 60 Cream of Wheat 7 50 Quaker Puffed Rice 4 30 Quaker Puffed Wheat 4 30 Quaker Brkfst Biscuit 1 90 Quaker Corn Flakes 2 90 Washington Crisps 3 40 Wheatena 5 40 Grape Nuts 2 85 Sugar Corn Flakes 3 25 Holland Rusk 4 80 Krinkle Corn Flakes 2 80 Maple-Flake, Whole Wheat 4 05 Minn. Wheat Food 6 50 Ralston Wheat Food Large, 18s 2 90 Ralston Wht Food 18s 1 95 Ross's Whole Wheat Biscuit 4 50 Saxon Wheat Food 4 50 Shred Wheat Biscuit 4 25 Triscuit, 18 2 25 Pillsbury's Best Cerl 2 50 Post Toasties, T-2 4 10 Post Toasties, T-3 4 10 Post Tavern Porridge 2 80		CLOTHES LINE No. 40 Twisted Cotton 1 80 No. 50 Twisted Cotton 2 10 No. 60 Twisted Cotton 2 75 No. 80 Twisted Cotton 2 90 No. 50 Braided Cotton 2 25 No. 60 Braided Cotton 2 60 No. 80 Braided Cotton 3 10 No. 50 Sash Cord 3 50 No. 60 Sash Cord 3 50 No. 60 Jute 1 45 No. 72 Jute 1 60 No. 60 Sisal 1 60	
BROOMS Fancy Parlor, 25 lb. 9 50 Parlor, 5 String, 25 lb. 8 75 Standard Parlor, 23 lb. 8 50 Common, 23 lb. 8 00 Special, 23 lb. 7 75 Warehouse, 23 lb. 10 50		COCONUT Dunham's per lb. 1/4s, 5 lb. case 32 1/4s, 5 lb. case 31 1/4s, 15 lb. case 31 1/4s, 15 lb. case 30 1s, 15 lb. case 29 1/4s & 1/2s, 15 lb. case 30 5 and 10c pails 4 25 Bulk, pails 24 1/2 Bulk, barrels 25 Baker's Brazil Shredded 70 7c pkgs., per case 4 20 36 14c pkgs., per case 4 20 16 14c and 33 7c pkgs., per case 4 00 Bakers Canned, doz. 1 10	
BRUSHES Scrub Solid Back, 8 in. 1 00 Solid Back, 11 in. 1 25 Pointed Ends 1 00		COFFEES ROASTED Rio Common 19 Fair 19 1/2 Choice 20 Fancy 21 Peaberry 23 Santos Common 20 Fair 20 1/2 Choice 21 Fancy 23 Peaberry 23 Maracaibo Fair 24 Choice 25 Mexican Choice 25 Fancy 26 Guatemala Fair 26 Fancy 28 Cal. No. 1 S. S. 24	
BUTTER COLOR Dandelion, 25c size .. 2 00		COCONUT Dunham's per lb. 1/4s, 5 lb. case 32 1/4s, 5 lb. case 31 1/4s, 15 lb. case 31 1/4s, 15 lb. case 30 1s, 15 lb. case 29 1/4s & 1/2s, 15 lb. case 30 5 and 10c pails 4 25 Bulk, pails 24 1/2 Bulk, barrels 25 Baker's Brazil Shredded 70 7c pkgs., per case 4 20 36 14c pkgs., per case 4 20 16 14c and 33 7c pkgs., per case 4 00 Bakers Canned, doz. 1 10	
CANDLES Paraffine, 6s 12 1/2 Paraffine, 12s 13 1/2 Wicking 65		COFFEE CANNED Common 19 Fair 19 1/2 Choice 20 Fancy 21 Peaberry 23 Santos Common 20 Fair 20 1/2 Choice 21 Fancy 23 Peaberry 23 Maracaibo Fair 24 Choice 25 Mexican Choice 25 Fancy 26 Guatemala Fair 26 Fancy 28 Cal. No. 1 S. S. 24	
CANNED GOODS Apples 3 lb. Standards .. @1 60 No. 10 @4 75 Blackberries 2 lb. @2 25 Standard No. 10 .. @9 50 Beans Baked 1 25 @2 25 Red Kidney 1 25 @2 25 String 1 50 @2 00 Wax 1 50 @2 00 Blueberries Standard @1 75 No. 10 @8 00		CREAM TARTAR Barrels or Drums 66 Boxes 70 DRIED FRUITS Apples Evap'd, Choice, blk @16 Evap'd Fancy blk. @ Apricots California @21 Citron California 18 @21 Currants Imported, 1 lb. pkg. .. 26 Imported, bulk 25 1/2 Peaches Muirs-Choice, 25 lb. .. 12 Muirs-Fancy, 25 lb. .. 13 Fancy, Peeled, 25 lb. .. 16 Lemon, American 22 Orange, American 23 Raisins Cluster, 20 cartons ... Loose Muscatels, 4 Cr. Loose Muscatels, 3 Cr. 9 1/2 L. M. Seeded 1lb. 10c @11 California Prunes 90-100 25 lb. boxes .. @08 1/4 80-90 25 lb. boxes .. @09 70-80 25 lb. boxes .. @10 60-70 25 lb. boxes .. @11 50-60 25 lb. boxes .. @12 1/2 40-50 25 lb. boxes .. @13 FARINACEOUS GOODS Beans California Limas 15 1/2 Med. Hand Picked 15 Brown, Holland Farina 25 1 lb. packages 2 65 Bulk, per 100 lb. Original Holland Rusk Packed 12 rolls to container 3 containers (36) rolls 4 32 Hominy Pearl, 100 lb. sack 6 1/2 Macaroni Domestic, 10 lb. box .. 1 30 Imported, 25 lb. box .. Skinner's 24s, case 1 87 1/2 Pearl Barley Chester 7 25 Portage 8 50 Peas Green, Wisconsin, lb. 11 Split, lb. 10 1/2 Sago East India 15 German, sacks 15 German, broken pkg. Tapioca Flake, 100 lb. sacks ... 15 Pearl, 100 lb. sacks ... 15 Pearl, 36 pkgs. 2 75 Minute, 10c, 3 doz. 3 55 FISHING TACKLE Cotton Lines No. 2, 15 feet 10 No. 3, 15 feet 11 No. 4, 15 feet 12 No. 5, 15 feet 14 No. 6, 15 feet 15 Linen Lines Small, per 100 feet ... 50 Medium, per 100 feet .. 55 Large, per 100 feet ... 65 Floats No. 1 1/2, per dozen 13 No. 2, per dozen 15 No. 3, per dozen 20 Hooks-Kirby Size 1-12, per 100 8 Size 1-0, per 100 9 Size 2-0, per 100 10 Size 3-0, per 100 11 Size 4-0, per 100 14 Size 5-0, per 100 15 Sinkers No. 1, per gross 60 No. 2, per gross 60 No. 3, per gross 65 No. 4, per gross 75 No. 5, per gross 80 No. 6, per gross 90 No. 7, per gross 1 25 No. 8, per gross 1 65 No. 9, per gross 2 40 HIDES AND PELTS Hides Green, No. 1 13 Green, No. 2 12 Cured, No. 1 15 Cured, No. 2 14 Calfskin, green, No. 1 23 Calfskin, green, No. 2 21 1/2 Calfskin, cured, No. 1 25 Calfskin, cured, No. 2 23 1/2 Horse, No. 1 5 00 Horse, No. 2 4 00 Pelts Old Wool 75 @2 00 Lambs 50 @1 50 Shearings 50 @1 50 Tallow Prime @13 No. 1 @12 No. 2 @11	
CANNED GOODS Apples 3 lb. Standards .. @1 60 No. 10 @4 75 Blackberries 2 lb. @2 25 Standard No. 10 .. @9 50 Beans Baked 1 25 @2 25 Red Kidney 1 25 @2 25 String 1 50 @2 00 Wax 1 50 @2 00 Blueberries Standard @1 75 No. 10 @8 00		FLAVORING EXTRACTS Jennings D C Brand Pure Vanilla Terpeness Pure Lemon Per Doz. 7 Dram 15 Cent 1 25 1 1/2 Ounce 20 Cent ... 1 75 2 Ounce 30 Cent 2 60 2 1/2 Ounce 35 Cent ... 2 75 2 1/2 Ounce 40 Cent ... 3 00 4 Ounce 55 Cent 5 00 8 Ounce 90 Cent 8 50 7 Dram Assorted 1 25 1 1/2 Ounce Assorted .. 2 00 FLOUR AND FEED Grand Rapids Grain & Milling Co. Winter Wheat Purity Patent 12 00 Fancy Spring 12 50 Wizard Graham 11 70 Wizard, Gran. Meal 12 50 Wizard Buckw't cwt. 8 00 Rye 16 00 Valley City Milling Co. Lily White 12 25 Graham 5 70 Granena Health 5 80 Gran. Meal 6 20 Bolted Meal 5 70 Watson-Higgins Milling Co. New Perfection 11 60 Worden Grocer Co. Quaker, 1/4s cloth .. None Quaker, 1/4s cloth .. None Quaker, 1/4s cloth .. None Quaker, 1/4s paper .. None Quaker, 1/4s paper .. None Kansas Hard Wheat Worden Grocer Co. American Eagle, 1/4s 11 00 American Eagle, 1/4s 10 95 American Eagle, 1/4s 11 20 Spring Wheat Worden Grocer Co. Wingold, 1/4s cloth .. 11 00 Wingold, 1/4s cloth Sold Out Wingold, 1/4s cloth Sold Out Meal Bolted 11 80 Golden Granulated .. 12 00 Wheat Red 2 08 White 2 05 Oats Michigan carlots 95 Less than carlots 1 00 Corn Carlots 1 85 Less than carlots 1 90 Hay Carlots 29 00 Less than carlots .. 30 00 Feed Street Car Feed 71 00 No. 1 Corn & Oat Fd. 71 00 Cracked Corn 72 50 Coarse Corn Meal .. 72 50 FRUIT JARS Mason, pts., per gro. 7 40 Mason, qts., per gro. 7 80 Mason, 1/2 gal. per gr. 10 15 Mason, can tops, gro. 2 80 GELATINE Cox's, 1 doz. large ... 1 45 Cox's, 1 doz. small ... 90 Knox's Sparkling, doz. 1 75 Knox's Sparkling, gr. 20 50 Knox's Acid'd doz. 1 85 Minute, 1 doz. 1 25 Minute, 3 doz. 3 75 Nelson's 1 50 Oxford 75 Plymouth Rock, Phos. 1 40 Plymouth Rock, Plain 1 25 Waukesha 1 60 GRAIN BAGS Broad Gauge, 12 oz. .. Climax, 14 oz. Stark, A, 16 oz. HERBS Sage 15 Hops 15 Laurel Leaves 20 Senna Leaves 45 HIDES AND PELTS Hides Green, No. 1 13 Green, No. 2 12 Cured, No. 1 15 Cured, No. 2 14 Calfskin, green, No. 1 23 Calfskin, green, No. 2 21 1/2 Calfskin, cured, No. 1 25 Calfskin, cured, No. 2 23 1/2 Horse, No. 1 5 00 Horse, No. 2 4 00 Pelts Old Wool 75 @2 00 Lambs 50 @1 50 Shearings 50 @1 50 Tallow Prime @13 No. 1 @12 No. 2 @11	

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

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

HORSE RADISH
Per doz. 90

JELLY
30 lb. pails, per pail ... 3 25

Jiffy-Jell
Straight or Assorted
Per doz. 1 35
Per case, per 4 doz. ... 5 40
Eight Flavors: Raspberry,
Strawberry, Cherry, Lem-
on, Orange, Lime, Pine-
apple, Mint.

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

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

MINCE MEAT
Per case 3 88

MOLASSES
New Orleans
Fancy Open Kettle ... 68
Choice 58
Good
Stock
Half barrels 5c extra
Red Hen, No. 2 ... 2 60
Red Hen, No. 2 1/2 ... 3 00
Red Hen, No. 5 ... 3 25
Red Hen, No. 10 ... 3 00
Uncle Ben, No. 2 ... 2 50
Uncle Ben, No. 2 1/2 ... 3 00
Uncle Ben, No. 5 ... 3 25
Uncle Ben, No. 10 ... 3 00
Ginger Cake, No. 2 ... 3 25
Ginger Cake, No. 2 1/2 ... 4 10
Ginger Cake, No. 5 ... 3 10
O. & L. Open Kettle,
No. 2 1/2 ... 5 25

MUSTARD
1/2 lb. 6 lb. box ... 30

OLIVES
Bulk, 1 gal. kegs 1 50@1 60
Bulk, 2 gal. kegs @1 40
Bulk, 5 gal. kegs 1 25@1 30
Stuffed, 5 oz. 1 25
Stuffed, 14 oz. 2 75
Pitted (not stuffed)
14 oz. 2 75
Manzanilla, 8 oz. 1 25
Lunch, 10 oz. 1 75
Lunch, 16 oz. 2 75
Queen, Mammoth, 19
oz. 5 50
Queen, Mammoth, 28
oz. 6 75
Olive Chow, 2 doz. cs.
per doz. 2 50

PEANUT BUTTER
Bel-Car-Mo Brand
6 oz. 1 doz. in case ... 2 90
12 oz. 1 doz. in case ... 2 50
12 lb. pails ... 5 75
5 lb. pails, 6 in crate ... 7 00
10 lb. pails ... 21 1/2
15 lb. pails ... 21
25 lb. pails ... 20 1/2
50 lb. tins ... 20 1/2

PETROLEUM PRODUCTS
Iron Barrels
Perfection 12.2
Red Crown Gasoline ... 23.2
Gas Machine Gasoline ... 39.7
V. M. & P. Naphtha ... 22.7
Capitol Cylinder, Iron
Bbls. 38.4
Atlantic Red Engine,
Iron Bbls. 24.4
Winter Black, Iron
Bbls. 13.9
Polarine, Iron Bbls. ... 41.4

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

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

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

Sweet Small
Barrels ... 28 00
5 gallon kegs ... 5 00
Half barrels ... 14 50

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

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

POTASH
Babbitt's, 2 doz. 2 65

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

Dry Salt Meats
S P Bellies ... 31 00@32 00

Lard
Pure in tierces, 27 1/2 @28
Compound Lard 23 1/2 @24
80 lb. tubs ... advance 1/4
60 lb. tubs ... advance 1/4
50 lb. tubs ... advance 1/4
20 lb. pails ... advance 1/4
10 lb. pails ... advance 1/4
5 lb. pails ... advance 1
3 lb. pails ... advance 1

Smoked Meats
Hams, 14-16 lb. 30 @31
Hams, 16-18 lb. 29 @30
Hams, 18-20 lb. 28 @29
Ham, dried beef
sets ... 29 @30
California Hams 22 1/2 @23
Picnic Boiled
Hams ... 31 @32
Boiled Hams ... 33 1/2 @40
Minced Hams ... 20 @21
Bacon ... 37 @45

Sausages
Bologna ... 16
Liver ... 12
Frankfort ... 18
Pork ... 14@15
Veal ... 11
Tongue ... 11
Headcheese ... 14

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

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

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

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

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

Canned Meats
Corned Beef, 2 lb. ... 5 50
Corned Beef, 1 lb. ... 3 75
Roast Beef, 2 lb. ... 6 50
Roast Beef, 1 lb. ... 3 75
Potted Meat, Ham
Flavor, 1/4s ... 55
Potted Meat, Ham
Flavor, 1/4s ... 95
Deviled Meat, Ham
Flavor, 1/4s ... 52
Deviled Meat, Ham
Flavor, 1/4s ... 1 00
Potted Tongue, 1/4s ... 55
Potted Tongue, 1/4s ... 1 00

RICE
Fancy ... 9 @9 1/4
Broken ... 7 1/4@7 1/2

ROLLED OATS
Monarch, bbls. 12 00
Rolled Avena, bbls. ... 12 25
Steel Cut, 100 lb. sks. ...
Monarch, 90 lb. sks. ... 6 00
Quaker, 18 Regular ... 1 75
Quaker, 20 Family ... 5 60

SALAD DRESSING
Columbia, 1/2 pint ... 2 25
Columbia, 1 pint ... 4 00
Durkee's large, 1 doz. 5 25
Durkee's med, 2 doz. 5 75
Durkee's Picnic, 2 doz. 2 75
Snider's, large, 1 doz. 2 40
Snider's, small, 2 doz. 1 45

SALERATUS
Packed 60 lbs. in box.
Arm and Hammer ... 3 15
Wyandotte, 100 1/2s ... 3 00

SAL SODA
Granulated, bbls. 1 80
Granulated, 100 lbs. cs. 1 90
Granulated, 36 pkgs. 2 00

SALT
Solar Rock
56 lb. sacks ... 50

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

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

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

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

Trout
No. 1, 100 lbs. 7 50
No. 1, 40 lbs. 2 25
No. 1, 10 lbs. 90
No. 1, 5 lbs. 75

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

Lake Herring
8 lbs. 54

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

SHOE BLACKING
Handy Box, large 3 dz. 3 50
Handy Box, small ... 1 25
Bixby's Royal Polish 1 20
Miller's Crown Polish 90

SNUFF
Swedish Rapee, 5c, 10 for 40
Swedish Rapee, 1 lb. gls 60
Norkoping, 10c, 8 for ... 64
Norkoping, 1 lb. glass ... 60
Copenhagen, 10c, 8 for 64
Copenhagen, 1 lb. glass 60

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

SPICES
Whole Spices
Allspice, Jamaica ... 9@10
Allspice, lg. Garden @11
Cloves, Zanzibar ... @55
Cassia, Canton ... @30
Cassia, 5c pkg. doz. @35
Ginger, African ... @15
Ginger, Cochlin ... @20
Mace, Penang ... @30
Mixed, No. 1 ... @17
Mixed, No. 2 ... @16
Nutmegs, 5c pkgs. dz. @45
Nutmegs, 10c-50 ... @40
Pepper, Black ... @32
Pepper, White ... @32
Pepper, Cayenne ... @22
Paprika, Hungarian

Pure Ground in Bulk
Allspice, Jamaica ... @16
Cloves, Zanzibar ... @68
Cassia, Canton ... @32
Ginger, African ... @25
Mace, Penang ... @1 00
Nutmegs ... @36
Pepper, Black ... @35
Pepper, White ... @42
Pepper, Cayenne ... @30
Paprika, Hungarian @45

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

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

Pure Cane
Fair ...
Good ...
Choice ...

TABLE SAUCES
Halford, large ... 3 75
Halford, small ... 2 25

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

Gunpowder
Moyune, Medium ... 28@33
Moyune, Choice ... 35@40
Ping Suey, Medium ... 25@30
Ping Suey, Choice ... 35@40
Ping Suey, Fancy ... 45@60

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

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

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

Ceylon
Pekoe, Medium ... 25@30
Dr. Pekoe, Choice ... 30@35
Flowery O. P. Fancy 40@50

CIGARS
Peter Dornbos Brands
Dornbos Single
Binder ... 37 00
Dornbos, Perfectos ... 37 00
Dornbos, Bismarck ... 73 00

Johnson Cigar Co. Brands
Dutch Masters Club 75 00
Dutch Masters Banq 75 00
Dutch Masters Inv. 75 00
Dutch Masters Pan. 72 00
Dutch Master Grande 72 00
El Portana, small lots 42 50
El Portana, 1,000 lots 41 50
El Portana, 2,500 lots 40 00
G. J. 42 50

5c Dutch Master
Less than 300 ... 37 50
300 assorted ... 35 50
2,500 assorted ... 35 50
2% cash discount on all
purchases.

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

TWINE
Cotton, 3 ply ... 63
Cotton, 4 ply ... 65
Hemp, 6 ply ... 34
Wool, 100 lb. bales ... 18

VINEGAR
White Wine, 40 grain 17
White Wine, 80 grain 22
White Wine, 100 grain 25

Oakland Vinegar & Pickle
Co.'s Brands
Highland apple cider
Oakland apple cider
State Seal sugar
Blue Ribbon Corn
Oakland white picklg
Packages free.

WICKING
No. 0, per gross ... 50
No. 1, per gross ... 65
No. 2, per gross ... 90
No. 3, per gross ... 1 45

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

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

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

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

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

Egg Crates and Fillers
Humpty Dumpty, 12 dz. 24
No. 1 complete ... 50
No. 2 complete ... 40
Case, medium, 12 sets 1 80

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

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

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

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

Traps
Mouse, wood, 2 hoels ... 22
Mouse, wood, 4 hoels ... 45
10 qt. Galvanized ... 1 65
12 qt. Galvanized ... 1 70
14 qt. Galvanized ... 1 90
Mouse, wood, 6 hoels ... 70
Mouse, tin, 5 hoels ... 85
Rat, wood ... 80
Rat, spring ... 75

Tubs
No. 1 Fibre ... 16 50
No. 2 Fibre ... 15 00
No. 3 Fibre ... 13 50
Large Galvanized ... 12 75
Medium Galvanized ... 11 25
Small Galvanized ... 10 00

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

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

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

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

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

YEAST-COMPRESSED
Fleischman, per doz. ... 20

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

Proctor & Gamble Co.
Lenox ... 5 00
Ivory, 6 oz. 5 90
Ivory, 10 oz. 9 60
Star ... 4 90

Swift & Company
Swift's Pride ... 4 90
White Laundry ... 5 35
Wool, 6 oz. bars ... 5 15
Wool, 10 oz. bars ... 7 00

Tradesman Company
Black Hawk, one box 3 75
Black Hawk, five bxs 3 70
Black Hawk, ten bxs 3 65
Box contains 72 cakes. It
is a most remarkable dirt
and grease remover, with-
out injury to the skin.

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

Soap Powders
Johnson's Fine, 48 2 ... 5 75
Johnson's XXX 100 ... 5 75
Rub-No-More ... 5 50
Nine O'Clock ... 4 00
Lautz Naphtha, 60s ... 4 25
Oak Leaf Soap Powder,
24 pkgs. 5 50
100 pkgs. 5 50
Queen Anne Soap Pow-
der, 60 pkgs. ... 3 60
Old Dutch Cleanser,
100s ... 3 60

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

SPECIAL Price Current

SALT
Diamond Crystal



24 2 lbs. shaker ... 1 70
36 2 lbs. table ... 1 30
150 2 lbs. table ... 5 75
75 4 lbs. table ... 5 50
24 12 lb. flake ... 4 75
280 lb. bulk butter ... 3 38
280 lb. bulk cheese ... 3 38
280 lb. bulk shaker ... 3 88
28 lb. cotton sk. butter 40
56 lb. cotton sk. butter 85
35 lb. D. C. coarse ... 48
70 lb. D. C. coarse ... 90
D. C. stock briquettes 1 30
D. C. block stock, 50 lbs. 40

Morton's Salt



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

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

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

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

THE ONLY 5c CLEANSER



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

AXLE GREASE



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

THE STORE WORKER.

Causes Which Underlie Her Attitude Toward Customers.

Almost as much desired as the man who can bring out some guaranteed remedy for the U-boat evil is the man who can and will guarantee to increase the interest of the average retail store employe in his or her job. All kinds of devices are being tried for this purpose, ranging all the way from the establishment of bonus systems to scientific training in salesmanship and merchandise, yet there are store executives who are frank to admit that indifference is one of the hardest problems they have to contend with in their efforts to build up an efficient organization.

Especially is this true, it is said, of the female workers. In fact, it is the "he said to me" type of saleswoman who is giving the executives their greatest concern. In the bulk of the transactions that take place between the stores and their customers the only contact the latter have with the store's organization is with this class of workers, and it is on the impression made on customers by this contact that the success of the store so largely rests. A "snappy" girl, it is pointed out, can do more harm to a store in a day than any number of faults in delivery service and defects in merchandise. The faults and defects can be made right in a more or less mechanical but certain way, but there is no guarantee that the girl is not going to have another "bad spell" sooner or later. That depends entirely on things beyond the control of the employer.

"The thing that is responsible for a lot of the indifference that is shown by many retail saleswomen," said a store man yesterday, "has been commented on often. It is the tendency of the average girl to look on employment in a store as a kind of purgatory between the world of school and the heaven of matrimony. Psychologically, one might say, this state of mind is reflected by the amount of talk that is heard in which the word 'he' figures prominently.

"Another thing the stores have to contend with is the youth of most of their selling employes. Because most of the girls are young, they cannot bring themselves to see the seriousness of the work they are doing, and the really important position they hold in the commercial world. To many girls the work means hardly more than so many hours behind a counter, or at a table serving the demands of women who have reached a state of financial independence, in one way or another, that they themselves aspire to. In many cases, no doubt, there is jealousy of the girls and women in front of the counters on the part of those back of them, and this is liable to become visible in the form of snappiness after a hard day.

"Then there is always the temptation for a girl behind the counter to do as she is done by. When a customer is snappy or 'upstage' with a girl, the latter often finds it difficult to resist the desire to return the compliment, regardless of the damage that

is done thereby to the business and prestige of the store. And right here it might be well to say that if a great many women would endeavor to reconcile their store tactics with the general rule for good manners they would find that their shopping could be done much more easily and satisfactorily to all concerned. There is a lot of meat in that old precept about doing unto others, etc., and practical demonstrations of it on both sides of the counter would do a lot toward lessening the wrinkles in many a store executive's brow.

"It must be admitted, unfortunately, that there is a Bolsheviki spirit rampant in many employes, and that it comes to the surface more easily than is good for the welfare of a store. Much of the actual bad manners, however, is displayed by male employes, and elevator operators are frequent offenders in this respect. I will admit that these men are given several dozen reasons a day for losing their mental balance, but there is no excuse for displays of absolute bad manners like the one that took place in a certain store the other day. A very stout woman tried to crowd into an already filled elevator and, while the operator used a honeyed tone of voice when he announced 'Full car, Madam,' he nearly took the woman's nose off with the door as he closed it.

"As if this were not enough, he began to address 'humorous' remarks to a man on the car about what would have happened to the cable, etc., if the big woman had got on. The incident created a distinctly bad impression, and I caught myself wondering how long that operator would have worked here if he had done or said anything like that. Then, again, there is the type of elevator man who answers questions in polite phrases prescribed by the store rules, but who gets a considerable amount of insolent boredom into them. After delivering them he usually sweeps the car with a sort of 'Did you hear the poor fish?' look, in the hope of getting an appreciative glance or smile. Certainly this man is as much lacking in interest in his job as the inattentive girl behind the counter, and is possibly the more dangerous of the two to the store's success.

"But, to get back to the subject of disinterestedness on the part of the average saleswoman, I would like to say that I believe much of this fault is due to the natural inaptitude of most girls for business. Downright laziness is a contributing factor in too many cases for comfort; but most of the trouble, I believe, is due to the fact that the average girl has little natural interest in trade. When this lack of interest is backed by the knowledge that she does not actually have to work to keep herself from starving—in other words, that in a pinch her relatives will see that she gets enough to eat and a place to sleep—you can be almost certain that the girl will fall short of the mark set for her. In nine cases out of ten it is the girl who is wholly dependent on her own efforts, or who has reached the point where her Prince Charming

has taken the form of the pay envelope, that makes a real saleswoman.

"Another factor we store men have to contend with is the worker who, unconsciously no doubt, has a socialistic germ at work in his or her system. This type of employe is disgruntled about 90 per cent. of the time, and is a rather unsafe person to have around, from a business point of view. There is little chance that there will be any catching of flies with molasses—to twist up the old saying—while this kind of an employe is trying to figure out how he or she is going to get more money out of the job.

"To me the saddest part of the thing is that it rarely occurs to them that the easiest way of getting the most money out of any job is by earning it. With bonus systems in operation, the door to higher earnings is left wide open. No employe can expect to be carried through it on an employer's back. Yet a lot of dissatisfaction, which is probably reflected in lost sales, is often the penalty of a store's failure to give raises to salespeople who have not earned them, and who, in fact, have scarcely earned their salaries.

"All good things come slowly. The general types of store workers are higher now than they used to be, and the chances are that they will continue to improve. What we are looking for now is a means of putting a little more 'ginger' into them."

New Food Products From the Potato.

Necessity is indeed the mother of invention and the necessity for our conserving wheat and flour and using substitutes is pointing that we have long been wasting many of the highest food values because we had not taken the pains to convert lowgrade materials into acceptable form for consumption. The Idaho Products Company, of Meridian, Idaho, possesses the largest and possibly the only exclusive potato flour mill in the country, equipped at no greater expense than \$10,000.

The mill will have an output of 150,000 pounds of potato flour a day, or five carloads. It will probably run for ninety days, or until all the surplus potatoes in the State have been used for flour production. Sound potatoes of all sizes will be used, small being as good for the purpose as large ones. By the evaporation process the bulk will be reduced about five times, or five pounds of potatoes will make one pound.

Potato butter is another product recommended by the British Ministry of Food as a cheap substitute for butter, being made in England at a cost of less than ten cents per pound, as follows: "Peel the potatoes and boil until they fall to pieces and become floury. Then rub through a fine sieve into a warmed basin fourteen ounces of potatoes and add two ounces of butter or margarine and one teaspoonful of salt. Stir until smooth and then mold into rolls and keep in a cool place. To make the appearance approvable use butter coloring, and if intended to keep beyond a few days, a butter preservative should be added."

The Old Man Was Not Born Yesterday.

There was an awfully bright fellow at Cornell two or three years ago; he was a sophomore and he came from that brain orchard of America called New England. He was very bright, very clever, and in the sophomore year something happened, I don't know what, but the game seemed to go against him, and he had a great pile of what he called unliquidated liabilities, that is what he used to call them when he wrote home about them—had book bills and tailor bills and dormitory bills, and every other kind of an obligation, and he did not know what under the sun to do. So he finally sat down and he wrote his father this very touching letter: "Dear Father: I am in a terribly distressed frame of mind; I cannot eat, I cannot sleep. I cannot even engage in my devotions"—he was an Episcopalian—"that beautiful watch which you and mother gave me a year ago I was unfortunate enough to lose while rowing on the lake. Won't you kindly send me \$25 so that I can hire a diver to recover the watch and incidentally my peace of mind?" It was a beautiful letter. The old gentleman read the first part of it and it just melted him; he turned to his wife and he said, "Mary, how blood does tell. Isn't there something patrician about our dear John? Just think of it, in the middle of this crooked and perverse generation that dear boy is so much of an idealist that he can't eat or sleep or even say his prayers because he has lost this mere material symbol of our love for him." Then he struck the second paragraph with the more economic flavor, and his face kind of hardened up, the way Mr. Wilson's does when a Congressman undertakes to vote according to the dictates of his own conscience or the wishes of his constituents instead of in conformity with the party lash, and he turned to his wife and he says, "Mary, I will answer that at once," and he went upstairs about three steps at a jump and he got a sheet of paper and a fountain pen and this was his response:

"My Dear Boy: I want you to know that the old man was not born yesterday. You won't get that \$25. You don't need any diver. That watch is just as well in soak one place as it is another."

To Clean a Panama Hat.

To clean a Panama hat, scrub with castile soap and water, a nail brush being used as an aid to get the dirt away. The hat is then placed in the hot sun to dry and in the course of two or three hours, it is ready to use. It will not only be as clean as when new, but it will retain its shape admirably. The cleaned hat will be a trifle stiff at first, but will soon grow supple under wear. A little glycerine added to the rinsing water entirely prevents the stiffness and brittleness acquired by some hats in drying, while a little ammonia in the washing water materially assists in the scrubbing process.

BUSINESS-WANTS DEPARTMENT

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

BUSINESS CHANCES.

FOR SALE

Up-to-date country store in the best farming section. Only general store for miles. Stock and fixtures invoice \$8,500. Will reduce stock if desired. Will sell or rent building. Address No. 9, care Michigan Tradesman.

Dry Goods Clerks—For men over draft age, opportunity in large city to get a position in wholesale house which may lead to road or city salesman position. Salary to start, \$75 per month. Give experience and references. All answers considered confidential. Address Wholesaler, care Michigan Tradesman. 672

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

Wanted—Small business, men's furnishings, groceries, or what have you? State particulars. Address E. G. J., 200 East Gd. Blvd., Detroit, Michigan. 673

For Sale—Clean, desirable stock Men's and Boys' shoes and furnishings at about 65 cents on the dollar. Invoice about \$5,000. Write No. 674, care Michigan Tradesman. 674

For Sale—Tin shop and furnace business in good town. Reason for selling, going to ship yards. J. C. Marlow, Belle Center, Ohio. 675

For Rent—In one of best towns of thumb, store with fixtures complete. Solid brick building just vacated by sale of one of the finest stocks ever carried in the locality. Fine opening for a live man to make money. A. A. Hitchcock, Cass City. 676

For Sale—One three ton dray, good condition, used only short time, price right. One two ton dray, good condition, practically new, price right. Enquire Hillsdale Dray & Storage Co., Anna S. Farnam, Mgr. 677

Will trade 40 acres Kalkaska County. Land value \$1,500. What have you to offer? G. A. Johnson, Edgetts, Mich. 679

For Sale—The only Hardware business in a thriving little Western village. Will sell or rent buildings. Answer quick, as this is a rare opportunity. Address Box B-104, care Michigan Tradesman. 680

For Sale—Good Undertaking business and Furniture store and Grocery store. Good town. Sell separate or together. Also best county store in Ohio. G. W. Cupp, Mansfield, Ohio. 681

Will sacrifice for cash. Drafted must sell. Corner grocery, good lease, five living rooms in connection, finest equipped, clean stock. Will inventory about \$1,500. A money-maker. No fake, first time this store has been for sale. Send for particulars. Chas. H. Kilbourn, 759 McDougall Ave., Detroit, Mich. 682

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

For Sale Or Rent Below Value—Building, living rooms and complete fixtures for grocery and market. Clean stock, about \$900. Good business. A snap for someone. No. 657, Michigan Tradesman. 657

Brick Plant For Sale—Forty-three miles from Birmingham, Alabama. Capacity 46,000 brick per day. Bargain. Write L. W. Clardy, Childersburg, Ala. 650

If you want to buy, sell or trade your business, see Hallock, 135½ East Fulton street, Grand Rapids, Michigan. 654

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

Have You a Good Business To Sell?—Chicago has the money. Send full particulars. Herbert, 906 M. T. Webster Bldg., Chicago. 647

For Sale—Nearly new Detroit automatic scales, also one McCray grocer's refrigerator at bargain prices. Ellsworth Brothers, Wheeler, Mich. 646

For Sale Or Exchange—Grocery store, Pontiac, Michigan. Inventory \$4,000. Will reduce. Easy terms. 659 Michigan Tradesman. 659

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

Merchants—Please Take Notice! We have clients of grocery stocks, general stocks, dry goods stocks, hardware stocks, drug stocks. We have on our list also a few good farms to exchange for such stocks. Also city property. If you wish to sell or exchange your business write us. G. R. Business Exchange, 540 Houseman Bldg., Grand Rapids, Mich. 859

For Sale—A clean, up-to-date hardware stock in a Western Washington town. Population about 1,200. Stock invoices \$6,000. River and rail transportation. Fine climate. No wind. No cold. No blizzards. Have two stores, must sell one, will ship out any undesirable stock. A rare chance for a good little business. Address Box 147, Dayton, Wash. 660

For Sale—Electric light plant, 75 K. W. generator transformers, three miles of poles, 30 year township franchise, good residence and tenement house on one acre of ground in village. Forty acres of land one mile from house, 18 acres of bearing fruit, \$9,000. Part cash, balance on contract. A snap for a man who can do his own electrical work. Located in Northern Michigan. Resort town. Hallock, 135½ East Fulton St., Grand Rapids, Michigan. 661

For Sale—General merchandise stock, good location and business. Owner wishes to retire. Guy V. Cole, Three Rivers, Michigan. 662

Wanted—To hear from owner of good business for sale. C. C. Shepard, Minneapolis, Minnesota. 664

Ten Parsons' Bakery Wagons For Sale—Side entrance. Complete set of cake and pie drawers, bread cabinets and feed boxes. Busy Bee Candy Kitchen Co., Columbus, Ohio. 665

One Jewell Hand Carbonator for soda fountain. Used only two seasons. Guaranteed to be as good as new. Cost new \$145; will sell for \$55. Write City Bakery, Litchfield, Illinois. 666

For Sale—In finest town in the State. Cash Corner. Ideal location for transient and excellent neighborhood trade. No trouble keeping overhead away below 10% here. A-1 reasons for selling. Answer No. 667, care Michigan Tradesman. 667

For Sale—Summer hotel, furnished. Finest location in Michigan. Sickness reason for selling. Bargain if taken at once. B. F. Smith, Alma, Mich. 669

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

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

Bargains—Bargains—Businesses, any kind anywhere. Send for free magazine. Western Sales Agency, Minneapolis, Minnesota. 548

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

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

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

SEE NEXT PAGE.

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



Loose Sugar Loss Is Sheer Waste

Many paper bags of sugar break while being wrapped or delivered. Many pounds of loose sugar are thus wasted.

Franklin Package Sugars

save this loss No broken paper bags. No spilled sugar. No scooping and wrapping. The sturdy cartons and cotton bags are weighed, wrapped and sealed by machine in the refinery. They are ready to put in your customers' hands.

The Franklin Sugar Refining Company
PHILADELPHIA

"A Franklin Cane Sugar for every use"

Granulated, Dainty Lumps, Powdered, Confectioners, Brown



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.

ARE SWEATERS DOOMED?

Some factors of the sweater trade are of the opinion that the sweater trade is doomed, at least for some time. The demand is not large, and the fact that all wool is now under Government control will mean, of course, that the yarn will also be under Government control. Whether the Government will consider that civilian sweaters are a necessity, or that the limited supply of wool and worsted yarn is sufficient for war needs, as well as for the production of sweaters, has not been decided as yet.

Nothing has come through from Government sources that would indicate that they are buying, or even going to buy sweaters for the troops. Selling agents, however, are still confident that something will soon come through now that the draft is in operation again. It is argued that the Red Cross cannot be expected to take care of the large number of troops that will be called and still keep up their other work, and that as a result some other source must be found to supply the sweaters that will be needed.

After the war, dreams many a housewife, sustaining herself with alluring fancies as she does the dishes, servants will once more arise in the land. The "Situations Wanted" columns will then dwarf the ponderous "Help Wanted" display, and Mary Ellen, hastening to doff her overalls for her old blue apron, will recapture the mood of thirty years ago. She will appear downcast at the kitchen door, a reincarnation of the capable but humble maiden whom our grandmothers were at liberty to scold. It is true that the dilatory girl often failed to have the washing a-flap by breakfast-time, but then she made excellent raised biscuits, and the unexpected arrival of a dozen people to dinner was just a welcome opportunity to show her resource. Considering the cooking, washing, cleaning, mending, nursery and other duties which were hers in exchange for ten dollars per month in wages and a good home as long as she could stand it, Mary Ellen doubtless lacked the polish which comes from social intercourse and the repose bestowed by solitude and introspection. She occasionally went to a church picnic, to take care of the children; on summer afternoons she sometimes sat on the back steps while she shelled peas; but her interest in nature and literature was not fostered by her mistress. People wrote novels about her, but she never knew it. Outside the kitchen window spring scattered apple-blossoms and autumn draped bittersweet-vines, but Mary Ellen was busy and couldn't look. Now she is too busy to look at the kitchen.

Government control of private business, not only in Germany, but in England, appears as more than a possibility on return of peace. Plans for gigantic combinations of industry in Great Britain have been proposed; regulation of imports and exports for three years after the close of the war

is contemplated; people who had chartered merchant ships for use after the war were warned by the Ministry of Shipping that "they can have no assurance that national requirements will admit" the use of these vessels by the charterers. In Germany, the formation of syndicates, the limitation of private use of cargo space, the "rationing" of raw materials by the government, are measures which will probably be attempted. Whether American enterprise and the natural advantages we enjoy will be sufficient to offset such concentrated power in commerce, is matter for serious debate. It is at all events clear that our foreign trade, in the years immediately following the war and in the more distant future, must be permanently removed from the more or less haphazard basis on which it has hitherto been conducted.

Potato raisers should plant all they can care for this year. Plungers who lost last year are out of the game, seed is cheap compared with a year ago and last year's experience will enable many to do better when it comes time to sell. It matters not whether the grower or someone else was to blame for loss of potatoes or low price. Don't give up this year. Try it once more, unless you can raise more food on that ground in some other crop. The seed for an acre of potatoes cost \$32 last year. This year it costs from \$6 to \$10. There is \$20 to \$25 less expense for growing an acre and that means you can take 20 to 25 cents a bushel less than last year and still get as much profit per acre from the same yield. And prices may be higher this fall.

It is a matter of no small satisfaction to the Tradesman to be able to chronicle the fact that no regular reader of this journal has been placed under ban by the Food Control. Patriotic merchants who scorn to be classed with slackers and slovens find it cheaper to pay \$2 per year and keep in close touch with all the rulings of the Food Administration than to ignore so valuable an advisor at such a critical time and be closed up under circumstances which will leave a smirch on their character and reputation as long as they live.

The Kaiser is giving a demonstration of military tactics which have been urged by one correspondent of the Tradesman as the quickest way to end the war—that is, to crush the enemy by sheer force of numbers. The Allied commanders have not yet seen fit to sacrifice three or four million men in one grand rush. The lives of the men under their command are precious. The Kaiser's have only a military value to him.

Spinners of woolen and worsted yarn have been notified that they are not to deliver any yarn without Government permission from now until September 1, according to market report on Saturday. It was said that these yarns are to be restricted to manufacturers who are making goods for the Government.

Margins Allowed on Corn, Peas and Tomatoes.

Based upon views of the Federal Trade Commission, the Food Administration has announced the maximum margins for licensed canners between costs and selling prices, the exceeding of which will be considered unreasonable under the food control law. The cost must not include income and excess profit taxes, interest on investment, interest on long-term notes, or crop hazards. This table gives the per dozen prices on the leading staple vegetables:

Corn.		Cents
No. 2 standard	19	
No. 2 extra standard	22	
No. 2 fancy	30	

Peas.		Cents
No. 2 sub-standard aver. all sizes	15	
No. 2 standard average all sizes.	22	
No. 2 fancy average all sizes....	31	

Note—Greater margins on smaller sizes of peas offsetting less margins on larger sizes will be allowed, provided the average does not exceed the margin announced.

Tomatoes.		Cents
No. 2 standard	18	
No. 2½ standard	22	
No. 3 standard	27	
No. 3 fancy	31	
No. 10 standard	90	
No. 10 fancy	\$1.00	

Note—From the margins on standard tomatoes a deduction of 5 cents per dozen on Nos. 2, 2½, and 3, and of 15 cents per dozen on No. 10 shall be made for the sub-standard grades.

While profits shall be reasonable, the Food Administration has adopted the general principle, according to the bulletin, applicable to all important producing agencies, that profits must be sufficient to encourage production.

The bulletin also explains that the practice of selling the pack, or a large proportion of it, in advance of its production is an outgrowth of conditions existing in the canning industry. It is a safeguard both for farmers and for canners, and the practice, properly conducted in accordance with the rules and regulations of the Food Administration, tends strongly to remove the dangerous speculative features, otherwise incident to the business.

Hen Reprieve Ended.

Although restrictions on the sale of live or freshly killed hens were removed on April 20, farmers are asked to keep all their laying hens and to market other fowls gradually. The Food Administration shortened by ten days the period of the regulation, in force since Feb. 23, which prohibited licensed dealers from buying or selling live or freshly killed hens. The original date at which the restriction was to have expired was April 30.

Twenty-three states, which produce about 80 per cent. of the chickens in the country, report that the regulation had beneficial effects. Ten states where poultry is kept to a limited extent report either no benefit or opposition by producers. The Food

Administration expresses appreciation for the patriotic manner in which the industry observed the regulations and now asks farmers not to rush their hens to market. A glut in the markets would result in a heavy loss from spoilage.

Charged With Using Misleading Trade Name.

The Federal Trade Commission publishes a complaint against Solomon M. Hexter, Kaufman W. Hexter and Tobias Felder, of Cleveland, Ohio, doing business under the firm name of S. M. Hexter & Co., charging that the adoption of by the firm of the trade name "Sol Satin" for certain cotton fabrics is calculated to deceive and mislead the public into thinking the fabrics are silk. It is charged also that they have attempted to suppress competition. Hearing was set for June 17.

Arrest of Charles W. La Rue.

The Tradesman warned its readers last week against having any dealings with Charles W. La Rue, corner West Leonard and Scribner streets, except on a cash-in-advance basis. Later in the week he was arrested on a warrant for obtaining goods under false pretenses uttered by Prosecuting Attorney Hoffius on the complaint of Roy Peasley, of Lowell. La Rue has been unable to obtain bail and waits trial in jail.

Silk manufacturers held some conferences last week for the purpose of determining how they can cut down the use of tin in their industry. All branches of the industry are represented in these conferences held last week and which will continue to be held during the present week. Later on some action will be decided upon and a report will be made.

Provisions—Everything in the smoked meat line remains firm at unchanged prices, with a light consumptive demand. Pure lard is dull, with light demand, at a decline of about ¼c from last week, while compound remains steady at unchanged prices. Barreled pork, canned meats and dried beef are all unchanged, with a light demand.

The Miller-Elgin Sales Co. has been incorporated with an authorized capital stock of \$30,000, all of which has been subscribed and \$3,000 paid in in cash.

Bernie S. Root, grocer at Winn, has added a line of dry goods. P. Steketee & Sons furnished the stock.

Help your employers to help themselves and you will be helping them to help you.

BUSINESS CHANCES.

Garage—Two good rooms, 25 x 75 ft. each, good location at Mt. Vernon, Mo., to rent for garage. Further particulars, write J. W. Nisbeth, Bevier, Mo. 683

Wanted—Experienced salesman for dry goods, clothing and shoes. Must come well recommended. Krohn & Son, Carson City, Mich. 684

For exchange for stock of dry goods, general merchandise or hardware and implements, fine 500-acre farm, Southern Michigan, Kalamazoo County. Well improved. Write fully stating what you have to offer. Address No. 685, care Michigan Tradesman. 685