

NOTICE TO READER. When you finish reading this magazine place a one cent stamp on this notice, hand same to any postal employee and it will be placed in the hands of our soldiers or sailors at the front. No wrapping, no address. A. S. Burlison, Postmaster General.

# MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Thirty-Sixth Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 20, 1918

Number 1835

## The Oath

I will not drink from a German cup  
Or eat from a German plate.

I will not deal with a German man  
All foul with German hate.

I'll use no drug with a German name  
That's grown on German land.

I'll eat no food and drink no beer  
If made by a German hand.

I will not use a German tool,  
Razor or knife or saw.

I will not trade with a German shop  
That lives by the German law.

I will not sail on a German ship  
Where German songs are sung.

I will not breathe where God's clean air  
Is soiled by a German tongue.

I'll not forget those awful deeds  
To girls and little boys.

No more I'll hang on Christmas trees  
Those blood-stained German toys.

I will not take a German's word,  
He'll break it if he can.

There is no love in a German heart  
Or faith in a German man.

This is my oath, now war is done,  
I'll swear to keep it true.

And, since I know you feel the same,  
I'll pass it on to you.



# Do Not Wrap Package Goods

The War Industries Board now requests us to impress on grocers and consumers the fact that wrapping package goods is a waste of paper. The practice should be discontinued.

There is urgent need for conserving paper. [Newspapers have been reduced in size. Magazines have been restricted on paper, both in quantity and quality. All users of paper are urged to conserve it, even in letter writing.

Package goods come to you already wrapped. To wrap them again when you send them out wastes time and money and paper. Above all, it ignores a War Board request which we all look upon as law. Explain to your customers that, in the public interest, such goods must be delivered as they are.

## All These Products of The Quaker Oats Company Come Sufficiently Wrapped

Quaker Oats	Pettijohn's	O. F. Scotch Brand Oatmeal
Quaker Oatmeal	Pettijohn's Flour	Quaker Whole Wheat Flour
Mother's Oats	Quaker Farina	Scotch Brand Pearled Barley
Puffed Wheat	Saxon Wheat Food	Mother's Fine Pearled Barley
Puffed Rice	Mother's Wheat Hearts	Quaker Best Corn Meal
Corn Puffs	Quaker Corn Flakes	Quaker Hominy Grits

## Save Your Wrapping Paper



# MICHIGAN TRADESMAN

Thirty-Sixth Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 20, 1918

Number 1835

## MICHIGAN TRADESMAN

(Unlike any other paper.)

Each Issue Complete in Itself.

DEVOTED TO THE BEST INTERESTS  
OF BUSINESS MEN.

Published Weekly by  
TRADESMAN COMPANY

Grand Rapids

E. A. STOWE, Editor

### Subscription Price.

Two dollars per year, if paid strictly  
in advance.

Three dollars per year, if not paid in  
advance.

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

Sample copies 5 cents each.

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

Entered at the Postoffice of Grand  
Rapids under Act of March 3, 1879.

### BITING GRANITE.

The prominence given by the newspapers to the ex-Kaiser's war utterances is a timely reminder of this braggart's complete failure to correctly gauge the spirit and determination of his adversaries. It is this failure, perhaps, as much as anything else, that has finally destroyed his monstrous schemes of empire.

There was one war utterance, however, that seems to have escaped the press records, but which should surely be handed down because of its peculiarly adamant suggestion and its intent to stagger American hopes—this was the prediction made when America entered the conflict that President Wilson would soon learn he was attempting to "bite granite."

Now the ex-Kaiser has for many years attested his faith in American dentistry by hiring American dentists for personal service. It seems therefore quite possible that the admitted superiority of American teeth furnished the subconscious basis for this unusual expression. At any rate, it is amusing to speculate on the degree of his consternation and panic when he realized that this hitherto impossible feat was actually being successfully performed before his very eyes.

### SWISS TAKE PRECAUTIONS.

Importers, as well as others in this country, are likely to become familiar in the near future with the legend "Spes" affixed to various articles. The letters are the initials of the "Syndicate pour l'Exportation Suisse," an organization of exporters in Switzerland which is desirous of preventing goods made in other countries masquerading as Swiss. Although the movement seems to be aimed at all foreign countries, it is really directed only against Germany. Early in the war German concerns tried to maintain some kind of foreign trade. The handicap they labored under was

the universal detestation of everything German because of the atrocities in Belgium, France and elsewhere. As a subterfuge, branches of German factories or selling agencies for their products were established in Switzerland, Holland, and the Scandinavian countries. In some instances, a portion of the finishing work on German goods was done in those countries, but in others not even this much deference was shown. Instead of "Made in Germany" the notation on the products was one showing origin in another country. Switzerland was the first of these outside countries to rebel at this course. The manufacturers there perceived that their native products would be under suspicion and be discredited all over the world if it continued. So they resolved to protect themselves, and "Spes" is the result. This word shows absolute Swiss origin. No one can use it unless he is a member of the syndicate and he cannot become a member unless he proves that his goods have been produced on Swiss soil, and, in addition, the manufacturer or producer must have been of Swiss nationality before July 1, 1914. In the case of stock companies, the President and two-thirds of the Directors must be of Swiss origin or citizenship and at least two-thirds of the capital must be Swiss.

The cases of Napoleon and the former German Emperor are parallel in some respects, in others not. If William II, has not been a great soldier, he has been the cause of far more bloodshed and misery, which he could have prevented by refusing to exercise his war powers. Both Napoleon and William planned to set up a vast empire, to dominate the world. Napoleon made war many times to realize his ambition; William thought to accomplish his object in one desolating conflict. He failed ignominiously and meanly, after falsely professing himself a friend of peace for twenty-five years. Military glory makes no halo around the head of William. He was not a hero to his own army, for he shunned the perils of the battlefield. He has not been distinguished as a legislator nor as an educator. He has had no conception of human liberty. His mental qualities are commonplace. Posterity will regard him as more responsible than any other human being for the sacrifice of millions of lives in the great war, as a ruler who might have been beneficent and wise, but attempted to destroy the liberties of mankind and to raise on their ruins an odious despotism. To forgive him and to forget his terrible transgressions would be to condone them.

### TO WHOM HONOR IS DUE.

Standing to-day at the climax of our hopes and with the rich reward of all our sacrifices now in secure possession, we cannot fail to summon our gratitude where it is due. It flows to England, who endured a rain of terrible blows without a whimper and watched out the dark hours with never a thought of quitting until the labor laid upon her was done. We are grateful to the heroic Belgians and the dauntless French, who fought our fight for us and kept the faith. Italy and Greece and Serbia come in for our unfeigned thanks. But Americans will naturally save their warmest gratitude for those of their own kin and country who took up the burden of battle for liberty and who gave and worked and suffered that other nations might be free. The wonderful outpouring of American youth who bent their necks to the yoke of discipline and made as fine soldiers as ever despised death in the murk of the battlefield—who that has witnessed this grand spectacle can ever forget it or cease to thank God for this proof of the noble stuff of which our young manhood is made? As for the men and women, boys and girls, who devoted their brains and their wealth and their work to the supporting activities of the war, there is no need to rise up and call them blessed, for they have felt themselves such all along in their forgetting self and wreaking themselves in willing labors for their country and for humanity. After all, our deepest gratitude must be collective. It is for the people as a whole, with their readiness, every man in his place, to do what was necessary to see the grim business through, and with their simple but sublime faith in democracy, which all through the struggle has shown no shadow of turning.

To individual leaders the full meed of praise will be given. Now that partisan jealousies and prejudices are temporarily extinguished, Americans of all parties will take an honest pride in their President, whom all the nations are acclaiming. Whatever else may be said of him, it cannot be denied that by him, at least during the past year and a half, the Nation's hope and the world's desire have been given singularly apt and powerful expression. No American President ever entered in his life-time into such a heritage of world-wide fame as has the man who, eight years ago, was simply an American teacher, Woodrow Wilson. Fit to stand with him have been our commanders in the field and on the sea. Unpretentious, modest, but terribly resolute and efficient, General Pershing has been an ideal head of our

army in France. Nor will Americans soon forget the splendid qualities shown by the British Commander-in-Chief, whom the hurricane could batter, but could not break. Of the Supreme Commander, Marshal Foch, it is only necessary to say that he has made for himself an immortal name. To the highest military genius he unites a mind and spirit that compel admiration to the verge of idolizing. The fact that not one vulgar or braggart word has come from him in the course of his magnificent success, shows the good taste of a true gentleman and the poise of a firm-set soul. In Ferdinand Foch is surely realized the vision of the Happy Warrior, whom every man in arms would wish to be.

Over the other side, charity would be prompted to draw a veil. Autocracy dies ignobly. Even the tinsel Napoleon III cut a better figure after the first Sedan than the Kaiser does after the second. Napoleon at least sought to die at the head of his troops. William II slinks away to exile. The swaggering and cowardly braggart who made the world tremble with his angry threats, and used to speak blasphemously of his being the vice-gerent of the Almighty, leaves the scene like a discharged hostler. What would the accusing spirit of Bismarck say to-day to the man who has made fool's work of the splendid inheritance which the creator of German unity built up?

We have attained our desired haven earlier than our fondest hopes, but we can still see stormy waters to be crossed. The whole work of reconstruction and of healing lies before us. It will tax our best statesmanship and try the temper of our people. But we may rest calm and cheerful in the assurance that a Nation capable of doing what ours has done within the past two years will not be lacking in either the patriotism or the ability to front successfully the giant difficulties which peace will bring in its train.

### FORECAST OF AN HISTORIAN.

The present conditions abroad seem to give point to the philosophy of history arrived at by George Finlay, the historian of Greece:

"History, however, continually repeats the lesson that powers, numbers, and the highest civilization of an aristocracy are, even when united, insufficient to ensure National prosperity, and establish the powers of the rulers on so firm and permanent a basis as shall guarantee the dominant class from annihilation. It is that portion of mankind which eats bread raised from the soil by the sweat of its brow that can form the basis of a permanent National existence."



## RELAXATION OF CONTROL.

### Hoover Opposed to Prolonged Governmental Dictatorship.

Peace prospects have had a rather more immediate effect than had been supposed in the food trades and indicate with considerable clearness how accurately and sharply has been Mr. Hoover's touch with the main valves of supply and demand.

But the responses to the situation have only brought home to us, all the more, the vital importance of the day when President Wilson shall solemnly declare in a formal proclamation that the war is ended and that a treaty of peace among all the belligerents has been signed.

When that day will come no one can say, but so many great changes are contingent upon it, in all probability, the President will be very cautious in arriving at the date for his action. Upon that proclamation, the Food Control under the Lever act will cease. Six months after that day control of shipping will end. Twenty-two months after that day Government control of railroads will come to an end, unless further legislation intervenes.

So there is immense importance in the date on which peace shall have really arrived. In the food trades present wants bring sharply to mind that it is likely to be a day when business men will feel nervous. Sudden changes of Government are always accompanied by disorders of one type or another. Speculation is well nigh squeezed out of the food trade, but if it should suddenly re-appear in force some vitally dangerous things might result. Preliminary relaxations of control have brought us face to face with the contingencies.

No one familiar with food questions and the operation of the economic law in merchandising has expected that any radical changes would occur in the food trades, as a result of the armistice, unless certain other events occur first. All the food in sight is closely held—either in Uncle Sam's cache for army and navy, or in trade hands, where it is plainly insufficient to meet ordinary normal demands it the present assortment of materials is to continue—wherefore until the Government releases a material amount of its supply—which it is unlikely to do until it arranges a wholesale demobilization of troops and perhaps not then if it is to be used for succoring starving Europe—there will not be enough food in distributive channels to justify any change in the situation.

Even if it does, it should be borne in mind that when the soldiers come home, they will eat as much out of the grocery store as they have been eating out of the Quartermaster's stocks. Unless rapid re-adjustments occur, a sudden dumping of a million men on the civilian larder's task would cause material disturbance. All in all, therefore, the true value of foods shows no sign of changing downward. And until it does, everyone with goods on hand will hang onto them.

As to any change upward, there is a great deal of uncertainty. It may

be that the food trades have generally gotten out of the clutches of the speculator and fairly well cleared the field of the profiteer, but it is doubtful if "the leopard can change his spots" altogether and if Mr. Hoover's grip on the situation should suddenly and wholly relax, no one can guess what might happen. Some who have been guessing are most insistent that regulation in some form must persist during the period of resumption of normal conditions. They predict that anything else would be disastrous.

The things which have lately occurred have not been due to normal economic causes; they are simply the reactions from abnormal measures of control. First of all, everyone knew there was a tremendous supply of sugar in hand and the whole Cuban crop was tied up in governmental hands so that it could be relied on in any event. Latterly it has been evident that this would be a tremendously large crop.

The minute the war's end became evident, the sugar situation changed wholly. The need for the sugar cache on so large a scale vanished. The prospect for available ships to bring in the Java, Indian, South American, South African and Australian sugar crops became brighter. The possibility of resumption of beet culture in Europe became a promising factor. The same was true, in lesser measure perhaps, with wheat. And Mr. Hoover surprised everyone with his promptness on responding to the sign of safety. Whatever promises he has made he has more than made good to those who co-operated with him.

Of course, the need for an excess supply of food is not yet over; nor would it be prudent to wholly drop control. In whatever has been done, control has not been dropped. The operation of its rules have been rendered less stringent. Sugar consumption permitted is still far short of normal, albeit we normally used it prodigally. If the relaxation appears to have been too liberal, it can be withdrawn and the old regulations re-applied. The same is true with flour and in the case of mixed flours advices suggest that the Government is taking advantage of the situation to acquire much of the supply of substitutes, against further necessity for its use. Therefore, it will be well to still regard the modified restrictions as temporary.

It seems paradoxical that Mr. Hoover, the world's greatest dictator of the world's most vital factor, is an absolute non-believer in governmental control of business. Only in the most critical situations does he tolerate it at all and then only so far as individualism must be suppressed to the end that the whole public may be served. He has said this to his intimates all through the remarkable period of his great public service.

The little people who are constantly clamoring for larger measures of public control of business—who imagine that anything but Spanish influenza can be cured by legislation and the exaltation of the theorist and reformer—have long been arguing for the creation of food controllers of

fifty-seven varieties, but they have accomplished no more than good old Mother Partington when she tried to sweep back the Atlantic with her broom.

Beside their ideas read this, from Mr. Hoover—successful business man, phenomenal suppressor of the law of supply and demand and sharp observer of men and business under the varying conditions of opportunity:

"This act expires at the signing of peace with Germany, and as it represents a type of legislation only justified under war conditions, I do not expect to see its renewal. It has proved of vital importance under the economic currents and psychology of war. I do not consider it as of such usefulness in the economic currents and psychology of peace. Furthermore, it is my belief that the tendency of all such legislation except in war is, to an over degree, to strike at the roots of individual initiative. We have secured its execution during the war as to the willing co-operation of 95 per cent. of the trades of the country, but under peace conditions it would degenerate into a harassing blue law."

And these are the words of a real "expert;" not one of the kind made overnight by a governmental appointment or a newspaper assignment. It ought to satisfy some of the reformers and keep them quiet for awhile.

Mr. Hoover, however, frankly admits that there is some need for a powerful Government arbiter. While he applies it now largely to the European problem, it is presumable that if it results in economies there, some form of it, limited to the ends of co-operated efficiency, would be desirable to the same ends at home. That it will continue through the re-adjustment period is fairly well settled, but before that fateful day arrives when President Wilson names the day of the war's official end and of food control, there is ample time for the trades to trim their sails for the new sailing course.

Speaking of that time, Mr. Hoover is quoted as saying:

"While the expiration of the Lever law can be faced without anxiety the other functions of food administration must continue. Some organization must be continued or some organization must be set up to guide our distribution of food abroad, if it shall reach the most deserving and the most necessitous. This implies a large knowledge of European and foreign conditions and can only be founded on continued expansive organization. The vast purchases for export are now all in the hands of governments, many of them acting in common, and their powers in buying could, if misused, ruin our producers, or, alternately, do infinite harm to our consumers. An utter chaos of speculation and profiteering would reign if these buyers were not co-ordinated and controlled.

"I look now for a turn of American food trades toward conservative and safe business because in this period that confronts us, with the decreased buying power of our own people, of uncertainty as to the progress of the world's politics, with the Government control of imports and exports, he

would be a foolish man indeed who to-day started a speculation in food. This is a complete reversal of the commercial atmosphere that existed when war began eighteen months ago, and therefore the major necessity for law in repression of speculative activities is to my mind rapidly passing."

### Germany's Peace Terms If She Had Won.

Annexation of Belgium. Annexation of the entire Flanders coast, including Calais. Annexation of the Brie and Longwy basins and the Toul, Belfort and Verdun regions eastward.

Restitution to Germany of all her Colonies, including Kiaochow.

Great Britain must cede to Germany such naval bases and coaling stations as Germany designates.

Great Britain must give Gibraltar to Spain, cede its war fleet to Germany, give Egypt and the Suez Canal to Turkey.

Greece must be re-established under former King Constantine, with frontiers as before the war.

Austria and Bulgaria will divide Serbia and Montenegro.

Great Britain, France, and the United States must pay all of Germany's war costs, the indemnity being a minimum of \$45,000,000,000.

They must also agree to deliver raw materials immediately.

France and Belgium must remain occupied at their expense until these conditions are carried out.

### Women of Big Enterprises.

Madame Yone Suzuki, the wealthiest woman in Japan, has made more than \$10,000,000 in American money since the war began. Her war brides have been copper, rubber and sugar ventures. In a financial operation now known as the Formosan Sugar deal, a transaction involving sugar, camphor, real estate and many other things, she made \$5,000,000 in one fell swoop.

She is not a shareholder in a corporation. She is the corporation.

Since her husband's death she has been solely responsible for his business.

But she is just a modest little woman, who received in a cultured Japanese household the prescribed education of the old school—she was trained to arrange flowers, serve tea, rear children and please a husband.

### Buckwheat Flour Trade.

Commenting on the fact that buckwheat flour is included among the products licensed under the proclamation of the President of Nov. 2, and not a licensed commodity, intended to be included within the specific margins set forth in previous rulings, the National Wholesale Grocers' Association suggests that, pending a determination of the proper margin which should be permitted the wholesale distributor of this commodity, it is the opinion of the Distribution Division that buckwheat flour should not be sold at more than a pre-war margin and in no event at a higher margin of profit than 12 to 15 per cent.



# “The Colgate Plan” of Price Protection is Upheld by the U. S. Court

## A DECISION OF VITAL IMPORTANCE TO ALL MERCHANTS

The United States District Court has decided in our favor the suit brought against us by the Attorney General, and the indictment has been dismissed. The decision is a complete vindication of our policy of refusing to sell to price cutters.

The vital question raised by the suit is stated in the opinion of the Court to be “how far one may control and dispose of his own property.” Answering that question, the Court recognizes and affirms the right of a manufacturer or anyone else to sell his goods or not, as he pleases.

The decision points out that the Company has no monopoly and that it is not even charged that its prices are unreasonable. It is subject to the keenest competition from other manufacturers, which insures that the re-sale prices which it suggests must always be fair and reasonable.

The decision is particularly gratifying to us because this sales policy has come among the trade to be identified with our House as the “Colgate Plan;” and it is not inappropriate that it fell to us to defend it in the courts.

It was not an agreeable thing to invite an indictment (which the Company could have avoided, had it been willing to abandon its effort to preserve fair and reasonable prices) or to enter into a contest, particularly at this time, with any department of our Government. But we stood for a principle, and would not decline the issue.

The right of a manufacturer to select his own customers is upheld. The idea is repudiated that a cut-throat dealer can elect to use some well-known article in a ruinous price-cutting war upon his competitors, and compel the manufacturer, against his will, to keep him supplied with the means of carrying on this commercial piracy.

Yours very truly,



*Below are extracts from the decision of Judge Waddill:*

“It cannot be said that the defendant has no interest in the prices at which its goods shall be sold. On the contrary, it had a vital interest, in so far as cutting the same would tend to demoralize the trade.”

“Price cutting would almost inevitably result in reducing the defendant’s business, in a given community, to only those engaged in that practice, and deprive it of the patronage of the great body of wholesalers and retailers engaged in what they believe to be a fair and legitimate conduct of their business.”

“What the public is interested in is that only reasonable and fair prices shall be charged for what it buys, and it is not claimed that the defendant’s manner of conducting its business has otherwise resulted.”





### Movements of Merchants.

Marquette—Mrs. L. P. Crary has engaged in the grocery business on Washington street.

Kalamazoo—The Olympia Candy Co. will open a branch store in the First National Bank building about Nov. 30.

Rockford—George E. Porter, miller and grain dealer at Porter Hollow, has purchased a building here and will transform it into a grist and feed mill.

St. Louis—A. E. Lindner has purchased the store building recently occupied by T. W. Green, jeweler, and will remodel it and occupy it with his stock of shoes.

Detroit — The Transient Garage Syndicate has been incorporated with an authorized capital stock of \$50,000, \$40,000 of which has been subscribed and paid in in cash.

Lawton—Mrs. Mabel Sylvester has taken over the undertaking and furniture stock of her husband, the late J. M. O. Sylvester, and will continue the business under her own name.

Climax—H. H. Snyder has sold the stock and store fixtures of the Climax Harness Co. to Mr. Maxwell, of Kalamazoo, who has removed it to that city and will continue the business.

Kalamazoo — Baldwin & Hickok, who conduct a chain of grocery stores in the city, have purchased the stock and leased the store building of the Farmers' Sheds store and will continue the business.

Whitney—The Reade-Burton Co. has been organized to deal in cattle, sheep and other live stock, with an authorized capital stock of \$50,000, all of which has been subscribed and \$5,000 paid in in cash.

Omer—The East Michigan Farmers Elevator Co. has been incorporated with an authorized capital stock of \$35,000, of which amount \$18,500 has been subscribed and \$6,000 paid in in cash.

Lyons—T. S. Stickling, who has conducted the wood working and blacksmith business of Dayton Douglas under a lease for the past six months, has purchased it and will make many improvements.

Detroit—The Peter Trunsky Co. has been incorporated to buy and sell metal, rags and junk of all kinds, with an authorized capital stock of \$5,000, all of which has been subscribed and \$2,500 paid in in cash.

Muskegon—J. S. Cowin, who has conducted a drug and grocery store at Butternut for the past nine years under the style of the Cowin Drug Co., has removed the stock to this city and located at 288 Lake street.

Flint—The B-V. Motors Sales Co. has been incorporated to deal in automobiles and conduct a garage, with an authorized capital stock of \$10,000, of which amount \$6,900 has been subscribed, \$1,708.61 paid in in cash and \$4,191.39 in property.

Detroit — The Peter F. Reuss & Co. has been organized to conduct a general florist business with an authorized capital stock of \$3,000, all of which has been subscribed and paid in, \$850 in cash and \$2,150 in property.

Grand Ledge—E. M. Cathrow, of Detroit, and George M. Maier, of Saginaw, who have been in charge of the drug stock recently purchased by Louis Levison, of Saginaw, in the bankruptcy case of Peterson & Bryant, have closed out the business here and the store is now closed.

Detroit—As an alternative to closing his store as punishment for selling white flour without insisting upon the buyer to take substitutes, Charley Armaly, grocer, National avenue and Ash street, accepted the alternative of making a contribution of \$50 to the National League for Women's service, Detroit branch. Armaly will probably be the last man in Detroit to be punished under the wheat regulations.

### Manufacturing Matters.

Jackson—The National Sulphur & Oil Co. has been incorporated with an authorized capital stock of \$50,000, all of which has been subscribed \$8,000 paid in in cash.

Detroit—The John Lauer Machine Co. has been incorporated with an authorized capital stock of \$20,000, of which amount \$12,000 has been subscribed and paid in in property.

Croswell—Although the canning factory here was erected only this year, plans have been perfected to enlarge the plant early next year. The factory covers thirteen acres of land. The warehouse will be doubled, making it a structure 600 feet long and 80 feet wide. The old Lexington warehouse will be torn down and its site will be occupied by a machine shop.

Marquette—The Keystone Handle Co., which manufactures handles of various kinds, will soon have the former Sambrook mill completely remodeled and expects to occupy the plant. The machinery for this mill will be taken from the two other plants which the Keystone Co. has lately dismantled because the timber in their fields of operation was exhausted, these two plants being located in Corydon, Pa., and Kellottville, Pa.

Benton Harbor — The Wolverine Oil & Gas Co., operating in Wilson county, Kansas, and with business offices here, has been incorporated with an authorized capital stock of \$25,000, \$14,050 of which has been paid in in cash.

Marquette—The sawmill of Schneider & Brown has been re-adjusted to meet conditions created by the regulation of the traffic in lumber by shipping hemlock to the capacity of the plant for use in various camps and cantonments and for other military purposes.

Port Huron—The American Machine Corporation, which had Government contracts to make shells, one of the largest of Port Huron's war plants, is involved in bankruptcy proceedings filed in Detroit before Judge Tuttle. Liabilities total more than \$300,000. In an effort to prevent dismantling the plant by creditors who secured writs of replevin for machinery and other supplies sold the concern, James A. Muir, of Port Huron, has been named custodian by Judge Tuttle. This corporation was organized by A. Grant Armstrong, of Detroit, formerly of Canada, and Canadian capital was presumed to be interested. More than \$30,000 in checks given to employes in payment for their services were refused payment at banks there being no funds to meet them. Business men have several thousand dollars' worth of the checks in which they have extended credit and also cashed. Several small grocers have a greater part of their working capital tied up in checks on which money can not be secured. The United States Government has claim against the concern for \$130,000 and a Cleveland contractor has a \$60,000 claim for construction work which has not been paid. Much valuable machinery and unfinished shells and material are in the plant, which was constructed but a few months ago, but the amount creditors will receive is doubtful. It is stated that checks given employes for services will constitute preferred claim, providing a decree of bankruptcy is entered. It is stated that another bunch of checks were found in the office made out to employes but they were not delivered.

Pay no attention to the frantic appeals from Germany regarding the hunger of the German people. They have starved every other nation they had anything to do with. They have sunk enough food in transit to Europe to feed a dozen nations for years. They had no compassion whatever for others, but kept on murdering, raping, mangling and maiming the people of other nations long after they had lost the war, solely to gratify their fiendish delight in inflicting death and suffering. Now that they are rendered impotent to do further damage, they whine and snivel and beg like whipped curs. Let them die. They are not fit to live. They have violated every rule of life—defied every law of God and man—and death by starvation is a very moderate penalty for their crimes. The fewer Germans left to propagate their dastardly species the longer the

world will be spared the necessity of facing another war of conquest to make the German race supreme—a race which never contributed an iota to the advancement of the universe and which has been a blighting curse on the world ever since the birth of Christ.

There seem to be some indications, both at Washington and Mexico City, that the long-standing controversy over foreign-owned oil wells and oil lands is about to be settled amicably. The American public, although it has never been officially informed as to real questions at issue, has nevertheless always felt confident that an equitable arrangement would eventually be arrived at by all parties concerned in the matter. With the world nearing peace, and the imperative demand for fuel oils for military operations, therefore, somewhat abated, our diplomats and those of Mexico may pursue a more leisurely course in their negotiations. The questions at issue can no longer be represented as touching on matters vital to the interests, nay, the victory of the Allies. Our relations with our neighbor to the South will be greatly improved by the elimination, in a manner to satisfy everybody, of this irksome controversy.

Events of the past few days conclusively demonstrate that in one respect the terms of the armistice were deficient in that they did not provide for the immediate surrender and imprisonment of the Kaiser, his six sons, Von Turpitz, Von Jagow, Von Hindenberg and every other German beast who has had any part in the prosecution of the Kaiser's war since 1914. This would have been a safeguard which would have simplified the situation greatly and done much to render the subsequent deliberations of the peace commission more effective and satisfactory. So long as a single Prussian Junker is permitted to be at large, so long will the cause of liberty and humanity be in jeopardy. The sooner every German who entertains the mistaken idea that Germany is in league with God is buried six feet under ground the sooner will decent people everywhere breathe easier and sleep well nights.

No one man is wise enough to have a monopoly on the good ideas in retailing. The broad, thinking merchant knows his success very much depends on adopting the best ideas that others have tried out and found good.

Efficiency in advertising is impossible without honesty. But honesty is possible without efficiency. Waste in advertising is the natural result of dishonesty—honesty means life, dishonesty is death in business.

The kicker, the knocker, the slammer  
Create a consider'ble clamor;

But it's certainly true—

You know it, you do—

You cannot saw wood with a hammer.

Keep down expenses, but at the same time keep down the idea that your store is a stingy one.





### Review of the Grand Rapids Produce Market.

Apples—Pound Sweet, \$2 per bu.; 20 oz. Pippin, \$1.75@2; Hubbard-stons, \$1.50; Baldwin, \$1.50; Northern Spys, \$2@2.25; Wagners, \$1.75; Mackintoshes, \$2; Grimes Golden, \$1.50; Greenings, \$2; Russets, \$1.75.

Bananas—\$7.75 per 100 lbs.

Beets—75c per bu.

Butter—The market is very firm, on the basis of 1c to 1½c advance over last week, due to a good demand on all grades and lighter receipts. We look for continued high prices and do not see any relief in sight until the current production increases considerably. Local dealers hold fancy creamery at 60½c in tubs and 62½c in prints. Creamery more than a month old is sold at 59c. Jobbers pay 46c for No. 1 dairy in jars and sell at 48c. They pay 34c for packing stock.

Cabbage—\$3 per crate or \$1 per bu.

Carrots—75c per bu.

Celery—25c per bunch.

Celery Cabbage—\$1.50 per doz.

Cucumbers—Indiana hot house, \$2.50 per dozen.

Eggs—The market is very firm, fresh having advanced about 3c per dozen since previous quotations. There is an active demand for fresh eggs at this time and they are in very light supply. We look for continued high prices for some time to come. Local dealers pay 58c per doz., loss off, including cases, delivered. Cold storage operators are putting out their stocks on the basis of 47c for candled and 43c for seconds.

Egg Plant—\$2 per dozen.

Garlick—28c per lb.

Grape Fruit—\$4.50@5 per box for all sizes Floridas.

Grapes—California Emperors, \$4 per 4 basket crate and \$7.25 per keg.

Green Onions—18@20c per dozen.

Green Peppers—50c per basket for Florida.

Honey—35c per lb. for white clover and 30c for dark.

Lemons—California have declined to \$9.50 for choice and \$10 for fancy.

Lettuce—Head, \$2 per bu.; hot house leaf, 10c per lb.

Onions—\$1.50@1.75 per 100 lb. sack for either Red or Yellow.

Oranges—California Valencias, \$12 per box; Floridas, \$7@7.50 per box.

Pop Corn—15c per lb.

Potatoes—Home grown command \$2 per 100 lb. sack.

Radishes—Hot house, 30c per doz. bunches.

Squash—Hubbard, \$2.75 per 100 lbs.

Sweet Potatoes—\$2 per 50 lb. hamper and \$5.75 per bbl. for Virginia.

Tomatoes—California, \$1.15 per 5 lb. basket.

Turnips—65c per bu.

### The Grocery Market.

Sugar—No change has occurred in sugar during the week and none is expected in the near future. Demand is fair and everything is moving forward precisely as it has been. The household allotment increases to four pounds per person per month on December 1st.

Tea—There is an absence of new developments of importance in the local market for teas. A fair enquiry is noted for Formosas and Javas. Supplies seem to be light and prices continue firm.

Coffee—The market continues in a very unsettled condition. Spot stocks are extremely light and as no coffee is coming forward at the moment, prices continue to advance. No advance has occurred in Santos 4s, because there is practically none offered. Rio 7s have advanced about ¾c during the week and milds have advanced 2c to 3c more. Bogotas, green and in a large way, are now worth about 21c per pound, which is an advance of about 7 cents during the last few months. Brazil has the largest stock of coffee in her history, but refuses to sell below the very high prices quoted last week, as she believes that the markets of the world will now be open to her and that she can get all she asks. There is considerable color for this belief. The United States, while normally in control of the coffee situation, has done nothing whatever to improve conditions. Until we get more coffee in, the situation will not improve.

Canned Fruit—Outside of gallon apples there is very little offering in any direction. Apples themselves are not plentiful as the pack this year has been a small one.

Canned Vegetables—Tomatoes show no change during the past week. There is very little business, as the trade believe that the Government will release some of its 45 per cent. and that the result of this will be a sharp decline. The pack is now estimated at close to 20,000,000 cases. If the Government releases anything substantial there will be a surplus for the consuming trade and in all probability, unless the Government does something to protect the market, there will be a sharp decline. Corn and peas show no change for the week. The future is uncertain and the buying is small.

Canned Fish—There has been a pretty good run of sardines off the

Maine coast of late, much better, in fact, than generally expected, and as a result there are some canners offering at about 25c below the maximum Government price. Salmon is in the category with many products of which the Government has bought largely and a part of which it may release. At the moment spot stocks are still as scant as they have been. Prices are firm.

Dried Fruits—There have been no actual developments in the dried fruit situation during the past week. Peace has not changed the situation at all except so far as it has caused a hope that there would in some way be an increase in supplies. Just how this was to come about has not been made quite clear, but as a matter of fact there could be only one way, and that would be by the Government deciding to release some of the supplies it has commandeered, which is considered a very remote possibility. In the matter of prunes, for example, the crop was short to begin with and then it was cut in half by the rain damage of September so that there was nothing in the way of a surplus over minimum Government requirements except the very small sizes. These are slow in arriving, but the retailers are still able to run for the most part on the supplies they had left over from last season. Raisin deliveries are slow, but there will not be a serious shortage except in certain descriptions. Peaches will of course be scarce and the commercial trade will have to get along with very few and in a number of instances with none at all.

Corn Syrup—There is no change in the situation, the market being firm, with a good enquiry.

Molasses—There are no new developments in the situation, the market being steady, with a fair enquiry.

Sugar Syrups—With supplies small the market remains quiet. Prices continue steady.

Macaroni—Supplies are light and the market remains nominally firm.

Pickles—Owing to freer arrivals the tendency of the market is easier.

Rice—Quiet conditions prevail in the market for rice and the situation lacks new features. Supplies are light and prices continue firm.

Cheese—The market is very firm, quotations the same as last week. If there is any change at this time it will probably be toward higher prices. This is due to a very heavy withdrawal from the cold storages and an extremely light make. The receipts are only moderate for this time of the year and there is a good local consumption.

Pineapple—The California-Hawaiian Packing Co., at Honolulu, is doubling its capacity. A warehouse that will have capacity of 800,000 cases is under way which will increase storage to 1,125,000 cases. This will enable the entire working plant to be devoted to manufacture.

Flour—To date there is no change in this market, although the end of the fighting is expected to make a better market than there has been for some time, that is a better demand. The substitute rule for wheat flour

has been removed and some plan is expected to take care of cereals when grocers have overstocked to comply with the 80-20 rule which has gone by the board. It is planned for the grain corporation to take over the stocks that do not find ready sale from the food administration. Coarser grains will be marketed as animal feeds which are short.

Provisions—The market on lard is very firm, with quotations unchanged. There is an active demand and a fair supply. The outlook is for higher quotations. The market on compound is very firm, following an advance of ½c per pound. This is due largely to a light supply of cottonseed oil and an extra heavy demand. We look for continued high prices in this commodity for some time to come. The market on smoked meats is steady to firm, with quotations ranging the same as previous quotations. There is a fair supply and a good demand. The market on dried beef is very firm and there is an extremely light supply, with a fair demand. The market on barreled pork is firm, with quotations ranging the same as last week. The market on canned meats is very firm. There is a good supply and a good demand.

Salt Fish—What the coming of peace is going to do to the fish market, which is largely influenced by foreign goods, is uncertain. It is reasonably sure that within a few months the prices of mackerel will decline, as they have been very much too high. Some Irish fish is now coming in, but not enough to reduce prices. The shore fishing season is over. Cod continues very high, as a large foreign demand is now opened for it. Prices are the highest in the history of the business.

### Use of Thrift Stamps As Premiums Prohibited.

Merchants who attempt to popularize Thrift and War Savings stamps, and to increase their sales of stamps by giving them as premiums with purchases, have been asked to discontinue the practice by the Treasury Department.

"The war savings movement was created to help the people of the United States to win the war," it is declared by the Department. "When a retail dealer gives away war savings stamps he does so that he can sell a man something the man does not need.

"The Government gets 25 cents from the dealer and the dealer gets \$5 or \$10 from the customer for an article the customer ought not to have bought, and which the War Industries Board and the War Department can not spare the facilities and labor to manufacture. Thus the transaction goes right around the circle, and defeats the war savings movement."

Many merchants throughout the country have been offering stamps to customers in an honest effort to help their sale along, but undoubtedly the Department's belief that some merchants give them merely to increase the sale of their goods is based upon good foundation.



## UPPER PENINSULA.

## Recent News of the Cloverland of Michigan.

Sault Ste. Marie, Nov. 19.—Now that the hunting season is at its height, there is a big gap in the business circles, as many of our merchants are celebrating the glorious end of the war by taking a week off and trying their luck with the army of mighty hunters. Consequently, many stories are being told, some of which are really true, the latest being from one of our hunters who caught a deer alive. It was driven into an open field near Pickford and was so exhausted that it had not strength enough to jump over a high barbed wire fence and was caught alive. Whether the deer was let go again or handled a la carte was not stated.

Nelson Hall, of the firm of Conway & Hall, is back on the job again after spending a delightful week in the woods, but as Nels is known for his George Washington qualities, he admits that he did not get a deer, although he had a good chance to shoot one near the camp. As he was a member of the camp with a Safety First division, he would not shoot at the deer in that direction and insisted that the animal moved in another direction. The orders were not disregarded, however, before Mr. Hall got another chance, but the deer had gotten to a place of safety, so that Mr. Hall is willing to accept a good roast of venison regardless of who shot the deer.

The dissolution of partnership existing between W. W. Smith and Hecto, De Mers under the firm name of Great Lakes Employment Bureau, doing business at 309 Portage avenue, has transpired. Walter W. Smith will continue as owner and manager.

Mrs. E. J. Murray, who for the past ten years has conducted a grocery store on Esterday avenue, sold out to Sam Elliott two weeks ago, but, owing to Mr. Elliott's failing health, he was obliged to resell and the Soo Co-operative Association purchased the stock and fixtures. This will make three stores owned by the Co-operative Association. Percy Elliott, brother of Sam Elliott, has been placed in charge. Mr. Elliott has had years of experience in the grocery business and the Co-operative has made no mistake in placing Mr. Elliott as manager of the newly acquired store.

Captain Marshall Duddleson, who for many years has been a resident of this city, is moving his family to Cleveland, where they expect to make their future home. The Duddlesons have made many friends while in the Soo who regret their departure and hope that in the near future they will be back again.

It begins to look as though we will never be able to buy the milk of human kindness by the quart.

The many friends of John W. Waddell were shocked to hear of his death last week. Mr. Waddell was one of the Soo's prominent men and one of the directors of the Chippewa County Agricultural Society and will be greatly missed. He leaves to mourn his loss a widow and three children.

Your scribe had a nice visit with Charles O'Laughlin and family last week. Terry, for a number of years, was one of the popular Sooiters and his numerous friends here will be pleased to know that he is comfortably situated on the West side of Bay City, engaged in the retail business, where he has built up a prosperous trade. Terry always was a hustler which accounts for his success. His son, Sidney O'Laughlin, is in the meat business at Detour where he enjoys a remarkably good summer trade, having purchased the market from Carl Humber last spring.

The Chippewa county service flag, on which there are about 1,300 stars, twenty of which are gold, was to be

flung to the breeze for the first time last Sunday. Great preparations had been made for the impressive ceremony by the Mayor and other committees, but as the rain interfered, this was postponed until the following Sunday.

William Lawson and William Kirkbride, well-known cattlemen of Pickford, were city visitors this week. They report cattle pretty well bought up throughout Chippewa county and do not expect to do much more this fall with the exception of Mr. Kirkbride, who expects to continue in the dressed meat business throughout the winter.

G. H. Campbell, superintendent of the dining and sleeping cars, returned last week from a visit to Duluth.

Herbert Fletcher, one of the Soo's well-known hunters, returned Sunday from Deerland, but without a deer. However, he expects to try, try again and his friends are confident that he will get the big buck which should have been his game. Herb, usually is good for one each year and doesn't want this year to be an exception. His friends are still living in hopes they will have a roast of venison, as usual.

The 300 pound buck brought in Monday was the prize of Glen Martin, one of our young hunters who holds the championship so far.

William G. Tapert.

## How Battle Creek Merchant Would Punish Kaiser.

Battle Creek, Nov. 19.—Pardon me if I say it, but I must. I am filled with surprise at your unexpected charity. I marvel at your strangely expressed generosity. Usually I have been compelled to admire your outspoken fearlessness, as well as your farsighted wisdom in dealing with the Hun and his hun-ishness, but now some inexplicable change seems to have come over you. In one sentence you speak of the erstwhile Kaiser as the worst of criminals and have nothing but reprobation for those who "speak a good word for the Kaiser," but in the very same breath, as it were, you say that you think that this "monster in human form" deserves nothing more than death or banishment to some lonely isle. Believe me, this is nothing less than thinly veiled friendship for an unworthy being. Really, this is trying to get him off in the easiest possible way. No one could expect him to suffer less for his crimes. And that you, of all persons, should advocate nothing more than this is certainly cause for the greatest astonishment. Should have supposed that, on the other hand, you would before now have either fathered or fostered a movement for some punishment more befitting his crimes. Death is surely too good for him and mere banishment is nothing, while physical torture is beneath civilized peoples. Far better the suggestion of another that he, with his partners in crime, be put on a chain gang and made to work at hard manual labor in the building up of the country he has laid waste and for the benefit of the people he has so shamefully wronged. This—for this pampered son of luxury, this proud man accustomed to authority and itching for world domination—would be far worse than death or banishment, especially as he would, of course, be compelled to perform his coarse and menial tasks under the very eyes of those whom he has always looked upon as vastly his inferiors. But even such a living death would be tame beside what I would mete out to him should the Allied powers in their wisdom see fit to make me the arbiter of his fate. His punishment then would be to have the hair of his head and mustache shaved clean, his body clad in prison stripes, himself incarcerated in an iron cage open on three sides and containing

but a hard chair and coarse couch; then he would be fed on the plainest food and given but water to drink—all served in the coarsest of dishes. Above the cage would be written in various modern languages and in letters that all might read

## THE BEAST OF BERLIN.

This worse than beast would then be exhibited throughout the Allied countries in all our large cities and especially among the beasts in our parks and zoological gardens. It would be made a crime, punishable by long term imprisonment, to try to communicate with him in any way and a crime punishable by death to try to release or relieve him in any way, even by death, while everyone would be allowed to mock and scoff and jeer at him to his heart's content. If the mental torture and anguish of this worse-than-death career threatened to be too much for him, I would vary it with a pleasant summer's vacation on the chain gang in poor, bleeding, devastated France or Belgium.

I trust that I may count on your good offices in my behalf to make sure of my appointment as judge at the court where this sentence may be imposed.

Elon P. Boynton.

## Regulations Have Not Prevented High Prices.

Under the regulations of the Food Administration now in force, speculation is prohibited by the device of making the goods go from producer to consumer in the most direct line possible. There are many who think that this rule ought to be retained, and that it will be, as for a long time there has been a growing prejudice against allowing speculation in food-stuffs, and during the war this idea has taken a firm hold. These regulations have not had the effect of cheapening the cost of living, for prices are on a highly inflated basis compared with peace times. The contention is that the rules have prevented prices going still higher, which may have been so, but it is a generally accepted view that the main object was to stimulate production, which has been done, and it is considered that the Government is morally bound to stand by the producers to the end.

## The Country Banker.

One of the strongest movements in the economic realm to-day is for the restoration of the personal elements which went by default in the rapid evolution of the modern industrial system. In getting close to the people, the country banker ranked next to the country editor. The country banker knew all his customers and understood their affairs. With the development of the great modern banks, this atmosphere of friendliness and warmth has been lost. President John J. Mitchell of the Illinois Trust and Savings Bank, one of Chicago's most humanized banking institutions, believes that a banker should be kind and human and sympathetic to his clients. He reasons that a friendly attitude on the part of bank officials promotes a better feeling between the public and the corporate world in general. Private business can create a friendly, human atmosphere, but this is one of the things that would be lost in the event of Government ownership.

## BANKRUPTCY MATTERS.

## Proceedings in the Western District of Michigan.

Grand Rapids, Nov. 19.—Abraham Miller, conducting a grocery store at 733 Broadway, this city, has filed a voluntary petition in bankruptcy. The adjudication has been made and Mr. Corwin is acting as receiver. Mr. Norcross is in charge as custodian. An appraisal is now being taken of the assets. The first meeting of creditors is to be held Nov. 29. The schedules of the bankrupt show the following: Liabilities amounting to \$1,703.62 and consisting of taxes due, \$15.37; secured claims, \$50; unsecured claims, \$1,638.25. The assets show stock in trade, \$550; machinery, tools, fixtures, etc., \$780; debts due on open account \$100; total, \$1,430. The bankrupt claims as exempt household goods to the amount of \$250 and wearing apparel, \$50. Following is a list of the creditors of the bankrupt:

Preferred Creditors.	
City of Grand Rapids, taxes	.....\$15.37
Secured Creditors.	
Kent State Bank, Grand Rapids	....\$50.00
Unsecured Creditors.	
Citizens Telephone Co., Grand Rapids	.....\$ 6.00
Moon Lake Ice Co., Grand Rapids	16.72
M. Bortz & Co., Chicago	..... 17.00
A. Casablanca & Son, Grand Rapids	12.43
Ellis & Bashara, Grand Rapids	.... 80.70
Grossfeld & Roe Co., Chicago	..... 79.08
Holland Cigar Co., Grand Rapids	.. 4.53
Kosher Star Sausage Mfg. Co., Chicago	..... 174.23
J. A. Mutton, Grand Rapids	..... 15.00
C. W. Mills Paper Co., Grand Rapids	66.64
National Biscuit Co., Grand Rapids	21.29
National Grocer Co., Grand Rapids	155.00
Standard Oil Co., Grand Rapids	.. 13.10
Sprague, Warner & Co., Chicago	.. 544.88
Van Den Berge Cigar Co., Grand Rapids	..... 35.00
Worden Grocer Co., Grand Rapids	315.60
P. Allen, Grand Rapids	..... 26.00
C. Witt & Sons, Grand Rapids	.... 15.00
A. E. Brooks & Co., Grand Rapids	20.05
Frank Eckhart estate, Grand Rapids	20.00

In the matter of John K. Burkett, bankrupt, Kalamo, a final meeting has been called, to be held Nov. 29. The trustee's final report shows total receipts of \$220.82 and disbursements of \$85.10, leaving a balance on hand of \$135.72 to be disbursed at this time.

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

Buffalo, Nov. 20.—Creamery butter extras, 62c; firsts, 60@61c; common, 58@59c; dairy, common to choice, 40@50c; packing stock, 38@40c.

Cheese—No. 1, new, fancy, 32@33c; choice, 30@31c; old, 28@30c.

Eggs—New laid, 75@85c for fancy and 62@64c for choice; storage candled, 45@47c.

Poultry (live)—Old cox, 20@22c; fowls, 26@30c; chicks, 26@30c; ducks, 30@32c; turks, 32@34c.

Beans—Medium, \$11 per hundred lbs.; Peas, \$11 per hundred lbs.; Marrow, \$11.50@12 per hundred lbs.

Potatoes—New, \$2@2.20 per hundred lbs. Rea & Witzig.

The formal taking over of the express companies by the Government is a totally unnecessary proceeding which can find no excuse except in the determination to create another large mass of employes subservient to whichever political party happens to be in power. We have already seen the danger involved in Government ownership in the case of the railway lines of the country. Although railway employes are prohibited by rule from discussing politics on the trains, they are to a man favoring McAdoo for President and, on the least provocation, introduce the subject without the least suggestion or invitation on the part of passengers. When reminded of the rule prohibiting employes talking politics while on duty, they pull down an eyelid and significantly remark that no man who makes a rule of that kind expects it to be applied to himself. As a result of this laxness of discipline and looseness of tongue, a trip on the railroad has come to be regarded as a preliminary training for the next presidential campaign.



### New Standard for Butter Grades.

The first inkling of what may be the Government's decision as to a standard for butter—at least it is inferentially taken as a probable opinion of the Joint Food Standards Committees—has been made public by Dr. Julius Hortvet, State food chemist of South Dakota, in the form of a copy of a tentative standard which he has sent to the secretary of the Illinois Butter Manufacturers' Improvement Association.

While it does not appear just how official it is, it is considered as probably the present basis of the committee's studies. It reads as follows:

1. Butter is the sound, clean, non-rancid product made from fat gathered by churning fresh or ripened cream or milk, and it also contains a small portion of other constituents natural to milk, with or without added common salt, and with or without harmless coloring matter. It contains not less than 82 per cent. of milk fat and not more than 15 per cent. of water.

2. Creamery butter is butter made in a creamery from fat gathered by churning clean, sound, fresh or ripened milk or cream. It conforms, in respect to fat and water content, to the standard for butter.

3. Dairy butter, farm butter is butter made on a farm or in a farm dairy, by such ordinary methods of churning, salting and working as are employed by persons who have no technical knowledge or experience in the science and practice of butter making. It is not made to conform, in respect to fat and water content, to the standard for butter.

4. Renovated butter, process butter, is the product made by melting, refining and churning or reworking original packing stock butter or other butter, or both, without the use or addition of other material except wholesome milk, or cream, skimmed milk or other milk products, or salt. It conforms, in respect to fat and water content, to the standard for butter.

5. Renovated cream butter is butter made from fat gathered from rectified, partly neutralized or renovated cream and is labeled in such manner as to indicate its distinctive character.

6. Whey butter is butter made from fat, gathered by churning cream separated from whey. It conforms, in respect to fat and water content, to the standard for butter.

### No Stigma Now Attached to Female Clerks.

A teacher in a middle west store found the elevator operators changing so constantly that she trained a college woman in elevator service. Thus she has a girl who understands the elevators and is capable of teaching others.

When Mr. Selfridge was with us at the last convention, he said there were some positions in his store in which he would never again employ men. He spoke particularly well of the girls in the elevators. Whether or not the merchants in this country, who have been using girls on the

elevators, will want to continue them at that work is a subject worth considering. In many stores white girls are used successfully as operators, while in a number of others colored girls are being used. At Jordan Marsh Co., Boston, colored girls operate the elevators, and Miss Hopkins, the Educational Director, likes their work very much.

In some cases elevator doors have had to be changed in order that women could handle them. That is one important thing necessary to keep women permanently at such work. Conditions must be right.

In one store training for elevator work includes: Their place in the organization; their having something to sell; taking orders; trip through the store in groups (later lists of locations for reference were given); names of executives and where they may be found and practice in running elevators. One store gives a bonus of \$2 a month to elevator operators if no complaints have been made against them.

Instead of expecting one person to do all the training for all the new positions in this transition time, I think it is well to look ahead and organize in such a way that one person can be responsible for certain groups. In the past usually one person has been in charge of cashiers. Now there is a tendency to have one person to train elevator people, one person to train floor superintendents, etc.

All reports I have had speak of the very excellent work done by women as floor superintendents. For such positions women should first have selling experience. Women are especially fitted for some departments more than others. One store last Christmas season used women on the floor to give information and all were retained afterward as section managers. In using women for such important work, I cannot too greatly emphasize the importance of training. Merchants must not expect that people who have had no business experience can step in and be satisfactory without training.

College women can be started to good advantage in the mail order department, the adjustment bureau or as office managers.

The stigma attached to store work, I feel, originated largely from low wages and long hours. Now is the psychological moment to establish a different standard. If the merchants want a higher grade of employe they must be sincere in facing the problem and realize that to get good people they must make conditions and wages right.

Lucinda Wyman Prince.

A successful store places more and more stock on dignity and class. The store which caters to the bargain hunters is in danger of perishing by the bargain route. The bargain hunters are fickle, and to cater to them for ten years and then see them cross the street in one day leads a man to want to enlist. By appealing to satisfaction one is building more wisely than the one who attempts to build on the sands of bargain hunting.

## The Opportunity of the Employe

This is the day of the employe. He is much sought and well paid. The war has given him a new value, a new independence. He can select his own employer and change as often as he wishes. This is the heyday of his prestige and his importance.

It is also the employe's opportunity—probably the greatest in history. To-day, to-morrow, this year and next is his time to establish himself. But after that—who knows? To-day he has no competition in selling his services. That condition will not last. A matter of months—maybe at most a year or two—and several millions of men, trained, fit and efficient, will be turned loose to return to their old jobs. The man who has served his country will be the favored applicant for the vacant job. Immediately the job that is to-day a mere job, will suddenly become important. There will be no more begging the employe to stay on the payroll. The boss will again be the boss. It will come. It will come soon.

So this is the time for the employe to make the most of his opportunity. The man who changes about will find himself ere long in the shifting sands. To-day is his opportunity to make good, to show his loyalty, his ability, his superiority over the man who is here to-day and gone to-morrow. The man who sticks now is the man who will be on the payroll after the war and a valued and well paid employe. After the war a job will be a job again, always necessary but not always available to the drifter.

**WORDEN GROCER COMPANY**  
GRAND RAPIDS—KALAMAZOO

The Prompt Shippers



**POST WAR PROBABILITIES.**

As an undertone to the general acclaim which greeted the armistice at the beginning of the past week came some rather serious reflections by the mercantile community as to the immediate and proximate results of the change in conditions created thereby. No one contends that anything like what existed before the war is likely to come soon, and there are many who believe that what was regarded as normal in the beginning of 1914 will not again re-appear. The world upheaval has made new landmarks in trade and industry just as it will in National boundaries, and there is faint hope of a re-establishment of the old order of things. Production, labor conditions, consumption, and price changes of commodities, no less than control and diversion of transportation facilities, must for some time to come bear the impress of the forces to which they have been subjected by the stress of the world war. What complicates the problem, furthermore, is the fact that everything must be considered from a new standpoint. Not, as has been the case hitherto, will the domestic aspect be controlling in matters affecting the prosperity of the country and, consequently, its business activity. Now, for a while, world needs will be impelling in diverting production and distribution and in creating new channels of outlet.

While there are many opinions current in business circles as to the effect which the return of peace will produce, there is a general agreement on one point. This is, that the period of inflation ended with the proclaiming of the armistice and that it is not likely to recur. While there will be no general and abrupt cancellation of war orders, which would only lead to confusion, there will be a gradual diversion of activity to civilian purposes. This has been shown in the action taken with regard to the change in the priorities list which makes it possible henceforth for some of the so-called nonessential industries to function. As the strictly war industries contract in their operations, workers will be released and there will be an end of the exorbitant wages and bonuses which have been given for the purpose of speeding up production. A very potent spur toward curtailing the war industries will be the need of contracting the expenses of the Government to the utmost in order to reduce the burdens of taxation and prevent needless increase of the public debt. Much will be heard of the need of economizing in expenses when Congress takes up the discussion and there will be a closer scrutiny of outlay now that the war is ended. From merely political considerations neither one of the parties will be willing to stand for the spending of any money which is not absolutely needed.

An excuse, or pretext, for the high prices of many articles was the plea that they were scarce because of the large orders placed by the Government. In reality, the profits on Government contracts were so large that

many mills and factories felt that they could ignore private offers unless the latter were made particularly attractive. Filling Government orders was also comparatively easy because they called for quantity production of limited sorts. But, after prices of fabrics to the trade had kept on rising without any sign of stopping, the War Industries Board had to step in and fix maximums. The bases for the new prices were virtually established by agreement with the producers and did not err on the side of cheapness. The arrangement rather played in the hands of the speculators who had been gathering together all the goods they could and had helped to create a scarcity in the open market. These persons are showing a little apprehension now and are disposed to let go of their holdings at lower prices than were acceptable before the armistice went into effect and the Government began to cut down its orders. There has been shown also a disposition on the part of buyers to cancel orders because of their belief that prices will have to come down even on the part of the mill men. The latter have, indeed, indicated their willingness to sell for less than they did, as is apparent from the prices named by them in response to Government bids in the past few days.

It is generally regarded as necessary that official control of many essential articles be continued for some time after peace is declared. This is not a matter for any one country, but is international in its scope. While it is not yet determined on what terms the Central Empires are to be admitted to trade in the world's markets, nor as to the conditions under which they are to receive needed raw materials, it is universally recognized that a curb must be put on what might be a general scramble to control both the raw materials and the shipping needed for their transportation. An open competition without restraint would at the outset run up prices to an excessive extent and give the opportunity for corners. The world's stocks of foods are already being put into a common pool for equitable distribution, and its supplies of essential raw materials will, in all likelihood, have to be dealt with in similar fashion. Government agencies are already acting with this end in view in Great Britain, France, Italy, and other countries, and Germany has a completed system for buying and distributing essentials which it must obtain from abroad. In this country the control exercised by the various war boards and commissions is ample for the time being as a check on undue imports and exports and on efforts at price inflation. But that there must be some concert of action between the agencies in the various countries for the so-called period of reconstruction seems to be recognized. After that, the consensus of trade opinion appears to be that it will be best to let private initiative again prevail as it did before the war.

A person may economize and eat fish, but he doesn't eat fish to economize.

**LATE IF EVER.**

One of the ameliorations, when our men were called to war, was the assurance that prohibition was at hand, and that our boys in blue and khaki would be better protected from weakness and temptation than even in their homes. This pledge was solemnly reiterated. And now the war is over. Our men who are still abroad are winning world-wide praises for their strength and manliness and self-control and self-sacrifice. In this they are helped by the splendid morale of those officers who in a certain way had the policing of them. Is it not deplorable that here, on our own ground, roosting women are permitted to ply their nefarious occupation openly, so that in the most unguarded moment of excitement and exhilaration temptations should beset our soldiers and sailors from which they were pledged immunity? Not only in this way is their harmless and innocent joy-making spoiled, but their good name in some instances is branded.

Trustworthy reports come from London that during the merry-making last Monday scarcely a drunken person was seen on the streets. It can only be imagined how much worse the plight of Russia would be than even now if vodka and other intoxicants had not been abolished. Weak and inadequate as was the unhappy Czar, in that respect he set a high example, not only establishing a standard for his people, but enforcing it.

With regard to such of our men in service who have failed—and thank Heaven there are not many!—those of us who have their interest and welfare deepest at heart can not refrain from saying that the word of promise has been kept to the ear and broken to the hope.

**REPENT, REFORM AND REPAY.**

Has any one heard a single word of repentance from Germany? The Tradesman has no knowledge of such a mood on the part of the German people. On the contrary, they are celebrating the close of the war as a victory for Germany on the theory that they were conducting a war of defense and that they were victorious in keeping the precious soil of Germany free from invasion.

Have we any authentic information that there is any permanent reform in Germany? The Tradesman believes that all the talk about revolution is German propaganda; that as soon as peace is declared the Kaiser will be called back from hiding and resume preparations for another attempt to conquer the world.

To forestall the payment of heavy indemnities to the peoples whose countries have been invaded and despoiled, the German people are now yelling for mercy, like stuck hogs, alleging starvation and kindred evils. This is also German propaganda, conducted with the sole idea of reducing the amount of the indemnity which Germany must pay as the penalty of her monstrous crimes and barbarities.

Unless the Tradesman is very much mistaken, Germany will not be able to sway public opinion in England

and France, as the pro-Germans are swerving public opinion in this country, and thus secure immunity from the responsibility for her misdeeds. She must repent, reform and repay those who suffered as England and France have suffered before she can be admitted to the family of nations. And even then those of us who know the detestable character of Germany and her perfidious people will sleep with one eye open.

**THE ARROGANT ARISTOCRAT.**

San Gompers, the most arrogant and blatant labor demagogue the world has ever seen, arbitrarily announces that the present war wage will not be permitted to be reduced when peace is declared and the cost of all staple articles of human consumption is reduced to lower levels. In a washbuckling tirade to his venal and unscrupulous cohorts, he warns employers of labor that if they attempt to reduce the present wage levels or increase the 8 hour work day, they will be summarily dealt with and revolution will result.

Gompers owes his position as union labor dictator to the undignified and humiliating surrender President Wilson made to him and creatures of his ilk, thus reversing the attitude of a lifetime and placing the executive department of the Republic in a deplorable position before the eyes of the world.

Notwithstanding the attitude of the boss demagogue and his alliance with the chief executive, the inexorable law of supply and demand will still be the great regulator in matters of ages, as it is in every other department of human life. There never has been a time in the history of the world when the ratio of wages was not based on the cost of living and there never will be a time when this rule will not prevail, notwithstanding the efforts of labor demagogues and political adventurers to reverse the rule of the universe.

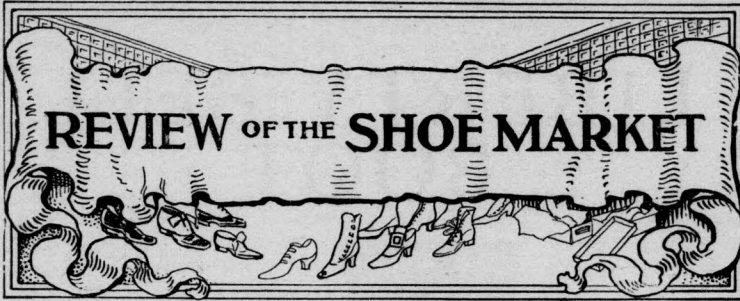
**WHITE BREAD RULES AGAIN.**

The removal of the substitute restriction in the sale of flour is not at all due to the fact that fighting in Europe has ceased. The oats and corn are so badly needed for the few cattle left in Europe that the United States food administration, after representations from the Allied governments that cattle food was absolutely necessary to save the lives of thousands of babies this winter, decided to put the country on a white flour basis and ship the rougher foods to Europe.

In no country engaged in the war except the United States and England are adults permitted to have milk. In England, a small portion per week is allowed for adults but in all the other countries all milk is saved for children. With short crops or none, the European cattle face starvation this winter unless the United States comes to the rescue.

The restriction on the portion of bread per person—two ounces per meal—remains in force, the quantity of available wheat in the United States being insufficient to permit unlimited use.





**Selling Shoes for Little People.**

Written for the Tradesman.

No other branch of the American shoe industry has made greater progress during the last ten years than that portion of it which is devoted to the production and distribution of children's shoes.

There was a time when the principal aim sought in the production of this class of footwear was inexpensiveness; and in those days there was little style and the minimum of intrinsic shoe value in a given pair.

If soles were not made out of some inferior grade of leather, or leather substitute of a more or less unsatisfactory character, they were apt to be heavy and unyielding; while the upper stock that went into this sort of footwear was that which had been rejected for women's or men's shoes. Culls, seconds, and inferior materials of many kinds were worked up into shoes for little people.

Lasts were not carefully and scientifically made as they are to-day, and the type of shoemaking was generally little or no better than the material employed.

**Then Came Better Shoes.**

The writer is not attempting to overdraw the picture, but rather to state the facts; the situation in so far as children's footwear was concerned left much to be desired.

And then the idea gradually came into vogue that little people were entitled to better shoes—shoes made of better materials, made in a more workmanlike manner, and made on better lasts.

All this, of course, meant that children's shoes must bring more money; otherwise, to be sure, these improvements could not be made.

Somebody tried it out in a tentative way, and the experiment proved successful. There were many parents who were looking about solicitously for something better in the way of footwear for their little ones.

The success of a few manufacturers of children's shoes encouraged others to emulate their example, and it wasn't long until the so-called grading-up process was in full swing.

Naturally we are here condensing much shoemaking history of recent times into small compass; but the sum and substance of it is that now we have shoes of style merit, wear value, and bona fide intrinsic worth, which have been designed and made for little people.

If, in other days, children have acquired incipient or chronic foot ailments by wearing ill fitting, coarse, heavy, and unyielding shoes—there is no longer any occasion for such

misfortunes and injuries, for now children's shoes are made to fit properly.

**And They Carry Style, Too.**

Not only do they fit, but they also carry a world of style.

The lasts for little girls are made to parallel the style-lines effected in footwear for women; and those for little boys, duplicate, in a sense, men's stylish lasts.

And the construction of these shoes for little people is on the right lines. The work is not slighted at any vital point.

Of course there are so-called popular-priced shoes for little people, but I have in mind children's shoes of the medium or better grade sorts; and these certainly leave little to be desired.

Of recent years the style-note in children's footwear has received a tremendous emphasis. Aggressive dealers have played it strongly, and with profit; and to parents who are able and anxious to have their children attractively dressed—especially on Sundays, holidays, and other special occasions—realize that the footwear of the child is as essential to correct dress as any other feature of its appareling. In other words footwear can no more be slighted in the child's case than in the grown-up's.

**Several Classes of Footwear.**

Children's footwear may be divided into several classes, taking the age of the child as the basis of classification. There are, of course, other principles of classification; but the age basis is perhaps as satisfactory as any other.

First, Infants from a few weeks of age up to 2. (Soft soles in attractive colors for babies that do not walk, or are just beginning to take a few steps.)

Second, Little Tots' Shoes, for youngsters from 2 to 6. (Children's turn sole, wedge heel boots and oxfords.)

Third, Boys' and Girls' Shoes, from 6 to 10. (And in this class of juvenile footwear there are many types and classes.)

Fourth, Big Boys' and Growing Girls' Shoes. (This is a special type of footwear whose development along proper lines during the last few years makes it a subject worthy of special discussion—only we shall not enter into it here.)

The dealer who is endeavoring to cater in a thoroughgoing way to the children's trade of his community ought to understand all these types of footwear, and know the manufacturers who are famous for success in

R. K. L.

R. K. L.

**Do You Sell Our Victory Shoe**

**A \$4 00 Welt**

**Tan and Black. Heavy enough for any work—Light enough for semi-dress.**



Made of vegetable tanned upper leather, gain insole, first grade outsole with a rubber slip sole. A shoe for every wear.

No. 8733—Dark Chocolate Blucher Welt, D and E, Sizes 5 to 11. Price..... \$4.00  
No. 8734—Black Blucher Welt, D and E, Sizes 5 to 11. Price..... 4.00

ORDER TO-DAY—SHIPMENT AT ONCE.

**Rindge, Kalmbach, Logie Company**  
Grand Rapids, Mich.

R. K. L.

R. K. L.



**PEOPLE** quickly resent being supplied with merchandise of inferior quality.

They won't hold you responsible for prevailing high prices but they will hold you to an accounting if you couple high prices with poor shoes.

**F. Mayer Boot & Shoe Co.**  
Milwaukee, Wis.

**HONOR BILT SHOES**



one or another of these departments. For it must be realized that manufacturers have specialized—some, for instance, devoting themselves exclusively to soft soles. And, by the way, soft soles used to be marked at from \$2.25 to \$4.50 the dozen (to the dealer), whereas they now run from \$4.50 to \$12 a dozen. The latter, of course, being of the very highest grade.

In addition to these general classes, there are some special types of footwear for little people: tennis and gym shoes, boys' scout shoes, outing footwear, rubbers, storm boots, and the like.

So that a comprehensive knowledge of the whole field of juvenile footwear involves a good deal of information.

The dealer who is anxious to build up a strong trade in the juvenile line ought to make himself thoroughly acquainted with these types and classes of shoes, and know the people who make the best in each class.

**Acquiring the Goodwill of Little People.**

It is a great thing to be able to acquire the goodwill of little people.

Accessories help—to some extent. A bright, attractive store appeals to little people; and, with the very small tots, a rest room with things for the little people to amuse themselves with helps a lot. The writer knows of a good many stores that have installed playrooms, white diminutive merry-go-rounds, chute-the-chutes, doll houses, fish ponds, aviaries, etc.

In fitting soft soles to little tots that can sit up, but are so small they'd be lost in an adult's chair or on the usual settee, a special infants' chair sufficiently elevated so the salesperson can work to advantage, makes a hit both with the child and its parents. I have read interesting accounts of the successful working out of accessory problems of this nature.

But the main thing, after all, is not so much accessories, as it is the right atmosphere in the retail shoe store.

Goodwill is determined largely by non-material conditions; it's the attitude of the dealer and his sales-force. If that is right, the children and their parents will overlook many defects of a material nature.

Souvenirs to little people are helpful.

But the best thing of all is service.

Give good values in the shoes you sell, and careful service in the fitting of them, and a pleasant smile and a cheerful word both to the little one and his mother—and you'll make a hit.

Cid McKay.

**Causes of Our Revolution.**

"Gertrude," asked the teacher, "what were the causes of the Revolutionary war?"

"It has something to do with automobiles, but I do not understand just what," replied Gertrude.

"Oh, no!" said the teacher, "that was before the day of automobiles."

"Well, it said it was on account of unjust taxis," said Gertrude firmly.

**REALM OF THE RETAILER.**

**Some Things Seen Last Saturday Afternoon.**

I was never more disgusted in my life than I was when I learned that Mayor Gallmeyer and my long-time friend, Charley Belknap, were determined to hold a third armistice celebration last Saturday afternoon and rule out all unpleasant references to the Kaiser and the German people. In the first place, I thought we had celebrated enough for one event. When the peace terms are signed by the Allies—I assume that Germany will have no place at the peace conference—we will have a celebration worth while, and when Johnny Comes Marching Home Again, the men of German sympathies had better take to the woods. The retail merchants had already closed their stores a day and a half for the other two celebrations and the arbitrary manner in which they were forced to close on Saturday—against their urgent protest and in the face of opposition from many American citizens who resented the embargo placed on any reference to German barbarity and ruthlessness—was enough to make the blood of any good citizen boil with indignation. In common with every other lover of fair play, I was delighted to learn that the rain placed an effectual quietus on a parade apparently designed to show our sympathy with Germany in her present predicament, instead of celebrating the victory of American and Allied arms and human freedom over the cohorts of evil and the machinations of the worst assortment of devils this side of hell. Mayor Gallmeyer may undertake to censor his abandoned parade, but he can not silence my voice or put an embargo on my pen when I describe the crimes of Germany and hold German sympathizers up to public scorn and ridicule.

I managed to get by the Bonner garage, at Coopersville, without having to secure the services of the versatile mechanic of that concern. As I passed through the now-abandoned town of Dennison, my mind went back to a time, nearly thirty-six years ago, when the first issue of the Tradesman was sent out from one little room in the old Eagle building, on Lyon street. Those were eager days, when nearly everyone was predicting disaster for the new venture and most of my best friends assured me that the Tradesman was destined to find an early grave. I bore up under this burden of doubt and distrust, because I had counted the cost and knew I had anything but roses to guide me during the early history of the Tradesman. Before the second issue appeared two merchants from out of town climbed two flights of stairs and deliberately laid down silver dollars for yearly subscriptions. Those gentlemen were S. T. McLellan, of Dennison, and J. C. Benbow, of Cannonsburg. The former has long ago gone to his reward, but I am informed the latter is still living somewhere in Northern Michigan. Their dollars looked as big as cartwheels look to me now and I shall always hold both men in grateful remembrance.

**LIBERTY BELL BOOT**



7599—Women's Chocolate Vici Kid, Imitation Tip, 8 inch, Polish Leather, Louis Heel, Welt, B, C and D, 3-8..... \$6.50

**HIRTH-KRAUSE CO.**  
Hide to Shoe.

**Grand Rapids,**  
Michigan

**The "Bullseye" Swamper**  
**A Great Sock Over**



The "Bullseye" is the extra quality brand of the Hood Rubber Co.

- Men's 12 inch Red Top with white sole @..... \$3.90
- Men's 8 inch of same..... 3 40
- Men's 12 inch Bl'k Top with white sole @..... 3 90
- Men's 8 inch of same..... 3 40

Keep in touch with Michigan's Largest Rubber House

**Grand Rapids Shoe & Rubber Co.**

The Michigan People

Grand Rapids



By the way, the list of those who have taken the Tradesman since the first issue has been decreased by one during the past year through the death of George Carrington, who was engaged in general trade at Trent for nearly forty years. Mr. Carrington was a sturdy example of the pioneer merchant, lumberman and grist mill operator. Born in England, he came to this country as a very young man and quickly assimilated the spirit of democracy. He was one of the forty-niners who sought a fortune in California when gold was discovered there, returning to the States to assist in the prosecution of the Civil War, in which he acquitted himself most honorably. In the closing years of his career, he was frequently visited by such sturdy exponents of trade as Wilder D. and Sidney F. Stevens, William Judson, O. A. Ball and Lester J. Rindge, all of whom enjoyed his undivided patronage and unbounded confidence during the long period he was engaged in trade.

Spring Lake always has a charm for me which I am never able to dispel—and do not care to. Flanked on one side by one of the most beautiful lakes in the country, with comfortable homes surrounded by spacious lawns and grounds leading down to the edge of the lake, a trip over the remarkable pavement laid down as a memorial to the late William Savidge by his worthy sister is always a pleasant experience which leaves a lasting impression on the mind. Mr. Savidge was my seatmate in the Grand Rapids high school in 1877 and 1878 and even then he exhibited many of the traits of nobility which made his later life so notable. As a boy he was generous in his impulses, broad in his vision and upright in all his actions. I never knew him to stoop to do a mean thing or fail to do the right thing in the right way. At the conclusion of our high school careers, I entered the University of Hard Knocks, while he completed his education by graduating from the literary department of the Michigan University and the law course at Harvard. I saw much of him after he came home and devoted his remarkable energies and abilities to the conservation of the enormous fortune left the family by his late father. I never ceased to regard him as one of the highest type of manhood it was ever my pleasure to know and enjoy. Another handclasp I missed in Spring Lake was that of Dr. Cyril P. Brown, who was born and reared in old Lenawee county and began the practice of medicine in my native town of Hudson when I was a small lad. Dr. Brown was one of the best friends I ever had or ever expect to have. He was well grounded in the precepts of his profession and devoted more than forty years to healing the sick and comforting the suffering ones in and around Spring Lake. A wide reader and a close student of men, measures and books, he was a remarkable conversationalist and kept up with the times to the moment of his death. For many years he was a political leader and dictator. As a platform orator he had few equals in Ottawa county. I have seldom heard

a more magnetic and forceful speaker than he was thirty or forty years ago. He went to his grave with the courage of a stoic and the calmness of a philosopher. His life was part and parcel of the history of Spring Lake and his big heartedness to those in distress and his kindly sympathy for those who were forced to toss on the bed of suffering should find fitting expression in some public memorial to his memory. I shall consider it a great favor to be permitted to contribute to such a fund to the extent of \$100.

Anna Mulder & Sons are one of the gradually decreasing members of that precious list I cherish so affectionately—the list of those who have taken the Tradesman since the first issue. The firm has seen many changes since 1883, but the sturdy good fellows who manage the business are men of ripe experience and unchallenged character who richly deserve the success which has attended their careers.

Spring Lake has undergone many changes since my first visit there, fifty years ago. It was then one of the strongest sawmill towns in Western Michigan and was always included in references to the lumber industries of Grand Haven, Muskegon and Manistee. Then it became widely known as the center of the peach industry. Then came the summer resort period, during which it earned the appellation of the Saratoga of the West. All of these industries developed a remarkable set of men who have made their mark in various branches of human endeavor and left the world better for their having lived in it.

Grand Haven has been doing more new building of residences during the past summer season than any other town of its size of my acquaintance, which naturally leads to the conclusion that the manufacturing industries of the place are unusually prosperous and progressive.

Grand Haven has a No. 1 subscriber to the Tradesman in the person of D. Gale, who formerly conducted a grocery and crockery store, but who is now confining himself to the latter line exclusively. Mr. Gale has always enjoyed an excellent reputation among his townsmen, the resorters who visit Highland park every season and the jobbing houses with which he has long done business. He is growing old gracefully, rounding out with both credit and satisfaction a well spent life and an honorable career.

I am told that the Michigan Central Railway has owned a valuable water frontage at Grand Haven for nearly fifty years and that some day in the future the line, which now regards Grand Rapids as a terminal, will be extended to Grand Haven to enable the company to engage in trans-lake trade. This property was acquired as long ago as 1870, when the late James F. Joy was at the head of the Vanderbilt interests in this State. At that time one of his trusted lieutenants was the late George Luther, of Lamont, who had the assurance of Mr. Joy that when the extension was made from Grand Rapids to Grand Haven it would be built by way of Lamont. The panic of 1873 put a

quietus on all railroad building for some years and under the later management of Mr. Ledyard the Grand Haven extension was permitted to slumber. The gradual growth of the manufacturing industries of Grand Haven will have quite as much influence in the carrying out of long delayed plans as the attractiveness of engaging in trans-lake traffic.

E. A. Stowe.

#### Real Friendship.

"He is a man of firm friendships, I know."

"How's that?"

"He has lived in the same house with a man who has been learning to play the trombone for the past three years—and he still speaks to him."

## Fire Insurance

On all kinds of stock and building written by us at a discount of twenty-five per cent from the board rate with an additional discount of five per cent if paid inside of twenty days from the date of policy. For the best merchants in the state.

No Membership Fee Charges

Our Responsibility Over  
**\$2,000,000**

Michigan Shoe Dealers Mutual  
Fire Insurance Company  
Fremont, Mich.

Write us for further information.

## 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

The United Agency System of  
Improved Credit Service

**UNITED AGENCY**

ACCURATE - RELIABLE  
UP-TO-DATE

CREDIT INFORMATION

GENERAL RATING BOOKS

now ready containing 1,750,000  
names—fully rated—no blanks—  
EIGHT POINTS of vital credit  
information on each name.

Superior Special Reporting Service

Further details by addressing

GENERAL OFFICES

CHICAGO, ILLINOIS  
Gunther Bldg. 1018-24 S. Wabash Avenue



## SHOES OF QUALITY

Quality Shoes—shoes on which you can build a stable business are shoes that interest you. The satisfied customer builds your business. When you sell

**H. B. Hard Pan (Service) and Bertsch  
Goodyear**

Welt shoe lines for men you are selling the shoes that will satisfy your customers because they have in them the QUALITY that gives service.

In men's footwear the medium priced line of good style that will give service and comfort has the call today. That is why we have had such a gratifying increase in our business.

Our country's call for men has made it difficult to maintain our floor stock. Now that the HUN is DONE we believe this difficulty will soon be overcome and we can again fill orders promptly.

Concentrate your Men's business on the H. B. HARD PAN and BERTSCH Shoe lines.

It's a sure way to build a permanent shoe business.

**Herold-Bertsch Shoe Co.**

Manufacturers of Serviceable Footwear

GRAND RAPIDS, MICH.





### No Basis For Gloomy Prophecies or Fearful Forebodings.

Written for the Tradesman.

With the dawn of peace, we are now confronted with the problems of re-adjustment. They are many and varied, but with care all of them can be satisfactorily solved, although it will require great care and real statesmanship in Congress, with which the business interests must co-operate. This co-operation must be on the broad ground of general welfare. We must rise above our own selfish interests to a degree unprecedented, but by no means impossible. The upward trend of public thought which rendered possible the winning of the war for humanity's sake has laid the foundation for the conduct of business on a higher plane than ever before. The heaven is working along all lines of increasing demand for morality, as shown by the votes on woman suffrage and prohibition; the ready response to calls on our pocket books for any worthy cause; the rapid restoration of the personal equation between employer and employe; lessening of the social evil in congested centers of population; the high moral standard of our boys abroad, even in the hell of war. These rays of light are penetrating the dark spots of industrial, commercial and financial life, gradually, but certainly, and as time goes on and we live up to our National ideals, the change will become more and more apparent. The greatest cause of all disasters—fear—is being eliminated. The same courage which brought a victorious peace and has sustained us during the war will ensure for the Nation a reasonable and permanent prosperity, if we but approach our business problems with open minds and an inclination to practice the Golden Rule—to live and let live, making cut-throat competition an evil of the past. Peace, accompanying the inevitable victory of justice, has not merely been longed for, but in a measure discounted. It has been seen approaching since July 18 of the present year, and the white flag has made it a present actuality. As a result, Washington hotels are crowded with war contractors worried about their production and profit status. Here is where the Government, which has been the supreme arbiter of output, consumption and prices, for the supreme purpose of the war, must assume a new role of control for a while longer, pending a completely restored era of individualism. The present organizations providing for conservation will necessarily continue for some time,

but the outlook is by no means gloomy. There are safety valves which did not exist in 1924. There is a vast volume of repressed constructive needs which has been sidetracked in this country to give way to the imperative needs of war; foreign demand for rehabilitation of devastated lands, cities and homes, the extent of which no man can now estimate; repressed demands from rich neutral countries. These will supplement the domestic normal requirements and the chariot of business will roll on steadily. What the price co-efficient will be, if not interfered with, will be difficult to estimate. War contracts present the first problem, and with it the War Industries Board will have to deal. It is shaping a program of gradual tapering off, through cancellations, with accompanying lifting of curbs on American business. The general prediction in expert banking circles is that with the momentum now possessed, the course of American business should be upward and onward after the transition from war to peace has been accomplished. In order that this end may be obtained there is need, as before stated, of real statesmanship in the new Congress and in business councils.

While dealing with problems so vital to our business life, it is pardonable to further consider the subject, even if it justifies a charge of being prolix. For a certain period, the extent of which cannot now be determined, it will be necessary to continue the policy of Government regulations in food and fuel conservation, as well as certain restrictions of industrial enterprises. What we may rest assured of, however, is that we will be able to cope with the emergency when it presents itself; that we will know when to put special measures in force, and that we shall know when and how to drop them when the emergency passes.

Among the problems to be faced, one of the most important will be that of demobilization. The problem of the demobilization of the army is not radically different from that of war industries demobilization, so far as labor or man power is concerned. They may both be treated as the same problem. The return of our soldiers, or a large portion of them, to civilian life must be prepared for as well as the re-absorption of a large army of war workers into civilian life. Plans are already being formulated for this purpose. It is probable that those whose former positions are awaiting them will be mustered out first. As to the others there will be

## Fire Insurance that Really Insures

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

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

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

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

Wm. N. Senf, Secretary      FREMONT, MICHIGAN

## OUR POLICY

This bank, as you know, stands ready at all times to co-operate with you or any individual or company to help maintain and strengthen the business, industrial and financial forces of Grand Rapids. Are you for such a policy? Then let's join hands.

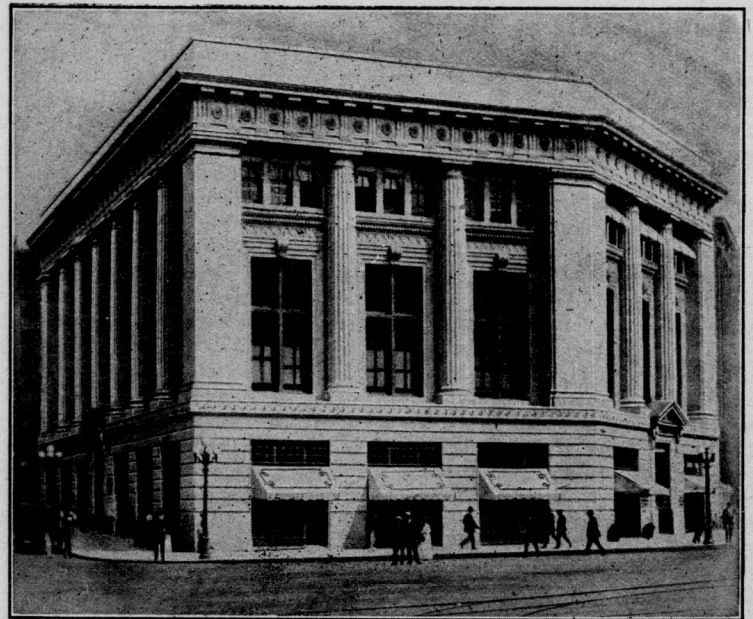
## THE OLD NATIONAL BANK

GRAND RAPIDS



MICHIGAN

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



### CAMPAU SQUARE

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

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

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

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



a practical "back to the land" movement, in which Federal and State assistance will be called into play. In other words, our returning soldiers will not be turned adrift and left to shift for themselves. We are in their debt for the preservation of our liberty, and that debt **must be paid**. We who remained at home must, individually and collectively, contribute our share of that payment and we will do so gladly and willingly, because its payment means the avoidance of panic or business depression. It is for this reason we must look upon these matters with a broader view than that of personal interest.

The Agricultural Department has already begun preparations for a gigantic task. Information is being obtained as to the lands that can be utilized for the purpose of settlement by returned soldiers; how much cut-over lands available and can be cleared; where grazing lands are to be found, and how many cattle they will support, also information—definite details—regarding areas on which it is practicable to start operations; the precise character of the land, the exact nature of improvements needed and their cost, and all information as to irrigation territory and swamp lands available for redemption, together with charts of specific areas of grazing lands, with information as to the live stock best adapted to them, and as to the practicability of supporting families thereon. These and similar projects show the broad scope of re-adjustment work our people, through our Government, are undertaking, and in the prosecution and regulation of which the administrative and legislative branches of our Government must work hand in hand.

As for other after-the-war problems, the present temper of the American people is that whatever is needed will be done. If it is a case of meeting the problem of unemployment, that might arise temporarily in the confusion of shifting industry from a war to a peace basis, public works and improvements might be undertaken. Road making, street paving and repairing, construction of public buildings, transportation lines and the like, could also go forward to relieve the passing disturbance of labor. In cases where helping of manufacturers to tide over a possible crisis in the process of getting back to a peace footing is needed, special work can be allotted or other ways and means provided to meet the case. New industries may need nursing. If so, tariff laws and other expedients can be worked to promote that end. We certainly will not be guilty of the economic folly of allowing our new dye and chemical industry to be destroyed by a hostile alien. Our mercantile marine will take care of our foreign trade and there is every reason to believe that the demand for shipping will be so great as to leave but little idle tonnage. Labor and capital will both of them adjust themselves to new conditions and it is difficult to see any real basis for gloomy prophecies or fearful forebodings. Paul Leake.

## WON OVER BY THE WAR.

### Cold Blooded Merchant Transformed By World Conflict.

Written for the Tradesman.

Although never guilty of the injustice and folly of attempting to reap where he had not sown, or of essaying to gather where he had not scattered abroad, Thomas Marvin, of Spottsville, was a hard man. It was said of him that his intellect was as bright as the polished nails he sold, and as hard and cold as these same nails, it was averred, was his heart.

Thomas Marvin kept a store in Spottsville carrying dry goods, groceries, hardware and other miscellaneous lines—a small town department store. And he kept it well, for a good merchandiser was Marvin. He was his own buyer and he knew what to buy and infrequent, indeed, were the occasions when some shrewd guy of a salesman succeeded in putting one over on Marvin. Thomas Marvin was precise and methodical, capable and honest; but he was bone dry in respect of the lesser amenities, and of sympathy, brotherliness, and charity, he seemed to be utterly destitute.

Marvin believed in attending strictly to his own affairs, but somehow or other he had failed to observe that, in this man's world, the affairs of each are so linked up with the affairs of others that no man can either live to himself or die to himself.

For thirty-odd years Thomas Marvin's store had occupied the same familiar corner, diagonally across from the court house, and during these eventful years his store had grown step by step with the town; but Marvin himself had never grown an inch in sympathy or charitable impulses.

To Thomas Marvin Thanksgiving Day was as other days—certainly no better, possibly a little worse. The chief drawback to it was that, in Spottsville, custom had decreed that the store close at noon. That meant all afternoon and evening off for Marvin and his clerks; but it also meant the loss of sales. Lost sales meant profits missed—or at all events profits deferred. Marvin's one occasion for thanksgiving on Thanksgiving Day was that the holiday came but once a year.

Business is Business.

Thomas Marvin was a staunch advocate of the principle that business is business. As to the truth of that rather self-evident proposition, viewing it from one angle, there is no ground for argument; but if it is meant to convey the idea that a business man or a business institution must be as cold-blooded as a snake and as deaf to human pity as a stone image of some defunct deity of the long ago—then the statement is as false and brutal as the infamous code of the cursed Hun.

Many good people use the phrase glibly, and innocently enough no doubt; and other people of a more insular and selfish disposition mouth the phrase with a sort of secret satisfaction because it seems to justify selfishness and self-seeking. The fallacy of the statement—when the phrase is so used—lies in the fact that a man in business is both a man among men and a merchant among other merchants. And as a man among his fellows there are certain claims that must be recognized. He cannot withdraw his flesh-and-blood personality within a hard and fast business shell and disregard the primal law of service.

The life of a man means more than developing the business and piling up dollars. Yet there is a strong and subtle temptation to fall into the habit of thinking that the life consists in the abundance of the things one possesses. So, quite unmindful

# Expert Service

This is primarily an age of specialists. You are prompted to procure the services of a specialist in every line of business. Why not exercise the same care in the selection of those who are to administer your estate?

Send for Blank Form of Will and booklet on  
"Descent and Distribution of Property"

## THE MICHIGAN TRUST CO. OF GRAND RAPIDS

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

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

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

## 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

## Fourth National Bank

United States Depository



### Savings Deposits

### Commercial Deposits

3

Per Cent Interest Paid on  
Savings Deposits  
Compounded Semi-Annually

3 1/2

Per Cent Interest Paid on  
Certificates of Deposit  
Left One Year

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

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

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



of the futility and unsatisfactoriness of the course we are pursuing, we allow ourselves to be drawn into the mad vortex of a materialistic current.

There were people in Spottsville who had occasion to wish that Thomas Marvin had been more kindly, sympathetic and considerate. They were the extremely poor, who must needs make each dollar go as far as it might, and who sometimes had to ask for credit extensions beyond the limits of the strict business code. Among these was a widow woman by the name of Scully. She was the mother of seven—four boys and three girls. Of the children old enough to work and help maintain the family, there were only three, and one of these—a lad of seventeen—was too delicate and sickly to do even the lightest work. The oldest child—"Bud," as he was called by everybody—worked in a machine shop and conscientiously turned his pay envelope over to his mother. Bud was twenty years of age, and a fine specimen of physical manhood.

#### It Isn't Our Fight.

When the American press was filled with comments, wise and otherwise, anent the diplomatic correspondence between Washington and Berlin relative to the threatened submarine crusade, and public sentiment, one hundred million strong, was beginning to rise against the Potsdam gang of freebooters and murderers who had plunged the world into war, Thomas Marvin maintained an attitude of aloofness and non-interference.

"This isn't our fight," he snarled, "let America keep out of it! If Germany answers the blockade with unrestricted submarine warfare, what's that to us? The war over there is just a big family ruckus: let 'em fight it out among themselves. It's too bad they can't limit the combatants just to the crowned heads and the war-lords of the various countries involved; but these real instigators of the trouble are playing it safe by keeping well back of the fighting front. As long as Germany don't come over here and try to get smart with Uncle Sam, I think he ought to mind his own affairs."

There were others besides Thomas Marvin who gave expression to sentiments of this sort in the days just preceding the sinking of the Lusitania; and even after that foul deed had been perpetrated and commemorated by the striking of a medal, there were people obtuse enough to prate about non-interference. Thomas Marvin of Spottsville maintained that even the sinking of the Lusitania was no occasion for war, though as everybody now sees, it was the Hun's way of declaring war on the United States.

John Edgar Marvin, son of William T. Marvin, the Spottsville general storekeeper, took violent issue with his dad on this point. And they argued the matter at the home and in the store, in the presence of others and when they were alone. The elder Marvin was a materialist in his thinking; but John Edgar was an idealist. When he read the glaring headlines announcing the dastardly crime that will smirch the escutcheon of Germany for a thousand years, his blood fairly boiled with hot indignation, and in his soul he then and there declared war on the kaiser and his henchmen.

A week later he packed his suitcase, told his mother good-bye, and disappeared. Simultaneously with his departure from Spottsville, Bud Scully also disappeared. Some weeks later the families of both boys received word that they had gone to Canada and enlisted. John Edgar Marvin was twenty-four, and Bud Scully was not quite twenty-one.

When some one asked the elder Marvin what he thought of the conduct of the two young fellows, Thomas said: "They're damn fools!"

#### Companions in Arms.

It would require more space than can be allowed in these pages to follow either the fortunes of the two young musketeers from Spottsville, who declared war on the Kaiser and his gang in advance of the United States, or to sketch even in the briefest manner the sequence of vast, historical events which culminated in our country's declaration of war on Germany.

The interesting and graphic letters, newspaper and magazine articles, and the books, written by soldiers, have familiarized the public with the major outlines of the intricate and laborious process whereby the rookie in inducted into the army, equipped, intensively trained, and moved from thither to yon over here, and trained some more, then transported, moved somewhere back of the front, billeted for a time, and vastly mystified by troop movements that he cannot understand; then suddenly, and to his unspeakable joy, moved forward to the fighting front and given his coveted baptism of hellfire.

The things that befell John Edgar Marvin and Bud Scully, of Spottsville, were similar to the experience of multitudes of men.

In May, 1917, they landed "somewhere in France." In June they got to the front, in the Somme sector, and went into action. They were of the infantry, and, by virtue of obvious affinities and the good offices of their captain, were allowed to remain maties. Side by side they fought all through the hard, discouraging summer when America was getting ready. Side by side they stood, time and again, in a wet, ill-smelling trench as the minute hand on their wrist watches marked the approach of zero hour, when they should go over the top and keep their rendezvous with death. Side by side they prowled or crawled around on No-man's Land at night. John hunted cooties on Bud, and Bud hunted cooties on John; and the two lads who, in Spottsville, were almost strangers to each other, out there on the hither side of eternity got to know and love each other as brothers.

On the right and on the left of them brave men fell—some dead, others severely wounded. Strong, clean lads were blown to atoms before their very eyes. Some were nicked with rifle balls or shrapnel. Some were unnerved and nauseated by the roar and hell of the guns of all calibers that belched in unison and made the landscape rock and lit the sky with lurid flashes. But up to that memorable day in October, 1917, when the first American gun barked its disapproval of the house of Hohenzollern, John and Bud hadn't so much as gotten a scratch.

But on that very day John Edgar Marvin and Bud Scully got theirs. John's was a knock-out blow from a bit of shrapnel that penetrated his helmet, while Bud's was a leg wound that shattered the bone of his right prop just below the knee. How Bud managed to drag the unconscious John across No-man's Land under raking fire of machine guns and the hail and hell of a German barrage, he'll never know. There were times when he was almost delirious with pain, and moments when he fainted from loss of blood. But eventually he got back to the first line—or what remained of it—and then they went back together to Blighty.

#### Thomas Marvin Makes a Call.

It was Wednesday, November 28, when Thomas Marvin received a long letter from his son, mailed to him from an unnamed village in France, where John Edgar and Bud were convalescing.

In this communication John Edgar gave full credit to his faithful matey for the valorous thing he had done; and so graphic were the lines of the young soldier, that his father could



JOIN THE  
**GRAND RAPIDS  
SAVINGS BANK  
FAMILY!**

33,000  Satisfied Customers

know that we specialize in  
accommodation  
and service.

THE BANK WHERE YOU FEEL AT HOME

**GRAND RAPIDS SAVINGS BANK**

WE WILL APPRECIATE YOUR ACCOUNT  
TRY US!

## Kent State Bank

Main Office Ottawa Ave.  
Facing Monroe

Grand Rapids, Mich.

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

Resources

10 Million Dollars

**3 1/2 Per Cent.**

Paid on Certificates of Deposit

The Home for Savings

**T**HE naming of the Grand Rapids Trust Company as Executor and Trustee means that you will bring to the settlement and management of your estate the combined judgment and business ability of its officers and directors.

The most competent individual has only his own experience and knowledge to qualify him. This Company offers your estate the collective knowledge and experience of its officials.

ASK FOR BOOKLET ON "DESCENT AND DISTRIBUTION OF PROPERTY" AND BLANK FORM OF WILL.

## GRAND RAPIDS TRUST COMPANY

OTTAWA AT FOUNTAIN BOTH PHONES 4391

Safe Deposit Boxes at Three Dollars Per Year  
and Upward

Assets \$2,700,000.00



Insurance in Force \$37,000,000.00

## MERCHANTS LIFE INSURANCE COMPANY

Offices—Grand Rapids, Mich.

Has an unexcelled reputation for its

## Service to Policyholders

\$3,666,161.58

Paid Policy Holders Since Organization

CLAUDE HAMILTON  
Vice-Pres.

JOHN A. MCKELLAR  
Vice-Pres.

WM. A. WATTS  
President

RELL S. WILSON  
Sec'y

CLAY H. HOLLISTER  
Treas.

SURPLUS TO POLICY HOLDERS \$479,058.61



fairly sense the horror and hell of the battlefield.

As he read the letter aloud to the mother of his boy, and looked up and saw the pride and gratitude of her mother-heart shining through the tears that dimmed her eyes, something seemed to change in the very fiber of Thomas Marvin's soul. For some unaccountable reason the war seemed to be brought very close home to him, and he began to feel strangely proud of that boy.

Up to that moment he had censured his boy for enlisting. He had criticized the President and Congress for declaring war. He had resented it when the selective draft had subsequently taken some of his best clerks. He had given niggardly and begrudgingly to the Red Cross and the Y. M. C. A. He had bought just as few Liberty Bonds as he could to save his face in the community. But his secret attitude had been that of resentment. Up to this time there hadn't been a moment when Thomas Marvin was really in and of the war. But now he was. That shrapnel shell hurled from that hellish Hun gun, which came so near killing his own flesh and blood, transformed the war from a remote conflict to a close-up peril; and, though he was a bit late in so doing, William Thomas Marvin of Spottsville then and there declared war on the kaiser and his crew.

After closing hours that night, Thomas Marvin went around and called at the Scully home.

Mrs. Scully looked wan and tired. Though a woman of not more than forty, she looked far older. The home was humble, the furniture cheap and shoddy, and the smaller children shabbily clad. But the star on the service flag in the front window of that little home proudly proclaimed that a hero had gone forth from that humble abode to fight "over there" for the freedom of the world.

With a tenderness that seemed unbelievable to Mrs. Scully, Thomas Marvin, owner and proprietor of Spottsville's best store, read to her his son's letter.

"Mrs. Scully," he said, on leaving, "I can never in this world sufficiently thank your boy for what he has done for my boy, but I trust you and your family will accept some things I am sending around from the store. I, I want you to have a nice Thanksgiving dinner."

The Scully's Thanksgiving Spread. And, believe me, that Scully Thanksgiving dinner was some spread.

The poor little mother of the hero "over there" had made up her mind to fare very humbly on the morrow. She was having a hard time meeting her bills, now that Bud was away.

But when Marvin's delivery wagon stopped in front of the house some half an hour after Mr. Marvin's departure and his man came to the door with an immense basket full of provisions, poor little Mrs. Scully and the children saw visions of a glorious feast.

There was an immense turkey—the biggest and finest bird the little Scullys ever saw and potatoes and turnips and sweet potatoes and celery and cranberries and apples and nuts and raisins and candies and every so many goodies that cannot even be mentioned; and the joy and delight of the poor mother and her little brood was of the sort that must fetch moisture to the eyes of angels.

Now you will agree with me, I am sure, that that was an amazing and beautiful thing for Thomas Marvin to do; but it was really the initial act in a long series of beautiful deeds which he is doing in a quiet and beautiful way in the little town of Spottsville.

The truth is Thomas Marvin got so much fun out of his first Thanksgiving Day last year, he has carried something of the spirit of it into

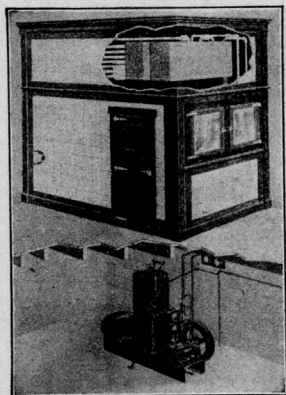
every blessed day since that joyful occasion; and this year he's going to have the biggest and best Thanksgiving Day of all.

Incidentally I may add that John Edgar and Bud are now with Pershing, and at last report, were having a dickens of a time to keep up with the retreating Hun.

Charles L. Garrison.

Billy, the aged horse of Buffalo, will hold a reception for skeptics this week, and all interested in the controversy concerning his alleged fifty years are invited. One citizen has promised to give a hundred dollars to the Red Cross on the day that any man proves Billy to be under fifty. Horsemen of that region are at a high pitch of excitement. The early history of Billy is shrouded in mystery, which they hope this publicity will clear up. From his manner of turning a corner it is evident that he was once a racer. Arguments in favor of the horse point out that his face has been gray for twenty years, and no horse begins to turn gray until he has attained twenty-five. Moreover, his front teeth are shaped like a parrot's bill, and do not come together when he eats grain—a peculiarity certain to prolong his life. Billy can kick his heels straight up behind him higher than most horses in their prime. He knows how to unfasten the gate, and occasionally goes off for an outing by himself, having thus become a Buffalo character. Once he ate some grass which had been sprayed with Paris green. A local authority holds that only a saw-horse ever lived to fifty, going so far as to state that "no critter ever lived that long," and, with horses, "if the twenties don't kill the thirties surely will."

A sure way to avoid the income tax is to make less than \$1,000 a year.



## Phoenix Ice Machines

have proven in scores of different lines of business that they are real money savers and money makers for dealers like you.

They keep your stock fresh and salable, save you money by preventing spoilage. They are sanitary and simple to operate. Write for illustrated booklet—it shows how a Phoenix will help you.

The Phoenix Ice Machine Co.  
2702 Church St. Cleveland, Ohio

# The Government Has Decreed

That the Nation's "Christmas Shopping" must be spread over three months, **September, October and November**, in order to avoid the usual congestion of traffic, the necessity of engaging extra store help and of keeping the stores open at night.

Of course every merchant will cheerfully comply with the Government's wish, but in order to do so he must have the goods to supply his trade **RIGHT NOW**

## ONLY FIVE WEEKS REMAIN

in which to transact the business of the best Holiday Season you ever had.

## ARE YOU READY?

In case you have not made your purchases we would invite you to visit our store and inspect our great display of

## DOLLS, TOYS, GAMES, BOOKS AND CHRISTMAS GIFT GOODS

SUCH AS

### IVORY GRAINED CELLULOID

Toilet Sets	Combs and Brushes	Dresser Trays
Hand Mirrors	Photo Frames	Puff Boxes
Hair Receivers	Clothes Brushes	Manicure Pieces
Military Sets	Perfume Bottles	Buffers
Pin Cushions	Crumb Sets	Infant Sets
Tourist Sets	Clocks	Work Boxes
Five, Ten and Twenty Cent Manicure Pieces on cards for quick selling.		

### CUT GLASS

This beautiful and useful line makes the finest presents known for the price as they are only made in the most useful articles and are most **ESSENTIAL** in every home. Prices are about the same as last year and year before. **NO ADVANCES TO SPEAK OF IN THIS GREAT LINE.**

Sugar and Creams	Footed Comports	Salad Bowls
Bon Bons	Sweet Pea Vases	Candle Sticks
Celery Trays	Sandwich Trays	Syrup Jugs
Mayonaise Bowls	Vases	Water Pitchers
Flower Baskets	Spoon Trays	Fern Dishes
Water Sets	Ice Cream Sets	Tumblers
Goblets	Sherbets	Hair Receivers
Puff Boxes	Vinegars	Salts and Peppers

### CLOCKS

Eight Day Clocks	Wall Clocks	Alarm Clocks
Mantel Clocks	Regulators	Fancy Case Clocks

### STATIONERY

Five, Ten and Twenty Cent Ink and Pencil Tablets	Fancy Box Papers	Note Paper
	Writing Paper	Spelling Books

### THERMOS BOTTLES

The Universal Vacuum Bottles either in open stock or "The Holiday Assortment" put up in Holiday style, sure sellers at a good profit.

### PRESENTATION GOODS

In Mahogany, Brass, Nickel, Silver and Leather

Smoking Sets	Ash Trays	Jewel Cases
Cigar Jars	Umbrella Stands	Crumb Sets
Candle Sticks	Book Ends	Jardinieres
Shaving Sets	Photo Frames	Necklaces
Serving Trays	Nut Sets	French Mirrors
Pocket Knives	Card Cases	Men's Purses
Ladies Bags	Waste Paper	Music Rolls
Knitting Bags	Baskets	Tie Racks
Collar Boxes	Ink Stands	Plateaux
Pictures	Electric Lamps	Vanity Boxes
Casseroles	Desk Sets	Candle Lamps
Match Holders		

Order from our catalogue if you can not come in person. Mail orders are given careful attention and we **SHIP PROMPTLY**. **ASK US FOR CATALOGUE** if you do not have one. A postal card will bring it.

# H. Leonard & Sons

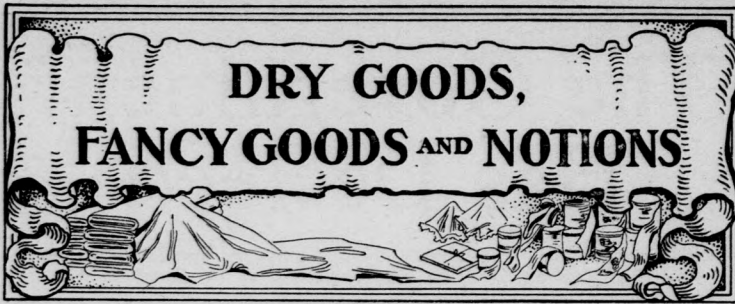
Wholesalers' and Manufacturers' Agents.

No connection with any retail store or department.

GRAND RAPIDS,

MICHIGAN





**Michigan Retail Dry Goods Association.**  
 President—D. M. Christian, Owosso.  
 First Vice-President—George J. Dratz, Muskegon.  
 Second Vice-President—H. G. Wendland, Bay City.  
 Secretary-Treasurer—J. W. Knapp, Lansing.

#### Radical Merchandising Changes Incident To Peace Times.

The chances that the signing of the armistice marked the end of the war grow brighter every day. Whether fighting forces have collapsed or not it is evident that the civilian mainstay of the enemy has broken. For the man in the dry goods trade this means a complete re-casting of his plans for conducting his business.

Reduced to its simplest terms the situation is this: When the man at the counter is now asked to pay high and even exorbitant prices for clothing, he inquires whether the merchant knows that the war is over. He will not go on paying because he feels it a part of his bit in winning the war, for the war is won. He will not grumble and groan—and pay. He will call a "profiteer" a "plain robber." If pushed hard, he will stand in front of the store and tell his neighbors that the man who owns the high priced store is a "thief."

What the up-to-date salesman loves to call the psychology of the buyer has changed. Conditions have changed and human nature continues doing business at the same old stand. The man who buys has been willing for the war period to go on assuming that the merchant has been telling the truth about scarcity, high costs of labor, the Red Cross and the Government taking the merchandise, and so on. Now, if prices are high, he does not believe the merchant, and he must be shown. He may need goods but he will not buy until doubts are removed.

The immediate demand of the world is for more food. A demand for more clothing will come when the first pangs of hunger are relieved. It is inevitable that the demand for more food, either here or abroad, will cause high prices, and home folks are going to be compelled to pay, as usual. That means that a very substantial part of the earnings of the mass of people will have to be distributed in relatively large amounts for self preservation. This condition will not add to the comfort of people in general, and they will resent more quickly than usual, any attempt to squeeze profits out of them for nonessentials.

It is going to be many months before food supplies can be increased by production as winter is at hand at home and shipping facilities are still wanted for urgent needs abroad.

In the re-adjustment of labor from war time to peace time needs considerable idleness is inevitable. It is right to hope that the Government and all other agencies will endeavor to supply employment promptly to those whose jobs are going glimmering, but it is also prudent for a merchant to have in mind the fact that a lessening in the keen demand for labor means a decreased buying power.

During the war the relations of the demand for food and clothing were very similar. The Government was taking food and it was taking clothing to the extent of being the single customer buying half the output. The Government and the populace will continue to ask for food in as large quantities, or larger than before, but the Government will steadily lessen its demands for clothing, and it will soon be able to offer goods not wanted in war, and in a great many instances not particularly wanted for peace time needs. This will release production for civilians, and more goods will be offered for sale than before.

In lieu of official announcements that wartime restrictions are removed, and will be removed from trade. For the purpose of winning the war, protecting the consumer, assisting the Government in supplying its needs, lessening the strain on the banks, releasing labor, and so on, the business men in dry goods lines have co-operated with many sorts of boards and committees in stifling the natural currents of trade. They have borne much in patience and silence. They have assisted theorists in overturning trade customs and have allowed idealists to direct them in performing their most ordinary business functions. The profit margin has been kept wide and the people who bought submitted without a murmur. This was all for the purpose of winning the war. And now the war has been won.

The time has now arrived when excessive profits in trade are not going to be borne in patience, whether for the purposes of taxation or for other purposes. This is the thought that is uppermost in the minds of merchants who must make plans ahead. The converter cannot afford to take the chance of buying for six months' delivery if there is a doubt in his mind as to the soundness of foundation prices. With the war on, values rising, scarcity increasing, a wide profit margin may be permissible in first hands producing channels, but with the war won, security in the maintenance of a wide profit is lacking and the many who must look

ahead will ask a restoration to a more moderate level of profit. If trade restrictions, whether in the form of price fixing or other forms are removed, merchants will adjust their affairs independently of the Government. Sudden removal is not essential, but steady removal is considered imperative in those trades where enforcement of rules depended on co-operation.

There are certain impediments that must be removed before Government trade restrictions pass away easily. Some of these can be talked about frankly now because a National election has taken place and discussion is no longer regarded as unpatriotic.

There are many men who have gone into Government service who feel that they should be allowed to continue in their places. They believe that their places should be maintained. They like the sense of power that attaches to a Government job. The man who went in at reduced salaries and who will be mighty glad to get away from Government red tape may be trusted to present sound reasons why they should be released from service. They may not be trusted to stand before a full Government Board and express the opinion that the board should be dissolved at once.

The committeemen who have done the work in the trade of making co-operative price fixing successful are disinclined to urge their views of methods upon the authorities, yet there is no reason to question their belief that price fixing in dry goods has been accepted as a burden to be borne, a duty to be done, and not as a policy to be encouraged.

It may be safely inferred from these statements that if many of the unsatisfactory trade practices that have been accepted as a war time necessity are to be obliterated, the impediments to their removal must be taken hold of by merchants outside of the Government atmosphere. It will be urged that co-operation and socialism in business are fine things to keep going. This may be all true, but the point that merchants make is that the less Government has to do with the business of peace times the happier they will be. And peace times are at hand.

Two common failings: Eating too much and talking too much.

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

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

## The Book That Takes the Risk Out of Buying

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

## Butler Brothers

Exclusive Wholesalers of  
 General Merchandise

New York Chicago  
 St. Louis Minneapolis  
 Dallas

## CUT LOOSE NOW AND MAKE REAL MONEY-PROFITS

We reduce stocks to a profitable advantage. Sixteen years conducting Trade Building, Stock Reduction and complete Closing-out. Advertising Special Sale Campaigns. We have a record of having closed out stocks of merchandise netting more than 100 cents and better.

**ALL SIZE STOCKS HANDLED**  
 Harper's Service is endorsed by wholesale houses, such as Cluett, Peabody & Co., Keith Bros. & Co. and many others. For particulars mention size of stock and object of sale.

Closing out \$15,000 clothing stock for Landis & Nelson, Miami, Arizona. Sales started Oct. 7. Opening day sales \$4,193.  
**C. N. HARPER & COMPANY, Inc.**  
 905 Marquette Building, CHICAGO, ILL.

## HOLIDAY GOODS

We have been very fortunate in getting a complete line of Holiday Goods together despite the extreme scarcity of merchandise.

Our line is comprised of such items that sell readily in every dry goods and department store. Handkerchiefs, Mufflers, Neckwear, Suspenders, Garters and Armband Sets, Perfumes, Purses, Etc. Also a good assortment of Toys and Dolls.

Mail or phone us your orders promptly.

Quality Merchandise—Right Prices—Prompt Service

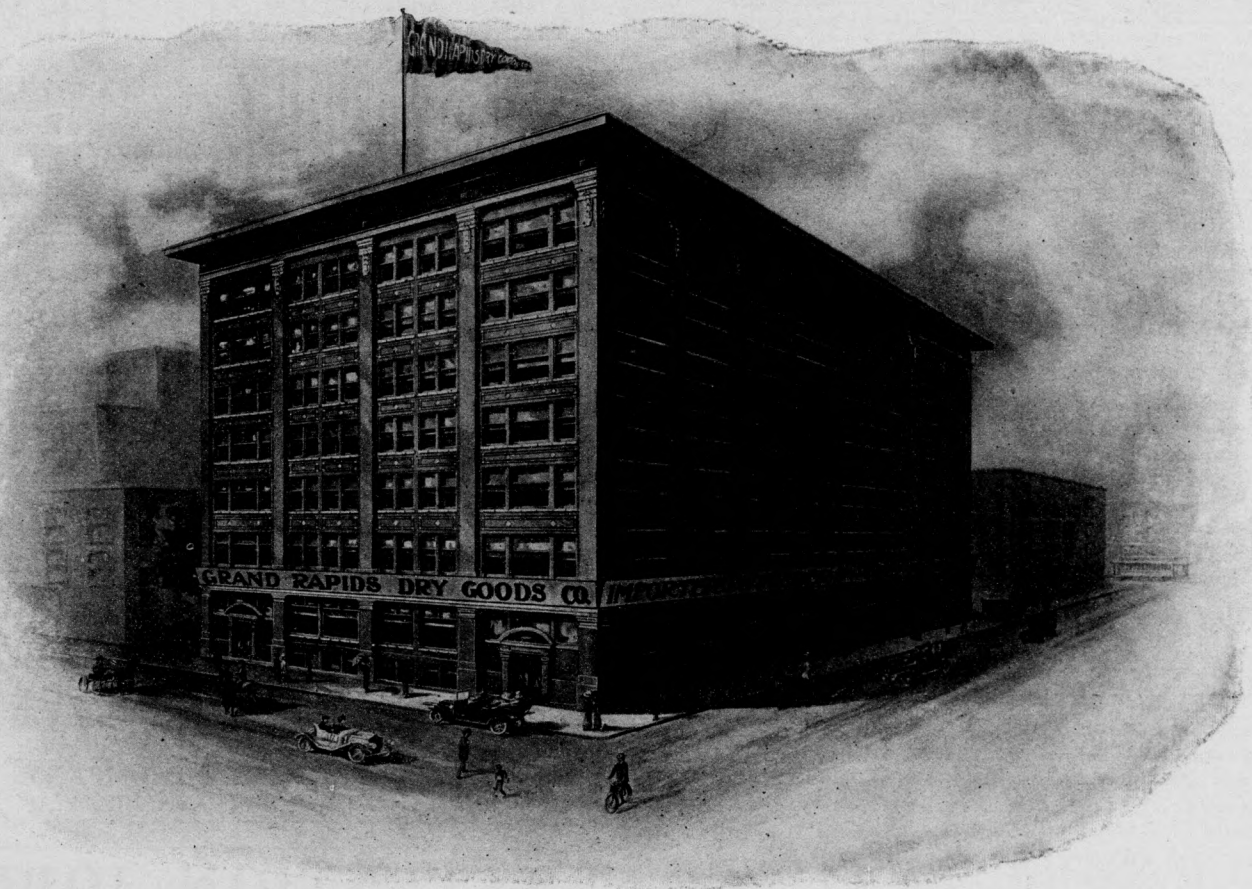
**PAUL STEKETEE & SONS**  
 WHOLESALE DRY GOODS GRAND RAPIDS, MICH.



SERVICE

QUALITY

# Semi-Annual House Sale



Our Semi-Annual House Sale will be held Dec. 2 (Monday) to Dec. 6 (Friday) inclusive. This sale will include seasonable goods in every department. Special prices will be made on all lines. This will afford dealers an excellent opportunity to purchase seasonable goods to fill in for fall trade and also desirable goods for holiday trade.

This sale affords the trade an opportunity to secure immediate delivery, because all goods quoted on the floor will be subject to prompt shipment.

Because the supply of these special offerings is exceedingly limited, and also because these goods cannot be replaced at present prices, we are unable to place these bargains in the hands of our travelers or accept mail orders for same. They must be seen to be appreciated.

Better plan to visit Grand Rapids and inspect these offerings any time between Dec. 2 (Monday) and Dec. 6 (Friday.)

---

## Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Michigan

Citizens Phone 4428

Bell Phone Main 393

QUALITY

SERVICE





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

#### Plan Facts About The American Hen.

The hen is the most useful, creative biped known to the scratching world. We disregard the stork. Teddy Da Roose might disagree.

Still, for years and years she has been a much misunderstood creature. But Mrs. Hen was christened Patience. She is long-suffering. She never winced or clucked a complaint. She never even cackled "fowl play." Mrs. Hen simply stayed with her knitting and laid low.

But this was a score of years ago. It happened that there were better days ahead.

It took the farmers in our eastern states many years to learn that seriousness and diligence in apple culture meant dollars. They were slow in realizing that spraying fruit trees and plowing orchards paid. They sat serenely back while beetles stung blossoms and deformed the coming fruit. They allowed long grass to grow about trees and rob the apples of its own legitimate nutriment.

Just so, the American farmer gradually learned that art in poultry culture paid.

The revolution in chicken raising had to be brought about by a poultry boom, just as the country needed an apple boom to bring about a square deal to American orchards.

The apple boom started when the fruit growers of Oregon, Colorado and Washington became orchard teachers of the country. The poultry boom seemed to spring up in many states at once.

Chickens which used to roost in tumble-down, rickety, leaky-roofed shanties found themselves moved into artistic henneries. Their new homes were protected from rats, weasels, chicken thieves, rain and blizzards.

And in the winter Mrs. Hen had a sun parlor de luxe where she could scratch and go through her dusty, Mazdaznan devotionals.

Perhaps you don't think that the business of being a hen is exacting—that Mrs. Hen needs recreation.

But when you stop to think that a good, faithful hen lays from three to five times her worth in eggs a year and rears each season about

twice her value in young poultry you will change your guess.

No wonder the busy henhouse wife welcomed the advent of the incubator. It appeared on the scene at about the time of the big poultry boom, just when Mrs. Hen was about to send out a cry for help. She was beginning to see such busy days ahead that she was wondering where she'd find time for her club meetings and bridge parties.

But the artificial hatchery became a timely boon to her, just like the pneumatic cleaner and the electric washing machine to the farm wife.

Since the poultry boom the farmer has discovered more than once that the despised hen is a mortgage lifter. And, also, that Mrs. Hen oft times sends the boys and girls to college when oats and corn fail to pay dividends.

So important has the hen become in the United States that the value of the poultry crop excels that of pork, coal, iron or lumber. The product of the hen ranks in the same class with wheat and cotton and is excelled only by corn, beef, and dairy produce.

If we assume the poultry consumption of the world to be only half the American figure, or four dollars per capita, the grand total of the earth's poultry crop would be six billion dollars—twice as much as the world's wheat crop, five times as much as its output of iron.

We are awed by the large industries that are concentrated in few hands, but the great totals of small items repeatedly escape attention. The wealth represented by the poultry on hand at any one time is comparatively small compared with the output.

Such commodities as diamonds, oranges or mutton get into the commerce because the region of their production is limited. But the hen is grown everywhere and is eaten everywhere. It is only in the later stages of civilization when half of humanity is separated from the soil and takes up its abode like the old cliff dwellers in artificial city structures of steel and iron and stone that poultry products enter into commerce and thus make known their wealth to us through the power of exchange.

Of all animal industries, poultry culture is the best adapted to intensive agriculture. Into the wilderness with his flocks and herds the captain of the prairie schooner takes the hen; the range is fenced, the sod is turned, farms grow smaller and the flocks give way before the ever-

#### Knox Sparkling Gelatine

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

#### 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

## TAKING INVENTORY

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

Arsenate of Lead, Paris Green,  
 Arsenate of Calcium, Dry Lime Sulphur.

Our prices will interest you.

Reed & Cheney Company  
 Grand Rapids, Michigan

#### The "Little Gem" Battery Egg Tester

Write for catalogue and prices.  
 We have the best.

S. J. Fish Egg Tester Co., Jackson, Mich.

#### COLEMAN (Brand)

Terpeneless  
**LEMON**

and Pure High Grade  
 VANILLA EXTRACTS  
 Made only by  
**FOOTE & JENKS**  
 Jackson, Mich.

#### Special Sales

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

#### WE BUY AND SELL

Beans, Potatoes, Onions, Apples, Clover Seed, Timothy Seed, Field Seeds, Eggs. When you have goods for sale or wish to purchase

WRITE, WIRE OR TELEPHONE US.

Both Telephones 1217 **Moseley Brothers,** GRAND RAPIDS, MICH.  
 Pleasant St. and Railroads

#### Egg Candling Certificates

One must be used in every case of eggs sold by the merchant to peddler, wholesaler or commission merchant. Not to do so is to subject the seller to severe penalties. We can furnish these forms printed on both sides, to conform to Government requirements, for \$1 per 100, postage prepaid. Special prices in larger quantities.

TRADESMAN COMPANY  
 GRAND RAPIDS

## ATTENTION, JOBBERS!

We are State Distributors for

## Nut Spread Margarine

and have a few territories open for jobbers.

Write us at once for information or territory wanted.

The D. A. BENTLEY CO.  
 Butter, Eggs and Cheese Specialists SAGINAW, MICH.

## E We Buy EGGS E We Store EGGS E We Sell EGGS

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

## SERVICE PIOWATY QUALITY

Largest Produce and Fruit Dealers in Michigan

## NUTS—ALL KINDS—NUTS

Crop Short—Buy Now

M. Piowaty & Sons of Michigan

MAIN OFFICE, GRAND RAPIDS, MICH.

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



increasing human swarm. But the hen remains and comes nearer following the man into the city home than any other food producing animal.

Some day we shall forget the taste of pork, as well as we have forgotten the taste of venison, and beef will become a by-product of the dairy business. But the hen will remain with us until the analytical chemist's test tube and X-rays bring a substitute and eggs are made by the pound like oleomargarine.

Elbert Hubbard.

**The Bounty of the Earth.**

Written for the Tradesman.

The earth is a bountiful provider. Seed she gives to the sower, and bread to the eater.

At this season of the year it seems natural and proper that man should acknowledge his indebtedness to the soil of earth.

A plenteous harvest we have had—and never in the world's history came a bountiful harvest more opportunely.

A great stylist of antiquity somewhere refers to "the joy of men at harvest." Surely this joy has been ours this year.

In one form or another many religions have had some ceremonial commemorating the time of harvest. It has been called by some, "The Feast of Ingathering."

Churches in our own land and time have celebrated the season by Harvest Home exercises.

Our National Thanksgiving Day, following as it does the time of ingathering, is meant to foster the spirit of gratitude in the hearts of a great people.

Man stirs the soil, plants the seed, and cultivates the ground; but without the dew and the rain and the sunshine there can be no growth from blade to full ear.

In the earth a certain treasure hath been hidden. Men call it fertility. It makes for growth. It causes a little of this or that to multiply strangely into much of the same sort.

And the imponderable substance of light—the outflung sheen of the unwearied sun—this also must needs be ere men can reap where they have sown. And so to man's part in the productive activities of nature, something must be added.

It is of this plus something not of man that we are likely to think most at the time of harvest.

And this is as it should be.

Let us learn to cultivate the grace of thankfulness.

Too much are we inclined to take our greatest bounties as matters of course.

Prone are we to exaggerate the importance of our own contribution to the increase of earth.

Our Thanksgiving this year should be universal among the people, and from the heart.

In many places of the earth Famine is stalking abroad because men have not sown or conditions have been unfavorable.

Other lands have been despoiled by contending armies where spades, armored cars and thundering howitzers have cut and trampled and defaced the earth.

In many lands the price of food-stuffs have become so high that the great middle classes must eke out a precarious existence.

But in this land of plenty we have bread and to spare.

We shall divide with others less fortunate than ourselves, and have over and above plenty for our needs.

No matter what a man's creed may be; or if, indeed, he has a creed at all; he should be thankful.

No matter what your private philosophy of life, there is occasion now for gratitude.

The harvest has been bountiful; let all the people be grateful.

Frank Fenwick.

**WM. D. BATT  
Hides, Wool  
Furs and Tallow**

28-30 Louis St.

GRAND RAPIDS, MICHIGAN

**Rea & Witzig  
Produce  
Commission Merchants**

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

Established 1873

United States Food Administration  
License Number G-17014

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

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

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

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

**Do You Carry This  
Popular Flavor?**



Customers expect to find

**Mapleine**

in every grocery just the same as sugar, coffee or any other staple in daily use.

Order of your jobber or Louis Hilfer Co., 1205 Peoples Life Bldg., Chicago, Ill.

Crescent Mfg. Co.  
(M-289) Seattle, Wash.

**MOORE'S  
LAXATIVE COLD TABLETS**

The best known treatment for COLD and GRIPPE contains BROMIDE OF QUININE, retailing 25 tablets for 25 cents.

Right now is the time to get in your winter supply. We can furnish you with a full line of Proprietary Medicines as well as a complete line of staple drugs.

We specialize on Grocery Drug Sundries and have made a study of the needs in this line of General and Grocery stores, we can therefore give the best of satisfaction and service.

**THE MOORE COMPANY**  
TEMPERANCE, MICH.

**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



**Onions, Apples and Potatoes**

Car Lots or Less

We Are Headquarters

Correspondence Solicited

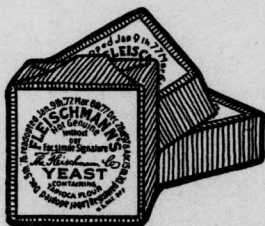


**Vinkemulder Company**

GRAND RAPIDS

:-:

MICHIGAN



**Fleischmann's  
Yeast**

is the yeast that women patriots want.

Housewives who bake Conservation Bread must have yeast that is good and fresh and strong.

Help them out.

Watch your stock of Fleischmann's Yeast, and be prepared to respond to every call.

**THE FLEISCHMANN COMPANY**  
"Fleischmann's Yeast" "Fleischmann's Service"

E. P. MILLER, President F. H. HALLOCK, Vice Pres. FRANK T. MILLER, Sec. and Treas

**Miller Michigan Potato Co.**

WHOLESALE PRODUCE SHIPPERS

Potatoes, Apples, Onions

Correspondence Solicited

Wm. Alden Smith Bldg.

Grand Rapids, Mich.



## MAKE MONEY MOVE FASTER.

### Reduce Interest Charges, Losses and Financial Problems.

We have all advocated for a long time the collection of accounts more promptly, and have promised ourselves that we would inaugurate all kinds of methods and systems which would make people pay their bills more promptly. No doubt this effort on our part has produced certain results, and, possibly in many instances it has produced the maximum results possible.

On the other hand, from a casual enquiry from several houses, the variation seems to be so great that it is a question whether or not we have accomplished in all cases, all that might have been accomplished if we had taken the matter more seriously and had given it more positive attention.

There are two fundamental reasons why I think that the time is opportune and necessity demands, that we give emphatic and positive attention to the collection of our accounts.

First, we owe it to our business to collect our accounts more promptly. It is in the mind of every wholesaler in the United States to-day, that he must get ready for the re-adjustment which is bound to follow the war period. At that time a large number of retailers' financial affairs will be in worse condition rather than better, and in order to meet this condition, we must be ready—we must have our accounts in hand, and we must use our influence to have the retailers have their accounts in hand.

Any effort on our part that helps to induce retail dealers to collect their accounts more promptly is helping them and helping ourselves.

Any effort on our part that tends to eliminate from our books that dear old friend of ours, "the good but slow customer," is a step in the right direction. By approaching this matter carefully and trying to accomplish the results in a reasonable way, we can convert a certain number of these accounts into good accounts, and we can eliminate the others before it is too late, and thereby save ourselves losses later in our career.

Every retailer grocer in the land ought to have on hand sufficient money to discount his bills, if he is watching his business, or if he has been an exceptionally slow payer in the past, he ought now to be in such shape that he can pay his bills very promptly.

On making enquiry of two of the leading jobbers in one of the larger cities, I find to my surprise, that one of them has 41 days outstanding, and the other has 28 days outstanding. Both of these houses think that they are doing the best that they can, but there is such a difference between the figures of the two houses, that it is very apparent that it is hard for one to know what is the best that can be done.

Suppose the 41 day house should bring its accounts down to 28 days—that means 13 days, and inasmuch as this house does at least \$20,000 a day, it would mean reducing the outstand-

ing \$260,000. This means a trifle saving of \$15,600 interest for this house, and more than that it means putting their accounts in better shape, and in so doing eliminating certain accounts which mean a loss to their house before the end of the life of the account.

In this connection, on making further enquiry, I find one house whose outstandings represent 24 days, and I find a branch house doing a business of about \$1,000,000 whose outstandings are 16 days. It is with some hesitation that I report the latter figure because on referring to it in the presence of several gentlemen a few days ago, they questioned my veracity, but I have the figures.

In explanation of days outstanding, I may say that I mean that the total amount of outstanding accounts including accounts in process of collection, liquidation, bankruptcy cases, etc.—all included; that the total amount of such indebtedness on the last day of the month shall equal the goods sold in so many days prior to the last day of that month. This to my mind seems somewhat more satisfactory than figuring on a percentage basis as used by some houses in arriving at figures of this kind.

So much for our own individual and selfish end. This ought to be enough, it appears to me, to set everyone of us to work and make us do serious thinking, and start an action that would materially help in putting our houses in better order to carry the load that is upon us, and meet the new conditions that may come.

However, there is a larger view of this which appeals to me in a much stronger way, and I am sure it will appeal to you. It is estimated that the total wholesale grocery business in the United States is about \$3,000,000,000 (perhaps a little in excess of this). Dividing this by 365 we find that the total business of the jobbers of the United States is a little over \$8,000,000 per day. We have before us no figures as to the average outstandings of the jobbers of the country, but it is safe to say that these can be reduced considerably.

Now, let us see the results: Every time the jobbers of the United States reduce their outstanding accounts one day we release for war purposes \$8,000,000. This seems to be a patriotic duty, and is an opportunity for us to do something more in addition to what we are already doing in our effort to "Help Win the War."

Suppose, for instance, that the total of outstandings in the United States could be cut down 10 days—this may not be possible, but is an arbitrary figure which I have chosen at random. Ten days means \$80,000,000 which would be released for active service. This means real money which could be used in carrying on the Government's activities and would tend to release the pressure on the money market in many localities, and would be an appreciable amount at this time. Or it might have placed in Liberty Bonds, and \$80,000,000 of Liberty Bonds for wholesale grocers in addition to what they have done in the past would be a very handsome addition to their subscription, and one

that would be appreciated by the Government!

Therefore, my appeal is that we make our money move faster. To follow the homely expression of an old fellow I knew once, "Let us step on the heels of our dollars and keep them moving."

**Let us do our customers the kindness of educating them to collect their bills more promptly and thereby better their financial condition.**

**Let us do ourselves the service of making our money move faster and thereby reduce our interest charges, our losses and our financial problems.**

**And, above all else, let us lend our efforts in making our money move faster, to the end, that we conduct our business with the lowest possible amount of money at this time, and release to the extent of our ability, all of the money we can for the purpose of conducting the war!**

Guy W. Rouse.

### Oleo Wins the Race With Butter.

An interesting state of affairs in the parity between butter and oleo, in consumption in Great Britain, is disclosed by the new regulations of rations in England. As a "straw in the wind," it might well be something for butter makers and legislators to study.

In March last the official National Food Journal estimated that the consumption of butter in the United Kingdom in the year 1913 was at the rate of 16½ pounds per head per annum, while the consumption of margarine was only 4½ pounds per head; in other words, the quantity of butter consumed was nearly four times that of margarine.

Contrast these figures with the present rationing and it will be found that proportions are exactly reversed. Against every ounce of butter sold to the public there are now 4 ounces of margarine. At 1 ounce of butter per head weekly each consumer is receiving at the rate of only 3¼ pounds of butter per annum, compared with the 16½ pounds before the war, while at 4 ounces of margarine per head weekly each consumer is now to receive at the rate of 13 pounds of margarine per annum, against the 4½ pounds before the war.

Thus, whereas before the war the total annual consumption per head of both butter and margarine was 21 pounds, the total quantity available for each consumer under the ration restrictions now in force will be 16¼ pounds, an enforced reduction in the annual rate of consumption of between 20 and 25 per cent.



### The Foolish Kid

Talking with an up-to-date grocer the other day, he remarked:

"I carry the advertised goods in stock because my customers want them and I want to please my customers.

"If I didn't do it, I would be in the position of the foolish kid who lets a pup take his dinner away from him."

Doesn't seem reasonable, does it, that any kid could be quite so foolish as that?

Can you use for Jell-O some beautiful 10-color window display material? If you can we shall be delighted to send it to you.

THE GENESEE PURE FOOD COMPANY  
Le Roy, N. Y.





GUY W. ROUSE.





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.

#### Handling Shaving Goods in the Hardware Store.

Written for the Tradesman.

In these days when the cost of shaving is on the increase in most communities, and when thrift is demanded from everyone, there should be an added incentive to the hardware dealer to push shaving goods.

Practically all hardware dealers handle razors; but many do not push them as they might be pushed, or make this department the feature it might be.

It is an old axiom of the hardware business that the goods that are worth handling at all are worth pushing to the utmost. So, seeing that you handle shaving goods, it will pay you to put forth a little extra effort to sell them, and to know a little more about them than merely the difference between a razor and a brush.

The hardware dealer's chief competitor in the handling of these lines is the druggist. It might be more exact to say that the druggist's chief competitor is the hardwareman. For there are many communities where the druggist gets the lion's share of the trade in shaving goods, and the hardware dealer has to take what's left. If the hardware dealers of ten and twenty years ago had been as enterprising as they should, the present-day situation might have been different. Razors and shaving accessories are a logical part of the hardware stock, and there is no reason why the hardware dealer should not get the bigger part of this business.

The average hardware dealer probably knows more about razors, strops and hones than the average druggist. Where the latter usually holds an advantage is in the fact that he handles the full line—not merely the articles mentioned, but the soaps, pastes, talcums and other accessories for a clean and comfortable shave. To handle this department to the best advantage, the hardware dealer would do well if possible to adopt the same policy. The whole line—razors, strops, hones, soap, talcum, brushes—should be stocked. The stock in soaps and talcums need not be so comprehensive as a druggist would carry, but a few well-chosen, standard lines will enable the hardware dealer to meet normal demands.

Display is an important factor in selling shaving goods. The window must be used frequently—in fact,

some hardware stores with several windows find it advantageous to use one small window continuously for pocket cutlery and shaving goods. In such displays, do not be afraid to use price tickets generously.

Inside the store, shaving goods demand a fairly prominent position. They can be shown alone or in conjunction with other cutlery lines. Advertising matter supplied by manufacturers should be freely used inside the store, in the window displays and on the silent salesman where the goods are shown.

Talking about show cards, often a crude design will prove very effective in driving things home to the customer. One hardware merchant makes a practice of featuring "talks" to his customers in connection with his window displays. Here is one dealing with shaving goods.

#### DEMPSEY SAYS

The man who shaves himself in the morning before breakfast enjoys a pleasure unknown to those whose faces are not familiar with the razor or for whom it is wielded by another.

Shaving produces a sense of cleanliness, opens one's eyes to things as they are, dissipates the mists and shadows of the night from the brain, gives time for pleasant thoughts and assists in establishing amicable relations with the work for the beginning of the day.

We have all the articles that a man requires for his own shaving, brushes, soaps, razors, strops, hones and many different kinds of after-shaving preparations.

This "talk" was printed roughly on a card with one of the fonts of rubber type customarily used by merchants to print addresses or window cards. Its very roughness attracted notice, and the merchant states that the card and the accompanying window drew a lot of business.

Another form of card could deal with the "war time economy" phase of self-shaving. This is something which just now has a strong element of appeal.

Some customers prefer safety

### Horse Blankets

Stable Blankets, \$2.85 to \$ 6.00  
 Square Blankets, 1.55 to 25.00

Large Assortment

Sherwood Hall Co., Ltd.  
 30-32 Ionia Ave.  
 Grand Rapids, - Michigan

## Van Dervoort Hardware Co.

LANSING, MICH.

Buy Bankrupt and Surplus Hardware.

Implements—Plumbing Goods and Heating Material.

Offer for instant shipment—

Over 100 carloads of Hardware and Supplies, much of which came to us on 1917 contracts or in 1918 bankrupt stocks that we own right and sell right.

What have you to sell?

What do you want to buy?

### Attention Merchants!

Insure with the Grand Rapids Merchants Mutual Fire Insurance Co.

We will insure you at 25% less than Stock Company rates.

No membership fee charged.

We give you 30 days to pay your premium and do not discriminate.

We are organized to Insure Buildings, Stocks, etc., any where in the State of Michigan.

Since our organization we have saved our members Thousands of Dollars, and can do, proportionally, the same for you.

Home Office, Grand Rapids

Jobbers in All Kinds of  
**BITUMINOUS COALS  
 AND COKE**  
 A. B. Knowlson Co.  
 203-207 Powers' Theatre Bldg., Grand Rapids, Mich.



### SIDNEY ELEVATORS

Will reduce handling expense and speed up work—will make money for you. Easily installed. Plans and instructions sent with each elevator. Write stating requirements, giving kind machine and size platform wanted, as well as height. We will quote a money saving price.

Sidney Elevator Mfg. Co., Sidney, Ohio

### Mr. Merchant:

Do you wish to reduce your stock, or do you want to get out of business?

### Stevens & Company

Sales People

Men who know how to raise money for you  
 Call us up or write.

Telephone 2636. Barnhart Bldg.  
 GRAND RAPIDS, MICHIGAN

### 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

## Foster, Stevens & Co. Wholesale Hardware

157-159 Monroe Ave. :: 151 to 161 Louis N. W.

Grand Rapids, Mich.

## Michigan Hardware Co.

Exclusively Wholesale

Grand Rapids, Mich.



razors. Others swear by the old-fashioned blades their grandfathers used. The hardware dealer, whatever his own individual preference, will cater to both classes. Just what to push, and what to recommend, depends upon the individual customer. The man with a tough bread and a tender face who knows he can do a good job with an old style razor is usually a poor prospect for a safety. On the other hand, the young man learning to shave himself for the first time, or who has no pronounced preference in the matter, is a first-class safety prospect. It is poor policy, however, for the hardware dealer to push an article which the individual manifestly doesn't want, merely because there is a larger profit involved if a sale is made. Satisfaction for the customer should be the merchant's object.

When you sell a razor, take time to push the accessories. A brush, a mug, a strop or a hone, a cake of shaving soap—you can usually place something in addition to the razor itself.

In this connection, the self-shaver, usually makes the best salesman, because he can handily demonstrate. Not the actual shaving process itself, perhaps, but the sort of stroke to be used, and the way to hold the razor when handling it. The average customer, whether buying a safety razor or learning for the first time to handle the old-fashioned blade, will be grateful for some pointers as to how to go about the shaving process, and the salesman who knows how

from actual experience can give these pointers convincingly.

So, too, there are many men who have been self-shavers for ten or twenty years who don't know the proper way to strop or hone a razor. Then, the salesman who knows the goods can help to a judicious selection of a brush, and can often sell a better brush where the customer would be influenced in the first instance solely by price.

Study the quality points, the selling points of the goods, the points which make the high priced article a better value than the low priced one; and tactfully urge quality when making a sale. A quality basis is the one sure basis on which to build business in shaving goods.

Victor Lauriston.

**Uncle Sam's Blunt Letter To Kaiser Bill.**

You suggest that we get together, bury the hatchet, smoke the pipe of peace, let bygones be bygones, and everything.

I am willing to get, bury, smoke, and let, as per request, but I do not want to be friends. I might want to be your friend, but I don't want you to be mine.

I can conceive of no greater calamity. You have injured your enemies some, as you have caused England, France, and America much expense and wounds, but it is not a patching to the damage you have done to your friends, among whom I believe you reckoned Belgium and Russia.

I should not like to think of you

as praising me behind my back, nor to hear that you are appreciating highly my good points. Please don't do anything like this, Bill. Curse me, lie about me, accuse me of having intentions as rotten as you know your own to be—do this, and I shall be happy, for posterity will say, "Uncle Sam must have been rather a decent fellow if Bill blackguarded him so."

And please don't speak to me again. I may speak to you, but I don't want you to speak to me. And don't write. My man Pershing will be over to your house pretty soon, and he will hear what you have to say.

For I don't like your face. And I don't like the way your mustaches are put on. I don't like your uniforms and I don't like lots of your little ways. This being the case, why should I subject my nervous system to the strain of trying to act friendly?

Still, I am kinda glad I met you. You are so darned low-down and contemptible that it makes me love my fellow men the more. I want to go and kiss all the chicken thieves and murderers in the county jail when I think of you. Yes, when I think of you, Bill, I say to myself that surely everybody outside of your bunch or thugs and pirates is going to heaven.

I am getting along, Bill. I am over a hundred years old now. There was a time when I dreaded that any one should think ill of me. It made me unhappy. But I have learned that nothing adds to a man's reputation among decent people like the hate of a whelp like you.

Don't misunderstand me. I don't

hate you. Only I want you to hate me. Keep it up. My most soothing thought as I lapse into slumber is that you are gnashing your teeth, whetting your snickersnee, and planning to get me. Your animosity is my most treasured possession.

If I discovered that you really liked me I should go and take a Turkish bath.

So don't worry about our little difference. There is no use trying to patch things up. After all, it is not so much what you have done that offends me, it is what you are, and that will not be cured until your grateful people hang you to a lamp-post somewhere in Berlin.

Don't imagine that I think you are dangerous, Bill. Doubtless you think you are a wolf. You are not. You are a skunk.

Meanwhile, proud it is that I am to have the heartfelt malice of the likes of you.

Continue, old top, to be, as always, my enemy, and I beg to remain, yours truly,  
Uncle Sam.

**A Slip of the Lip.**

"I hear that Florence has broken her engagement with you, old fellow," said Ed.

"Yes," replied Frank.

"Well, I'm certainly sorry," said Ed. "Why did she break it?"

"Merely because I stole a kiss."

"What!" cried Ed, "she must be crazy to object to having her fiance steal a kiss from her."

"Well," explained Frank, "the trouble was I didn't steal it from her."



Sun Crimp Top



No. 2 Rayo

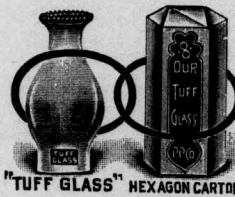


Phoenix Engraved

PORTER'S

"TUFF GLASS"

TRADE



MARK

"TUFF GLASS" HEXAGON CARTON

LAMP CHIMNEYS

Give the Retailer More Profit and His Customer More Service

Made only when the glass is running at its best. Careful inspection is maintained, and all chimneys having flaws and defects are discarded. Only strictly first quality selected goods are retained and toughened to withstand great extremes of temperature.

They give the consumer twice the service of "common" second quality tube packed chimneys and the dealer's profit is larger. Packed in hexagon cartons an insurance against leakage.

It adds to your prestige to sell your customers chimneys of splendid merit. TUFF-GLASS lamp chimneys are carried in stock by representative wholesalers.

PORTER POTTERY CO., Inc.

CLINTON, KY.



Sun Extra Heavy



No. 2 Electric Slim



Belgian





Grand Council of Michigan U. C. T.  
 Grand Counselor—W. T. Ballamy, Bay City.  
 Grand Junior Counselor—C. C. Starkweather, Detroit.  
 Grand Past Counselor—John A. Haeh, Coldwater.  
 Grand Secretary—M. Heuman, Jackson.  
 Grand Treasurer—Lou J. Burch, Detroit.  
 Grand Conductor—H. D. Ranney, Saginaw.  
 Grand Page—A. W. Stevenson, Muskegon.  
 Grand Sentinel—H. D. Bullen, Lansing.  
 Grand Chaplain—J. H. Belknap, Bay City.

**Late News From Michigan's Metropolis.**

Detroit, Nov. 12—Detroit has a population of 986,699, an increase of 71,803 in one year, according to the 1918 issue of R. L. Polk & Co.'s City Directory, just off the press. At this rate of progress, according to Mr. Polk, Detroit will have a population of more than 1,000,000 in 1919.

Bank capital and surplus for the year ending June 30, 1918, were \$41,765,650; deposits \$381,478,866; clearings \$2,749,173,367; transactions 6,352,491,000, the latter an increase of 976,328,000 from 1916. The transactions, according to Mr. Polk, offer a truer barometer of business conditions than bank clearings. The directory shows that Detroit has 32 banks and trust companies and 110 branch banks.

Postoffice receipts for the fiscal year ending June 30, 1918, amounted to \$4,559,324.31, while the money order business was \$23,580,687.71. Postal savings for the same period amounted to \$4,556,144, with 10,756 depositors. Postmaster Nagel handled 552,977 letters and parcels in the registered section and 666,858 packages in the Parcel Post section.

The city building department issued permits in 1917 totaling \$39,666,800. Detroit now has 164,821 buildings and 257,901 lots. It erected 334 tenement terraces, 1,468 apartments and 2,466 residences during the past year.

Business expansion is shown by the number of new corporations recorded, the list containing 2,283 new names with an assessment of \$234,758,770. The city controller took in \$32,419,497.13 for the year ending June 30, 1918, and disbursed \$29,079,518.22. The net general bonded debt stands at \$18,280,820.03. During the year 179,074 general tax receipts were issued, an increase of 54,116 from the previous year. Land valuation is \$466,506,350, building valuation \$459,795,800 and personal valuation \$280,988,610, or a grand total for the city's wealth at \$1,237,238,500.

In the opinion of J. J. Crowley, President of the Crowley, Milner Co., the local re-adjustment of war industries here to normal business lines will be accomplished in a short time when peace is declared, and that the possibility of unemployment for any large number of men is remote. It took Detroit less than six months to adjust its industries to war work, involving the training of men in the production of munitions and the installation of new machinery. "There is but one problem," says Mr. Crowley, "and that is the relation between capital and labor, embracing the re-adjustment of wages to meet peace

time conditions. With competition restored there can not be a continuance of pay rolls calling for \$16, \$18 and \$20 per day, but there will be a decline of commodity prices to correspond with these wage re-adjustments. As for work there will be plenty of it. The motor car industry is now so far behind orders that it will have capacity production for many months to catch up."

Retailers handling women's shoes say there never was such a demand for high priced footwear, giving as a reason that the women of wealth naturally want the best, and stylish dressers always want the newest in shoes. Now there is also the factory woman worker who never before earned so much money, and who is buying higher priced apparel.

The new ten-story building for the J. L. Hudson Co. is nearly completed, and will be ready about the first of December, but in its entirety by January 1st. The company plans to occupy the first four floors with holiday toys by Dec. 1, and after the new year to use it exclusively for men's wear departments. The first floor will be for men's furnishings, the mezzanine balcony will be for men's shoes and hats and the upper floors for clothing.

Funeral services for Albert Leslie Dudley, 36 Woodward terrace, who died last Thursday in Grace hospital, after an operation, were held Monday from the residence. Burial was at Highland cemetery, Ypsilanti. Mr. Dudley was born July 1, 1851, in Berrien Springs, Mich. In 1864 he moved to Ypsilanti, Mich. In May, 1873, he came to Detroit and accepted a position with Vail, Crane & Curtis, cracker manufacturers. He continued with the firm until May, 1890, when it merged with the U. S. Baking company. The new firm was succeeded in 1892 by the National Biscuit company, with whom Mr. Dudley remained until 1906, when he engaged in the real estate business. During the last ten years he has been connected with the Detroit Rubber company, a branch of the U. S. Rubber Co.

Lee S. Joslyn, referee in bankruptcy, has been asked to decide whether mail belonging to Henry Gerard, formerly a novelty merchant of Mt. Clemens, should be turned over to his creditors. Since Sept. 18, when Gerard left town, leaving, it is alleged, only \$4.05 of the \$40,458.94 he had deposited in the previous fifteen months, no one has seen or heard from him as far as Gerald A. Doyle, the Detroit receiver for Gerard, can learn. Involuntary bankruptcy proceedings were instituted in September by Mavnard, Miller & Co., of New York City. It was discovered that Gerard had stock valued at \$3,500, in addition to the small bank deposit. His liabilities range between \$90,000 and \$100,000. An examination of witnesses, including the clerks in his two novelty stores, his banker, the postmaster, railroad and express officials, was held in Detroit yesterday.

The Detroit Retail Shoe Dealers' Association has resumed its meetings. Nov. 11 it discussed and endeavored to solve the weighty problems before the industry. The Association intends to conduct a number of campaigns to

back up its advertising. One is that of window displays in co-operation with the merchandising of shoes priced over \$12. Another is the problem of early Christmas shopping, as well as that of "carrying your parcel home." The retail merchants of Detroit have inaugurated an advertising campaign, and to the fund quite a number of shoe retailers were contributors. This campaign will require the use of big space, no advertisement being less than half page in size. Already two such announcements have appeared in the daily papers within one week and they are to be continued until holiday time. With contributions from more than 100 merchants, the proportionate cost of each is comparatively little, and yet better results are secured than if every merchant ran a small advertisement on early shopping. A special committee of expert advertising men—who now handle the advertising for big department stores—is arranging the newspaper copy. These advertisements will cover all the requests relative to shopping made some time ago by the National Council of Defense.

The grocery trade is very much interested in the order by Mr. Hoover that certain jobbers who had large stocks of lard compound should not sell it for a price which would net them less than 1½ cents profit per pound. They were to be permitted to make as much as 2½ cents a pound, but could not make less than 1½ cents. This is in line with the attitude that the Government has taken in the market for hog products. The idea is to steady the market and prevent prices from going all to pieces, and various operators were compelled not to cut but to get a certain profit. So far this action has not been extended to anything outside of hogs and lard substitute, but the trade here are expecting that something of the same sort may be done with other products if, following peace, they start to go to pieces.

**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

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

Grand Rapids      THE NEW  
**MERTENS**  
 Rates \$1.00      WIRE for  
 With Shower \$1.20      RESERVATION  
 Meals 50c      A Hotel to which a man  
 Fire Proof      may send his family

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

**CODY HOTEL**  
 GRAND RAPIDS  
 RATES \$1 without bath  
 \$1.50 up with bath  
 CAFETERIA IN CONNECTION

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

**MORTON HOUSE**

GRAND RAPIDS

50 Rooms at ..... 75c Per Day  
 50 Rooms at ..... \$1.00 Per Day  
 50 Rooms at ..... \$1.50 and \$2.00 Per Day

Two persons in a room 50c per day extra.  
 Special rates by the week.

**Follow the Natural Impulse**



**Telephone**

Citizens Long Distance Lines Connect With Practically Every City, Village, Hamlet and Cross Roads in Michigan. Also Points Outside.

**USE CITIZENS SERVICE**



### Mercantile News From the Celery City.

Kalamazoo, Nov. 19.—Zimmer Bros., of Grand Rapids, have purchased the business of the Michigan Embossing and Engraving Co., at 305 East Main street, and will incorporate under the firm name of the Kalamazoo Embossing & Engraving Co. P. G. Praetorius will be the manager.

E. W. Herrick, formerly with the Bentley Shoe Co., has purchased the Novelty Boot Shop, at 107 South Burdick street, and will conduct same under the style of Herrick's Boot Shop, carrying women's shoes exclusively.

E. B. Olmstead has recently opened another meat market at 724 Locust street, in the Riepma building, and will conduct same on the cash-and-carry system.

A. N. McCarty, of 1847 South Burdick street, is wearing a smile that won't rub off these days, as he is the dad of a fine new boy. Success to you and the family, Mack.

W. W. Baldwin, of Baldwin & Hickok, is spending a week or so with his daughter at Lake Forrest, Illinois. Mrs. Waldo is assisting as clerk during his absence.

J. L. Junnett, who for some time has been city representative of the Piowaty Co., has purchased the grocery stock of G. W. Cranmer, at 218 Alcott avenue, and will continue the business at the above address. Mr. Junnett is well adapted for conducting the grocery business, as he has had considerable experience in this line.

Friends of the late Frank Diehl were given a sad surprise to learn of his death on Nov. 12. Mr. Diehl has for the past ten years been associated with F. L. McCall, on Portage street, and had a host of warm friends among the traveling men and patrons of Mr. McCall.

Henry and Niel Moerdyk got busy on peace day and started in for the reconstruction period by making numerous changes in the arrangement of their grocery on North West street.

The Advertising League is making plans for entertaining the Michigan Credit Men's Association at the Park-American Hotel Thursday of this week. Louis Rosenbaum, President of the local division, has issued a general invitation to all business men to be present, as speakers of renown will address the assembly on various points of interest on credits.

W. C. Stone, of Decatur, Ill., has accepted the management of the Bentley Shoe Co., as successor to E. W. Herrick.

The Retailers Division of the Chamber of Commerce has passed a resolution to the effect that the retail stores would not remain open evenings during the holiday season. Frank A. Saville.

### Bottom Facts From Booming Boyne City.

Boyne City, Nov. 19.—We are coming along finely, thank you. The flu scourge is abating and we are congratulating ourselves on getting off as easily as we have, compared with some of our neighboring communities. Thanks to the devoted service of some of our Red Cross women, the professional nurses hired by the city have had abundant support. In fact, the relief work was well under way and the epidemic under control before the advent of outside help. The work done by some of the women could not be hired. No woman would do it for hire, but these women have been indefatigable in their attendance on the suffering families.

George Houghton is after his annual deer, dedicated to the entertainment of his friends in the form of a venison supper for his church societies.

Two of our business men were cheated out of their regular autumn vacation. William Capelin got the flu on the eve of his departure and Niel

Jersey went after a deer, but returned with a bad case of the epidemic.

Manager Heintze, of the Traction Engine Co., is not in the best of humor nowadays. His new tractor is all ready to assemble and delay in securing some essential parts is holding up the final test of the machine.

The Boyne City Silo Co.'s plant resumed operations last Monday, having been closed while some kinks in the organization proceedings were straightened out. The coming season promises to be both busy and profitable.

Charlevoix county has now a fully organized Farm Bureau and will enter on its work by a county meeting at the Loeb farm, a new 1,600 acre project, on the south side of Pine Lake, next Friday. The supervisors, after a year's experience with a county agricultural agent, endorsed the work by increased appropriation and better organized support. Maxy.

### Harrison Parker As Evasive As Ever.

It will be recalled that a certain very slippery individual named Harrison M. Parker sued the Tradesman for \$100,000 damages in the United States Court because the Tradesman exposed his Fruitvale enterprise as a swindle. He never met the issue, after filing his paper in this cause, and Parker's attorney—Max Pam—subsequently slipped over to Grand Rapids and withdrew the case, paying all costs and charges. Parker subsequently engaged in a number of shady transactions, the outcome of which is thus described by a Chicago daily paper:

"Eight corporations tangled into a mass have been found to have sprung from the fertile brain of Harrison M. Parker in connection with the General Fruitvale Co., whose affairs are now pending in the bankruptcy court before Judge Landis. In 1909 the Fruitvale Land Development Co. was organized in Michigan, with 1,800 acres purchased for \$29,000 from the State Bank of Whitehall, Michigan.

"Parker became President and Treasurer. He later added 2,000 acres to his holdings, built up the Riverside Inn and the Southside Inn and named the village Fruitvale.

"This later changed to the Fruitvale Co., with \$200,000 capital stock. In 1917, the name was changed to the National Society of Fruitvalers, a Maine corporation, and in June of this year became under the same name a common law Massachusetts trust. On opening sixty-one grocery stores in and about Chicago, two new corporations, the Fruitvale company and the Fruitvale Grocery and market, were organized.

"Down in Michigan a boat line was established called the Fruitvale Transportation Co., and another concern, the Whitehall Construction Co. was incorporated.

"Investors, 4,000 of them, now claim that very time they seek compensation in one concern, they are referred to one of the seven others. They stood for this as long as they could and finally requested Judge Landis to put an end to the endless chain of references."

The man who is perfectly satisfied with the way he has always run his business is going to be left behind by the men who are never satisfied.

### Sugar Allowance Now Almost Normal.

Advices from Washington indicate that the Food Administration has practically let down the bars on sugar consumption; at least so opened the allowance schedule as to give consumers four pounds per month in addition to such as they receive in confectionery, cake, ice cream, beverages, etc. The manufacturers are given an allotment of 50 per cent. over what had already been granted them, which comes pretty near restoring their sugar allowance to a normal basis. Of course, the use of sugar is still controlled, but the measure of control is almost normally comfortable. The ruling is quoted as follows:

"The signing of the armistice further improves the world situation in sugar and, therefore, enables us to give all industries in classes A (confectioners, ice cream manufacturers, bottlers, etc.) and D (bakers) an additional allotment of 50 per cent. of the monthly average basis as shown by items 17, 18 and 19, statement A from December 1 on.

"This is an addition to November-December allotments given these industries in our telegram October 15. Please issue these additional certificates for the month of December at once, granting manufacturers the privilege of using this sugar in addition to their November and December allotments. No change in Class B.

"Classes C and E, covering consumers and public eating houses, where sugar is available in plentiful supply, you may issue certificates on basis of four pounds per capita consumption or four pounds for ninety meals, beginning December 1.

"War industries regulation governing all soft drink and carbonic gas manufacturers is rescinded."

The latter cause lets the beverage people out of restriction altogether, and is thought to be largely influenced by the rapidly growing popular demand for soft drinks, due to the curtailment of brewing malt liquors.

It is understood that the revision of the sugar rules is due to a conference within the past few days between representative sugar refiners and the Food Administrators, also because of the protest heard from many trade quarters against the rapid accumulation of sugar in trade channels, "eating its head off" in overhead and warehouse costs. It was urged upon the Sugar Equalization Board that the carry-over of the visible supply was too large to justify any such strenuous regulation, especially in the face of having bought the entire big Cuban crop and having good prospects within a year of getting in the accumulated sugar in the East Indies, because of an easier ship situation.

It is all, of course, traceable to the changed conditions of peace. The ships are likely to be available for the needs of Java because of the letting up of transport service and the stopping of the submarine peril; the released countries of Europe are likely to produce much of their own sugar in the beet crop and the losses by sinkings of merchant ships will be

eliminated. When peace came last Monday the necessity for accumulating a big surplus vanished. With a probable carry-over of three-quarters of a million tons from the present sources, with the increase of beet acreage and the relief from losses, the whole situation cleaned up rapidly.

### Gabby Gleanings From Grand Rapids.

Grand Rapids, Nov. 19.—Perry Barker, credit man for the Grand Rapids branch of the National Grocer Co., has the sympathy of the trade over the death of his wife, which occurred on Sunday. The funeral was held at the family residence, 661 Cherry street, Tuesday afternoon. Interment was in Oakhills cemetery.

Stephen M. Dinsmore has retired from the position of cashier of the State Bank of Montcalm County, Coral, to take an active part in the management of the Safety Burglar Alarm Co., of this city, of which corporation he is Vice-President.

John W. Thompson, who has been book-keeper and Secretary of the Michigan Wheel Co. for the past three years, has taken the position of book-keeper for Peter Dornbos.

The regular November meeting of the Bagmen of Bagdad was called to order Saturday evening by Great Ruler W. S. Lawton. Due to the summer vacation and later the flu ban, Absol Guild held their first meeting since June, when they went to Jackson and installed a Guild composed of forty members. The meetings may be few and far apart, but some action usually results when the princes do convene. At Saturday night's meeting plans were formulated for a dancing party to be held Saturday evening, Dec. 14, at the U. C. T. council rooms at 38 and 42 Ionia avenue. This is the first effort on the part of the Bagmen to give an open dancing party, but the plans and specifications call for a regular honest-to-goodness party. All U. C. T.'s and their friends are cordially invited to attend this party. No pains are being spared to make every one feel welcome. Admission, \$1 per couple. Extra ladies, 50 cents. Sherman Tuller will preside with his fiddle and his gang.

Abe Schefman, manager of the Grand Rapids Branch of M. Piowaty & Sons, has the sympathy of the trade in the double affliction which has befallen his household. Within three days his wife and a 10 year old daughter both died of pneumonia, following an attack of the flu. The other four children were all down with the dreaded disease, but have recovered sufficiently to send them out of town until complete recovery is effected.

### U. S. Abandons War Shoe Price Schedules.

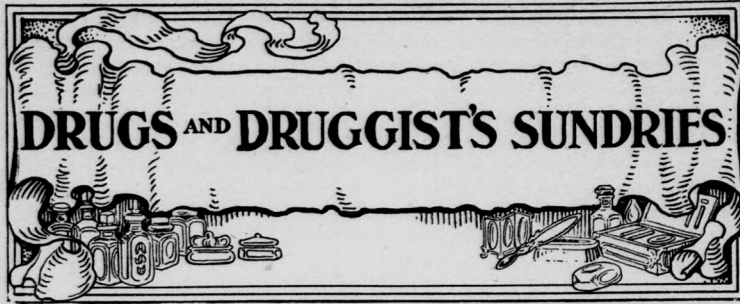
Abandonment of the recently adopted shoe schedule, which provided for classification of grades and fixed prices ranging from \$3 to \$12, was announced last Saturday by the War Industries Board. Conservation features of the program, which was agreed to by the industry, will continue in force.

This action was agreed upon, officials of the Board said, "in order that the fullest opportunity be given for the use of raw materials released for the use of raw material released from the Government war program."

Increased production and competition are counted upon to regulate price levels.

Many a fellow who thinks he is a martyr is really only a plain and simple chump.





### Increasing the Demand For Hot Egg Drinks.

While hot chocolate, coffee and various bouillon still hold their popularity with the ever-increasing army of patrons of winter temperature beverages, there is no possibility of denying the growing demand for hot egg drinks at every soda counter and fountain where such beverages are dispensed by skillful and experienced servers. The druggist and other dispenser who has already entered the hot soda field would do well to devote considerable attention to this branch of his hot soda business, not only on account of the steadily augmented demand for these egg drinks but also because of the exceedingly lucrative character of this department—as these beverages generally command 15 cents and 20 cents each, although offered in some places as low as 10 cents, and therefore afford a much wider margin of profit than the 5-cent and ordinary 10-cent concoctions.

While soda glasses may be used in serving hot egg beverages, the danger of cracking and breaking from the intense heat of the liquids militates strongly against such practice, and it has been the experience of most dispensers that the ten-ounce mug is more desirable for this purpose. The eight-ounce mug may also be employed but the ten-ounce mug is to be preferred because of the fact that this larger container keeps the drinks hot for a longer time than the smaller measure.

In preparing hot egg drinks, great care should be exercised to avoid coagulation of the egg, as the hot water or milk used in completing the beverage has a strong tendency to soft-boil the egg unless it is well beaten before pouring into the mug. On general principles, it is best to stir both egg and its concomitants and to shake them thoroughly in a mixing glass or measure before adding the hot water or hot milk. After having stirred and shaken the principal ingredients, they may be poured into the mug which should be kept hot on some heating apparatus, and then the boiling water or milk should be added. It has also been shown to be good practice in flavoring hot egg drinks to add such condiments as grated nutmeg or cinnamon before rather than after pouring the hot water or milk into the mixture.

The oft-repeated advice of Henry Hudnut anent the necessity for serving hot soda drinks "red" hot is reiterated as equally applicable to egg beverages, the water or milk in which should always be boiling when poured into the mug. As in the case of hot chocolate and other hot beverages, it

is also a good idea to serve plain soda or salt crackers with egg drinks.

First and foremost in popularity among the hot beverages are hot egg chocolate, hot egg coffee and hot egg phosphate. For the making of the first mentioned beverage, the following formula will prove desirable:

#### Hot Egg Chocolate.

Hot chocolate syrup ..... 1½ ozs.  
Sweet cream ..... 1 teaspoonful  
Egg ..... 1 oz.

Hot water, enough to fill mug.  
Whipped cream, enough to top drink.

The chocolate syrup, sweet cream and egg should be placed in a mixing glass and shaken thoroughly. The preparation should then be strained into another mug which should thereupon be filled with the hot water and topped with the whipped cream.

A good formula for hot egg coffee follows:

#### Hot Egg Coffee.

Coffee extract ..... 1 oz.  
Or—  
Coffee syrup ..... 1½ ozs.  
Egg ..... 1  
Plain cream ..... ½ oz.

Hot milk, enough to fill mug.  
Or—  
Hot water, enough to fill mug.

The coffee extract or syrup should first be poured into the mug. Then the egg should be beaten and poured into the coffee extract or syrup and the plain cream added, the mug being filled with hot milk or water.

A pleasing formula for hot egg phosphate follows:

#### Hot Egg Phosphate.

Orange syrup ..... ½ oz.  
Lemon syrup ..... ½ oz.  
Egg ..... 1  
Solution of acid phosphate .... 1 dr.  
Angostura bitters, dash.

Hot water, enough to fill mug.  
Nutmeg pinch.

The orange and lemon syrups should be poured into the mug after the egg has been well beaten. The dash of acid phosphate should then be added and the angostura bitters poured in, followed by the hot water and nutmeg.

Several other egg beverages, for which there is a growing demand, may be prepared as follows:

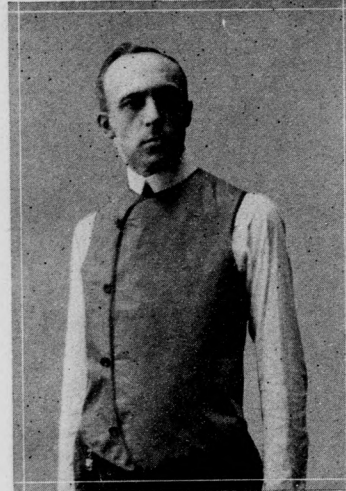
#### Hot Egg Lemonade.

Plain syrup ..... 1 oz.  
Lemon juice ..... from 1 lemon  
Egg ..... 1

Hot water, enough to fill mug.

When the plain syrup, lemon juice and egg have been poured into the mug, the mixture should be shaken thoroughly and should then be flavored with nutmeg or cinnamon, if desired, and the hot water added.

## Papyrus "Plastrons" Protect You



**Wear a Paper Vest and Defy the Chilly Blasts of Winter.**

**H**ERE is a simple article of apparel that shields from the penetrating winds of winter.

One of these paper vests worn over or under the ordinary vest keeps in the natural heat of the body and keeps out the cold. "Plastrons" prevent chills and protect against ailments that result from cold and exposure. They are roomy, sanitary, wind proof, water proof and tear proof.

**Big Money for Clothiers and Druggists**

Papyrus "Plastrons" were an immediate success with the large State street stores in Chicago. Wherever they have been displayed, they have sold rapidly.

Automobilists, Truck Drivers, Farmers, Policemen, Street Car Men, Hunters, Soldiers and Sailors—all out-of-door men will welcome the protection of this practical and inexpensive garment.

There are three sizes: Small 34-36; medium 38-40; large 42-44.

The cost to you is \$8 00 per dozen, assorted sizes. Window cards and counter literature supplied with each order. Place your order for immediate delivery through

The Grand Rapids Dry Goods Co.,  
Grand Rapids, Mich.

Hazeltine & Perkins,  
Grand Rapids, Mich.

Or direct with the makers

**HORNIG & QUA**

136 No. Division Ave.

Grand Rapids, Michigan

# 1918 Holiday Goods

**Druggists' Sundries, Books,  
Stationery, Etc.**

Our campaign for the sale of the lines as above mentioned practically comes to its climax each year at or about November 1st, and we find ourselves, by virtue of the fact that our goods were bought early, in a better condition than ever before as to being able to fill our orders for the retail trade.

Through the courtesies of early buyers we have overcome obstacles that otherwise would be almost insurmountable under present conditions. There are yet quite a number of belated buyers who contemplate coming to the market for the purchase of these special lines and to these we are sending a message that we are yet in a position to fill orders very completely, and urge that early dates be made for the inspection of our lines.

We have been exceedingly fortunate in being able to obtain merchandise and the indications are that the retail trade will be large and in accordance with the wishes of the Government scattered through the months of November and December. Please write us and make dates with our salesmen as is most convenient to you.

**Hazeltine & Perkins Drug Co.**  
Grand Rapids, Michigan



**Hot Beef and Egg.**  
 Beef extra ..... 1 teaspoonful  
 Or—  
 Liquid beef extract ..... about 1 oz.  
 Egg ..... 1  
 Hot water, enough to fill mug.

The beef extract should be poured into the mug and the egg, well beaten, should then be added. The mug should then be filled with hot water. If celery is desired, a pinch of the salt or a drop or two of the extract should top the beverage.

**Hot Malted Milk and Egg.**  
 Malted milk ..... 2 teaspoonfuls  
 Egg ..... 1  
 Plain cream, dash.  
 Hot water, enough to fill mug.

Or—  
 Hot milk, enough to fill mug.  
 Whipped cream, to top drink.  
 The malted milk should be poured

into the mug and the eggs well beaten, should be added with the plain cream. The preparation should then be shaken well and the hot water or milk added. The whipped cream should be used to top the drink. Salt in a shaker may be served with this beverage.

**Hot Egg Consomme.**  
 Liquid beef ..... 2 teaspoonfuls  
 Egg ..... 1  
 Sweet cream ..... 1 oz.  
 Hot water, enough to fill mug.

The egg, liquid beef and sweet cream should be shaken in a mixing glass and seasoned with salt and pepper, with perhaps a small amount of tincture of celery seed and mixed spices. The preparation should then be strained into a mug which should thereupon be filled with hot water, and a little butter, if desired.

**WE ARE ACCEPTING CONTRACTS NOW FOR 1919 DELIVERIES OF**

**J. Hungerford Smith Co.'s**

**Soda Fountain Fruits and Syrups**

If you have not signed up, drop us a card.

Protect yourself for next season's business before it is too late. Prices guaranteed against advance or decline.

We also carry a full line of Soda Fountain Accessories.

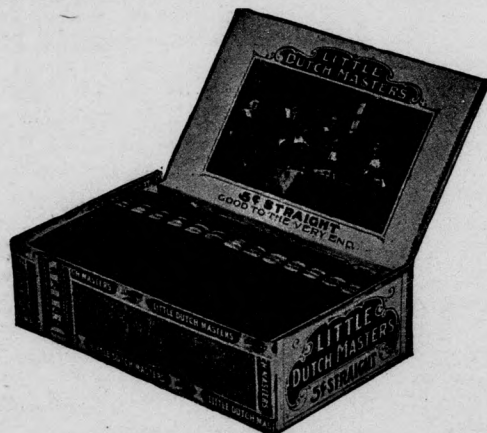
**Putnam Factory Grand Rapids, Michigan**

Manufacturers of Putnam's "Double A" Chocolates

**LITTLE DUTCH MASTERS CIGARS**

Made in a Model Factory

Handled by All Jobbers Sold by All Dealers  
 Enjoyed by Discriminating Smokers



They are so good we are compelled to work full capacity to supply the demand

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

**WHOLESALE DRUG PRICE CURRENT**

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

<b>Acids</b>	Cubebs ..... 10 00@10 25	Capsicum ..... @2 15
Boric (Powd.) .. 18@ 25	Eigeron ..... 4 00@4 25	Cardamon ..... @2 10
Boric (Xtal) .... 18@ 25	Eucalyptus .... 1 25@1 35	Cardamon, Comp. @1 60
Carbolic ..... 67@ 70	Hemlock, pure .. 2 00@2 25	Catechu ..... @1 60
Citric ..... 1 45@1 50	Juniper Berries 16 00@16 25	Cinchona ..... @2 35
Muriatic ..... 3 3/4 @ 5	Juniper Wood .. 4 00@4 25	Colchicum ..... @2 40
Nitric ..... 10 3/4 @ 15	Lard, extra .... 2 15@2 35	Cubeb ..... @2 35
Oxalic ..... 53@ 60	Lard, No. 1 .... 2 00@2 15	Digitalis ..... @1 90
Sulphuric ..... 3 3/4 @ 5	Lavender Flow. 7 25@7 50	Gentian ..... @1 50
Tartaric ..... 1 12@1 20	Lavender, Gar'n 1 25@1 40	Ginger ..... @2 00
	Lemon ..... 2 25@2 50	Guaiaac ..... @1 90
	Linseed, bbl. .... @1 79	Guaiaac, Ammon. @1 80
<b>Ammonia</b>	Linseed, bid less 1 89@1 95	Iodine ..... @1 50
Water, 26 deg. ... 12@ 20	Linseed, raw, bbl. @1 77	Iodine, Colorless @1 75
Water, 18 deg. ... 10 1/2 @ 18	Linseed, raw less 1 87@1 95	Iron, clo. .... @1 60
Water, 14 deg. ... 9 1/2 @ 17	Mustard, true, oz. @2 95	Kino ..... @1 65
Carbonate ..... 19@ 25	Mustard, artini. oz. @1 80	Myrrh ..... @2 50
Chloride (Gran.) 35@ 40	Neatsfoot ..... 1 80@2 00	Nux Vomica .... @2 00
	Olive, pure ..... 8 80@10 50	Opium ..... @9 00
	Olive, Malaga, yellow 6 50@7 00	Opium, Camph. @1 35
	Olive, Malaga, green 6 50@7 00	Opium, Deodor'd @9 50
	Orange, Sweet .. 4 50@4 75	Rhubarb ..... @1 65
	Organum, pure .. @2 50	
	Organum, com'l @ 75	<b>Paints</b>
	Pennyroyal .... 2 50@2 75	Lead, red dry .... 14@14 1/2
	Peppermint ..... 7 50@7 75	Lead, white dry 14@14 1/2
	Rose, pure ..... 30 00@32 00	Lead, white oil 14@14 1/2
	Rosemary Flows 2 00@2 25	Ochre, yellow bbl. @ 1 1/2
	Sandalwood, E. I. .... 18 50@18 75	Ochre, yellow less 2 @ 5
	Sassafras, true 3 25@3 50	Patty ..... 4 1/2 @ 7
	Sassafras, artini' 90@1 20	Red Venet'n Amer. 2 1/2 @ 5
	Spearmint ..... 6 25@6 50	Red Venet'n, Eng 2 1/2 @ 5
	Sperm ..... 2 85@3 00	Vermillion, Amer. 25@ 30
	Tansy ..... 5 50@5 75	Whiting, bbl. .... @ 3
	Tar, USP ..... 45@ 60	Whiting ..... 3 1/4 @ 6
	Turpentine, bbls. @ 85	L. H. P. Prepd. 2 90@3 10
	Turpentine, less 90@ 95	
	Wintergreen, tr. 7 00@7 25	<b>Miscellaneous</b>
	Wintergreen, sweet birch 4 50@4 75	Acetanalid ..... 1 10@1 20
	Wintergreen, art 1 25@1 50	Alum ..... 17@ 20
	Wormseed .... 15 00@15 25	Alum, powdered and ground 18@ 21
	Wormwood .... 7 50@7 75	Bismuth, Subnitrate 4 00@4 10
		Borax xtal or powdered 10@ 15
<b>Balsams</b>		Cantharades po 2 00@6 50
Copaiba ..... 1 40@1 65		Calomel ..... 2 69@2 75
Fir (Canada) .. 1 25@1 50		Capsicum ..... 38@ 45
Fir (Oregon) ... 40@ 50		Carmine ..... 6 50@7 00
Peru ..... 4 75@5 00		Cassia Buds ..... 50@ 60
Tolu ..... 1 75@2 00		Cloves ..... 77@ 85
		Chalk Prepared .. 12@ 15
<b>Barks</b>		Chalk Precipitated 12@ 15
Cassia (ordinary) 40@ 45		Chloroform ..... 97@1 04
Cassia (Saigon) 90@1 00		Chloral Hydrate 2 32@2 42
Elm (powd. 35c) 30@ 35		Cocaine ..... 14 30@14 85
Sassafras (pow. 40c) @ 35		Cocoa Butter ... 50@ 60
Soap Cut (powd.) 35c ..... 26@ 30		Corks, list, less 40%
		Copperas, bbls. .... @ 3
		Copperas, less ... 3 1/2 @ 8
		Copperas, powd. ... 4 @ 10
		Corrosive Sublim. 2 35@2 40
		Cream Tartar .... 86@ 92
		Cuttlebone ..... 95@1 00
		Dextrine ..... 10@ 15
		Dover's Powder 5 75@6 00
		Emery, All Nos. 10@ 15
		Emery, Powdered 8@ 10
		Epsom Salts, bbls. @ 4 1/2
		Epsom Salts, less 5 @ 10
		Ergot, powdered @ 2 50
		Ergot, powdered @ 2 50
		Flake White ..... 15 @ 20
		Formaldehyde, lb. 20 1/2 @ 25
		Gelatin ..... 1 75@1 90
		Glassware, full case 58%
		Glassware, less 50%
		Glauber Salts, bbl. @ 2 1/2
		Glauber Salts less 3 1/2 @ 7
		Glue, Brown ..... 25@ 35
		Glue, Brown Grd. 25@ 35
		Glue, White ..... 30@ 35
		Glue, White Grd. 30@ 35
		Glycerine ..... 66@ 80
		Hops ..... 60@ 75
		Iodine ..... 5 60@5 90
		Iodoform ..... 6 59@6 74
		Lead, Acetate ... 25@ 30
		Lycopodium ..... 2 25@3 50
		Mace ..... 85@ 90
		Mace, powdered 95@1 00
		Menthol ..... 7 50@7 75
		Morphine ..... 15 45@16 00
		Nux Vomica ..... @ 30
		Nux Vomica, pow. 28@ 35
		Pepper black pow. 53@ 55
		Pepper, white ..... @ 50
		Pitch, Burgundy @ 15
		Quassia ..... 12@ 15
		Quinine ..... 1 28@1 72
		Rochelle Salts .. 59@ 65
		Saccharine, oz. ... @1 70
		Salt Peter ..... 36@ 45
		Seidlitz Mixture .48@ 55
		Soap, green ..... 20@ 30
		Soap mott castile 22 1/2 @ 25
		Soap, white castile case ..... @35 00
		Soap, white castile less, per bar ... @3 75
		Soda Ash ..... 4 1/2 @ 10
		Soda Bicarbonate 5 @ 10
		Soda, Sal ..... 2 @ 5
		Spirits, Camphor @ 2 00
		Sulphur, roa. .... 4 1/2 @ 10
		Sulphur, Subl. 4 9-10@ 16
		Tamarinds ..... 15 @ 20
		Tartar Emetic ..... @ 90
		Turpentine, Ven. 50@6 00
		Vanilla Ex. pure 1 50@2 00
		Witch Hazel ..... 1 85@1 75
		Zinc Sulphate .... 10@ 15
<b>Ammonia</b>		
Water, 26 deg. ... 12@ 20		
Water, 18 deg. ... 10 1/2 @ 18		
Water, 14 deg. ... 9 1/2 @ 17		
Carbonate ..... 19@ 25		
Chloride (Gran.) 35@ 40		
<b>Balsams</b>		
Copaiba ..... 1 40@1 65		
Fir (Canada) .. 1 25@1 50		
Fir (Oregon) ... 40@ 50		
Peru ..... 4 75@5 00		
Tolu ..... 1 75@2 00		
<b>Barks</b>		
Cassia (ordinary) 40@ 45		
Cassia (Saigon) 90@1 00		
Elm (powd. 35c) 30@ 35		
Sassafras (pow. 40c) @ 35		
Soap Cut (powd.) 35c ..... 26@ 30		
<b>Berries</b>		
Cubeb ..... 1 60@1 70		
Fish ..... @ 75		
Juniper ..... 12@ 18		
Prickly Ash .... @ 30		
<b>Extracts</b>		
Licorice ..... 60@ 65		
Licorice powd. ... 1 75@2 00		
<b>Flowers</b>		
Arnica ..... 1 20@1 25		
Chamomile (Ger.) 70@ 80		
Chamomile Rom. 1 50@1 60		
<b>Gums</b>		
Acacia, 1st ..... 75@ 80		
Acacia, 2nd ..... 65@ 75		
Acacia, Sorts .... 40@ 50		
Acacia, powdered 60@ 70		
Aloes (Barb. Pow) 30@ 40		
Aloes (Cape Pow.) 30@ 35		
Aloes (Soc Pow 1 25) @1 20		
Asafoetida ..... 4 50@4 75		
Pow. .... 4 75@5 00		
Camphor ..... 4 55@4 75		
Guaiaac ..... @2 25		
Guaiaac, powdered @2 50		
Kino ..... @ 85		
Kino, powdered .. @1 00		
Myrrh ..... @ 85		
Myrrh, powdered @ 90		
Opium ..... 28 50@29 00		
Opium, powd. 30 00@30 50		
Opium, gran. 30 00@30 50		
Shellac ..... 85@ 90		
Shellac, Bleached 90@ 95		
Tragacanth ..... @5 00		
Tragacanth powder 3 00		
Turpentine ..... 15@ 20		
<b>Insecticides</b>		
Arsenic ..... 15@ 20		
Blue Vitriol, bbl. .. @11 1/2		
Blue Vitriol, less 12@ 20		
Bordeaux Mix Dry 20@ 25		
Hellebore, White powdered ..... 38@ 45		
Insect Powder ... 40@ 60		
Lead, Arsenate Po 34@ 44		
Lime and Sulphur Solution, gal. ... 20@ 35		
Paris Green ... 48 1/2 @ 54 1/2		
<b>Ice Cream</b>		
Piper Ice Cream Co., Kalamazoo		
Bulk Vanilla ..... 95		
Bulk Special Flavored 1 00		
Brick, Plain ..... 1 20		
Brick, Fancy ..... 1 60		
<b>Leaves</b>		
Buchu ..... @3 25		
Buchu, powdered @3 50		
Sage, bulk ..... 67@ 70		
Sage, 1/4 loose .. 72@ 78		
Sage, powdered .. 55@ 60		
Senna, Alex. .... 1 40@1 50		
Senna, Tinn. .... 40@ 45		
Senna, Tinn. pow. 50@ 55		
Uva Ursi ..... 45@ 50		
<b>Oils</b>		
Almonds, Bitter, true ..... 18 50@18 75		
Almonds, Bitter, artificial ..... 7 00@7 20		
Almonds, Sweet, true ..... 3 50@3 75		
Almonds, Sweet, imitation ..... 75@1 00		
Amber, crude .. 3 25@3 50		
Amber, rectified 4 50@4 75		
Anise ..... 2 25@2 50		
Bergamont ..... 9 50@9 75		
Cajeput ..... 2 00@2 25		
Cassia ..... 4 50@4 75		
Castor ..... 3 40@3 65		
Cedar Leaf ..... 1 75@2 00		
Citronella ..... 1 00@1 25		
Cloves ..... 4 50@4 75		
Cocanut ..... 40@ 50		
Cod Liver ..... 5 60@5 75		
Cotton Seed .... 2 05@2 20		
Croton ..... 2 00@2 25		
<b>Potassium</b>		
Bicarbonate .... 1 25@1 30		
Bichromate ..... 60@ 70		
Bromide ..... 1 68@1 78		
Carbonate ..... 1 35@1 45		
Chlorate, gran'r 65@ 70		
Chlorate, xtal or powd. .... 60@ 65		
Cyanide ..... 40@ 60		
Iodide ..... 4 69@4 66		
Permanganate 2 75@3 00		
Prussiate, yellow @1 75		
Prussiate, red 3 75@4 00		
Sulphate ..... @1 00		
<b>Roots</b>		
Alkanet ..... 3 60@3 75		
Blood, powdered 66@ 70		
Calamus ..... 60@2 50		
Elecampane, pwd. 15@ 20		
Gentian, powd. 27@ 35		
Ginger, African, powdered ..... 25@ 30		
Ginger, Jamaica 35@ 40		
Ginger, Jamaica, powdered ..... 22@ 30		
Goldenseal, pow. 8 50@9 00		
Ipecac, powd. ... 5 50@6 00		
Licorice, powd. ... 50@ 55		
Licorice, powd. ... 50@ 60		
Orris, powdered 40@ 45		
Poke, powdered 20@ 25		
Rhubarb ..... @1 00		
Rhubarb, powd. 1 25@1 50		
Rosinweed, powd. 25@ 30		
Sarsaparilla, Hond. ground ..... 1 25@1 40		
Sarsaparilla Mexican, ground ..... 1 00@1 10		
Squills ..... 35@ 40		
Squills, powdered 45@ 65		
Tumeric, powd. 25@ 30		
Valerian, powd. .. @1 00		
<b>Seeds</b>		
Anise ..... 42@ 45		
Anise, powdered 47@ 50		
Bird, Is ..... 13@ 19		
Canary ..... 28@ 35		
Caraway ..... 75@ 80		
Cardamon ..... 1 80@2 00		
Celery (Powd. 1.10) 90@1 00		
Coriander ..... 27@ 30		
Dill ..... 30@ 35		
Fennel ..... 1 00@1 20		
Flax ..... 10@ 15		
Flax, ground ... 10@ 15		
Foenugreek pow. 22@ 30		
Hemp ..... 11 1/2 @ 15		
Lobelia ..... 40@ 50		
Mustard, yellow .. 4		



GROCERY PRICE CURRENT

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

Table with columns for 'ADVANCED' and 'DECLINED' categories, listing various grocery items like flour, sugar, and oils with their respective prices.

Table listing various grocery items such as chocolates, coffee, nuts, and canned goods with their prices. Includes sub-sections like 'COCOANUT', 'COFFEES ROASTED', and 'NUTS-Whole'.



<b>GELATINE</b>	
Cox's, 1 doz. large	1 45
Cox's, 1 doz. small	90
Knox's Sparking, doz.	1 90
Knox's Acid'd doz.	2 00
Minute, 1 doz.	1 25
Minute, 3 doz.	3 75
Nelson's	1 50
Oxford	75
Plymouth Rock, Phos.	1 55
Plymouth Rock, Plain	1 50
Waukesha	1 60
<b>Jell-O</b>	
Assorted Case, 3 doz.	3 40
Lemon, 3 doz.	3 40
Orange, 3 doz.	3 40
Raspberry, 3 doz.	3 40
Strawberry, 3 doz.	3 40
Cherry, 3 doz.	3 40
Chocolate, 3 doz.	3 40
Weight 11 lbs. to case.	
Freight rate, 3d class.	
<b>Jell-O Ice Cream Powder</b>	
Assorted Case, 3 doz.	2 85
Chocolate, 3 doz.	2 85
Vanilla, 3 doz.	2 85
Strawberry, 3 doz.	2 85
Lemon, 3 doz.	2 85
Unflavored, 3 doz.	2 85
Weight 15 lbs. to case.	
Freight rate, 3d class.	
<b>HERBS</b>	
Sage	15
Hops	15
Laurel Leaves	20
Senna Leaves	45
<b>HIDES AND PELTS</b>	
<b>Hides</b>	
Green, No. 1	17
Green, No. 2	16
Cured, No. 1	19
Cured, No. 2	18
Calfskin, green, No. 1	30
Calfskin, green, No. 2	28 1/2
Calfskin, cured, No. 1	32
Calfskin, cured, No. 2	30 1/2
Horse, No. 1	6 00
Horse, No. 2	5 00
<b>Pelts</b>	
Old Wool	75@2 00
Lambs	1 00@2 00
Shearings	1 00@2 00
<b>Tallow</b>	
Prime	@13
No. 1	@12
No. 2	@11
<b>Wool</b>	
Unwashed, med.	@65
Unwashed, fine	@55
<b>HONEY</b>	
A. G. Woodman's Brand.	
7 oz., per doz.	6 85
20 oz., per doz.	6 85
<b>HORSE RADISH</b>	
Per doz.	90
<b>JELLY</b>	
15lb. pails, per pail	....
30lb. pails, per pail	....
<b>JELLY GLASSES</b>	
8 oz. capped in bbls.,	per doz. .... 36
<b>MAPLEINE</b>	
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
<b>MINCE MEAT</b>	
Per case	4 15
<b>MOLASSES</b>	
<b>New Orleans</b>	
Fancy Open Kettle	70
Choice	58
Good	.....
Stock	.....
Half barrels 5c extra	
Red Hen, No. 2	2 80
Red Hen, No. 2 1/2	3 40
Red Hen, No. 5	3 40
Red Hen, No. 10	3 30
Uncle Ben, No. 2	3 80
Uncle Ben, No. 2 1/2	3 30
Uncle Ben, No. 5	3 40
Uncle Ben, No. 10	3 30
Ginger Cake, No. 2	3 30
Ginger Cake, No. 2 1/2	4 30
Ginger Cake, No. 5	4 15
O. & L. Open Kettle,	No. 2 1/2 5 65
<b>MUSTARD</b>	
1/2 lb. 6 lb. box	30
<b>PEANUT BUTTER</b>	
<b>Bel-Car-Mo Brand</b>	
6 oz. 1 doz. in case	2 90
12 oz. 1 doz. in case	2 50
24 1 lb. pails	6 50
12 2 lb. pails	6 00
5 lb. pails, 6 in crate	7 00
10 lb. pails	2 1/2
15 lb. pails	2 1/2
25 lb. pails	20 1/2
50 lb. tins	20 1/2

<b>PETROLEUM PRODUCTS</b>		
<b>Iron Barrels</b>		
Perfection	12 7	
Red Crown Gasoline	23 7	
Gas Machine Gasoline	44 2	
V. M. & P. Naphtha	23 7	
Capitol Cylinder, Iron		
Bbls.	41 8	
Atlantic Red Engine,		
Iron Bbls.	23 8	
Winter Black, Iron		
Bbls.	14 8	
Polarine, Iron Bbls.	44 8	
<b>PICKLES</b>		
<b>Medium</b>		
Barrels, 1,200 count	12 00	
Half bbls., 600 count	6 50	
5 gallon kegs	2 60	
<b>Small</b>		
Barrels	14 00	
Half barrels	7 50	
5 gallon kegs	2 80	
<b>Gherkins</b>		
Barrels	25 00	
Half barrels	13 00	
5 gallon kegs	4 50	
<b>Sweet Small</b>		
Barrels	28 00	
5 gallon kegs	5 00	
Half barrels	14 50	
<b>PIPES</b>		
Clay, No. 216, per box		
Clay, T. D. full count		
Cob, 3 doz. in box	1 25	
<b>PLAYING CARDS</b>		
No. 90 Steamboat	2 25	
No. 808, Bicycle	3 50	
Pennant	3 25	
<b>POTASH</b>		
Babbitt's, 2 doz.	2 75	
<b>PROVISIONS</b>		
<b>Barreled Pork</b>		
Italian Bon Bons	25	
Clear Back	52 00@53 00	
Short Cut Clr	49 00@50 00	
Brisket, Clear	55 00@56 00	
Pig	.....	
Clear Family	48 00	
<b>Dry Salt Meats</b>		
<b>S P Bellies</b> 31 00@32 00		
<b>Lard</b>		
Pure in tierces	29@30	
Compound Lard	24 1/2	
80 lb tubs	advance 3/4	
60 lb tubs	advance 1/2	
50 lb tubs	advance 1/4	
20 lb. pails	advance 3/4	
10 lb. pails	advance 1/2	
5 lb. pails	advance 1/4	
3 lb. pails	advance 1/8	
<b>Smoked Meats</b>		
Hams, 14-16 lb.	35 @36	
Hams, 16-18 lb.	34 1/2@35	
Hams, 18-20 lb.	33 @34	
Ham, dried beef	sets 37 @38	
California Hams	23 @24	
Picnic Billed		
Hams	35 @40	
Boiled Hams	47 @48	
Minced Hams	22 @23	
Bacon	40 @50	
<b>Sausages</b>		
Bologna	18	
Liver	12	
Frankfort	19	
Pork	14@15	
Veal	11	
Tongue	11	
Headcheese	14	
<b>Beef</b>		
Boneless	25 00@27 00	
Rump, new	30 00@31 00	
<b>Pig's Feet</b>		
1/4 bbls.	1 75	
3/4 bbls., 40 lbs.	3 40	
1/2 bbls.	9 00	
1 bbl.	16 00	
<b>Tripe</b>		
Kits, 15 lbs.	90	
1/4 bbls., 40 lbs.	1 60	
3/4 bbls., 80 lbs.	3 00	
<b>Casings</b>		
Hogs, per lb.	50@55	
Beef, round set	19@20	
Beef, middles, set	45@55	
Sheep	1 15@1 35	
<b>Uncolored Oleomargarine</b>		
Solid Dairy	28@29	
Country Rolls	30@31	
<b>Canned Meats</b>		
Corned Beef, 2 lb.	6 60	
Corned Beef, 1 lb.	4 70	
Roast Beef, 2 lb.	6 60	
Roast Beef, 1 lb.	4 70	
<b>Potted Meat, Ham</b>		
Flavor, 1/4 s	55	
Potted Meat, Ham		
Flavor, 1/4 s	95	
<b>Deviled Meat, Ham</b>		
Flavor, 1/4 s	55	
<b>Deviled Meat, Ham</b>		
Flavor, 1/4 s	1 00	
<b>Deviled Tongue, 1/4 s</b>		1 80
<b>Deviled Tongue, 1/4 s</b>		3 10

<b>RICE</b>	
Fancy	.....
Blue Rose	10@11
Broken	.....
<b>ROLLED OATS</b>	
Monarch, bbls.	10 25
Rolled Avena, bbls.	10 60
Steel Cut, 100 lb. sks.	
Monarch, 90 lb. sks.	5 10
Quaker, 18 Regular	1 95
Quaker, 20 Family	5 20
<b>SALAD DRESSING</b>	
Columbia, 1/2 pint	2 25
Columbia, 1 pint	4 00
Durkee's large, 1 doz.	5 25
Durkee's med., 2 doz.	5 80
Durkee's Picnic, 2 doz.	2 75
Snider's, large, 1 doz.	2 40
Snider's, small, 2 doz.	1 45
<b>SALERATUS</b>	
Packed 60 lbs. in box	
Arm and Hammer	3 25
Wyandotte, 100 3/4 s	3 00
<b>SAL SODA</b>	
Granulated, bbls.	1 95
Granulated, 100 lbs. cs.	2 10
Granulated, 363 pkgs.	2 25
<b>SALT</b>	
<b>Solar Rock</b>	
56 lb. sacks	52
<b>Common</b>	
Granulated, Fine	2 10
Medium, Fine	2 20
<b>SALT FISH</b>	
<b>Cod</b>	
Large, whole	@15 1/2
Small, whole	@15
Strips or bricks	20@23
Pollock	@14
<b>Holland Herring</b>	
Standards, bbls.	.....
Y. M., bbls.	.....
Standard, kegs	.....
Y. M. kegs	.....
<b>Herring</b>	
Full Fat Herring, 350	to 400 count .....
Spiced, 8 lb. pails	95
<b>Trout</b>	
No. 1, 100 lbs.	7 50
No. 1, 40 lbs.	2 25
No. 1, 10 lbs.	90
No. 1, 3 lbs.	75
<b>Mackerel</b>	
Mess, 100 lbs.	23 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
<b>Lake Herring</b>	
8 lbs.	.....
<b>SEEDS</b>	
Anise	38
Canary, Smyrna	28
Caraway	80
Cardamom, Malabar	1 20
Celery	50
Hemp, Russian	12
Mixed Bird	12 1/2
Mustard, white	40
Poppy	80
Rape	15
<b>SHOE BLACKING</b>	
Handy Box, large 3 ds.	3 50
Handy Box, small	1 25
Blaby's Royal Polish	1 20
Miller's Crown Polish	90
<b>SNUFF</b>	
Swedish Rapee, 10c 8 for	64
Swedish Rapee, 1 lb. glass	60
Norkoping, 10c, 8 for	64
Norkoping, 1 lb. glass	60
Copenhagen, 10c, 8 for	64
Copenhagen, 1 lb. glass	60
<b>SOAP</b>	
<b>Lautz Bros. &amp; Co.</b>	
Acme, 100 cakes	5 50
Big Master 100 blocks	6 00
Climax	5 00
Queen White	5 90
Oak Leaf	5 50
Queen Anne	5 50
<b>Procter &amp; Gamble Co.</b>	
Lenox	5 65
Ivory, 8 oz.	6 65
Ivory, 10 oz.	10 80
Star	5 30
<b>Swift &amp; Company</b>	
Swift's Pride	5 50
White Laundry	5 65
Wool, 6 oz. bars	6 50
Wool, 10 oz. bars	9 40
<b>Tradesman Company</b>	
Black Hawk, one box	3 75
Black Hawk, five bxs	20 80
Black Hawk, ten bxs	3 65
<b>Box contains 72 cakes. It is a most remarkable dirt and grease remover, without injury to the skin.</b>	
<b>Scouring Powders</b>	
Sapolo, gross lots	9 50
Sapolo, half gro. lots	4 85
Sapolo, single boxes	2 40
Sapolo, hand	2 40
Queen Anne, 30 cans	1 80
Queen Anne, 60 cans	3 40
Snow Maid, 30 cans	1 80
Snow Maid, 60 cans	3 40
<b>Washing Powders</b>	
Snow Boy, 100 pkgs.	5 65
Snow Boy, 60 pkgs.	3 55
Snow Boy, 24 pkgs.	5 00
Snow Boy, 20 pkgs.	8 25

<b>Soap Powders</b>	
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	
Oak Leaf Soap Powder,	
24 pkgs.	4 25
Oak Leaf Soap Powder,	
100 pkgs.	5 50
Queen Anne Soap Powder,	
60 pkgs.	3 60
Old Dutch Cleanser,	
100s	3 85
<b>SODA</b>	
Bl Carb, Kegs	3 1/4
<b>SPICES</b>	
<b>Whole Spices</b>	
Allspice, Jamaica	@12
Allspice, lg. Garden	@11
Cloves, Zanzibar	@85
Cassia, Canton	@20
Cassia, 5c pkg. doz.	@25
Ginger, African	@20
Ginger, Cochín	@20
Mace, Penang	@90
Mixed, No. 1	@17
Mixed, No. 2	@16
Mixed, 5c pkgs. dz.	@45
Nutmegs, 70-8	@50
Nutmegs, 105-110	@45
Pepper, Black	@32
Pepper, White	@40
Pepper, Cayenne	@22
Paprika, Hungarian	
<b>Pure Ground in Bulk</b>	
Allspice, Jamaica	@16
Cloves, Zanzibar	@88
Cassia, Canton	@32
Ginger, African	@25
Mace, Penang	@1 00
Nutmegs	@45
Pepper, Black	@35
Pepper, White	@52
Pepper, Cayenne	@30
Paprika, Hungarian	@45
<b>STARCH</b>	
<b>Corn</b>	
Kingsford, 40 lbs.	3 1/2
Muzzy, 48 1lb. pkgs.	3 1/2
<b>Kingsford</b>	
Silver Gloss, 40 lb.	9 1/2
<b>Gloss</b>	
Argo, 48 5c pkgs.	2 40
Silver Gloss, 15 lbs.	9 1/2
Silver Gloss, 12 lbs.	9 1/2
<b>Muzzy</b>	
48 1lb. packages	3 1/2
12 6lb. packages	3 1/2
50 lb. boxes	6 1/2
<b>SYRUPS</b>	
<b>Corn</b>	
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, 3	
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
<b>Pure Cane</b>	
Fair	.....
Good	.....
Choice	.....
<b>TABLE SAUCES</b>	
Halford, large	3 75
Halford, small	2 26
<b>TEA</b>	
<b>Uncolored Japan</b>	
Medium	34@38
Choice	35@38
Fancy	45@55
<b>Basket-Fired Med'm</b>	
Basket-Fired Choice	.....
Basket-Fired Fancy	.....
No. 1 Nibs	@45
Siftings, bulk	@23
Siftings, 1 lb. pkgs.	@25
<b>Gunpowder</b>	
Moyune, Medium	35@40
Moyune, Choice	40@45
<b>Young Hyson</b>	
Choice	35@40
Fancy	50@60
<b>Oolong</b>	
Formosa, Medium	40@45
Formosa, Choice	45@50
Formosa, Fancy	55@75
<b>English Breakfast</b>	
Congou, Medium	40@45
Congou, Choice	45@50
Congou, Fancy	50@60
Congou, Ex. Fancy	60@80
<b>Ceylon</b>	
Pekoe, Medium	40@45
Dr. Pekoe, Choice	45@48
Flowers O. P. Fancy	55@60
<b>TWINE</b>	
Cotton, 3 ply	75
Cotton, 4 ply	75
Hemp, 6 ply	85
Wool, 100 lb. bales	90

<b>VINEGAR</b>	
White Wine, 40 grain	20
White Wine, 80 grain	25 1/2
White Wine 100 grain	28
<b>Oakland Vinegar &amp; Pickle</b>	
Co.'s Brands	
Oakland apple cider	35
Blue Ribbon Corn	25
Oakland white picklg	20
Packages no charge.	
<b>WICKING</b>	
No. 0, per gross	70
No. 1, per gross	80
No. 2, per gross	1 20
No. 3, per gross	1 80
<b>WOODENWARE</b>	
<b>Baskets</b>	
Bushels	2 00
Bushels, wide hand	2 25
Market, drop handle	70
Market, single handle	75
Splint, large	5 75
Splint, medium	5 25
Splint, small	4 75
<b>Butter Plates</b>	
<b>Ovals</b>	
1/4 lb., 250 in crate	50
1/2 lb., 250 in crate	50
1 lb., 250 in crate	65
2 lb., 250 in crate	75
3 lb., 250 in crate	90
5 lb., 250 in crate	1 10
<b>Wire End</b>	
1 lb., 250 in crate	50
2 lb., 250 in crate	55
3 lb., 250 in crate	65
5 lb., 20 in crate	75
<b>Churns</b>	
Barrel, 5 gal. each	2 40
Barrel, 10 gal. each	2 55
<b>Clothes Pins</b>	
<b>Round Head</b>	
4 1/2 inch, 5 gross	1 50
Cartons, 20-36s, box	1 70
<b>Egg Crates and Fillers</b>	
<b>Humpty Dumpty, 12 dz.</b> 24	
No. 1 complete	50
No. 2 complete	40
Case, medium, 12 sets	1 80
<b>Faucets</b>	
Cork lined, 3 in.	



### Softening of Prices Due in Dry Goods.

New York, Nov. 19.—The concluding of the armistice is generally regarded as the inevitable forerunner of a return to more or less normal conditions. Recognition of this has fixed attention upon the big problems of merchandise prices and the policy to be followed in the immediate future. Obviously there is little in our past experience upon which to base present judgment. One man's guess is perhaps as good as another's. However, in the uncertainties of such times one frequently finds safe guidance by resorting to principles. No matter what his idea of what conditions are likely to be, no retail distributor will make a mistake by being carefully conservative in purchasing during any period which he has reason to expect may be marked by far-reaching changes.

With the desire to have the benefit of many opinions in replying to letters of members who ask advice with regard to conditions in the immediate future, your Secretary has secured the opinions of a number of prominent retailers in various parts of the country. There is some divergence of opinion, of course, but it seems to be quite generally held that a softening in prices is bound to come, and if the retailer acts cautiously in placing orders for no more than his immediate needs and makes a specific effort to reduce stocks without cutting prices heavily, he will be acting wisely.

One merchant puts it this way: "We have November, December and January, three of our biggest sales months in which to reduce stocks. The war has just ended, and there is every reason for a real Christmas to tempt people to buy and if we handle our stocks well I see no reason for taking mark-downs and we shall come out on Feb. 1st with not much more merchandise than we would ordinarily have at that time. Our purchases for next spring and fall should be held down. I am not going to reduce my lines but will buy less of each."

Another merchant believes there will be great demands for merchandise. The need of maintaining the army abroad and of feeding and clothing Europe combine to make him believe that there will be a scarcity of cotton dress goods, gingham, underwear, hosiery, etc. He believes there will be no immediate lowering of prices and advises his fellow merchants not to do anything which will disturb the confidence of business.

Still another says, "The crest of prices has been reached. The armistice will be followed by a marked softening in prices. We do not expect a decline so sudden and sharp that merchants can not protect themselves. We believe the Government will be fair and moderate towards its existing contracts and will not sharply cut off war contracts. There will be a re-adjustment, however, and this will contribute to a lessening of prices. Our policy will be to reduce stocks steadily without great mark-downs. Our plan is to scrutinize carefully all orders for immediate delivery and for spring and next fall."

The head of a very large metropolitan store says, "We believe merchants should keep stocks at lowest point consistent with meeting demands of trade. This is not only an enlightened, selfish policy, but as well an important means of helping the gradual change from war to peace industries. Stocking up with merchandise, the production of which has been reduced during the war, must lead to smaller purchases in future when factories will have returned to normal outputs and will be better able to meet demands."

Another retailer says, "Our present policy is to buy only what is absolutely needed, placing no future orders, working along conservative lines and

making special efforts without price cutting to move stock on hand."

Another member advises, "Don't gamble. A good merchant keeps himself mobile to avail himself of a good market. The worst he can do is to pay the market price for wanted goods and that will always bring him a profit. It is impossible to predict with any degree of assurance what to expect for the next six months. I look for good business but believe next year will be full of pitfalls. No greater good could obtain in industry at large than to follow a course of sane and wholesome conservatism. Such attitude will aid all industries to return to normal by a steady, safe process."

Realizing the armistice and letting up of some war industries is creating a labor situation unforeseen when the Council of National Defense issued its Christmas ruling, your Secretary has been in touch with Washington several times this week to see if there may not be some disposition to call off or further modify the Christmas regulations. At our request the Secretary of our War Service Committee took up the matter with the Council and your Secretary also took up the matter direct. After consideration the Council has informed us there will be no modification of the Council's attitude toward Christmas buying because of the armistice. This answers the enquiries of a number of our members who have felt the situation might warrant the calling off of the regulations. The order stands for the present.

Our War Service Committee this week presented to members of the Senate Finance Committee a brief stating objections of merchants to taxes under Title IX, new revenue bill. Luxury taxes, floor taxes, toilet goods taxes, etc., were protested as inexpedient and unworkable. The brief, while opposing any form of consumption taxes, sets forth the preference for a consumption tax of 1c on all sales from 50c to \$1.49 and an additional 1c for every dollar of purchase price about \$1.49, method of collecting tax on sales under 50c to be prescribed by Treasury Department as substitute for all these other taxes.

Chairman Tily, Mr. Mitton, and Secretary Dodd of the War Service Committee called on some of the members of the Finance Committee and presented our brief.

The schedule of the Conservation Division of the War Industries Board issued October 1 for economy in the packing of hosiery, underwear and knit goods, to become effective January 1, 1919, will not be put into effect. The Conservation Division desires to express its appreciation of the loyal spirit of co-operation manufacturers, wholesalers, and retailers have shown in their readiness to adjust methods of packing. There is still need for economy in the use of railroad equipment and the Railroad Administration asks assistance in conserving shipping space.

Lew Hahn,  
Sec'y Nat'l Retail Dry Goods Assn.

#### Dedicated To Maud.

The mule he is a funny sight,  
He's made of ears and dynamite.  
His heels are full of bricks and springs,  
Tomatoes, battering rams and things.  
He's fat as any poisoned pup,  
It's just his meanness swells him up.  
He's always scheming round to do  
The things you most don't want him to.

The mule he lives on anything,  
He's got a lovely voice to sing,  
And when he lets it loose at noon  
It sounds like buzz saws out of tune.  
He stands around with sleepy eye,  
And looks as if he'd like to die,  
But when there's any dyng done  
It ain't the mule, I'll bet a bun.

Some folks don't treat mules with respect,  
They say they ain't got intellect.  
That may be so, but if you've got  
To go to heaven on the spot,  
And want a way that doesn't fail,  
Just pull the tassel of his tail.  
The mule he tends to his own biz.  
He don't look loaded, but he is.

## 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.

## Ceresota Flour

Always Uniformly Good

Made from Spring Wheat at  
Minneapolis, Minn.

### Judson Grocer Company The Pure Foods House

Distributors

GRAND RAPIDS, MICHIGAN



## 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. If set in capital letters, double price. No charge less than 25 cents. Cash must accompany all orders.

**FOR SALE—Clothing, furnishings and shoe stock and fixtures for sale in best small town in Eastern part of Kansas. \$35,000 business last year. Stock and fixtures invoice \$15,000. Can reduce to suit purchaser. Absolutely clean and will bear closest inspection. Good location for party wishing to locate. Reason, other business demands immediate attention.**

Address Kansas, care Michigan Tradesman.

### BUSINESS CHANCES.

Wanted—Window trimmer, card writer and all around man in dry goods store for town of ten thousand. State age, experience and salary expected. Address M. SCHICK & CO., Kenton, Ohio. 997

Write me if you intend to put your business on a cash and carry basis. My plan of advertising put our store on firm cash basis, now I want to help you. Geo. H. Chamberlain, Marshall, Minnesota. 998

FOR SALE—General hardware stock, auto accessories and fixtures, located in one of the best oil field towns in Northwest Texas, also in a good farming and cattle country. Stock inventory last January was \$20,000. Fixtures \$2,500. Sales last year \$92,000. Sales first ten months of this year \$110,000. This is a clean, up-to-date stock and the business was established seven years ago with a \$2,000 stock. Will sell at invoice price. No trades considered. Have lease on store building. Address 1304 18th St., Wichita Falls, Texas. 994

For Exchange—Modern 80-acre farm for hardware stock and fixtures, well located in city. O. A. Keeler, Shelby, Mich. 995

Wanted At Once—Cash paid for mens and boys' clothing, furnishings, hats, caps, shoes. M. Kahn, 504 Washington Ave., Bay City, Michigan. 996

Beautiful modern home and eight lots adjoining Central Normal College to trade for stock of general merchandise. Noel D. Gover, Mt. Pleasant, Mich. 987

LINEN and white goods salesman with practical dry goods experience. British store schooling preferred. State salary in first letter. Town about 30,000. C. H. Merthe & Co., Elyria, Ohio. 986

For Sale—Grocery stock in town of 1,000. Invoicing about \$4,000. Sales for year ending August 30th, \$32,000. Address No. 990, care Michigan Tradesman. 990

Drug Store For Sale—To settle an estate, \$1,500 for stock and fixtures; worth 25% more at January invoice price; will sell building also, if wanted. Box C, Weidman, Michigan. 991

For Sale—Stock of general merchandise, store and dwelling, two acres good land located center fine farming community. Address No. 993, care Michigan Tradesman. 993

Pay spot cash for clothing and furnishing goods stocks. L. Silberman, 106 E. Hancock, Detroit. 936

Stock Wanted—Have 225 acre stock farm; level; good buildings; timber; near three markets in Southern Michigan. Will exchange for stock merchandise up to \$40,000. Write what you have. Flood, Dexter, Michigan. 989

Cash Registers—We buy, sell and exchange all makes of cash registers. We change saloon machines into penny key registers. Ask for information. The J. C. Vogt Sales Co., Saginaw, Mich. 906

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

Extracted Honey—Michigan white extracted honey in 5 pound pails and 60 pound cans. Also a limited amount of comb honey. Quotations furnished on application. M. H. Hunt & Son, 510 North Cedar St., Lansing, Mich. 933

### COLLECTIONS.

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.

*Fiegler's*

Chocolates

Package Goods of  
Paramount Quality  
and  
Artistic Design

## Call Their Bluff

The very first time you hear any one say "Michigan Flour is all right for pastry but it won't bake good bread" just tell them to guess again. Any one making so silly a statement is either bluffing or betraying a lot of ignorance.

Call their bluff—quick!

We have been making flour for more than thirty-five years and during that time have tested practically every variety of wheat grown in the United States.

It is our business to know what kind of wheat makes good flour and what kind doesn't. Furthermore we do know.

We use a blend of the best Michigan and Western wheats in the manufacture of

# Lily White

"The Flour the Best Cooks Use"

because we have found that a blend of hard and soft wheats makes a better flour for home use than either a straight soft winter or hard spring wheat.

In other words, we obtain the best qualities of each variety of wheat by blending, and separate the undesirable qualities and impurities during the milling process.

Thousands upon thousands of the best cooks in the land are daily baking the most delicious bread from Lily White.

These cooks know why they are using Lily White Flour. No one need attempt to tell them. The splendid results they have obtained, and are obtaining from its use, is convincing enough.

As Lily White Flour is a pure 100% wheat flour substitutes must be purchased and used with it. Satisfactory results are positively guaranteed.

Our Domestic Science Department furnishes recipes and canning charts upon request and will aid you to solve any other kitchen problems you may have from time to time. Public demonstrations also arranged. Address your letters to our Domestic Science Department.

VALLEY CITY MILLING CO.  
Grand Rapids, Mich.

The above is a sample of ads. we are running in the newspapers.  
Your customers are reading them—keep a good stock on hand to supply the demand.

## "Unconditional Surrender"

That is the American slogan just now—unconditional surrender of many luxuries, many comforts, even so-called necessities.

We must do without many things we are accustomed to having in times of peace and plenty. We must save and serve. The one big business now is to win the war. Everything else can wait.

We can't make munitions but we make a food that is 100 per cent. whole wheat, nothing wasted, nothing thrown away. Always clean, pure, nutritious, economical. Requires no sugar.

Made only by

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

## SEEDS WANTED

ALSIKE CLOVER  
MAMMOTH CLOVER, RED CLOVER  
SPRING RYE, ROSEN RYE  
RED ROCK WHEAT, FIELD PEAS



The Albert Dickinson Company  
SEED MERCHANTS

CHICAGO,

:-:

ILLINOIS



### AMERICA'S DEMANDS.

This hour of triumph in the field emphasizes duties in council. America seeks in the war no territory nor any pecuniary indemnity save comparatively negligible sums for specific outrages upon her citizens. But America recognizes in principle the claims of her Allies both to territory and to indemnity and will, to the utmost, assist them to a harmonious determination and apportionment of these claims.

America has performed her immediate duty to herself and her Allies in speeding war to victory. Other duties not yet so concretely defined will call for decision, counsel, reticence, mediation, arbitration, toleration as circumstances may require.

If, unhappily, there appear symptoms of controversy over comparative effort and comparative reward, America will illumine and invigorate her own splendid achievement by a moderate presentment of it that will commend to all a harmonious moderation. Each of the great Allies may fairly say, "Without our effort Germany would have dominated Continental Europe"—we are not sure that great little Belgium could not say this. None is permitted to say, "The victory is ours."

Of comparative power among the victorious Allies we speak with the reserve becoming to an American who is solicitous that the mighty, but—let us lay it to heart lest arrogance breed false security—not the almighty position of his country, be neither minimized to its disadvantage nor yet magnified to the prejudice of others. We may well believe that "balance of power" in its sinister dynastic implications will no longer curse the world. But so long as nations live, the comparative strength of each will never cease to concern others, and we Americans must, by our works during the next few years, dissipate the misgivings of countries not unapprehensive of our power.

The Allies not long ago achieved in the field that vital unity which has given us the victory. Political unity, admirably revealed in the armistice, must continue throughout the trying period of the peace negotiations. Unity alone will permit dictation of a peace with Germany that shall settle all accounts between the parties and provide security for the performance of executory provisions. And only unity maintained during the full period of need will enable the Allies to deal patiently, tactfully, masterfully with distracted countries, so that the plague of distraction shall be there quarantined and cured.

A reason for Americanization as carried on in factories and shops is that it not only makes the employes better citizens and more efficient workers, but protects them against accident. Facts to show exactly in how far ignorance of English contributes to industrial casualties are hard to obtain. But the Department of Labor has just published an analysis of the experience of a large steel plant during eight years, which is probably fairly typical of industry at

large. For each 10,000 American-born workmen in the eight years, twenty-one were killed, and for each 10,000 non-English-speaking foreign-born, twenty-six. The figures for permanently disabled, twenty-eight and sixty-five, respectively, show greater discrepancy, and those for the temporarily disabled, 858 and 2,035, one greater still. Moreover, while from year to year the frequency of accidents among English-speakers decreased, it was much less affected among non-English-speakers; and the average severity of the temporary disabilities was greater among the latter. The carelessness of life with which American industry is sometimes taxed may be in part simply carelessness to teach polyglot workmen their foremen's tongue.

On Mr. Hoover's last visit to Europe his conferences with Allied food administrators effected a pooling of the provisions of the Allied world. He is to go now, with a staff of experts, to face a situation in which the resources of the whole world must be directed to meet in the most effective way food shortages throughout the world, whether among enemy, neutral, or Allied peoples. It is not merely a question of conquering starvation, though we know that starvation is imminent in parts of Russia, the Balkans, Finland, the old Turkish dominions and the Central Powers. Great bodies of people under-nourished since the beginning of the war must now be supplied food to give them energy to resist disease and winter cold, and to take up the task of reconstruction. It is hoped to pour increased volumes of food into Belgium and Poland at once. We can now look forward to the opening up of stored supplies in Australia and South America, cut off by the shipping shortage, but the process may be very slow. Mr. Hoover once more warns the country that stern economy is necessary, and that the burden will be "larger after armistice than before."

The Labor Department has established the office of Director of Negro Economics, which promises great usefulness. Primarily, its creation is due to problems arising from the emigration of a half-million or more negroes North in the last two years. But its activities are to be carried on in all sections, and its head, Dr. George E. Haynes, recently professor of sociology at Fisk University, has apparently done most of his first work in Southern and border States. Already, a Labor Department bulletin states, "effective conferences and interviews of representative white and colored citizens have been held in Virginia, North Carolina, Kentucky, Ohio, Mississippi, Alabama, Georgia, and Florida. Following these conferences, State negro workers' advisory committees are being formed with representative white and colored citizens serving on them." If negroes are to be made more regular and efficient workers not merely conditions of employment, but general living conditions, must be improved.

### CANNED GOODS SITUATION.

Some little indication of what would happen to the food situation if Mr. Hoover should let go of the reins has already manifested itself in the canned goods trade. That there would be upheavals is beyond a doubt. The proposition of feeding Europe after the war has been foreseen by some for a long time but it is only just now beginning to take hold generally. There are in the market at the present time orders for salmon that roll up a tremendous volume. Most of them are from foreign buyers but very many of them are from domestic buyers who have the idea that they will be able to hold the salmon until the lid is off and then get away with real war profits.

That there will be resales on an extensive scale as soon as there is any salmon here to do business with is fully understood even when it is necessary to buy on a 5 per cent. margin. The one idea seems to be to gain possession of salmon in one way or another. Price limits are not fixed even now where the salmon is intended for export, but there is still a question of getting the ships, although these would-be buyers seem to think it is only a matter of time when that difficulty will be solved.

Of one thing they feel sure and that is that there will be a demand for salmon from abroad for many months, regardless of price. In the meantime no one knows where all this salmon is to come from. Deliveries are not likely to exceed 20 per cent., for the Government has all the rest of it commandeered and is not likely to let go of it just so it can get into the hands of speculators.

Tomatoes, on the other hand, are likely to take a turn in the other direction. The pack is estimated at close to 20,000,000 cases, which is something never heard of before. At the same time the Government has commandeered 45 per cent. of it, leaving somewhere around 10,000,000 cases for general use, as against 14,000,000 cases last year. Prices are on a war basis because of the hole the Government has made in the supply, so that if it should let go of any there would be the sharpest kind of a downward revision in prices, all of which illustrates that the present stability of the market is merely due to the guiding hand of the Government.

### FLORIDA CITRUS PRODUCTS.

With the expectation the output will be 5,000 cars more than last year railroad arrangements have been made for quick delivery. Among other plans is a consolidation of traffic on a few direct routes so the business may get necessary attention by experienced traffic and transportation men.

So marked is the change in food-conservation requirements outlined by Mr. Hoover on his departure for Europe that it will take time to impress it upon the public. Only eight months ago we were bending every effort to save and substitute that we might send increased quantities of wheat abroad. Now we are told that

we must not waste wheat, but that we need no longer use cornmeal, oatmeal, and other substitutes as we did. Bread will become white, and doubtless the standard "Victory flour" will be modified. The reason is not merely the fact that Australian and Argentine wheat is released, but the new demand for increased saving in another field. We must begin reducing our consumption of butter, cheese, and condensed milk, as well as all fats, and especially pork and lard. Europe's needs are placed at about 1,500,000 tons of pork and dairy products, and 3,000,000 tons of feed for animals. Granaries on the more remote of the seven seas can now pour their stored-up wheat into devastated Europe, but nowhere is there a reserve of cattle and swine to meet the demand.

A Melbourne dispatch stating that in one returning Australian contingent 300 soldiers "were accompanied by their English brides and received a warm welcome" will not be overlooked by sociologists. If other contingents equal the figure, the preponderance of men over women in Australia, if not of women over men in Britain, may be perceptibly lessened. Mars as a match-maker promises partially to remedy a situation that puzzled many a statesman. English women could not be shipped overseas in quite the way they were sent out as wives to Virginia settlers in early American history, and inducements to emigrate as wage-earners until they found husbands were not very effective. Colonials could not travel at their own cost from 3,000 to 6,000 miles to find a bride. But here the war picks up a million young Australians, Canadians, South Africans, and others, sets them down in or near the British Isles, and leaves the rest to human nature. Australia will never see again some 60,000 of the sons she sent forth, and it will be a partial consolation to see others bringing her back new daughters.

The factor of tonnage is not the only one entering into the question of new troop shipments to Europe to relieve units that have seen active service. Until political and social conditions in Central and Eastern Europe attain stability, it is difficult to tell for what efforts the American army may yet be called upon. It is far from certain that the Allies will be under the necessity of "policing" Teuton or Slav lands. But it is well to recognize what such police-work may mean. Confronted with the possibility of fairly large-scale operations it is a question whether it would be wise to replace our seasoned troops or those far advanced in training, with new levies. On the other hand, if the problem should really be restricted to police-work, in the sense of our State constabularies, experience has shown how a handful of veterans is worth twenty times its numbers in enforcing public order with firmness and wisdom.

Look upon the faults of others as you would have them look upon yours.





## To Avoid Waste

In these days of conservation avoid all bulk sugar waste and loss by using

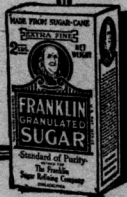
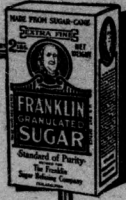
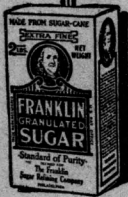
### Franklin Package Sugars

They save spillage, labor, paper bags and twine.

The Franklin Sugar Refining Company

PHILADELPHIA

*"A Franklin Cane Sugar for every use"*



**WHITE HOUSE COFFEE**

IS BUSY TRYING  
TO CATCH UP  
WITH THE  
**BAND WAGON**

*Folks Have Gone Crazy Over It*

KEEP IN TOUCH WITH US—SO WE CAN FIGURE ON YOUR HOLIDAY SUPPLY

Distributed at Wholesale by  
**LEE & CADY** Wholesale Distributors of  
DWINELL-WRIGHT CO.'S PRODUCTS  
Detroit—Kalamazoo—Saginaw—Bay City



## Mazola—one of the most important products in the stock of the up-to-date storekeeper

The people of America are learning in the most thorough way just how much Mazola means to them from the standpoint of quality and economy.

Hundreds of newspapers throughout the country have been used to tell American housewives how delicious this pure oil from corn is for general cooking and salad dressings.

The response has been wonderful. Mazola is no longer a new product—it has the standard demand of a staple.

Thoughtful dealers know this. They have prepared themselves to meet the demand and to reap the reward—by laying in ample stocks.

Mazola is the sort of article that every progressive dealer wants to handle in these times.

**CORN PRODUCTS REFINING COMPANY**

17 Battery Place

NEW YORK





# WILSNAP



*Wilsnaps—  
always advertised*

## THE DRESS FASTENER *with a personality!*

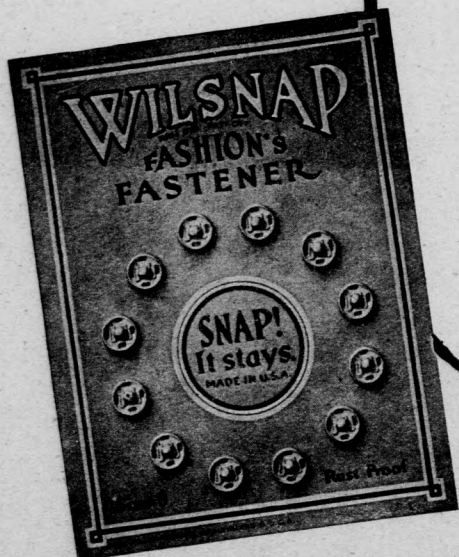
*Wilsnaps always will snap!* That's in the consciousness of American women.

Wilsnap advertisements! You, of course, have seen those great, big ads! What a real personality they have given Wilsnaps! Supplementing high quality, they have woven about the name Wilsnap that distinguished atmosphere which we associate with the world's great costumers.

Are you handling these strong sellers—Wilsnaps!—another way of saying a big profit and quick turnover.

WILSNAPS—ALWAYS ADVERTISED

— *and always advertised the Wilsnap way*



\$9 THE GREAT GROSS

THE WILSON FASTENER COMPANY  
113 East St. Clair Avenue Cleveland, Ohio

NEW YORK OFFICE: 1182 Broadway, between 28th and 29th Streets