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MICHIGAN TRADESMAN

PUBLISHED WEEKLY

TRADESMAN COMPANY, PUBLISHERS

EST. 1883

Thirty-Sixth Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 27, 1918

Number 1836

Semi-Annual House Sale

OUR Semi-Annual House Sale, which will be held Dec. 2 to 6, will include seasonable goods in every department. Special prices will be made on these goods to ensure their immediate movement. This affords the dealer an exceptional opportunity to pick up odds and ends of holiday goods with every assurance that he will be able to secure them in plenty of time for the holiday trade.

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 and 6.

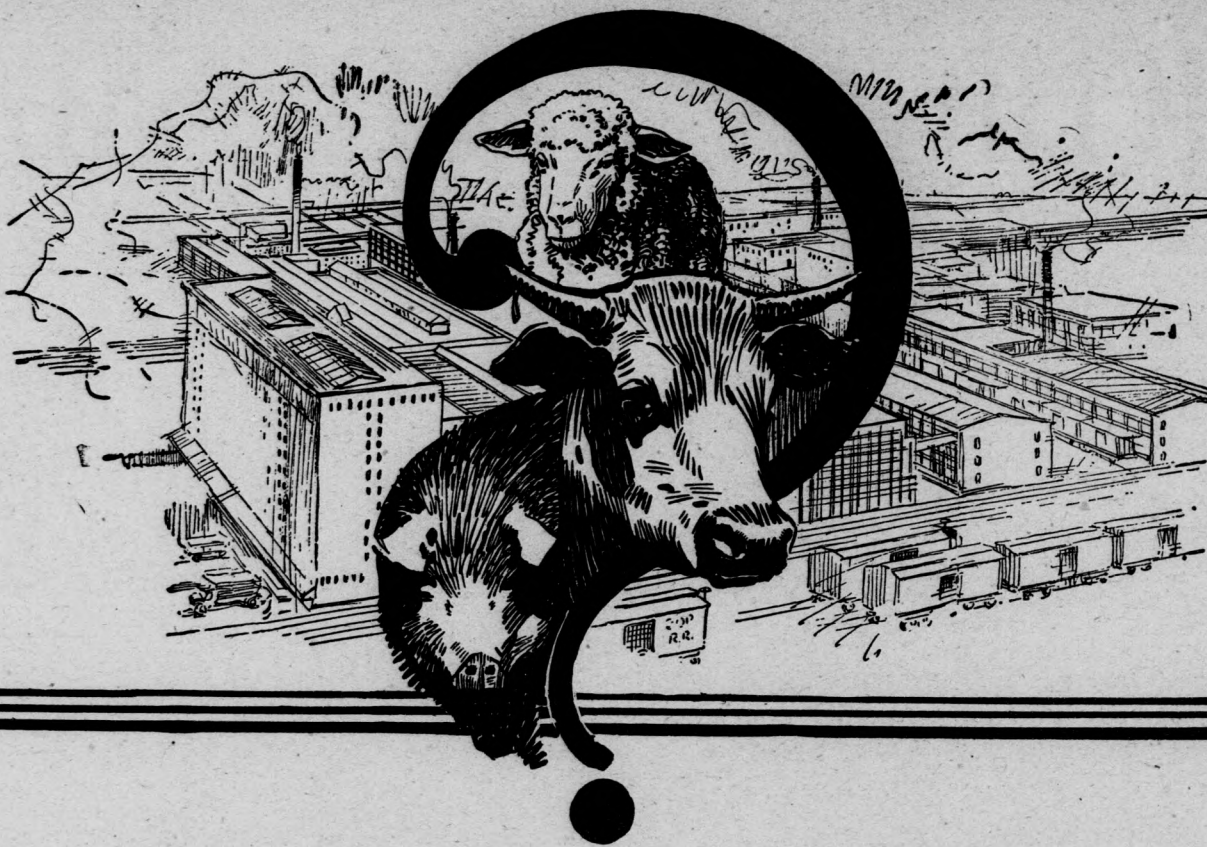
See our advertisement on page 17 for lines carried.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

:::

Grand Rapids, Mich.



Do You Think There is No Competition?

If anyone thinks there is no competition amongst the big packers he ought to go through a day's work with Swift & Company.

Let him begin at the pens when the live stock comes in; let him try to buy a nice bunch of fat steers quietly and at his own price, without somebody's bidding against him.

Let him realize the scrupulous care taken at the plant that not one thing is lost or wasted in order that costs may be held to a minimum.

Let him go up into the office where market reports are coming in,—and reports of what other concerns are doing.

Let him watch the director of the Swift Refrigerator fleet, maneuvering it over the face of the country like a fleet of battleships at sea.

Let him take a trip with a Swift & Company salesman and try to sell a few orders of meat.

Let him stay at a branch house for an hour or two and see the retail meat dealers drive their bargains to the last penny as they shop around among the packers' branch houses, the wholesale dealers, and the local packing plants.

And then, when the day is over, let him have half an hour in the accounting department, where he can see for himself on what small profits the business is done. (Less than 4 cents on each dollar of sales.)

If he still thinks there is no competition in the meat business it will be because he wants to think so.

Swift & Company, U. S. A.



MICHIGAN TRADESMAN

Thirty Sixth Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 27, 1918

Number 1836

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.

CANNED GOODS SITUATION.

Is it possible that there is a change coming in the canned goods situation from an unexpected source? The supplies outside of the reservations for the Government are, in most instances, concededly small in relation to the expected demand from civilian sources. But what if the demand from such sources should not be as great as expected? The whole strength of the situation is based upon this expected demand, and if it should not materialize it would be necessary to reconstruct the whole programme. Doubt has arisen in some quarters because of the fact that retailers have suddenly shown great conservatism in the matter of buying. They say they are already stocked up to the limit and some of them with more than they wish they had—at war prices. They are facing the fact that peace has come and that although it may be impossible to re-adjust the market value of goods purchased months ago to a peace basis all in a minute, the consumer does not take that into consideration and is less willing to pay the high prices, preferring to forego the purchase instead. This may not be the general attitude of the buying public, but there may be a large enough percentage so disposed as to affect the situation materially and leave the retailer with enough unsold stock on his hands to spell the difference between profit and loss.

Another consideration is that with the demobilization of the industrial forces from munitions plants and the like, fancy wages will come to an end and with them the buying power that has made it possible for the public to absorb without a murmur large quantities of canned goods at double and treble their normal value. A \$20 a week man earning \$50 a week does not haggle over paying 25c for a 10c can of tomatoes, but when he drops below his \$50 on his way toward normal wage levels abnormal levels for foodstuffs of any descrip-

tion become a different proposition. This industrial demobilization has already begun. It has not progressed very far as yet, although the cancellation of \$3,000,000,000 in war contracts within a week certainly foreshadows an immense decrease in prospective wages at rates that have made the payment of high prices for foodstuffs possible. Retailers are the first to feel the pulse of the public. Most of them have bought rather heavily, not expecting the war to end so soon. Jobbers, as a rule, have been more cautious and have not gone very far in excess of their known outlet. Consequently outside of the Government reserves the canned goods supply is either in the hands of the retailers or the canners and there is a suspicion that the canners have more on hand of certain lines than has generally been suspected.

All of this, of course, does not take into consideration the fact that the United States is expected to feed the world, although the question becomes one of whether or not the call for foodstuffs from starving Europe will make it necessary to call upon the canned goods supply to help out. Such staples as salmon will, of course, be in great demand, but there are other kinds of canned goods with which Europe is not so well acquainted that may suffer in the re-adjustment. A larger view of the situation is that in any great re-adjustment there will be great inequalities develop from time to time, and this may be one of them.

SHOULD BE ENACTED AT ONCE

Senator Lodge's bill compelling aft dealers in German or Austrian goods to post a conspicuous sign over every outside entrance as follows: "Dealer in German Goods," and to print such statement prominently in all their advertisements and stationery is a sound constructive measure to check the dumping of cheap German goods in this country and their sale to loyal Americans. The vast majority of loyal Americans wish to avoid purchasing German goods not only because everything German is anathema to them, but because they realize that German trade in this country is the main channel for German espionage and German propaganda and because this tends to build up Germany's economic strength by foreign trade and will hasten the day when Germany will again be able to attack the world.

This bill is based on a similar bill which has worked excellently in Canada, and in view of the large amount of German goods now stored in Europe ready to flood this country, the bill should promptly be made a law.

ROTTEN TO THE CORE.

When the Kaiser declared war on civilization and to perpetuate the barbarism of Germany, the Tradesman urged its readers to make short work of cancelling any fire insurance policies they had which were uttered by German companies or even by companies with German names. The Tradesman volunteered this advice because it believed then that everything German was dishonest and untrustworthy. A nation which made light of sacred treaties involving the life or death of other nations must necessarily be unreliable and treacherous in every avenue in which its people exerted their influence. The hearty approval with which the people of Germany hailed the invasion and despoilation of Belgium showed that the people of Germany were rotten to the core and could no more be trusted than the vilest reptile the Lord ever let live.

The disclosures of the past four and a half years prove this point was well taken and that the position assumed by the Tradesman was absolutely correct.

All of the fire insurance companies doing business in this country having any connection with Germany have been effectually put out of business by Uncle Sam, not only because they were all insolvent, but because they were found to be "spy shops" for the German government. The result of the inspection of every store, mill, shop and factory—ostensibly conducted by inspectors for insurance purposes—was made out in triplicate. One copy remained in the company's files. Another copy was sent to the treacherous representative of the German government at Washington. The third copy was sent to the war office in Berlin for the use of the German army when it invaded America to "subjugate the United States," according to the plans of the Kaiser and the German people.

Investigations carried on by the Insurance Division of the Alien Property Custodian's office into the affairs and methods of insurance agencies established here by German companies, have disclosed striking examples of the methods adopted by the Germans to perpetuate their control over the insurance business in this country while the war was on, and afterward, and the subservience of their American representatives, even to the extent of concealment and evasion of the law.

The German insurance interest incorporated agencies under our laws before the war and continued their business under the direction of American firm names or American corporate franchises after the United

States entered the war. The Germans were pioneers in the re-insurance field, and their re-insurance agencies cover the world.

The German insurance interests were not content with limiting their efforts to representing their own companies. They organized Russian and Scandinavia re-insurance companies over which they exercised complete control, and by means of pooling arrangements were enabled to absorb enormous volumes of American business.

THE FINAL FIGURES.

The revised and complete figures of subscriptions to the war loan of last month tell a very remarkable story; one which appropriately rounds out the series of achievements—military, economic, political, and financial—which has marked our country's participation in this war. When, early last summer, the Treasury announced that it might ask for \$6,000,000,000, to be subscribed within three weeks, even Washington doubted whether the thing was possible. When the "loan campaign" began at the end of September, the most experienced bankers shook their heads, recognizing the unprecedented difficulty of the task. The final official figures show that the country's response to the Treasury's application for six billions was a subscription of \$6,989,047,000. No government loan in the history of the world has come within \$2,000,000,000 of this result.

This showing of financial resource is the more impressive from the fact, of which there is now abundant evidence that, despite the unprecedented size of the loan, the participation of banks on their own account was less of a factor than in the Third War Loan. The Treasury Department, in commenting on the complete figures of the Fourth War Loan, announces that future war loans will be based on bonds of short maturity—not more than eight years and possibly not more than three. This is an altogether wise decision; in view both of the market for the bonds and the problem of future possible re-funding. No decision appears as yet to have been made on the manner of placing the loan or on the interest rate. It is certain, however, that the plan of continuous sales with occasional special "drives" will be considered. If a 5 per cent interest rate were named for these short-term bonds, it would surely appeal to the imagination of investors; and at the same time that rate, if fixed for a fully taxable loan, would be advantageous to the Government's finances as a 4¼ per cent. issue with its interest exempted from the normal income tax.

Thankful For Iron Wills Which Cannot Be Broken.

This is the week of Thanksgiving. Thanksgiving Day is an American custom started by the Pilgrims who landed on the new continent and faced hardships which few can realize who are reared in the wealth and luxury of the land today.

The season had been a hard one. Many died and the prospect of starvation during the cold winter with its ice and snow loomed large. So, when the harvest yielded enough to keep them until another season would produce the necessities of life, they met that Thursday in November in the year sixteen hundred and twenty-one, and gave thanks to their God, who had remembered them.

Thankfulness is usually in inverse ratio to the value of the thing for which we give thanks. This is no disparagement of the things we are grateful for; but humanity does not think of thanks until it has felt the terrors of distress.

The rich who live in luxury and ease do not thank with their hearts. Their thanks are but formal expressions of meaningless words. How can words mean anything when one has not felt the things which make for thankfulness?

But the poverty-stricken who have faced starvation pour out thanks from their humble hearts for the things that have saved their lives.

Those who live in gorgeous homes with comfortable fireplaces do not think of thanks. But those who live in the little hovel with big cracks in the walls and crevices about the doors and windows and without fuel, give thanks for the comfort of fire.

We do not prize health until we have lost it, and we do not appreciate life until we have faced the danger of having to give it up.

That which we have we are likely to accept as a matter of course; but be deprived of it and the sudden realization of its value jars our souls like an earthquake.

We are thankful in the full sense of the word for things necessary to life and happiness only when we have had to do without them.

We are not thankful for that to which we are accustomed and accept thoughtlessly. But when we are deprived of the necessities of life and face the hardships, including death, that come as a result, we are thankful with all our hearts.

America has more to be thankful for in the year 1918 than any other nation in the world; but our thanks are tempered by the gravity of the sorrow of our neighbors.

The year has not been one of great happiness, peace and prosperity. It is a year of travail for humanity—the travail of a people being born again. But out of it will come a disciplined and sobered people; a people who will know the realities of life better.

We will learn that life is a serious matter, and no silly, simpering affair. The war has brought us again to an understanding of the terrible earnestness of the thing we call Life.

The earth is in process and we

still have earthquakes and volcanic eruptions.

Humanity, too, is in process, and strife and sorrow and death will continue to be its lot. We must face life resolutely and meet destiny undismayed.

This year we will not be thankful so much for the blessings we have received, for the things that have been given to us—for being pampered by a prodigal Providence—and being relieved of our burdens, as we will be thankful for the strength to bear them.

In the shrine of our hearts our deepest prayer is not that we shall be relieved of our burdens; but that we shall be given the strength to bear them, for we are great in the degree and manner in which we face our tasks and perform them. The Great Souls are those that have suffered and endured.

Our Thanksgiving this year will be no perfunctory, infantile prattle because of satiety.

This is a year of reckoning with fate; of being thankful if we, ourselves, have not fallen in the wreckage. We are thankful not for what has happened; but for what has not happened.

Life is not a trivial pastime. It is deadly earnest. It is the course that destiny takes, and let us be thankful, not for less of life, but for more of it, and the courage, the fortitude, the strength, and the persistence to meet its difficulties and continue its course undaunted by disaster and unspoiled by success.

We are thankful for Character, not charity, and for iron wills that have not been broken by the inevitable!

James W. Beckman.

Working On Price Maintenance Bill.

The interesting intimation has recently percolated from the Federal Trade Commission to the effect that the commission is making rapid progress in the formulation of certain suggestions intended for Congress looking to the framing of a comprehensive price maintenance bill.

The country is now facing a big programme of reconstruction legislation and it is certainly fitting that a rational bill designed to aid manufacturers and dealers in building up their business and protecting them against predatory price cutters should be brought forward in this connection. Certainly the authors and promoters of the Stevens bill will be disposed to give way gracefully before a well balanced measure having the endorsement of the Federal Trade Commission and there should be no great difficulty in securing early action in both houses.

It is perhaps unseemly to make invidious remarks so soon after the large number of political funerals held three weeks ago, but it is nevertheless appropriate to call attention at this time to the fact that several of the most pronounced opponents of reasonable price-fixing, who have occupied seats in Congress during the past decade, were relegated to obscurity by their constituents at the Congressional elections. In the coming re-

organization of the House Committee on Interstate and Foreign Commerce the price maintenance principles will find more friends and fewer enemies than at any time since the Stevens bill was brought forward. It is certainly characteristic of the progressive spirit of the country that with every new Congress the price cutter finds fewer champions among our National legislators, while the honest manufacturer and reputable merchant gain friends and advocates.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Nov. 26—The first U. C. T. dancing party of the season will be given Saturday evening, Nov. 30, at the Council rooms, 38 to 42 Ionia avenue. It is unnecessary to say that all those who have ever attended these famous parties will testify to their dash and brilliancy. All others must be shown. Tuller's orchestra will be on the job and folks all know what that means. As to togger—well, you can wear your spikes or low necks if you are fortunate enough to have one, but your war time duds will be just as a la vogue. Nothing will be barred except wooden shoes. Refreshments will be served and sociability and joviality will be handed out in large doses. So put on your leather (or cloth) shoes, forget blues and come over and spend a delightful evening with a big bunch of bright and babbling, brave and beautifully behaved beneficently backboned brotherly boys and their girls. If you wish to know any more of the particulars, call up Chairman C. C. Perkins and he will tell you that the only ones who don't have a big time Saturday night, Nov. 30, will be those who don't attend.

H. J. Kibby, 947 Madison avenue, is wearing a twelve cylinder smile

nowadays. Cause—a 9½ pound Kibby.

B. A. Hudson, of Milwaukee, Wis., was a Grand Rapids visitor last week. He formerly was a member of Grand Rapids Council, but transferred to Milwaukee. "Doc" tells us he now has the best job he ever had. He is with the Schmidt Chemical Co. and covers four states, Michigan, Wisconsin, Idaho and Illinois, specializing in the selling of dental cream.

The many friends of Mr. and Mrs. R. E. Groom were shocked to learn of the death of two of their children within a few days of each other with the influenza. In their deep sorrow they have the sympathy of every member of Grand Rapids Council.

The Steel Hotel, at St. Johns, has discarded the dining room on the second floor and opened a cafe on the first floor, adjacent to the lobby and writing room. It is equipped with sanitary appliances and certified conveniences and makes a handy place for auto parties as well as others who can not spare time to patronize a regular hotel dining room.

Butter, Eggs, Poultry, Beans and Potatoes.

Buffalo, Nov. 27—Creamery butter extras, 65c; firsts, 63@64c; common, 60@62c; dairy, common to choice, 40@50c; packing stock, 38@40c.

Cheese—No. 1, new, fancy, 34@35c; choice, 32@33c; old, 28@30c.

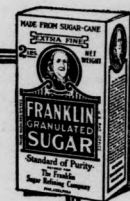
Eggs—New laid, 75@80c for fancy and 65@68c for choice; storage candled, 48@50c.

Poultry (live)—Old cox, 20@22c; fowls, 28@32c; chicks, 28@32c; ducks, 35@38c; turks, 37@40c.

Poultry (dressed)—Turks, 40@45c; geese, 33@36c; ducks, 40@45c; chicks, 30@36c; fowls, 30@36c.

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.



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"



BANKRUPTCY MATTERS.

Proceedings In the Western District of Michigan.

Grand Rapids, Nov. 25—Ferman Clark of Ludington, filed a voluntary petition for adjudication in bankruptcy. The adjudication has been entered and the matter referred to Referee Corwin. Mr. Corwin has been appointed receiver, and John Sherman, of Ludington, is in charge as custodian. The first meeting of creditors has been called for Dec. 9. The schedules of the bankrupt show the following: Liabilities amounting to \$2,350.07 and assets amounting to \$4,107.93, consisting of soda fountain, fixtures, etc., scheduled at \$3,756.55; debts due on open accounts, \$99.28, and amount paid on piano, \$252.10. Following is a list of the creditors of the bankrupt:

Secured Creditors.	
M. F. Butlers, Ludington	\$347.90
Peter VonSprecken, Ludington ..	3,500.00
Unsecured Creditors.	
Martin Abrahamson, Ludington ..	\$12.75
Bakers & Confectioners Supply Co., Detroit	10.25
Belle Mead Sweet Makers, Trenton, N. J.	10.63
J. S. Borsma, Ludington	8.34
Best & Russell Cigar Co., Chicago	28.68
Badger Candy Co., Milwaukee ..	172.91
A. E. Brooks & Co., Grand Rapids	40.00
P. Buck & Co., Chicago	100.00
Stewart Bros., Ludington	33.60
Cornwell Company, Saginaw	8.80
Dolley Varden Chocolate Co., Cincinnati	92.16
New Process Electric Corp., New York	40.00
Elliott Service Co., New York ..	7.40
Fisher Bros. Paper Co., Ft. Wayne	5.14
Goodsell Hardware Co., Ludington	100.83
Josephson Bros., New York	45.00
G. J. Johnson Cigar Co., Grand Rapids	33.95
M. Linkman & Co.	35.13
Kuppenheimer Cigar Co., Grand Rapids	49.45
Ph Kling Brewing Co., Detroit ..	6.31
Albert Pick & Co., Chicago	23.30
J. A. Rigby Cigar Co., Mansfield, O.	90.00
Sprague Warner & Co., Chicago ..	65.00
Tokay Brush Co., Chicago	15.00
Home Telephone Co., Ludington ..	7.90
H. Van Eenennaam & Bro., Zealand	21.25
Walker Candy Co., Muskegon	74.00
Charles C. Caswell, Ludington ..	175.00
H. C. Schrink & Son, Ludington ..	75.00
Schranck Company, Milwaukee ..	45.00
Paul Pomeroy, Ludington	3.00
Stearns Lighting & Power Co., Ludington	24.99
E. Kanouse, Ludington	25.00
F. W. Andrew, Ludington	7.00

Vorce & McIntosh 9.40
 In the matter of Plank Flexible Shaft Machine Co., bankrupt, Grand Rapids, a final meeting of creditors has been called for Nov. 26. The trustee's final report shows balance on hand as per last report, \$3,600.53, disbursements for administration expenses, preferred claims, and a first dividend of 5 per cent. to creditors, aggregating \$1,114.36, leaving balance on hand to be disbursed of \$2,486.17. The petition of the estate of John A. Finch, deceased, and Charles Hussey, individually wherein said estate of John A. Finch and Charles Hussey, individually offer to waive all their rights in and to this estate by reason of two claims filed against said estate in the sum of \$27,993.96 and \$8,638.77, in consideration of the trustee of this estate releasing said petitioners from any and all claimed liability for unpaid stock subscriptions, will be considered. The liability of said petitioners, as claimed by the trustee, aggregates \$17,000. Creditors will be directed to show cause, if any they have, why such compromise offer should not be accepted, and the trustee authorized to complete the same.

In the matter of E. A. Rising & Son, bankrupt, Clarksville, a final meeting of creditors has been called, to be held Dec. 16, at which time the first and second reports of the trustee will be considered and passed upon. Said reports show a balance on hand of \$381.63, with no disbursements.
 In the matter of Fred C. Rice, bankrupt, Traverse City, the final meeting of creditors has been called for Dec. 9. The trustee's final account shows a balance on hand of \$747.56, and no disbursements.

Government Aiding Development of Potato Flour Industry.

The manufacture of potato flour, a new industry in the United States, which promises a tremendous development in the next few years, was fully exploited at the Wisconsin potato exposition which was held at Milwaukee, Nov. 20 to 24.

The Potato Association of America, which is backed by the United States Government in the development of the new industry, held a convention during the show at which Lou D. Sweet, President of the Associa-

tion and a leading figure in the United States Food Administration, and Maj. S. C. Prescott, chief of the dehydration division, Bureau of Chemistry, Department of Agriculture, told in addresses the possibilities of potato flour.

"Potato flour," said Maj. Prescott, "is destined to become one of the staple food products of the country. It will open new markets for the farmer. Bakers and housewives all over the Nation are rapidly becoming familiar with its virtues. Capitalists are awakening to the possibilities of its manufacture. I expect to see in a few years potato flour mills in every big potato growing district in the United States. What wheat flour mills now are to wheat growers, I believe potato flour mills will be to potato growers in a very short time. The new industry promises to revolutionize the Nation's agricultural situation."

The manufacture of potato flour in the United States is a war created industry. Only eight mills so far are in operation. The largest is at Idaho Falls, Idaho. A number of companies recently have been organized to build more mills. The United States Government is now operating its own sweet potato flour mill at Greenville, South Carolina.

Congress a few months ago appropriated \$250,000 for experiments in the dehydration of vegetables and the manufacture of potato flour. Mr. Sweet and Maj. Prescott have charge of these experiments. Because of the shortage of ships reduction to its

smallest bulk and weight of food sent overseas to the soldiers became a vital necessity. Dehydration reduced vegetables to one-half or one-third.

The necessity for the manufacture of potato flour on a large scale not only during the war but in the post-war period when vast quantities of wheat must be shipped abroad to keep half of Europe from starving became evident to the Government. The esteem in which the Germans hold potato flour as a national food supply is proved by the fact that before the war that country had 460 mills and now has 2,500. Importations of potato flour into the United States from Germany and Holland amounted before the war to more than half a million dollars. This supply has been absolutely shut off by the war.

The annual potato crop of the United States is around 400,000,000 bushels. Government statistics show that of this at least 75,000,000 bushels are lost. This wastage is due to the culls, rotting and freezing of potatoes in shipment and the lack of nearby markets.

An Elaborate System .

"You're managing to wake up earlier these mornings."

"Yes. I've just bought a parrot."
 "Instead of an alarm clock?"

"I already had an alarm clock, but I got so I didn't pay any attention to it. Now I hang the parrot's cage in my room and put the alarm clock under it. When the alarm goes off it startles the parrot, and what that bird says would wake anybody up."



How is Your Stock of MAZOLA

If you want to profit by the success of this wonderful cooking and salad oil from corn, be sure that your stock is up to the safe margin.

The demand for Mazola is growing constantly. Mazola advertising is constantly teaching housewives new and necessary uses for this great product.

The American public knows that Mazola stands squarely on results.

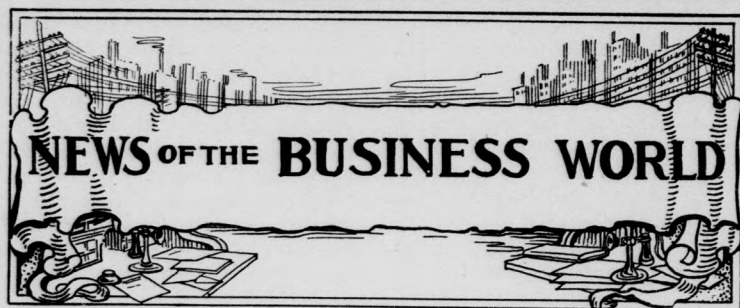
Keep up with the Mazola demands.

CORN PRODUCTS REFINING COMPANY

17 Battery Place

NEW YORK





Movements of Merchants.

Sylvester—Charles Allen succeeds S. A. Smith in general trade.

Dighton—Peter D. McNaughton succeeds E. C. Cusick in the grocery business.

Owosso—A. F. Loomis succeeds the H. E. Smith Co. in the grocery business.

Mt. Clemens—The L. F. Wolf Hardware Co. has increased its capital stock from \$40,000 to \$70,000.

St. Johns—M. M. Frink has purchased the L. B. Pierson feed stock and will continue the business.

Maple Ridge—The Maple Ridge Co-Operative Store Co. has changed its name to the Rock Co-Operative Co.

Constantine—James A. Marsh, pioneer banker, died at his home, Nov. 20, following an illness of but a few days.

Cedar Springs—A. D. Hancock has closed out his stock of general merchandise and removed to his farm near Otsego.

Detroit—The Austin & Raup Co., wholesale grocer at 245-47 Napoleon avenue, has increased its capital stock from \$20,000 to \$40,000.

Detroit—The Hilton, Hart & Garrett Co., stationer, office outfitter, etc., has increased its capital stock from \$50,000 to \$250,000.

Detroit—Macaulay Bros., dealers in books and stationery at 78 Library street, have increased their capital stock from \$10,000 to \$50,000.

Levering—The State Bank of Levering has been incorporated with an authorized capitalization of \$20,000, all of which has been subscribed.

Coral—The Coral Co-Operative Co. has been organized to conduct a general merchandise business, with an authorized capital stock of \$15,000.

Lyons—Frank Steele has sold his meat stock and butchers outfit to Fred Maus, who has taken possession and will continue the business.

Dansville—Isaac W. Moe, undertaker and dealer in music and musical instruments, died at his home Nov. 23, following an illness of several months.

Sault Ste. Marie—The Sea Towing & Rafting Co. has been incorporated with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in property.

Kalamazoo—Burgette Smith and Jesse Russell have formed a copartnership and purchased the cigar and tobacco stock and smokers supplies of Clarence M. Atwood, 115 North Rose street, and will continue the business under the style of Smith & Russell.

Port Huron—The Godley Tailor & Cleaning Co. has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in property.

Berrien Springs—Felix Karasinski, recently of St. Joseph, has purchased the V. S. Bakery and will continue the business under the style of the Berrien Springs Bakery.

Owosso—The Isbell Bean Co., of Detroit, has purchased the Oliver business here of Fred Welch, former President of the Michigan Bean Jobbers' Association. Mr. Welch will continue in the wholesale grain business.

Wolverine—Cook Bros. have sold their stock of groceries, hardware, school supplies and automobiles to John O. Bray and Carl Lynts, who have formed a copartnership and will continue the business under the style of Bray & Lynts.

Detroit—The Bissett-Wayman Co. has been organized to deal in manufactured goods and raw material, with an authorized capital stock of \$5,000, of which amount \$2,500 has been subscribed, \$500 paid in in cash and \$200 in property.

Flint—Groves & Co. has been organized to conduct an embalming and undertaking business, with an authorized capital stock of \$25,000, of which amount \$12,500 has been subscribed, \$3,160 paid in in cash and \$1,840 in property.

Saginaw—Notice of the seizure of the property of the Werner Pfeleiderer Co., 1204 Niagara avenue, has been given by the alien property custodian with announcement of sale Jan. 28, next. The company which deals in ovens and bakers' supplies, has a capital of \$370,000, the stock being owned by Richard Werner, Otto Werner and Gottlieb Scholl.

Detroit—Just as he was preparing to close for the day, Nov. 26, Daniel E. Hedden, who conducts a grocery store at 183 Twenty-second street, was confronted by two young men. One of the men leveled a revolver at Mr. Hedden and demanded what money there was in the place. He had \$800 and he promptly removed it from his pocket and handed to the man with the gun. Both men left the place without another word.

Detroit—One benefit which the Detroit Retail Shoe Dealers' Association is endeavoring to give its members is honest reports relative to employes, salesmen, etc. The members are urged to co-operate with each other, and to assist in weeding from the retail industry undesirable and dishonest salesmen and clerks. Dealers are urged to express them-

selves honestly regarding an employe who asks for a recommendation and also to report any who are dishonest.

Ann Arbor—Sergt. Emil Schlenker, national guardsman, son of the late Christian Schlenker, hardware merchant, is the first maimed Ann Arbor soldier to return home, having lost his right hand in the sixth day's fight at Chateau Thierry. His oldest brother, Ernest, is still in France. After the death of their father, nearly three years ago, Ernest took charge of the store. During their absence in the army the business has been carried on by their mother and younger brothers. The hardest of all the hardships of a soldier's life was no word from home for four months, including the time in the hospital. Not because letters were not written, but because of accident, inefficiency or inexcusable negligence somewhere.

Saginaw—Secretary J. B. Kirby, of the Board of Commerce, announced Saturday that President G. H. Hannum, also manager of the Durant interests here has been notified that the Marquette plant in Saginaw which has been making trench mortar shells will be made over into a Durant farm tractor plant immediately on the expiration of the war contracts. Announcement is also made that the Central Grey Iron foundry which will employ 1,000 people, is to be rushed to completion. The two industries will mean a substantial addition to the industrial life of this city. The Saginaw shipbuilding plant has contracts for at least a year ahead and will continue to operate to capacity. The Malleable Iron Co. is rushing a 50 per cent. addition and the Wolverine Tractor Co. will turn out its first finished model tractor early next month.

Manufacturing Matters.

Detroit—The Detroit Auto Specialty Co. has increased its capital stock from \$75,000 to \$250,000.

Ann Arbor—The Britton Pressed Brick Co. has decreased its capitalization from \$100,000 to \$40,000.

Owosso—The Standard Flaked Food Co. has been declared bankrupt by the Federal district court in Bay City.

Detroit—The Manufacturers Insurance Agency Co. has increased its capitalization from \$15,000 to \$30,000.

Caro—The Miller Auto Top Co. will build an addition to its plant which will enable it to double its capacity.

Traverse City—The Chase & Smith Lumber Co. has been incorporated with an authorized capital stock of \$35,000, all of which has been subscribed and \$7,000 paid in in cash.

Kalamazoo—The Kalamazoo Trading Co., Inc., has been organized to manufacture and deal in paper, with an authorized capital stock of \$30,000, \$15,000 of which has been subscribed and \$3,000 paid in in cash.

Detroit—The Colonial Tool Co., Inc., has been organized to manufacture and sell tools and machinery, with an authorized capital stock of

\$15,000, all of which has been subscribed and \$7,500 paid in in cash.

Detroit—The Leatherlike Co. has been organized to manufacture and sell imitation leather and leather goods, with an authorized capital stock of \$225,000, of which amount \$200,000 has been subscribed and \$162,500 paid in, \$37,500 being in cash and \$125,000 in property.

Constantine—Work has begun on the rebuilding of the Constantine Board and Paper Mill, which was burned last month at a loss of \$200,000. This industry, the largest in Constantine, employed forty men before the fire, and all will be used in the reconstruction of the plant, which it is estimated will cost near \$500,000.

Detroit—The J. L. Hudson Co. has sent word to Camp Custer that it will repeat its generous performance of last year by presenting a Christmas gift to every Michigan soldier in the camp who would probably otherwise not be remembered. A canvas has been ordered to determine the recipients.

Manufacturers of Ivory Soap Prosecuted.

Declaring that it has reason to believe that the concern is forcing retailers to maintain fixed resale prices on its products, the Federal Trade Commission, "in the interest of the public," to-day issued formal complaints against the Procter & Gamble Co. and the Procter & Gamble Distributing Co., Cincinnati, makers and distributors of Ivory soap.

Both concerns are charged with refusing to sell to dealers who insist on reselling to the public at prices they deem adequate.

The Procter & Gamble companies were also charged with refusing to sell mixed carload lots of their products unless purchasers also buy Ivory soap.

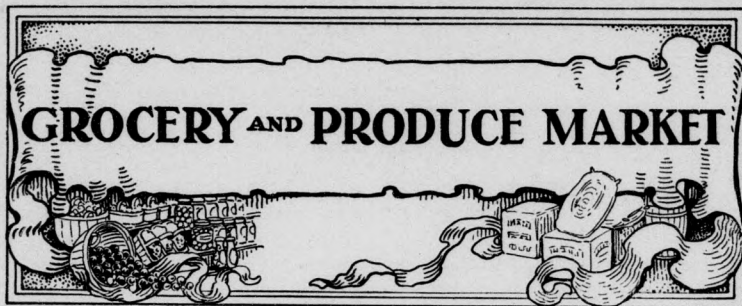
Resale price maintenance, the Commission alleges, suppresses free competition by "securing the trade dealers and enlisting their active co-operation in enlarging the sale of the price-maintained articles, to the prejudice of competitors who do not fix and require the maintenance of resale prices," and has the effect of eliminating competition in price among dealers.

The Procter & Gamble companies were cited to appear before the Commission in Washington Jan. 2.

Less Tax on Candy.

Secretary Lannen, of the National Manufacturers of Soda Water Flavors, has informed his members that the Finance Committee of the Senate has cut the war tax on candy from 10 per cent. to 5 per cent. and on chewing gum from 4 per cent. to 3 per cent; also the tax on soft drinks in bottles or other containers from 20 per cent. to 10 per cent.

The Grand Rapids Battery Shop has been incorporated with an authorized capital stock of \$10,000, of which amount \$6,000 has been subscribed, \$400 has been paid in in cash and \$2,600 in property.



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 active, at prices ranging about 3c higher than last week on all grades. We are in the season now that the make of butter is the lightest and the consumptive demand continues to be very good, notwithstanding the high prices. The quality of butter arriving is as good as the average for the season. The stocks are reported to be very light, the market is in a healthy condition, and if we do have any further change it is likely to be a very slight advance. Local dealers hold fancy creamery at 64c in tubs and 66c in prints. Creamery more than a month old is sold at 62c. Jobbers pay 48c for No. 1 dairy in jars and sell at 50c. They pay 34c for packing stock.

Cabbage—\$3 per crate or \$1 per bu.

Carrots—75c per bu.

Celery—25c per bunch.

Celery Cabbage—\$1.25 per doz.

Cranberries—Late Howes, \$12 per bbl. and \$4.25 per 1/3 bu.

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

Eggs—The market is very firm at prices ranging 1@2c higher than a week ago. The supply of eggs is very light and the consumptive demand is good. We do not look for any change in the near future. Local dealers pay 60c per doz., loss off, including cases, delivered. Cold storage operators are putting out their stocks on the basis of 48c for candled firsts and 44c for candled seconds.

Egg Plant—\$2 per dozen.

Garlick—28c per lb.

Grape Fruit—\$4@5 per box for all sizes Floridas.

Grapes—California Emperors, \$4.50 per 4 basket crate and \$7.50 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 \$8.50 for choice and \$9 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—Floridas, \$5.75@6.25 per box.

Pineapples—\$6@6.50 per crate.

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—\$2.50 per 50 lb. hamper of Illinois kiln dried.

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

Turnips—65c per bu.

The Grocery Market.

Sugar—The market shows no change. Raws are selling at the fixed price and so is refined. The tendency, however, is to expect lower prices within a few months, as considerable raw sugar will be available, outside of what has already been bought by the Sugar Commission, and refiners will doubtless become more or less restive about buying the sugar held by the Government's Commission.

Tea—More animation is noted in the market, but, aside from this, there is an absence of new development in the situation. Supplies are said to be light, as a rule, and the market remains firm.

Coffee—The market is in a condition unprecedented since the publication of this paper. There is practically no Santos coffee in this country to sell from first hands. The result is that Brazil is able to quote a price and get it, which is equivalent to 21c per pound on Santos 4s delivered in this country, green and in a large way. This would probably make Santos 4s between 30@35c per pound to the consumer. Rio 7s on spot have advanced to 12 5/8c, green and in a large way. Milds are exceedingly scarce and high. Almost no business is doing from first hands. What will happen the trade do not know. The Government still neglects to step into the situation and wholesale coffee dealers, who have been on the street for nearly half a century, say that never before has such a condition existed. The Government is believed to have about a million bags of coffee, some of which it may release.

Canned Fruit—Offerings are very light, including gallon apples. While there is a demand for the latter, there is at the same time no willingness on the part of buyers to pay any higher prices than those now prevailing.

Canned Vegetables—Tomato canners are hoping for an increase of interest in the spot market because the Government has increased its partial payments for tomatoes to the basis of \$1.85 for No. 3's. The trade here does not take the same view because they consider that the underlying principles

governing prices are quite different from the civilian standpoint now that the war is over, to those on which Government prices are based. The Government is carrying out its agreement to pay canners cost plus a reasonable profit, but the general public is under no such obligation. There is a rather widespread opinion that the canners are charging the public cost plus an unreasonable profit. They can not figure out why there should be a difference of 25c a dozen between the Government price and the civilian price. It is true that the Government purchases are made on a net basis, but it is not conceivable that the selling costs should amount to 2c a can. It is only necessary to go back to the time when tomatoes sold at retail at 10c a can to realize that it did not cost any such sum. The difference in price can only be based upon additional cost, otherwise it brings up the question as to whether a reasonable profit to the Government is not also a reasonable profit to civilians. However, the public is not particularly interested in the question of canners' profits so much as obtaining low prices to the consumer. If there is an extra large supply of tomatoes prices may be expected to go down, even if the canner has to curtail some of his profit or even take a loss. The significant feature is that retailers are going slow fearing the war's relaxation on the price situation while they are stocked up with high priced goods.

Canned Fish—During the week the Government released a little sockeye salmon, which was the first chance the trade had had to buy this variety. It amounted to a mere drop in the bucket compared with the demand and sold in half-pound sizes at \$2 a dozen, in a large way, f. o. b. the coast. Many think that there will be no further release of other grades of salmon this season. Domestic sardines are very scarce and high.

Dried Fruits—A survey of the dried fruit situation by local jobbers convinces them that they have very little chance of obtaining any additional supplies of dried fruit. As to California prunes, only a few 30s to 40s will come through and a few 90s to 100s and the smaller sizes. Jobbers are trying to make it clear that these very small prunes, while not preferable to the larger sizes, are nevertheless not to be despised. The point is made that even if the prune is smaller the stone is correspondingly small and it is even argued that the edible portion really gives a larger percentage than the larger sizes. They may prove to be more of a nuisance to those who like large prunes, but it is very evident that before the season is over prune lovers must take to these small prunes or go without. Apricots are not in very plentiful supply so far as present offerings on the market are concerned. There has been a better demand for currants of late, especially as deliveries of raisins have been curtailed. They are being held at 22c in original barrels with cartons at 24c.

Spices—There is a lack of new developments of importance. Trading is fairly active, with prices generally steady.

Cheese—The market is extremely firm, prices ranging about 1c over a week ago, with a good consumptive demand. The stocks of cheese are light and the market is very firm. We are likely to have a higher market during the coming week.

Rice—No new features of importance have developed in the rice situation. A moderately active demand is reported and the market remains firm.

Corn Syrup—No new features have developed. The market remains steady, with trading quiet.

Sugar Syrup—Trading is quiet and the market lacks new features. Prices remain steady.

Molasses—There is no change in the situation, the market being firm, with a fair trade.

Salt Fish—The mackerel market remains unchanged. Small sizes are about out of the market and there will be little, if any, in the new shipments of Irish which are expected within a few weeks. Large sizes sell in spite of the price because nothing else is available. Codfish continues high, but unchanged, the price being at least twice a normal figure. This condition will probably not change during the balance of the season in fact, it may get worse, as the fish did not run during the last fishing season and the yield would have been small even if not interfered with by the submarines.

Provisions—Everything in the smoked meat line is firm, prices ranging about the same as last week, with a light consumptive demand. Stocks are reported to be very light and we do not look for any decline in the near future. Both pure and compound lard are unchanged and steady. Canned meats, dried beef and barreled pork are in light demand and steady, at unchanged prices.

Thomas Friant (White & Friant) has returned from Maine, where he spent the summer at his home on the west side of Moosehead Lake, near the mouth of Moose River. The home consists of an 80-acre farm, on which he has erected a \$65,000 mansion on an eminence overlooking the Lake, with an outlook over the mountains which flank the Lake on three sides. Among the products he raised on his farm this season was 500 bushels of potatoes, which sold readily at \$2 per bushel on account of the superior quality of the tubers. Deer abound in the forests around his home and several kinds of fish can be caught in large quantities off the dock in front of his house. Mr. Friant believes he will prolong his life at least ten years by keeping in close touch with nature during the summer months. He leaves Friday for San Francisco, where business matters compel him to spend most of his time during the winter, although he detests the climate and dreads the ordeal he has to submit to every winter in order to keep in touch with the vast interests entrusted to his care.

The Kent County Grocery Co. has increased its capital stock from \$12,000 to \$25,000.

FEDERAL FOOD CONTROL.

Hoover Says It Is Justified In War Only.

Although the newspaper despatches reporting Mr. Hoover's address to the special conference of Food Administrators, last Tuesday, told a great deal of his ideas regarding the food supply and his expectations regarding our problem in feeding Europe, they did not generally treat one phase of his remarks which is of greatest interest to the food trades—his ideas of the general principle of governmental control of food and the probabilities as to its continuance after the war. A careful reading of his manuscript shows this to have been especially interesting:

The Food Administration was founded by the President to

1. Administer portions of the provisions of the Lever Act, and this has been accomplished, to a considerable degree in co-operation with the many trades of the country.

2. Control of foreign distribution of food.

3. Enter into such voluntary arrangements with producers, manufacturers and others as would stabilize commerce, stimulate production and to carry out the Government assurances to these ends.

4. Co-operate with the Department of Agriculture in food productive policies to world purposes.

5. Co-operate in the domestic and overseas transportation and distribution of foodstuffs with the Railway Administration and Shipping Board.

6. To control and arrange for our necessary food imports.

7. Co-ordinate all import and export and army and navy buying of food so as to prevent chaotic marketing conditions.

8. Co-operate with the American people in conservation of consumption.

That portion of our work under the Lever Act revolves largely around the curtailment of speculation and profiteering. 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 through 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.

The law has well justified itself under war conditions. The investigations of our economic division clearly demonstrate that during the first year of the Food Administration farm prices steadily increase by 15 to 20 per cent. on various computations, while wholesale prices decreased from 3 to 10 per cent. according to the basis of calculation. Thus middle-

men's costs and profits were greatly reduced. This was due to the large suppression of profiteering and speculation and to the more orderly trade practices introduced under the law.

It is my desire that we should all recognize that we have passed a great milestone in the signing of the armistice; that we must get upon the path of peace; that therefore we should begin at once to relax the regulation and control measures of the Food Administration, at every point where they do not open a possibility of profiteering and speculation. This we can not and will not permit so far as our abilities extend until the last day that we have authority under the law.

When we entered upon this work eighteen months ago our trades were rampant with speculation and profiteering. This grew mainly from the utterly insensate raids of Europe on our commodities. 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. It is our duty, however, to exert ourselves in every direction to so handle our food during reconstruction as to protect our producers and our consumers and to assure our trades from chaos and panic.

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, alternatively, do infinite harm to our consumers. An utter chaos of speculation and profiteering would reign if these buyers were not co-ordinated and controlled.

Someone must co-ordinate the internal transportation of these large exports with our domestic distribution if we are not to entangle our domestic supplies and are to have effective handling in our ports. Someone must co-operate with the Shipping Board in the provision of overseas tonnage. Someone must organize our own needed imports of sugar, coffee and vegetable oils. Someone must stimulate and guide our people in their desire to help in this war against famine. It is in these directions that the future of some kind of food administration lies. An or-

ganization is now called upon to fight against famine.

Fortunately, I believe this new war on privation finds its own peace at next harvest. What the constitution of this organization is to be must be developed with thought and care. In any event the Government must have the continued service and help of you who are tried and experienced.

When the Food Administration was founded I incorporated in its personnel a number of the men from the Belgian Relief Commission, of which I have been the chairman since its foundation in 1914. Aside from this duality of personnel the Food Administration has itself, through its departments, largely administered the relief to this end. This great work of mercy has gone on until this day, and during the past week the President has requested me to expand the activities of the Relief Commission to cover the whole relations of the United States to the reconstruction of Belgium, pending reconstitution of normal commerce and the payments by the Germans in cash for the ill they have done.

I am desirous that in all these enlarged activities I should have the continued service and support of you gentlemen who have contributed so much to solve our war problem. There is no service to humanity that so touches the American heart as solicitude and help for these downtrodden people of Belgium. The details of this service must in the main await my arrival in Europe. In the mean-

time the urgent questions of food and clothing are being attended to.

I am leaving for Europe for conference over the entire food situation and not Belgium alone. From our findings there must arise the details of organization to meet the new situation. The Food Administration, in conjunction with the War Department, is already taking steps to increase our stores in Europe so we can immediately divert them to points of pressure.

At this moment Germany has not alone sucked the food and animals from all those masses of people she has dominated and left them starving, but she has left behind her a total wreckage of social institutions and this mass of people is now confronted with engulfment in absolute anarchy. If we value our own safety and the social organization of the world, if we value the preservation of civilization itself, we can not sit idly by and see the growth of this cancer in the world's vitals.

Famine is the mother of anarchy. From the inability of governments to secure food for their people, grows revolution and chaos. From an ability to supply their people grows stability of government and the defeat of anarchy. Did we put it on no higher plane than our interests in the protection of our institutions, we must bestir ourselves in solution of this problem. There are millions of people now liberated from the German yoke for whose interests we have fought and bled for the last eighteen

Make every ounce of Sugar Count

Many paper bags of sugar break
while being wrapped or in delivery.
Many pounds of sugar are thus wasted.

Domino
Package Sugars

will save this loss. No broken paper
bags. No spilled sugar. No wrapping.
No lost weight. Sturdy cartons and
cotton bags weighed and wrapped by
machine in the refinery—ready to put
into customers' hands.

American Sugar Refining Company
"Sweeten it with Domino"

months. It is not up to us to neglect any measure which enables them to return to health, to self-support and to their national life.

This is the broad outlook of some kind of Food Administration during the next twelve months. As to what the detailed structure of our organization may be, to effect these ends, or even its actual name, can be developed from time to time to suit necessity.

It will be months until formal peace; in the meantime the organization must remain intact if we are to serve the high purposes that I have outlined. And after that we can decide our course upon the basis of our National duty.

We have now to consider a new world situation in food. We have to frankly survey a Europe of which a large part is either in ruins or in social conflagration; a Europe with degenerated soils and depleted herds; a Europe with the whole of its population on rations or varying degrees of privation and large numbers who have been under the German heel actually starving. The group of gamblers in human life who have done this thing are now in cowardly flight, leaving anarchy and famine to millions of helpless people.

We have also to survey the situation in the exporting nations of the world, to see what can be done to redeem this mass of humanity back to health and to social order. Up to the collapse of the Germans the world that is allied against Germany has depended upon the North American continent for the margins of food that maintain their strength against the common enemy. The loss of shipping and the increased demands for transportation of our ever growing army had isolated the stores of food in the Southern Hemisphere and the Far East.

Within thirty or sixty days the world should again begin to release cargo ships from military duty and to send them further afield for food, and before the next harvest arrives the entire world's food supply should be accessible. On the other hand, the cessation of hostilities will create an enormously increased demand for food. The war has been brought to an end in no small measure by starvation itself and it can not be our business to maintain starvation after peace.

It has been part of the duty of the Food Administration to keep informed as to the situation in world supplies. I will not trouble you with the details country by country, nor commodity by commodity. The matter of prime interest to us is how much of each commodity the exporting countries can furnish between now and next harvest and how much is necessary to the importing countries in which we have a vital interest, in order to maintain health and public order in the world.

We have computed the export countries' supplies on the basis of the avoidance of waste, and we have assumed for the importing countries stringent war consumptions, with additions such as we consider will pre-

serve health and order. In these circumstances we make the world's balance sheet in the great groups of commodities.

Policies of conservation require great care and guidance. For instance, for the next thirty or sixty days there is barely enough shipping to take care of our current production of pork products, and our storage is deficient. Later on, when ships are available, we will need to call upon our people for great sacrifice.

On the other hand, the shortage in our supply of dairy products is today so acute that we are compelled to now limit the export of this product. Dairy products are so vital to the protection of child life, that we should immediately reduce our unnecessary large consumption of butter and condensed milk.

The Food Administration has protected the fundamental supply of sugar to the American people by purchasing, in conjunction with the Allies, the next Cuban sugar crop under an arrangement that will assure a price of nine cents a pound wholesale during the next twelve months. This price compares with from twelve to twenty cents a pound in the other sugar importing countries.

As the result of these arrangements and the fact that eastern sugars will be available, we will need little or perhaps no restraint on consumption after the new Cuban crop is available. I do not think our people would want us to maintain an extravagant and luxurious use of sugar in soft drinks and confectionery when there was an actual hardship for the necessary sugar for household use in other countries.

Another prime necessity in the United States is coffee. Our computation of the world's coffee supplies indicates that there is more than a sufficiency to carry the world during the next twelve months. Sooner or later the speculation which has been in process in some foreign countries over coffee, on the theory that there would be a world shortage on peace will, in our view, receive a rude shock.

This being the new world situation in food, created by the collapse of the war, the prime changes in our policies on to-day's outlook can be summarized. There are special features of change in policy, but the shifting of conservation from one commodity to another is not the whole policy. There is one policy which can not change, and that is the vital necessity to simple living. We must realize that the specter of famine abroad haunts the abundance of our table at home.

Hens.

A schoolboy, writing a description of hens, said:

"Hens is curious animals; they don't have no nose, nor no teeth, nor no ears. They swallows their wittles whole and chew it up with their crops in their chests. The outside of hens is generally put into pillows or made into feather dusters."

If we didn't try to uphold our blunders we should have fewer troubles.

Peace and Plenty

The assurance of peace and the general prosperity of the country make it inevitable that retailers everywhere are to enjoy the greatest holiday business we have seen in years

We are approaching the first horror-free and peaceful Christmas we have seen in four long years.

If the great and spontaneous celebrations which took place all over this great country on the signing of the Armistice meant anything---they meant the return of confidence in our future peaceful prosperity.

This will indeed be A Merry Christmas---A Prosperous Christmas.

We are prepared to help you with quick deliveries of Quality Food Products to take care of that increased trade which is sure to come to you.

WORDEN GROCER COMPANY
GRAND RAPIDS—KALAMAZOO

The Prompt Shippers

AFTER WAR RE-ADJUSTMENT.

From the really surprising amount of re-adjustment in industry and trade made in the few days since the signing of the armistice comes the augury that the task will be by no means so long or so severe as many have feared. It is beginning to be realized that this country is not exactly in the same position as are the European belligerents. Over there the conditions arising from their having been in a state of war for more than four years have attained a degree of permanence which is not the case here. In this country, while the arrangements were on a scale proportionate for a war of long duration, there were many make-shifts which have not had time to attain permanence. Curtailments in many of the industries, also, have not been sufficiently prolonged to disrupt organization, as has been the case abroad. This country has had the advantage, moreover, of passing through two distinct stages in reaching the present conditions instead of being plunged into them at once. The first of these was in the long period between August, 1914, and April, 1917, while the European nations were warring and this country was at peace. This not only resulted in a great increase in the facilities of production, but the large profits made more than paid the cost of the additions to equipment. Plenty of time also, was afforded for putting the country in a favorable position to meet the requirements of war before an actual declaration, foreseen long in advance, was actually made. As a result, when this country entered the ranks of the belligerents a further diversion of industries to war activities was accomplished with a minimum of disturbance.

In the first of the periods mentioned the great call from abroad for materials of different kinds resulted in lifting prices to higher levels, and this, in turn, forced the giving of higher wages. But it was not until after this country became a party to the war that a diminishing man power began to be an important factor both in further increasing prices and raising wages. The need of stimulating to the utmost the production of munitions, ships and food made it necessary to supply added incentives in the way of bonuses or, as in the case of wheat and certain metals, to guarantee prices high enough to ensure getting the quantities desired. In retracing the steps from the extremes of prices and wages it seems likely that there will be two as distinct stages as there were in reaching the high levels. As man power is released, the situation will be eased, but prices cannot drop suddenly. The cost of living, owing to the great demand for food and clothing from abroad, must continue to remain fairly high, and this means that wages and prices will have to correspond. There is a tendency in some quarters to overrate the effect on the labor market of the demobilization of the military forces and of the slowing up of the munitions factories. The reason for this is that

not sufficient attention has been directed to certain elements of the problem.

Taking up first the diversion of labor from the industries which have been converted to war purposes, it will be found that many of those engaged in them came from other occupations whose work has been curtailed by priority orders. Such persons will have no difficulty in going back to their former employments. In other instances the factories which have been doing war work will be able to turn quickly to other kinds needed in peaceful pursuits. The great iron and steel plants, the mines and the factories turning out explosives have all made preparations for such a shift. Nor is there likely to be any lack of work ahead. Construction enterprises of both public and private nature, which have been in abeyance for a couple of years or more, will call for the employment of hundreds of thousands of men. The great shipbuilding plants, an entirely new industry, will continue in full blast. Work for foreign reconstruction will also require the services of all kinds of handicraftsmen, and the need of clothing in different foreign countries will help keep busy the textile mills, shoe factories, and other establishments. Then, too, there is another aspect of the labor situation. In normal times it was necessary to keep getting new human working material from abroad in order to meet the growing needs of the country. This immigration has virtually ceased. In the year 1914 more than 1,200,000 foreigners came here, and there was no difficulty in absorbing them. Why should there be any great commotion in absorbing a few million returning Americans coming back gradually, especially as there is now an efficient organization for securing employment for them, which was not the case with regard to the immigrants? And it must also be remembered that the returning troops are familiar with conditions here and have an individual initiative lacking in foreigners.

A tug of war which was anticipated has come in connection with the softening of prices in the cotton goods market. Before the war the trade was somewhat demoralized by certain customs which had grown up from time to time and had become established as a feature which had to be taken into account. The evils were recognized, but the courage to meet them was wanting. Buyers were in control and sellers had to accommodate themselves to their wishes. The evils of cancellation of contracts and the so-called "protection" were among the most troublesome of things to contend with. No matter what the terms of a contract were, buyers reserved the right to cancel orders which happened to be improvident and insisted that if market prices went down before the time of delivery they should get their goods at the reduced levels. In the sellers' market which has prevailed for the past few years the producers and wholesalers stopped these prac-

tices, and the buyers were not in a position to resist. Now that matters are easing up again, there is once more a disposition on the part of buyers to get back to the old methods. It seems, however, from the action taken the other day by the Cotton Textile Merchants' Association that they will meet with a determined and united opposition. The old way was for the buyers to play off one seller against another. If, however, the sellers will stick together, the chances are they will succeed, and contracts for the sale of goods will have to be abided by as are contracts in other matters.

THE NEW THANKSGIVING.

"For these things make us thankful." As these words of Thanksgiving ascend to Heaven to-morrow from millions of American homes, there will come a pause—a re-adjustment of our sense of appreciation of the true meaning of Thanksgiving.

It is going to be harder to be thankful this year than ever before—to see that vacant chair shrouded in a vision of fire, suffering, and maybe death—can we give our all and still give thanks? All around us are evidences of material sacrifices. Are we enriched by impoverishing our storehouses?

Let us give thanks that we live and have a life to give to so great and worthy a cause.

Let us give thanks for the years of prosperity which have gone before to make us better fitted to give generously to perpetuate liberty among all people, now that the opportunity has come.

Let us not forget the new ideals which served to glorify self-sacrifice and develop a greater Nation—a Nation purified in the blood of her sons, baptized with the fire of a million homes burned to appease the war god of Europe—a Nation, which, thank God, rose above itself, above petty ambitions of the individual, until all men cheerfully laid down their lives and their fortunes, only to find them again enriched a hundred-fold.

"For these things make us thankful."

TO PREVENT WINTER COLDS.

Now is the time to prepare against winter colds. A simple yet very effective means for protecting against these colds will be found in systematically bathing the chest and feet in cold water each morning, followed by a brisk rub with the towel.

For the application of the cold water the shower is best. Lacking these facilities, however, a towel wrung out of cold water will do very well. The application should not be too prolonged—not over two or three minutes. It would also be well to begin with tepid water and gradually use colder water.

The practice, if followed daily, will not only prove of value in personal body cleanliness, but will go a long way in protecting the individual against so-called "colds" induced by sudden chilling of the body, by getting the skin surfaces accustomed to sudden variations in temperature.

REPARATION FOR ART.

The utter impossibility of adequate reparation by Germany for even a small proportion of the ruin she has wrought is an overwhelming and oppressive fact even in these days of victory and rejoicing. The death and maiming of millions of men and the frightful sufferings caused by the brutality and bestiality of those who are now whining for mercy is of course the first and most damnable item on the list.

The second—the wanton destruction of so many ancient and magnificent monuments—is likewise irreparable. What is ten billions, or even ten times ten billions, against the ruin of Rheims or of the Cloth Hall at Ypres, with the turning into a vast horror of one of the most beautiful and historic regions of Europe? Nothing can replace a beauty that was the slow growth of centuries. And of the vast quantity of portable works of art that has been looted from this region, the return of any appreciable portion seems extremely doubtful.

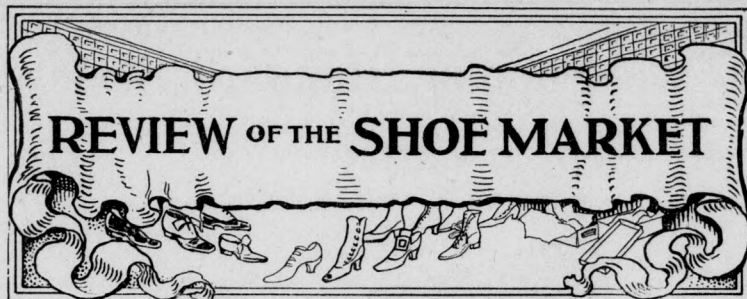
It must have occurred to many lovers of art that Germany is able to make some slight repayment in kind. She has large and valuable collections of Greek marbles, and her picture galleries are among the richest in Europe. Why should not the terms of the peace treaty exact some of these objects as her only possible reparation for the ruin she has accomplished? The Great Altar of Pergamum may not even slightly tip the scale against Rheims, but as Germany's choicest art possession it should go to France, together with anything else that might be selected by a properly chosen art commission.

For many years the best panels of the wings of the famous Van Eyck altar piece have been in Berlin. Possibly those, before the war, in Brussels and Ghent may have since then been added to the German collection. But all should now be sent to Belgium, together with whatever else the long-suffering Belgians may choose, to replace in some slight measure the beauty so cruelly destroyed during her four years of martyrdom. It would be little enough, Heaven knows! But it would be something on the other side of the balance sheet.

Whatever we may have endured in the shape of war bread and sugarless sweets, it is nothing to what the cows of the country have had to stand. There is hardly a weed or surly briar that has not been chemically demonstrated to be excellent feed for stock. Now the country agricultural agent of Santa Fe County, New Mexico, is urging that silos be filled with Russian thistle, formerly regarded as one of the most noxious weeds of that region, but now declared by stockmen to be the only herb which, in drought, can stand between the cattle of the Southwest and starvation.

Many a war garden has also served as a vacation resort this year.

Thrift stamps are Safety First against Huns and Hunger.



Michigan Retail Shoe Dealers' Association.

President—J. E. Wilson, Detroit.
 Vice-Presidents—Harry Woodworth, Lansing; James H. Fox, Grand Rapids; Charles Webber, Kalamazoo; A. E. Kellogg, Traverse City.
 Secretary-Treasurer—C. J. Paige, Saginaw.

Building Up A Repair Business.

Written for the Tradesman.

The War Industries Board has assuredly done much to impress upon our minds the dire need of conservation in both shoe material, man and money power devoted to the production of shoes, and transportation of shoes from places of their manufacture to points of their distribution. And all that it has done is both timely and wise. The men composing the rank and file of the great American shoe industry have voluntarily and enthusiastically endorsed the recommendations of the War Industries Board, and have expressed themselves as being willing and anxious to co-operate to the full extent of their ability. And this is as it should be.

To shoe manufacturers the War Industries Board has said, substantially: "Henceforth, and till further notice, you must use less leather and more leather substitutes. You must eliminate the non-essential and the purely ornamental in the manufacture of footwear. You must reduce the number of styles, and refrain from the production of any new lasts at all."

To the consumers of shoes—the great American public—this same Board has said, in effect: "You must wear plainer and more practical shoes until the war is over; and if you can make an old pair wear a month, or a week longer, by all means do it. It may seem to you a very small thing; but remember that there are a hundred millions of you people, and if each one can add just a few days wear to the pairs he now has, it will, in the aggregate help tremendously towards winning the war."

The Repairer A Patriot.

In view of these very sober facts which the War Industries Board has been endeavoring to impress upon our minds, it is evident that a sort of Government sanction has been given to the function of the shoe repairer.

The repair man—whose candle in times past may have been hidden under a bushel—has now emerged as a patriot.

By hypothesis his business is to make old shoes last longer: by virtue of taps, new heels, and stitches or patches here and there in the uppers, to prolong their days of usefulness.

Shoe dealers who solicit and take care of repair work should now be

seeking to build up their business in this line.

And personally, it seems to me that every retail shoe dealer ought to take care of this sort of work.

If, in times past he hasn't been, now would seem to be a fine time to make a beginning.

Good Repair Work.

In building up a repair business, the most important consideration is understand definitely the fundamental requirements of good will, and then seek intelligently and systematically to realize these conditions.

A repair service may be thoroughly advertised—i. e. mention of the fact that the dealer takes care of it may be mentioned in the newspaper announcements or in other advertising of the store such as inserts or "stuffers." Also it may be so announced on one's window card or a placard conspicuously displayed within the store.

But publicity alone is not enough. The work must be satisfactory.

That is to say, it must be good work.

But this calls for a little elucidation.

There are shoes—work shoes for men, and pretty well-worn everyday shoes for boys—which require quick, inexpensive repairs, with correspondingly inexpensive materials.

There is not in such shoes enough intrinsic value to justify a high class repair job and the use of the best materials.

But the inexpensive job will meet the requirements of the case.

In that case the work is "good", because it meets the requirements of a specific pair.

On the other hand there are cases where the repairer will use the best materials he has and do the work in the most approved manner. And this also will be required of him if he is to realize the ideal of "good work."

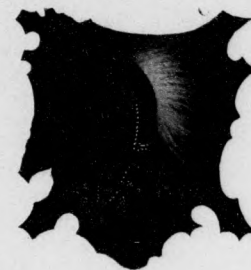
Attention to Details.

For another thing in building up a successful repair business, the solicitor of repair work (and after him the repairer who does the work) should give careful attention to details.

The writer has in mind a repairer who is a fine example of extreme conscientiousness in this matter.

Every pair of shoes brought in to him is repaired at every point where repairs are needed.

He does not cater to people who require inexpensive repairs—invariably sending them to other repairers; and he uses only the finest materials; and his work is practically all hand work.



Don't Forget

Dec. 2 to Dec. 6 inclusive

On account of Government Regulations we MUST DISCONTINUE some of our BEST SELLING NUMBERS; then there are the SHORT LINES, and BROKEN LOTS that must be cleaned up. The week of Dec. 2nd we will offer these at attractive prices to make a quick clean up. Many of these numbers are on your shelves and you would be glad to get them at the regular price. Extra salesmen will be on the floor to wait on you.

This is an opportunity not often had, so be sure and come.

There will be a few special offerings of Xmas Slippers.

Dec. 2nd to 6th

Hirth-Krause Co.

Grand Rapids, Mich.

Where Real Shoes are to be had at Special Prices.

But he overlooks no details.

When he turns out a job it is complete to the last detail.

His prices are rather high, but his service justifies the price.

There are men who have removed from the community in which this repairer is located who send their work back to him—sometimes from distant states.

Promptness and Truth.

And it should also be stated that promptness and truth are essential in building up a profitable repair trade.

If a pair of shoes are promised at a certain time, the repairer should live up to his promise.

Sometimes in a store patrons will insist upon having the work done at a certain time, and the dealer or clerk who is taking the order will not be in close touch with the repair department—and perhaps not know that the work cannot be ready at the time. This is a mistake. When people are disappointed in this way they resent it.

Furthermore, the dealer who is taking in repair work ought to tell the truth about a pair. If they are not worth repairing, tell the customer so.

Business principles must determine the policy of the repair department if one hopes to build it up into a profitable, dividend-yielding proposition.

Many shoe dealers throughout the country have demonstrated this to their own satisfaction.

Some of them have built up large and aggressive repair departments.

There is no reason, why others cannot do the same.

Just now the nation-wide penchant for conservation—and the Government sanction of same—is back of you.

Get in the game. Cid McKay.

Scar of War Too Deep To Be Healed.

Without doubt, the bitter feeling that the Allies hold against the Germans will outlive, by far, any animosity that ever existed between two belligerent nations in any previous war in history.

Never has a nation used such indecent and atrocious methods in carrying on hostilities with other nations, and her atrocities and scraps of paper will not soon be forgotten by the Allied countries who have sacrificed to their limit in order to bring the war to the conclusion which it has reached.

In other previous wars, friendly relations have been restored between the belligerent nations within a comparatively short time. The break between the United States and England in 1776 has been entirely effected because the methods of warfare that were employed by both were decent and only the issues of the war were taken into account. The scar of this war is too deep to be healed merely by a declaration of peace.

C. H. Van Tyne.

The more good qualities a man possesses the less he has to say about them.

REALM OF THE RETAILER.

Some Things Seen Last Saturday Afternoon.

In following the accounts of the daily gains by the Allies in France, after the Yankees helped the French repulse the Germans on July 18, thus starting the retreat which ended in the doom of Germany and the downfall of Prussian bestiality and autocracy, the reader could hardly fail to be impressed by the frequency of villages and the enormous number of little settlements every mile or two apart containing church, school house, postoffice, smithy, grist mill and a store or two. While we in this country are not inclined to be as sociable as the French people, because of the larger area of our farms and our disposition to locate our homes in the country remote from our neighbors, instead of clustering them together on a four corners or a cross road, we have of late years suffered the loss of thousands of prosperous little settlements through the introduction of the rural free delivery, the parcels post, the automobile and good roads. Twenty years ago one could scarcely travel a half dozen miles in any direction without passing through one or more of these little hamlets where peace and contentment reigned and where the village storekeeper, blacksmith and grist miller formed a coterie of congenial spirits who faithfully catered to the limited requirements of the community and country roundabout and gathered at the postoffice in the evening to meet and greet the farmer who drove in with old Dobbin to pick up a stray letter, hear the gossip of the village and learn the news of the great world outside, while the shrewd housewife exchanged her crock of butter and a basket of eggs at the village store for a calico dress, a pound of tea and coffee and a package of smoking tobacco. The onward march of progress through the instrumentality of the innovations above named has sounded the death knell of many of these charming little settlements and transplanted their occupants and activities to larger trading places, usually located on the railroad. In some cases the blacksmith has managed to defy the trend of the times and survive by changing the sign over his door from blacksmith shop to garage and where the grist miller possessed the advantage of a steady water power he has usually been able to compete with the grist mill man in town which depends on coal for steam power. The storekeeper, however, has seldom been able to hold his own, because he has been attacked from all sides. Dairy butter is no longer produced in any quantity, the farmer finding it more profitable to send his milk to the cheese factory or condensory or his cream to the creamery. The product of the poultry yard is picked up by the city peddling wagons which now carry staple groceries and Yankee notions instead of the old stock of tinware. The mail order houses in the big cities and the attractive stocks in the nearby towns which can be reached in an hour's ride by automo-

Two Popular Standard Styles

THE HOOD PRINCETON @ \$.91
(Men's S. A. over) London last.



THE HOOD SHELL @ \$.91
(Men's Clog) London last.



On the FLOOR

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

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.

bile have proved so much more alluring than the little stock of the cross roads merchant that in many cases he has been compelled to turn farmer or move into some town and re-establish himself in the good graces of a new line of customers.

While this revolution in business methods is in the line of progress and in keeping with the spirit of the age, I can not help feeling a pang of regret over the force of circumstances which compels so many well-meaning merchants to change locations or occupations at a time of life when they really ought to be immune from innovations of this character. There seems to be no remedy, however, and the elimination process will probably continue indefinitely. The change has its compensations, to be sure, but some of those who are responsible for these changes are making very poor use of the money the innovation brings them. For instance, Henry Ford's net profit the past year was \$43,000,000 which represents a larger amount than 100,000 little merchants of the class under discussion netted each year over and above their expenses under the old system. If Mr. Ford used his enormous wealth for the benefit of the people, instead of treating it as a club to intimidate bankers, promulgate false doctrines of religion, education, politics and governmental action, I might be disposed to take my hat off to him as cheerfully and reverently as I do to Mr. Carnegie and Mr. Rockefeller, but so long as he prefers to pose as a disturber of the peace and a pestiferous agitator for the infamous cause of communism, thus encouraging the demon of unrest to take possession of our people and prevent their becoming good citizens, so long will I deplore the day that he is permitted to put 100,000 little storekeepers out of business every year in order that he may be placed in a position to send out peace ships, haul down the American flag and advocate embroidering the word murderer on the breast of every American soldier and naval sailor.

The reduction in the number of cross roads merchants has not been without its compensating advantages in other directions. Especially is this true in connection with the satisfaction it has afforded the farmer and his family to go to town and come in contact with men of wide experience and ripe judgment, which has had a tendency to enlarge their outlook on life and broaden their vision. Instead of visiting the city once a year or more and the town only occasionally, they can now drive to town by automobile once a week or oftener during the summer season. They can touch elbows with city people frequently and become more familiar with city ways. They can visit the movies and thus keep in touch with the wonderful travel and current event pictures frequently presented, as well as the vile trash served up by too many of the picture show houses. They can see the latest things in dress and adornment and thus gauge their purchases so as to keep well within

the lines of good taste and the latest fashions. They can listen to good sermons and attend good lectures and theaters. They can witness parades and take part in celebrations and other events of a public and patriotic character. In participating in these advantages they cease to be provincial and become broad in both viewpoint and vision, which tend to fit them better for the duties and responsibilities of life and citizenship.

Before leaving this subject, I wish to pay a merited tribute to the sterling character of the cross roads merchant as a class. I have found him, as a rule, to be the soul of honor and a safe person to do business with. Because he depends on the same people for support from day to day, he must, of necessity, treat them well in order to retain their patronage and good will. He can not misrepresent his goods as to quality or maintain his prices at so high a level as to drive people to trade elsewhere. He is frequently the supervisor or the treasurer of the township, a member of the school board, a trustee in the church or superintendent in the Sunday school. He is usually a person whom those who know him look up to as a man among men—as one who renders genuine service to the community in which he lives and whose life is so free from mistakes that he is held up as a model for the emulation of all men. E. A. Stowe.

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.



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.

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GENERAL OFFICES

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

Mayer

GET your trade off the low price idea and onto a quality basis.

You then have a class of customers that will stay with you. The "Price Trade" can be relied on no more than transient trade. **MAYER HONOR-BILT SHOES** build permanent business.

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

HONORBILT SHOES

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.



Must Overcome the Dishonest Competition of Germany.

It was entirely unnecessary for Samuel Gompers to pompously notify the American industrial world that there must be no return to a normal standard of wages and hours. It was an outcropping of insufferable egotism upon the part of the arrogant leader of organized labor, a natural consequence of the coddling policy of the administration which enabled Boss Gompers to attain a position of prominence in the eyes of the world wholly out of proportion to the man's real influence. It is true, Gompers masqueraded under an ASSUMED attitude of patriotism and loyalty in the early days of the war, pledging the hearty co-operation of organized labor in the waging of the war—pledges which the union labor organizations consistently flouted and ignored. Gompers' patriotism consisted of squeezing the most money and shortest hours from the country during the war crisis, giving, in return, the least possible service. As before stated, his bombastic warning was not needed. The manufacturers of the country had no intention of adopting the policy protested against. The industrial re-adjustment to peace conditions will, necessarily, be slow and there is no disposition on the part of employers to arbitrarily take steps which will cause suffering and discontent among their employes. At the same time it must be recognized that there will be no slavish yielding to unreasonable demands on the part of labor demagogues who labor only with their tongues. The adjustments to be made will be fair and in line with the reconstruction plans of American business. This statement is based on the utterances of some of the largest employers of labor in the United States, and if labor will meet them half way there will be fewer strikes.

Rev. A. W. Wishart, before an audience of more than 300 Grand Rapids business men, at a meeting at the Grand Rapids Association of Commerce, delivered an address on German business methods, in which he illustrated the thoroughness and scientific preparation for the manufacture, sale and export of German goods which resulted in upbuilding industrial Germany to mammoth proportions, including the subterranean methods of crushing the competitive nations, and said an attempted economic boycott would not ruin Germany. What is necessary, he held, was the same scientific investigation, analysis, preparation,

thoroughness and business co-operation and concentration on the part of American business men, without the dishonesty and corruption that contributed to Germany's ascendency. From the universal applause awarded him it was plainly seen that his auditors shared his sentiments, thus showing the upward trend of thought in the business world where co-operation will supersede competition and "live and let live" take the place of individual suspicion and jealousy.

The Financial World gives first page space to a statement made Aug. 5, 1918, by George T. Baker, an old time associate of J. Pierpont Morgan, and President of the First National Bank of New York City. Mr. Baker is credited with having amassed a fortune of \$100,000,000. He said, "I am not at liberty to tell you why I think so, but I am satisfied that the war will be over by next winter, probably by December, and, therefore, there is every reason to believe an improvement in financial and industrial conditions will immediately ensue. Peace has been talked of a whole lot, but it has not been discounted in the prices of securities, which are under, rather than over, their actual and intrinsic values. The United States is going to be the great international leader in finance, in trade and in statesmanship, and a long era of peace is ahead of the world. The securities you have are all good and will be worth more than you paid for them if you will have patience. Keep them all." The advice he gave that investor in August holds good to-day and it would be the height of foolishness to sacrifice and throw upon the market any good securities, either stocks or bonds.

Attention is particularly called to the fact that Germany, in the nineteenth clause of the armistice is required to and has consented to reimburse everything she took from the Bank of Belgium and other banks and restore the gold of the Bank of Russia which her agents, Lenine and Trotzky, looted for her, together with the preposterous Russian indemnity. This tremendous shift of gold, upward of a billion dollars, and an equally important shift of credit, means much to the hun. There is no doubt that a large part of this treasure has been spent or scattered among individuals high in imperial favor and transferred to neutral countries. It has been suggested an examination of the Kaiser's baggage might bring to light some of it, and a cross examination of the

Back Up Your Business

To have the right banking connection is to be in touch with things as they are, today.

You will find every advantage and facility of modern banking combined with safety and all that ever was good in banking, at

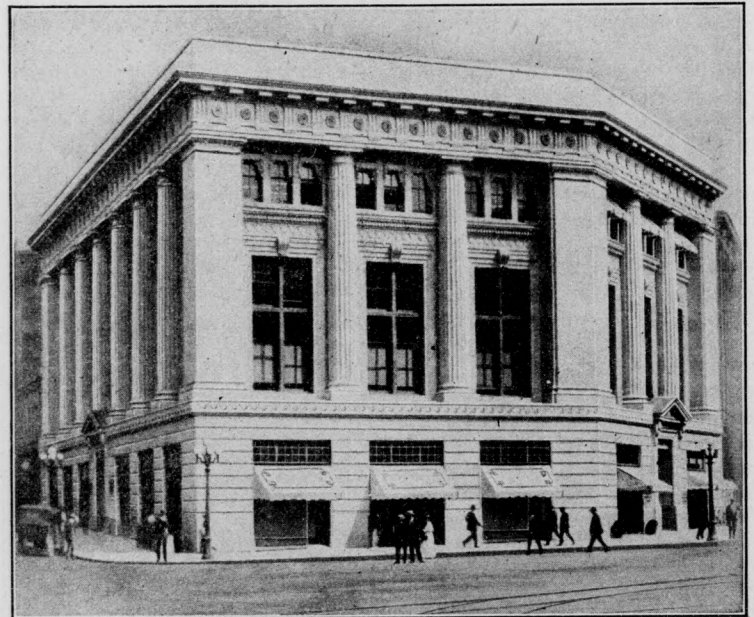
THE OLD NATIONAL BANK

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	13,167,100.00

GRAND RAPIDS NATIONAL CITY BANK CITY TRUST & SAVINGS BANK ASSOCIATED

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

bankers of Holland, Denmark, Sweden and Switzerland as to the contents of their vaults would bring interesting developments. As it now stands, it is improbable that what is left of Germany can pay this demand and, therefore, the only alternative, after police occupation of the country, will be a receivership for Germany. She is bankrupt, but can yet be made solvent. The process would not be a pleasant one. The Wall Street Journal suggests her estimated \$35,000,000,000 internal debt can be made a second lien with a remote chance of a composition payment thirty-five years hence. Her external debts must be paid first and only through wise administration can this be accomplished. The Allies are in a position to thus save the people from themselves and the country for the next generation, through an international receivership which would cut out waste, reduce the army and run the country on a business basis.

In the return to peace conditions American investors must co-operate with the corporations, a process which at first glance may seem unproductive and unpleasant, because it involves reduced dividends. If they will cheerfully do this, the financial end of the industrial situation will be stabilized, factories will be kept running and men will be kept steadily employed. In this period of transition from war to peace the banks will play a most important part. Without intent to cast any individual reflection, it must be stated that, collectively, bankers are inclined, through over caution and timidity, to pull in their horns, call loans and restrict lines of credit, when they should do just the contrary—carry those they know are good and in many cases bolster up those who may now appear to be shaky. Cases are not wanting when this over caution on the part of the bankers came very near precipitating a panic which would have resulted in a mass of failures. One instance came to the attention of the writer during the bankers' panic of 1907. The President of one of the most important banks of Detroit, who has since passed away, became panic stricken when New York and Chicago shut down on cash disbursements and would only accept checks for collection, instead of on deposit, and announced he was going to call his loans. It was recognized that if he did so there would be a business crash which would have shaken the city and the other banks. The matter was quickly brought to the attention of the President of another large bank, who has also passed to the great beyond. He left an important conference and pleaded with his panic stricken banker friend, with the result that the destructive policy of retrenchment was abandoned, the crisis passed without a failure and without a single run on a bank. It will be well if the bankers of Michigan will be as liberal as possible, compatible with safety, in this readjustment period for their own

sakes and for the sake of future prosperity.

The future of the railroads is now a topic of absorbing interest, especially in investment circles. There is little doubt that Federal control will be maintained until twenty-one months after the treaty of peace is signed—not, be it observed, twenty-one months after hostilities cease. It is natural to suppose that the completion of peace terms, being such a gigantic task with so many complicated problems to settle, will

require at least several months, bringing us that much nearer the next presidential campaign. It can thus be seen that the continuance of Federal control of railroads for twenty-one months after the treaty is signed and takes effect will form a very handy and formidable political machine, and it can be safely predicted that the same labor coddling policy will be carried on. There does not seem to be much choice for the present real owners of the railroads between Government

ownership and private ownership harassed to death by Interstate Commerce rules and regulations, financially choked with rate regulations and hounded on the other hand by exorbitant demands of labor, encouraged by the precedents created under Government control during the war. Truly it is the duty of business men to take counsel together and influence Congress to undo much that was necessarily done to properly prosecute the war. Paternalism—in other words, the

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\$20,000,000

Liggett & Myers Tobacco Company

Three Year 6% Gold Notes

To be Dated Dec. 1, 1918.

Due Dec. 1, 1921

The Notes are to be direct obligations of Liggett & Myers Tobacco Company. The proceeds of the issue will provide funds to reduce present current indebtedness.

In the Trust Agreement under which the Notes are to be issued the Company will make provision among other things, that

As long as any of the Notes are outstanding the Company will not (a) mortgage or pledge any of its real or personal property, except United States Government obligations, or (b) sell any of its real estate, plants, brands, trade-marks, patents, or shares of stock of Pinkerton Tobacco Company, unless it pays over to the Trustee cash to an amount equal to the cash value received from any such sales, to be used to purchase Notes in the open market, or applied upon the redemption of Notes.

The Company will at all times maintain quick assets in a sum equal to at least twice the amount of its outstanding Notes and all other liabilities other than its bond maturing in 1944 and 1951, note secured by United States Government obligations and reserves (including tax accruals) all as defined in the Trust Agreement.

The six year average balance of income, after deduction of bond interest, was equal to more than five and one-half times the annual interest requirement for the Notes, and the balance for 1917 was equal to more than six times such annual interest requirement.

We offer these notes at a price to yield $6\frac{3}{4}\%$.

THE MICHIGAN TRUST COMPANY.

autocratic and bureaucratic rule which was essential to military success—must end and a return made to individual and corporate independence if we are to continue to advance along the paths of progress and prosperity. Paul Leake.

Corset Manufacturers Rescind New Discount Terms.

New York, Nov. 26—The Corset Manufacturers' Association of America has decided, in a meeting held last week in New York, to retain the old discount terms. The manufacturers, in explanation of their action, state that the close of the war has lifted the restrictions on manufacturers and no change from the old discount order is necessary. The customary discount has been 7-10, 60 extra. The Association on October 22 adopted a resolution reducing terms to 6-10, 5-30 no extra dating. These new terms were to have gone into effect Jan. 1, 1919.

Here and there there may be a sporadic attempt by some manufacturer in one or another line to shorten discounts, but it seems as though most manufacturers should realize that with the change that has come over the market, conditions are now more favorable to the buyer and that, therefore, it is not a good time to attempt to dictate new terms.

Some retail stores may have considerable stocks of officers' uniforms on hand. With the beginning of demobilization and the discharge of a large number of officers there is little prospect of moving these stocks. At the suggestion of members we have been in touch with the War Department in Washington and with the Clothing and Equipage Division of the Quartermaster's Department in New York to see whether there is any chance of the Government taking over these uniforms on a basis of cost, plus 10 per cent. We were informed in Washington that the Government might do this. The Clothing and Equipage Division, however, denied that this would be done, saying that 75,000 officers' uniforms already ordered by the Government are completed or nearly completed and that unless requisitions for uniforms exceed this number there will be no chance of the Government taking these uniforms off the retailers' hands. We think it worth while to follow this matter further. It would be illuminating to know how many of our members possess any considerable stock of officers' uniforms. If you are interested in this problem, drop a line to the Secretary.

The Secretary realizes the need of building up a Research Department for the Association so that valuable information of every sort may be on constant tap for the benefit of all members. Instead of attempting at once to build up a costly Research system, however, we shall do this work gradually by taking up one question after another and accumulating information on subjects concerning which our members show their interest by enquiries. As a starter we should like information about alterations. Will each member interested send us word whether alterations are charged for generally in his city; whether his store charges for alterations, and if the present situation, whether charges are made or not, is satisfactory? This will be followed up by requests for more detailed information, but we should like this general information at once. Just address a post card to the Secretary, answering "yes" or "no" to each of the three questions. For example, if alterations are generally charged for and the member's store charges and the situation is satisfactory, the post card need bear only three "yes"es and the name and city.

Members have suggested that, since

the war is over, the War Department might be willing to give the boys overseas a real Christmas by allowing the sending of more than the three pound package now permitted. This office has taken up with Washington the possibility of such a modification in the regulation and also the possibility of a further extension of the time limit for shipment. We are informed the War Department has no intention of making such concessions.

Despite the fact that the Council of National Defense has refused to modify further its ruling on Christmas help, the Secretary has sent another strong appeal to the Director of the Council, urging a reconsideration. Members from many cities report plenty of help available and believe they ought to be permitted to employ such people. The situation is changing so rapidly that possibly the ruling may yet be changed.

Further interesting opinions on market conditions for the near future have been received. A very prominent wholesaler says, "There is a great scarcity of commodities in every country, especially in Central Europe and Russia. We believe credits will be arranged very soon to permit buying of needed articles in these districts and food and clothing will be the first things needed. We should look for demand for certain warm clothing for Germany and Austria, especially for babies and children. There is no use feeding people if you let them freeze or die from exposure. When this occurs, if it does, and the export of cotton again begins, we look for stabilization of prices. The farming community in the Middle West is left safe on wheat prices for 1919 and should have excellent business as all food stuffs will be high. Buyers should be conservative but not go to extremes. We look for good business but labor costs will be high for some time and there can not be very much immediate decline in the values of merchandise."

A large retailer says, "The market will go down, if for no other reason, because it is human nature not to buy on a declining market. On a rising market it is absolutely contrary and the scramble for merchandise for the past few years contributed largely to prevailing high prices. Manufacturers and jobbers have stocks of raw materials and manufactured goods. They will want to convert these commodities into cash. Manufacturers will also want to perfect and keep their organizations and plants working and there will be ample help and ample raw materials. It is inconceivable to figure on anything but a declining market. This is the time of all times for jobbers, retailers, and manufacturers to liquidate and by so doing have the same effect upon all with whom they do business, thereby bringing a reasonable condition in the market which will bespeak a long period of prosperity."

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

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

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Customers

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GRAND RAPIDS SAVINGS BANK

WE WILL APPRECIATE YOUR ACCOUNT
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Facing Monroe

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Capital - - - - \$500,000
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THE 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.

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OTTAWA AT FOUNTAIN BOTH PHONES 4391

Safe Deposit Boxes at Three Dollars Per Year and Upward

Late News From the Metropolis of Michigan.

Detroit, Nov. 26—In the intervals between census periods there are no means of obtaining accurate statements of manufacturing capital and product. The city directory, however, furnishes the means for comparisons in that portion of capital which take corporate form. In the twenty-six three-column pages of the 1918 edition are enumerated several thousand incorporated companies covering nearly every branch of local business, except the banks and other strictly financial institutions, which are given under separate headings. The statements cover, for the most part, officers of the companies and their incorporated capital. Manufacturing is very much the largest single interest thus represented. A compilation of the figures presents an interesting comparison with the corresponding statements for 1914 which was the last census year.

The total capital of the companies, concerning which this item was furnished in 1914, was \$290,906,000. In 1918 it is \$529,675,000, an increase of about 80 per cent. These figures represent the book capital only of the incorporated companies represented. In 1914 the Census Bureau reported the manufacturing capital actually employed, as \$405,376,813. If the same proportion holds now as then the present total is about \$721,000,000. The Census Bureau computations, it should be noted, count as capital the amounts actually invested in the business. In some cases this is much below and in others much above the amounts stated in the acts of incorporation. It is dependable to the extent that it is uniform in its application for each period.

There are some omissions in the directory statements of book capital. In 1918, for instance, that of the American Car & Foundry Co., which has plants in a number of cities with home office in St. Louis, is not given. The same is true of the Studebaker Corporation which has interests in other places, and of a few other of the large corporations. Even with these omissions there are 73 manufacturing corporations each with statements of capital of \$1,000,000 or over.

There are also a few cases in which the investment is not all employed in this city. The Chicago Pneumatic Tool Co.'s capital of \$7,500,000 and the Griffin Wheel Co.'s capital of \$21,000,000 obviously represent outside interests, as well as those in Detroit. The Solvay Process capital of \$15,000,000 in 1914 and \$36,000,000 in 1918 represents the interests of the present plant in Syracuse, as well as the larger plant in Detroit.

The Continental Motors' capital of \$15,000,000 covers operations in the Muskegon, as well as the Detroit plant. Michigan Sugar, with \$12,500,000 capital and Charcoal Iron with \$7,500,000, have articles filed in Wayne county and represent large sums of Detroit investment, but have their fields of operation in other part of the State. Most of the other sums included in the above total represent not only Detroit capital, but Detroit industry.

The capital of the Ford Motor Co. was \$2,000,000 in 1914 and is \$100,000,000 in 1918. Even the latter does not represent the full inventory value of the business. Others of the large automobile plants made substantial increases of capital within the period under consideration.

Of corporations other than manufacturing which are listed in the directory, it is not easy to make an entirely distinctive classification as different classes run together, but a convenient division is that made in the following table given capital at the two periods named:

	1914	1918
Mercantile	\$17,576,000	\$22,145,000
Transportation 39,396,000		44,588,000
Land and Building	28,497,000	38,530,000
Miscellaneous	19,250,000	27,404,000

Under mercantile are included wholesale and retail companies and small trading agencies. The total appears small, but it must be remembered that mercantile business is conducted more largely under the individual or copartnership than under corporate form.

Transportation includes the steamer and street railway lines and trucking companies, but not the main steam railroads.

Under land and building come naturally the companies incorporated for "buying, holding and dealing in real estate," of which a considerable number have recently incorporated, companies for building construction and a few companies whose sole business is dealing in land contracts. As in mercantile, so in real estate, much of the business is conducted by individual dealers.

Under miscellaneous are included those lumber dealers that are not also builders on their own account, coal and ice dealers, who seem to have an affiliation for each other, theaters, hotels, local insurance companies and cemeteries and some others that seem to admit of no other classification. It also includes the newspapers.

In the miscellaneous lists capitalization is not always a criterion of value. Among newspapers, for instance, The News is capitalized at \$50,000 and the Times at \$350,000, figures which obviously do not bear intimate relations to value of the respective plants and business. The D. U. R. was capitalized at \$12,500,000 in 1914 and its capital remains the same in 1918, although in the meantime it has expended several million dollars in extensions and betterments. The United Fuel & Supply Co. with capital of \$2,500,000 contributes to three or more different classes of business. In the tabular compilation it is put under the head of miscellaneous.

The Better Business Bureau is engaged in a campaign to eliminate numerous advertising grafters who have begun working in Detroit during the past week. The common practice of this fraternity is to call an advertiser on the telephone and represent himself to be one of a committee working on a souvenir book, special programme directory, or some such scheme and as a general rule the name of a leading legitimate donation, lodge or society is used for the purpose of influencing the prospect. While there are occasionally legitimate books and other advertising propositions put out the majority are handled by fly-by-night solicitors who often get as high as 90 per cent. of the profits from the sale of space and who grossly misrepresent the propositions they are working upon. The Better Business Bureau requests information with regard to the propositions of this kind and requests that this information be sent to the bureau's office in the Board of Commerce building.

On petition of Charlotte A. Heigho, as holder of 350 shares of preferred stock, Judge Ray Hart Friday signed an injunction restraining the Zenner Disinfectant Co. from transacting business, except for the collection of accounts, until it has filed its 1917 report with the secretary of state. Mrs. Heigho states that she has been unable to obtain information regarding the condition of the concern since the 1916 report.

Mighty few people believe what a man tells about himself. That is the reason the courts insist on having character witnesses.

Improved Florida Property for Sale

I have two pieces of improved Florida property—both having orange groves under fine cultivation—which are for sale at exceptionally reasonable prices. One piece contains 100 acres, the other 8 acres. Will sell the two pieces together or singly.

100 Acre Property This piece of property is in excellent condition in every way and is modernly equipped—all fenced with hog-proof fencing. Has good roads on four sides and is directly on the north and south national automobile highway.

Property is situated ¼ mile east of town and is served by two railroads; one passing directly past the property, the other is about ½ mile away. About ¼ mile back of the property runs Peace River, which empties into Charlotte Harbor, about ten miles away. A fine stream for boating.

Good school, hotel, churches, bank, and packing houses.

There are between 50 and 60 acres of grove—40 acres of it bearing trees, balance fine young grove. The fruit consists of fine Oranges, Grapefruit and Tangerines. Had the fruit now on the trees been sold to Detroit car-lot jobbers it would have netted \$10,000 on the tree.

There is a seven-room "Florida" house on the property. Two big artesian wells furnish plenty of water for irrigation, if desired. The beauty of the property is greatly enhanced by a live running stream, the banks of which are covered with semi-tropical trees and vegetation. Also good trout fishing in this stream.

Only 10 miles away, with fine roads, is Charlotte Harbor, where fine hotels, fine bathing and salt water fishing are to be had. In an appraisal of Improved Florida Grove property the value is based on \$1,000.00 per acre on five-year-old bearing trees. On this basis the above grove is worth fifty to

sixty thousand dollars and is now paying good dividends on this valuation and the grove is constantly growing more productive. \$35,000.00 is the price of this property, including all equipment, machinery, power spraying outfit, tractor, etc. Absolutely no incumbrance on property. Perfect title and abstract. Terms may be arranged if desired. The above price does not include this year's fruit.

8 Acre Property This property is all under fine cultivation. Land is high and well drained, good dark sandy loam; 4 acres, 10 years old in full bearing, 4 acres 2 years old—all of it fine quality of fruit—and the finest possible assortment of Oranges, Grapefruit, Tangerines, Lemons, Limes, Guaves, Satsumas, Bananas, etc. An ideal 5-room Florida house, well painted and in good condition and furnished with beds, cook stove and housekeeping outfit. Large porches. Plenty of good water.

This is an ideal property for a northern man who wants a winter home in Florida, because it will pay all expenses of operation and it is constantly getting better and worth more money.

It is located only one mile south of the 100 acres described above and has the same advantages in regard to location of railroads, churches, school, fishing, bathing, boating, etc.

\$5,000.00 will buy this splendid income producing property. Terms can be arranged if desired. Price does not include this year's fruit. This property paid over 20 per cent. net this year after paying for all its care and upkeep.

Both the above pieces of property are located in fine neighborhood of good northern people, and surrounded by improved property and groves.

Deal direct with the owner. If interested write for further details and arrange for personal interview. Would especially like to hear from Michigan people who are considering a trip to Florida this winter.

**J. E. BARTLETT, 225 Washington Street
JACKSON, MICHIGAN**

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

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
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Per Cent Interest Paid on Savings Deposits Compounded Semi-Annually

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Per Cent Interest Paid on Certificates of Deposit Left One Year

Capital Stock and Surplus
\$580,000

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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.

Practical Gifts for Christmas This Year.

Written for the Tradesman.

That the National Council of Defense has acted wisely in recommending that the people confine their buying and giving this year to useful commodities, no loyal American will deny. The question of one's ability to buy and pay cash for expensive things of an unserviceable nature, doesn't make the slightest difference in so far as the Council's ruling is concerned. It applies to rich and poor alike, and to the great intermediate classes—it is the Government's purpose—plainly and emphatically stated—to make our Christmas of 1918 plain, sensible, and consistent.

The conservation of the vital things—material, man power, money power, and transportation—upon which our winning of the war so largely depends, must be safeguarded. If this fixed attitude and determined policy of our Government happens to run counter to somebody's individual wishes and preferences, so much the worse for somebody's individual wishes and preferences. Here and there perhaps will be found a few uninformed or self-willed individuals who will disregard their country's appeal in this supreme hour of need, but the writer loves to believe (and trust) that the great rank and file of our people the country over will loyally comply with conditions as laid down by the National Council of Defense, and enthusiastically co-operate with dealers everywhere by buying and giving only useful things.

The reader of the Tradesman does not need to be reminded that we have anticipated by quite a number of years the present rulings of the National Council of Defense. Every year about this time editorials and articles dealing with this much-needed reform have appeared in these pages. Dealers of numerous lines including furniture, house furnishings, hardware shoes, hosiery, leathers, dry goods, haberdashery, clothing, and similar commodities for personal wear, for use in the home, for travel, etc.—have been urged to see in the Christmas holiday trade an opportunity for vigorously pushing the sale of such things as acceptable, sensible and serviceable gift commodities.

In order to help realize the conditions of a more nearly ideal Xmas

trade, the merchandise order or gift certificate is the handiest little old device ever invented.

It enables the giver to play it absolutely safe by leaving it to the one receiving the order or certificate to select for himself the article or articles he needs or prefers above all others.

In articles of personal attire—such as suits, cloaks, waists, shirts, shoes, hats, gloves, stockings, and the like, where materials, styles, and sizes must be considered—it is not always (nor even generally) possible for the donor to know what is most acceptable.

Consequently if buyers themselves select the merchandise thus paid for, they often unwittingly get the dealers from whom they buy into misfitting and exchange troubles. All this is obviated by the merchandise order or gift certificate calling for such and such a thing, at such and such a price.

Moreover, this simplifies shopping problems both from the buyer's and the seller's standpoint. The one receiving the merchandise order or gift certificate can choose his own time for visiting the store and making his personal selection. While it is usually suggested that the order or certificate should be exchanged for merchandise not later than February 1st, this leaves the entire month of January in which the holder can go in and make his selections.

This helps to distribute the holiday shopping, makes it possible for the dealer and his salesforce to give more attention to individual sales, and thus helps immensely to promote judicious distribution. By such a custom people get the things they want, the things that fit, the things that meet their requirements.

Frank Fenwick.

Complaint of Misleading Branding.

A complaint has been issued by the Federal Trade Commission against the Winsted Hosiery Co. of Winsted, Conn., and it has been summoned to appear before the Commission Dec. 28 to answer to charges that it sells under false and misleading brands and labels, calculated to deceive the trade and general public into the belief that its product is composed wholly of wool. The complaint alleges that the company sells underwear composed of but a small amount of wool under the alleged misleading labels—Men's Natural Merino Shirts, Gray Wool Shirts, Natural Wool Shirts, Natural Worsted Shirts, and Australian Wool Shirts.

Urgent Plea For Early Christmas Shopping.

Written for the Tradesman.

The early Christmas shopping idea did not originate with the National Council of Defense, although that body has energetically taken it up in recent days and invested it with a kind of sanction it did not formerly possess. Somebody originated the idea several years ago, and passed it on as a good thing. It has received the unqualified endorsement of the Tradesman, and many articles have appeared in these columns urging merchants everywhere to co-operate in making the custom both more general and more thoroughgoing.

The evils of eleventh hour Christmas shopping are so palpable to anybody who thinks about the matter at all, it is difficult to understand how the unfortunate habit should have fastened itself upon the American public. But in spite of the fact that it was unwise, unjust, indefensible, and contrary to sound economics on the part of the buyer, and judicious distribution on the part of the seller, the habit has not hitherto been broken up. Progress has been made—much progress; but no later than last Xmas, there were scores and hundreds of people in the smaller communities, and thousands of people in the larger cities, who persisted in deferring their holiday shopping until the last week preceding Christmas.

Undoubtedly the plans issued by the National Council of Defense governing the coming war-time holiday business will give tremendous impetus to the early Christmas shopping crusade. The government recognizes the fact that the Yuletide means a great deal to the people of this country—more particularly to children. To prohibit Christmas buying and giving altogether, appealed to the Council as a drastic procedure. Merchants whose opinions carried weight with the Council convinced the men composing it that such action would militate against the morale of the home front, and so do more harm than good. Material, man power, money power, and transportation might, indeed, be saved; but the loss of their beloved Christmas would cut deep.

So the National Council of Defense

permitted—and the writer thinks, wisely so—the sale of Christmas merchandise, under certain conditions. The Council stipulates that merchants are not to increase their working force or working hours by reason of the holiday business; they must so distribute this extra business during the months and weeks preceding Xmas, as to be able to take care of it with their normal force working during usual hours. And, again, they are to use their utmost endeavors to persuade people to buy only useful gifts this year, excepting toys and other commodities for small children. This ruling was given out in advance so that no merchant in the land should be able to plead ignorance.

In a way we may say that the National Council of Defense has placed both dealers and consumers on their honor. Through various boards, departments, and bureaus, our Government has sought to impress the seriousness of our war-time situation upon the minds of the people. The slogan has been, and must continue to be; "Conserve, Conserve, Conserve!" The things that it now asks the people to bear in mind as they approach the Christmas holidays are both simple and reasonable. It is not the Government's idea or wish to impose any hardship on any individual or class, but rather to help win the war by overcoming quickly an expensive and foolish custom.

In order to accomplish this result, it has issued an appeal to every store-keeper, large and small, throughout the land. It solicits his co-operation in making these rules effective. Without the dealer's co-operation this reform cannot be put over. But if every merchant will try to observe both the letter and the spirit of these recommendations, the large volume of business which has hitherto overtaxed salespeople and filled our stores with mobs of 'eleventh hour shoppers, will be distributed through eight or ten weeks preceding Christmas.

Frank Fenwick.

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.



DOLLS!

AT SPECIAL PRICES

The famous nonbreakable character doll.
Assorted dresses, Girls, Boys and Clowns.
We have them in several sizes, 12 to 14 inches.
Prices ranging from \$3.60 to \$6.00 per dozen.

Send us an order for a sample dozen

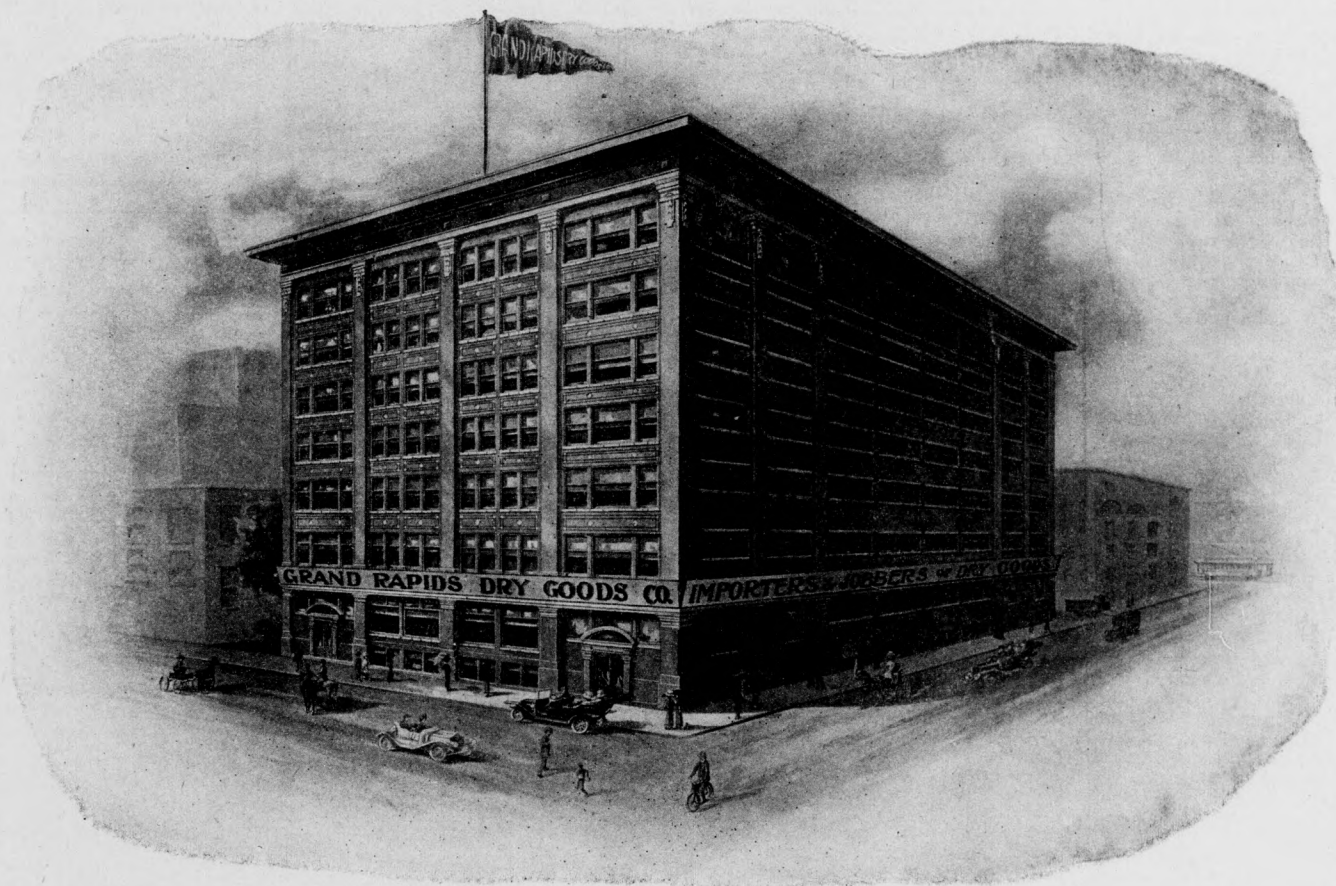
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WHOLESALE DRY GOODS, GRAND RAPIDS, MICH.

—Quality Merchandise— Right Prices— Prompt Service—

SERVICE

QUALITY

Semi-Annual House Sale



For this sale we are offering special prices in all lines and in every department throughout the house. Owing to the great handicap of replacing these numbers, owing to market conditions, we would urge you, Mr. Merchant, to plan your visit early in the week before some of these numbers are exhausted.

We trust you are in possession of our trade circular mailed you and that you have noted the special prices made in Domestics, Dress Goods, Table Linens, Damasks, Silks, Blankets, Outings and other piece goods. We also wish to call your attention to the offerings in our Notions, Furnishings and Underwear and Hosiery departments.

Grand Rapids Dry Goods Co.

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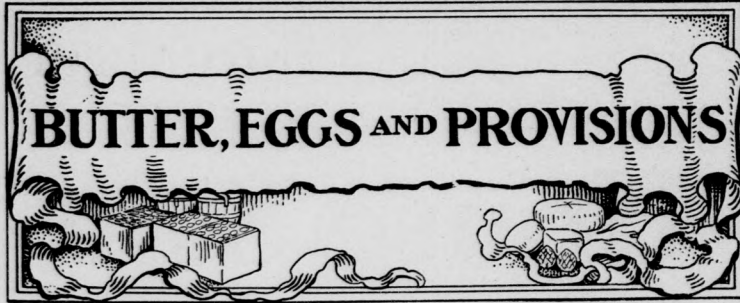
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 Executive Committee—F. A. Johnson, Detroit; H. L. Williams, Howell; C. J. Chandler, Detroit.

Food Conservation as Seen By Retail Grocer.

Long Beach, Calif., Nov. 22—Food conservation in the United States has proved a success and a triumph, and not the least of our triumphs of the past year. That it has been "the salvation of the Allies," and that but for the food saved by our people and so released for their sustenance, those brave souls must have thrown up their hands in the bitterness of defeat and failure—this is a matter of common comment. The benefit to them from our supplying in some measure their needs, hardly can be estimated. While not so obvious to the casual observer, the benefit to ourselves in the development of self-restraint, devotion to the common welfare, and a spirit of co-operation, is even farther beyond all reckoning.

A year ago a great majority of the American people were epicures. We had had so much of prosperity and abundance, the processes of food manufacture, preparation and cookery had reached so high a degree of perfection, we were so accustomed to an almost unlimited supply of delectable things to eat, that unconsciously we had become a nation of gourmets. Not alone the very wealthy but nine tenths of persons in ordinary circumstances, were fussy and finicky to an absurd degree regarding what went into their stomachs. "Our daily bread," for which we asked or did not ask our Maker—what did it really mean interpreted in the language of actual experience? Had it not come to signify whatever viands happened to strike our fancy at the moment, as best calculated to tickle our ultra-fastidious and long-pampered palates, and in whatever quantity we might desire? If by any chance some portion of food not precisely to the liking found its way to the plate, did not many, on such occasion, make an unseemly to-do, calling severely to account the home cook, the cafe proprietor or hotel keeper, or the grocer or delicatessen man, as the case might be?

A short period of abstemiousness has taught wholesome lessons. To every patriotic American "our daily bread" has come to mean his or her just share of available foods, the just share being only so much as is required for proper nourishment, and including not a morsel that would better go overseas.

The retail grocer, standing as he has between the directing agencies of the Food Administration on the one hand and the ultimate consumer on the other, has had a fine chance to observe both, and to see all sides of this great question. He has had, too, an excellent opportunity for doing in an unobtrusive manner his "bit" in patriotic service. I believe that most have done this faithfully and well, and have stood as quiet but efficient educators of public opinion. It would have been quite easy for

the grocer to deem himself misused by the Food Administration. His sales on important commodities were restricted and so fell far below the normal. His profits, never large, have been to some extent regulated, and this at a time when many of his patrons were enjoying a doubled or trebled income, and his family were requiring more and more money on account of soaring prices. Moreover, to his already heavy labors, considerable was added in the way of keeping records of flour and sugar sales, weighing out substitutes, explaining new rulings to his customers, and the like. But instead of being grouchy, I believe that most grocers, including certainly all who are intelligent and far-seeing, have been backing the Food Administration with their utmost endeavors.

They have seen that something had to be done. Anything of the kind, on the scale in which it had to be undertaken, was wholly without precedent in this country. With the exception of the man who has so ably headed the work, no one was experienced in this line of effort. Some things were gotten at wrong end to. Occasionally emphasis has been wrongly placed. Some who have carried on the work of the Food Administration, perhaps patriotically serving without salary, have failed to realize the situation of either producer, wholesaler, retailer, or consumer. As was inevitable, blunders have been made. Notwithstanding all this, the fairminded grocer has been ready to make this irrefutable reply to any criticism raised against conservation: Under the circumstances the inconvenience of conservation could not be distributed with perfect equality. While some have fared not quite so well as others, no one has fared very badly. And any errors that have been made are mere trifles compared to what would have been the huge and fatal mistake of letting things take their course without governmental restriction and supervision.

Speaking from personal observation in the store with which I am connected, I can say that most of our customers have shown a willing and ready spirit of patriotic self-sacrifice in the matter of food conservation. This may be due somewhat to local conditions, the residents of this city being almost all of American birth and traditions, with very few of German or pro-German leanings. Those among our patrons who have chafed against food restrictions have been mainly narrow or illogical minds, not willfully unpatriotic, but failing to grasp the connection between saving food and downing the Kaiser.

Some weeks ago one such was mildly protesting against the sugar regulations. They seemed to her entirely unnecessary. "Surely," she said, "no one would use more sugar now than they just had to, on account of the high price!" She did not realize that many would think they "just had to" have much more than two pounds a month per person, and that ten and one half cents per pound (the price here) would prove of little restraint.

One portly dame, fond of good eating and very strongly opposed to the use of tobacco, asserted that she

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.

Knox Sparkling Gelatine

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

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

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

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.

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

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.

wouldn't mind Hooverizing if "they'd just cut out the cigars." By this she did not refer to a smokeless day for providing tobacco for the soldiers, or anything of that kind. She simply wanted, if she had to use substitute flours and have meatless days, that those addicted to tobacco should give up their smokes. Doubtless this would be most desirable, but just how it would help the food situation she did not make clear.

Another good old lady found the lessening of her customary amount of sugar a most grievous privation. The fact that she draws a good-sized pension from the Government, and that the adopted son for whom she keeps house is a confirmed paralytic who has long been supported, and liberally, by the lodge to which he belongs, did not reconcile her to Uncle Sam's sugar rules. Because she does not drink tea and is fond of well-sweetened fresh fruit, she reasoned that she ought to have all the sugar she wanted.

Generally speaking it has been the overfed—those who would be benefited by cutting out much more than the regulations have required—who have made the most complaint. We have been greatly amused at the unwillingness of one old minister, a retired missionary, supposed long since to have renounced utterly the world and all the temptations of the flesh and to be merely waiting for "the silver cord to break" that he may enter into pure celestial joys, to place any restriction on the generous fare of his choice.

While the manufacturers of candy have been limited sharply as to their supply of sugar, there has been no time here, unless it was on a candy-less day, when anyone who was willing to pay for it could not buy all the candy desired. Some families purchased the plain sugar candies and used them to sweeten food. Among our patrons, some who are thoroughly patriotic, felt that the unrestricted sale of candy was not quite right when the household supply of sugar had to be so small as it was until very recently. Others have honestly felt that the first move in grain conservation should have been to shut off entirely by Federal authority the manufacture of beer and distilled liquors. Of course these were persons whose habits would not be interfered with by bone-dry regulations. But most of these have been zealous in doing their bit in conservation, and have not allowed their personal preferences to stand in the way of their patriotism. Altogether, the way our customers have taken the food regulations has been a credit to human nature. Many have made voluntary sacrifices that were beyond the enforced requirements.

Many retailers besides ourselves must have observed that households where the good old-fashioned custom of home baking prevails have done rather more than their share of conserving. Take it on flour when only six pounds to the person per month was the allowance and the fifty-fifty rule on substitutes was in force. The Food Administration clearly intended that persons using bakers' bread should limit individual consumption to six pounds per month of white wheat flour for all purposes. But in this locality, while the retailer was required to keep strict account of his flour sales, he was not asked to make any record of his bread sales. In consequence many families bought their customary amount of bakers' bread, thus getting more than their rightful share of wheat flour and using less substitute proportionally than those who baked at home. Doubtless in most cases this was done through thoughtlessness or else through lack of exact knowledge. Perhaps a few were purposely slacking.

In sugar it has worked out in much the same way. During the extreme shortage the old-fashioned house-

keeper was obliged to cut out pies, cakes and sweet puddings almost entirely. The families who live out of a paper sack got their full two pounds a month per person of sugar and as usual bought their pastry and cakes at a bakery or delicatessen. Should it become necessary at any time to restrict closely on shortening materials, the same inequality will result unless some means of correction are taken. By a little education along this line, most of this unfairness might be prevented. At least it ought to be made a matter of honor that no one should get more than his rightful share of any restricted item through making use of manufactured products.

Although the War is over, food conservation must go on. The hungry millions of Europe must be fed. The great task for the coming months is to make conservation as effectual from motives of humanity as it has been when food saving was essential to winning the War. To secure from the unselfish and patriotic a continuance of hearty co-operation, to bring proper pressure to bear on all slackers—this is the work ahead—a work in which every retail grocer should do his part. To the Allies we owe a debt we never can repay fully. By sharing our abundance with them we can show in a substantial way our appreciation of their heroism.

Ella M. Rogers.

Franklin said that a man should keep his eye open before marriage; half open after. A buyer should keep both eyes open all the time.

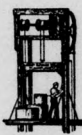
The "Little Gem" Battery Egg Tester

Write for catalogue and prices. We have the best.

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

Arsenate of Lead, Paris Green, Arsenate of Calcium, Dry Lime Sulphur.
Our prices will interest you.

Reed & Cheney Company
Grand Rapids, Michigan



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

Special Sales

John L. Lynch Sales Co.

No. 28 So Ionia Ave.
Grand Rapids, Michigan



Chocolates

Package Goods of
Paramount Quality
and
Artistic Design

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 Hilder Co., 1205 Peoples Life Bldg., Chicago, Ill.

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

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.

Onions, Apples and Potatoes

Car Lots or Less

We Are Headquarters
Correspondence Solicited



Vinkemulder Company

GRAND RAPIDS :--: MICHIGAN

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

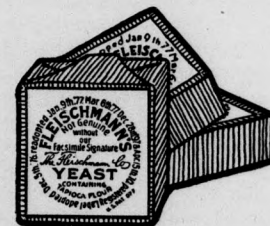
Miller Michigan Potato Co.

WHOLESALE PRODUCE SHIPPERS

Potatoes, Apples, Onions

Correspondence Solicited

Wm. Alden Smith Bldg. Grand Rapids, Mich.



Fleischmann's Yeast

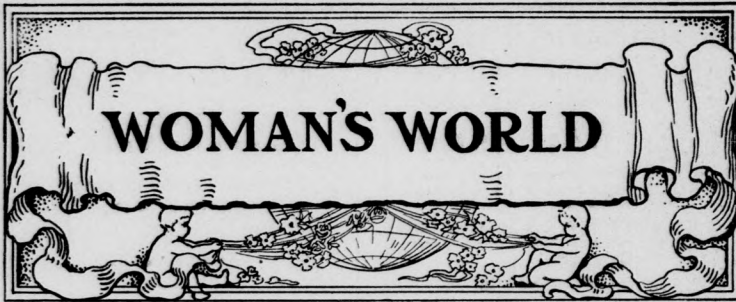
is the yeast that women patriots want.

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"



Soul Shines Out Smiling From Cranberry Dish.

In the good old days "before the war"—what a difference has come to be in that time-worn phrase!—I used to buy in the fall a quantity of cranberries, while they were fresh and cheap in the market, and put them up in glass jars, for use during the winter. This is a particularly good time to do that, now when sugar is under restriction, and you have latitude only for the purposes of canning. Put them up under the general "preserving" regulations, and nobody will object to your using some of your preserves for this Thanksgiving. If you made only one lot of cranberry sauce for that particular dinner, you would be cutting into your daily allowance per person, and you might feel that you could well go without the sauce this time.

Cranberries have an acid of their own that preserves them, just as rhubarb has. They will keep, just as rhubarb will, if you just put them in jars of cold water under seal. They can be used for jelly any time later, and are delicious in midsummer for a score of purposes.

As you all know, cranberries take a lot of sugar in the various ways of cooking. Half of their bulk in sugar is none too much to make them palatable. Even now I should hesitate to suggest the putting up of cranberry sauce and jelly if I were not fairly sure that with the end of the war there will presently be a "loosening up" of the sugar restrictions, so that really you are within the spirit as well as the letter of the sugar regulations.

For a plain cranberry sauce, the proportion of half the bulk of sugar and one-quarter the bulk of water is a correct proportion. If you like the sauce richer, increase the proportion of sugar and reduce the proportion of water, letting them steam slowly. But I think that in the existing circumstances you can afford to skimp on the sugar.

For the jelly, put four cups of cranberries in a saucepan, with one cup of water; stew until soft. You ought to have about two cups of juice. Add an equal amount of sugar, let it boil up, skim, and turn into the mould. If individual forms are desired, one-half an after-dinner coffee cup is about right for one person, and makes a good-looking form, if you have not the small fancy moulds.

Cranberry syrup is useful for coloring desserts and for sherbet. For this, put six cups of berries in five cups of water and cook until soft. Drain through a jellybag, measure

the juice, and allow one cup of sugar to two cups of juice. Cook juice and sugar five minutes together, and seal in bottles.

Cranberry Sherbet.—Two cups of water, two cups of cranberry syrup, two cups of sugar; add the juice of two lemons and freeze to a mush; stir in the beaten whites of two eggs; freeze a very little more, and serve in sherbet cups.

Cranberry pie.—Chop fine one cup of cranberries and add one cup of sugar. Put two level tablespoonfuls of cornstarch in a cup with a little cold water; stir until smooth; then fill the cup with boiling water. Mix with the cranberries, adding a level tablespoonful of butter and a pinch of salt. Line a pie-plate with pastry; fill with the cranberry mixture and cover with narrow strips of pastry, like lattice-work, and bake.

Another way to make cranberry pie is simply to put stewed cranberries in a pie and bake, but this is not so palatable, or so workmanlike a job, as the one described above.

Steamed cranberry Pudding.—One-half cup of butter, one cup of sugar, three eggs, three and one-half cups of flour, one and one-quarter tablespoonfuls of baking powder, one-half cup of milk, one and one-half cups of cranberries. Mix the ingredients in the order given. Turn into buttered mould, stem three hours. Serve with foamy or hard sauce.

This steamed pudding is very nice with a cup of sour cherries in place of the cranberries—or any other fruit for that matter. It is also nice with a cup of cut-up oranges and the grated rind of them, in place of any other fruit in the winter.

You see how you can vary the desserts by using the same basis with different fruits and flavorings. The real cook, the genius at her trade, early discovers that almost any recipe can be varied in an unlimited number of ways by the use of common-sense and ingenuity. I suppose that all of our infinite range of cooking has grown up by the experiments of cooks who were not afraid to step out into untrodden ways, and try combinations that previously had not been thought of.

In an invalid cook-book I find yet another use for cranberries as a refreshing drink for the sick-room. It might be very welcome if oranges or lemons were scarce and high, or altogether unobtainable. It is called **Cranberry Tea.**—Wash ripe cranberries, pour boiling water on them, strain off the water, sweeten to taste, grate nutmeg over, and serve.

I should think the cranberry syrup

could be used, with perhaps a little more diluting with water in some cases, or, beaten up with the white of an egg, it might make as good a drink for an invalid as the well-known orange or lemon albumen.

"This world is so full of a number of things," as Stevenson says; I am constantly improved by the "number of things" that I find in looking up every sort of subject—even cooking. I have a friend who stoutly maintains that there is soul in everything, even in trees and weeds, rocks and crystals. Well, if that be true, I suppose it is also in the commonplace little cranberry, and that as we sit down to our Thanksgiving dinner this year or any other, the soul shines out smiling amid the high spirit of the Feast of Gratitude. And if there ever was a Thanksgiving Day when even cranberries must be glowing with the spirit that the fathers invoked when they instituted the festival, it would be this year, when peace is slowly finding place again in the hearts of the peoples all over the world. I like to think that in this spirit we can go about our business of making ready for the Thanksgiving now at hand—even in the preparation of so humble and minor a detail as the cranberry.

Prudence Bradish.

To Make Sales Easier.

"Human beings are mentally lazy" is the opinion of an advertising man. For this reason he believes that sales letter writers do well to employ, wherever they can, words that convey

an idea of ease, rather than those that suggest its opposite.

For instance, if a firm is selling a correspondence course, it is better to say "Go through the first lesson carefully," than to say, "Study the first lesson carefully." In both phrases the same idea is suggested, but the mental associations are different, he believes. "Study" is apt to take the reader back to the tasks of school days, and to suggest the light of the student lamp.

Wherever a word such as "lesson," or "work" can be slurred over into another that means about the same but that sounds easier, a step has been taken toward a completed sale, this sales expert feels.

Charles A. Singler.

The Silent Invocation.

Written for the Tradesman.

Borne as by a mighty flood
By their sacrifice of blood
We this hour are carried far
Over seas to where there are
Those who crossed Atlantic's wave
There humanity to save,
How our hearts do burn within
As we follow friend and kin,
Camp to camp, through sun, through
shower
To their very battle hour;
In the trench, 'neath cannon fire
Midst the pitfalls, entangling wire,
On patrol where danger first
Stalks as shells around them burst;
Fighting, serving, falling, bleeding,
Some in death and some unheeding
Wounds severe;—but on they go
Pressing back the mighty foe.
Hear! Our God! We pray to Thee!
Lead the lads of Liberty!
If it be Thy sovereign will
Some shall sleep—may they still
There in France forever be
Carrying on their victory.

Charles A. Heath.

Many a man who thinks he is capable of steering the ship of state couldn't run a wheelbarrow.

**"Most Merchants Like to Sell
Goods That Won't Come
Back, to Customers
Who Will"**

PORTER'S

"TUFF GLASS"

TRADE



MARK

LAMP CHIMNEYS

Will give your customers more and better service than two of the ordinary "common" tube packed kind.

Your per cent of profit is larger and your loss from leakage is less. Your local jobber has them.

PORTER POTTERY CO., Inc. Clinton, Ky.



“We are handling our cash and records by machinery”

“The best thing we ever did was to install an N. C. R. System.

“We are now able to meet the Government’s requests to conserve man-power and materials.

“The cash registers in the various departments help our clerks wait on customers quickly. We do more business—and without congestion at the counters.

“The N. C. R. system is simple and complete. If a mistake is made, we know who made it.

“The new clerks catch on quickly. They appreciate how the N. C. R. System protects them and increases their sales.

“The clerk-wrap registers make our customers glad to carry their own parcels, because there is no waiting for change.

“I’m sold on the N. C. R. System for what it does to help us meet the national needs for conservation of man-power and materials. It benefits our customers, our clerks, and the business.”

A National Cash Register stops guesswork and losses

Fill out this coupon and mail it today.

Department No. 10708
 The National Cash Register Company,
 Dayton, Ohio.

Please give me full particulars about an N. C. R. System for my business.

Name _____

Address _____



Featuring Santa Claus in the Hardware Store.

Written for the Tradesman.

Good old Santa Claus will never die. Nothing can crowd him out of his place in the affections of the younger generation. The red-coated, white-whiskered old chap, even though he is a myth, is better known the wide world over than almost any actual character in history.

He may be as discomfoting for Paterfamilias as the incoming flood of Yanks was to Bill Kaiser—but the only thing for Paterfamilias to do is to put up the cash and keep up the fond mystery as to how Santa manages to get down the chimney on Christmas Eve.

For, whatever else military exigencies may require, the kiddies must always have their innings at Christmas. Their unbounded faith in old Santa must be fully justified.

The hardware store is catering more and more to the youngsters' gift trade. Many hardware dealers now carry comprehensive toy departments. Even those who do not handle toys and novelties have many gift lines in their regular stock suitable for boys and even for girls. Santa, as an advertising asset for the hardware dealer, has a value that the merchant cannot afford to overlook.

The extent to which Santa should be played up in the hardware dealer's Christmas advertising depends, of course, on the extent to which he caters to the youngsters. But, assuming that he is planning for a big Christmas trade in children's lines, there are some comparatively inexpensive and simple stunts which can be used to good advantage.

Thus, one dealer makes his store "Santa Claus' headquarters." Santa is scheduled to come there every year. Santa's progress toward Carisford, his delays and difficulties in getting there, form a regular feature of that merchant's Christmas advertising.

It starts in the form of "wireless messages." The first announces Santa's start from the North Pole. That may be any time after Thanksgiving. Usually a week is allowed for the journey. The next message may chronicle a mishap to one of the reindeer, an upset of the sleigh, capsized from an ice-floe, or something of that sort. Then there's a despatch from Spitzbergen or Upernavik announcing that Santa has not arrived there on his way to Brown's at Carisford and that fears are entertained for his safety. And so on—till Santa actually arrives in full paraphernalia and visits the city schools at letting-out

time, hands souvenirs to the kiddies, parades the streets, and sits in Brown's big display window, the cynosure of juvenile eyes.

Thereafter, through the Christmas season, right up until Christmas Eve, Santa presides at the kiddies' booth at Brown's store wraps packages, and occasionally makes sales.

All this is good advertising. It is a feature the kiddies come to look forward to, every year. It builds business for Brown's. It helps to create the impression in juvenile minds that Brown's is the store to go for real Christmas gifts. But back of the advertising of Santa Claus' headquarters in Carisford is a rare facility on Brown's part in picking the sort of stock that appeals to youngsters—particularly the lines that appeal to real boys. With Brown's stunt I have detailed is a never ending success; but with a merchant whose indifferent knowledge of the juvenile mind and careless methods resulted in unsatisfactory goods and service, the stunt might prove a failure.

This in turn mere exemplifies the old, old axiom that the advertiser must be able to deliver the goods.

Another merchant holds an annual "Santa Claus reception." He sends out nicely printed invitation cards to kiddies whose addresses he has secured during the year. Santa, he explains, will pay a preliminary visit to Wallacetown to find out just what the kiddies would like to get. They are to come to his reception and tell him—or, better still, write down what they want and hand him the letter. There is a nice souvenir for every youngster, boy or girl, who comes; and a prize of a doll or a sled, value \$1, for the best letter. The pile of letters received is of great assistance in helping parents to make their selections at that particular store. The prize is delivered to the winner on Christmas Eve.

When all is said and done, these stunts are not elaborate or expensive. A tactful member of the staff makes the right sort of Santa—the only outlay is the make-up, which will serve from year to year, so that the actual annual outlay is comparatively small. Then there is the advertising space, or the cost of circulars or invitations and postage.

Another retailer gets out a little Christmas paper which he entitles "Santa Claus' Messenger." It has a big colored picture of Santa on the front page, and is really a very nice gift catalog. The last few years the originally elaborate catalog has been considerably cut down on account of paper conditions; but the merchant

thought well enough of the advertising value of the idea to keep it up, and he believes it pays.

Of Santa Claus "dummies," used for window display or interior decoration, there are of course an abundance. They are a familiar feature in most gift stores, and can be used to good advantage by any hardware dealer catering to Christmas trade. They appeal strongly to the youngsters, but they appeal also to grown-ups. Santa will be always popular, and hence always effective as an advertising device.

Of course there are other methods of reaching the kiddies. Here is an original stunt; at least it hasn't been very widely used. A hardware dealer advertised that he would give a Christmas present to every youngster in town whose birthday was the same as his. He invited every girl or boy to send his or her name and address and birthdate. A week before Christmas the merchant would announce his own birthday, and Santa Claus would be on hand at the store to hand over the presents.

This not merely drew a crowd of youngsters for Christmas week, but the merchant secured a valuable asset—a mailing list of most of the juveniles in town with their birthdates. He followed the latter up throughout the ensuing year by mailing personal letters to parents, or to youngsters themselves—he varied the method in individual cases—suggesting certain articles as suitable birthday gifts. This was not merely a good Christmas stunt in the first instance, but,

tactfully handled, it proved a good all-the-year-round business booster.

Victor Lauriston.

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.

Buyers of Bankrupt and Surplus Hardware. Implements. Heating Material. Plumbing Goods and Power Transmission.

We are in the market for Bolts, Nails, Chain, Bar Iron, Radiators, 1½ and 2 inch Black and 1¼ and 1½ Galvanized Pipe, Range Boilers, Sash Cord, Galvanized Sheets, ½ inch Rope, Good second hand Shafting and Belting. Send list, state conditions and we will make you an offer.

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

Michigan Hardware Co.

Exclusively Wholesale

Grand Rapids, Mich.

Foster, Stevens & Co.

Wholesale Hardware

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

Grand Rapids, Mich.

CHRISTMAS SALES

We especially invite you to attend our

December Sales Week DECEMBER 2-7

An epoch making Sales Season at which time we will offer **SPECIAL BARGAINS** which will enable merchants who take advantage of this sale to offer

Big Attractions and Special Sales in Their Own Stores

In this sale will be selections from our

Great Holiday Lines

OF

Toys, Dolls, Books, Games, Silver, Glassware, China, Mahogany,
Brass, Leather, French Ivory and Novelties

at prices that will bring trade to your store and enliven your whole

Christmas Trade

This sale will cover so many lines and is so varied that it is impossible to show the bargains offered in illustrated form, but we have **GOODS FOR ALL AND BARGAINS FOR ALL.**

**This Sale Positively Will Not Open Until December Second
At Nine O'clock A. M.**

We ask every buyer to come in person or send a representative. **DECIDE TO DO SO NOW** and arrange your business to come in **EARLY IN THE WEEK OF DECEMBER 2-7.**

SPECIAL NOTICE—Dinnerware needs for immediate delivery can be satisfactorily met as we have just received two carloads, one of white and one of decorated chinaware from the **H. LAUGHLIN CHINA CO.** and are showing many beautiful patterns in dinner services.

H. Leonard & Sons, Grand Rapids, Mich.



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. Hach, 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.

Wholesale Grocery Salesmen Should Shun Subsidies.

Wholesale grocery salesmen usually work on a salary. Obviously, employment on such a basis entitles the employer to the entire time and effort of the salesman. The selling campaign of the salesman should be along such lines as will best serve the interest of his employer, and the latter is entitled to expect that the salesman will look to him for instructions. It is not fair to the wholesaler, if the salesman accepts special employment from an outsider. A salesman employed wholly on commission is in a different position. He could carry a side line that does not conflict with his other trade, but then only with the approval of the firm he represents.

A salesman working on a salary is no exception to the rule that no man can serve two masters. No salesman can satisfactorily serve his employer and a manufacturer at the same time. If he makes a special effort to dispose of a particular manufacturer's goods to the exclusion of others, he will naturally do his best to gain the reward offered by the manufacturer, and make less effort to sell an article, as good or better, which may net his employer a greater profit.

Salesmen should be shown the true relation between the house and the salesman. Let the salesman be impressed with his responsibility to his house, his customers, and himself. When a salesman obtains a proper conception of his duties and responsibilities, subsidizing and other schemes will have no attraction for him. He will appreciate that gratuities are among the most destructive of all influence with which the jobbers' salesman must contend. He will then have no part in any scheme tempting a salesman, for the sake of gaining an extra commission, to overload a customer, which will later cause the customer to reproach the house and the salesman.

A salesman is not honest with himself, his employer, or his customer, if he does not give all his time and all his effort to his employer, and at the same time consider the wants of his customers. He must obtain and merit

his employer's and customer's confidence. In no other way can he give satisfaction.

Manufacturers will have co-operation at the hands of the wholesaler if they seek a market for their merchandise in a legitimate way. Newspaper, magazine, trade journal and direct advertising offer sure avenues for the introduction of goods. Manufacturers can use legitimate and successful methods to create a desire for their merchandise. Wholesale grocers are distributors and are ready to supply the demand, but they insist that the demand be brought about through ethical business methods.

Au Revoir or Good-Bye.

Written for the Tradesman.
 Shall days of war e'er come again
 To take their toll ten million then?
 Few lusty lords with base desire
 Enkindle strife—a world set fire
 Can this e'er be?

Shall emperors in secret meet
 Plans formulate to bring defeat
 Nay more—dire death to another race
 Take life at sea without a trace
 Shall this e'er be?

Shall artful schemes go on until
 Things torturous are found to kill
 To maim, to mar, e'en make men blind
 Lose power of speech, control of mind
 Shall this still be?

Nor yet content to kill brave men
 Shall hate increase until again
 It seeks the babe and mother too
 And doubly proud if these it slew
 Is this to be?

Perchance because a world has slept
 Hell's demons direful forth have crept
 In a deal of death; nor did we heed
 Though long they planned each evil deed
 On land and sea.

Let tongues of men ne'er cease to tell
 This war of hate was worse than hell,
 As flame, and fire, and gas, and gun
 Were wielded by the heartless hun
 In ecstasy.

We shout at last at the dawn of peace,
 Which will our blessings e'er increase
 Our cup of joy so over-fill,
 No "Au revoir"—just "Good-bye Bill
 Of Germany."
 Charles A. Heath.

Getting Rid of a Bad Habit.

"I began to lift myself from the ranks," said a salesman, "when I made these three words my axiom: 'Make yourself plain.' I had always been more or less careless of my speech in that I failed to pronounce my words distinctly. Frequently a prospect would ask me to repeat part of what I had been saying; I was convinced that that only aroused antagonism.

"I commenced to speak carefully and clearly. I watched my pronunciation and enunciation. There can no longer be any doubt as to what I mean when I talk to a prospect, because unless he is deaf he must hear plainly and understand every syllable I utter. And my sales have increased considerably."

Chesla C. Sherlock

Everything in the world was created for some purpose. The old bachelors keep spinsters hopeful.

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

NEW MERTENS FIRE PROOF
 One half block East of the Union Station
GRAND RAPIDS MICH

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

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

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.

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

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.

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

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

Late News From the City of Locks.

Sault Ste. Marie, Nov. 26 — The raising of the county service flag will be held on Thanksgiving day and elaborate preparations have been made for an interesting programme. Community speaking and singing will be features of the programme and the Women's Council of National Defense will take a leading part.

Flags are at half mast and the city as a whole is in sorrow on account of the death of James Rye, of this city, which took place Saturday morning. Mr. Rye was hunting with a party of friends when he was mistaken for a deer and received several wounds which eventually caused his death. Mr. Rye was a well known contractor of this city and through his honesty and efficiency had won the highest esteem of all who knew him. He is survived by a wife and three children who have the sympathy of the entire community.

The influenza situation is greatly improved, according to a report from Dr. Griffin, who says that the ban will be lifted from the schools very soon. However, precaution is still being taken and the children are being closely watched for any signs of influenza.

Although there are no definite orders as yet, it is believed here that the 18th battalion, stationed at Fort Brady, will be mustered out here in the near future. However, the guard is still kept at the locks and not noe is allowed in that vicinity without a pass and on business. The regular drill and routine duties of the camp are being kept up and everything is progressing on a war time basis.

Major Bates, a well known Sooite, but now in France, writes his friend Rufus W. Pearce, of this city, that he has been very much interested in the agricultural game the past season and has made the native farmers all sit up and take notice. Major Bates agrees that France has many attractions, but says, in referring to Chippewa county, "I would rather be there in deer season."

William G. Tapert.

Will President Wilson Learn and Forget?

Detroit, Nov. 26—As an humble business man who has at times voted the Democratic ticket, may I offer some practical reasons for the President's late rebuff at the polls?

The business man has had little to say in recent years about Government matters. He submitted to Presidential rebukes, and paid, as he was expected to pay, the biggest taxes and bought the most bonds. We saw our businesses laid open to numerous examining strangers, who seemed to have followed every vocation except business, and to a multiplicity of rough and ready processes, until our affairs were turned upside down, halted beyond control, and in countless cases ruined forever.

But was our punishment never to end? We are human. Is it surprising that the Northern business man did not rush with obedient alacrity to the President's standards on Nov. 5? Or the Western farmer—who saw the price fixed on his wheat, but not on cotton?

We had surrendered our right to

free speech, and almost to free thought, and now were summoned to surrender our free right to vote. It was an unwelcome suggestion to those who are expected to foot the bills. For we saw that a gagged Congress might resent an inspection of the evident colossal waste and extravagance at Washington. If we did not have a "look in" through Congress, we might find our industries suddenly swamped by cheap German goods, the Monroe Doctrine and Panama Canal abandoned, and other serious things happening in exchange for idealities in the form possibly of German scraps of paper.

Again, the business man asked himself, can a broad democracy such as President Wilson preaches be wisely built upon such a narrow and sectional partisanship as the practices? Has it been necessary to dismantle civil service in America in order to have the best Governments elsewhere? Did not the President wish Tammany fastened around the neck of New York State as the Democratic cornerstone of the new social and political edifice he is to help rear in Esthonia, Lithuania, and other distant parts? Is a democracy safe where a proud minority of politicians from states representing the least populations, wealth and advancement continue so exclusively to personify the framework of our Government?

Furthermore, it would seem fitting to curb somewhat our National immodesty in the present international circumstance. Should our National Administration, who could not foresee the issues of the war, and wished nothing to do with Europe, now foresee more than any one, and strenuously desire to do everything about it? Should we not be less forward, not having paid the price? France, England and Italy have paid the price and they may be expected to have their way at the peace table. The famous fourteen points may largely prove shots in the air like those reverberating blank cartridges—the Seven Sisters proposals.

It is apparent from the election returns that the President, had he been a candidate, would have met discomfiture. The constant stream of fulsome individual praise pouring out from Washington channels, paid for by the public, not party, purse, tends to become monotonous. It makes for staleness. No public is apt to be weary of its idols more suddenly than our nervous American public. To save democracy it is first of all necessary to swap horses rather frequently even when crossing streams, lest we lose the habit. The President has had a warning. Will become, not Bourbon, but both learn and forget?

Stuart Henry.

Mercantile News From the Celery City.

Kalamazoo, Nov. 26—The Sutherland Paper Co., on Lincoln avenue, started its wax paper department last week Thursday. This department is equipped with a 105 inch machine and results from the first trial run are very satisfactory to the management.

The Parsons Business College has opened its winter term, beginning Nov. 25.

Willis Maxam, grocer and butcher on Portage street, who had the misfortune to fall against a meat hook, severely injuring him, is reported to be improving.

The John Gabel Co. has opened an office and headquarters for its musical cabinets.

Collins & Lamb, 1701 East avenue, have had the interior of their grocery store redecorated and painted, which adds considerably to the appearance of their up-to-date place of business.

C. A. Ferris is repairing the build-

ing at 109 North Church street, preparatory to moving his trucking business into the new quarters.

Smith & Russell are the new proprietors of the pool and billiard parlors on North Rose street. Both of these men have been electric railway men and will cater largely to the railway boys, being close to the interurban depot.

Dan Fuchs, salesman for the Worden Grocer Co., who had the misfortune to break his arm while cranking his ford, is reported to be improving. Dan says he is going to hang onto the darn thing good and tight next time.

John Armenis, of the Paris cafe, was held up and robbed last Wednesday night by a soldier in uniform who was traced by officers to Battle Creek, where his arrest was made. He was identified later by Mr. Armenis.

At a meeting of the Executive Committee of the Chamber of Commerce, Retail Trade Division, decision was made to add a Publicity Bureau to the organization. George E. Martin was the person named for this position.

Frank A. Saville.

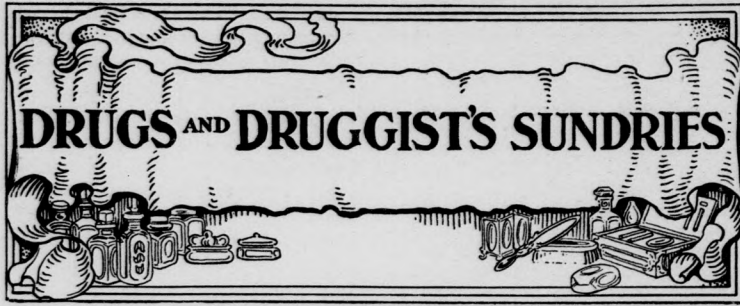
The Republicans already have the Senate on their hands, but what shall they do with it? The storm center is Senator Penrose, who is being urged not to "accept" the chairmanship of the Finance Committee, on the ground that this would look as if the Old Guard were back in the saddle. Penrose has announced that he is going to be the head of the Committee, but if the opposition of the Progressives became too threatening, he could announce that he preferred the Committee on Naval Affairs, on which he is the ranking Republican, and that it was useless to press him further concerning the Finance Committee. Perhaps the Progressives are thinking how it would sound to go before the country with a Fordney-Penrose tariff. The Payne-Aldrich bill is not a happy memory, and there would be no way of stopping people from calling the new one the Penrose tariff, for short. There can be no such bill during the Congress just elected, which means during the rest of Wilson's Administration, but if the name of the Pennsylvania Senator is to be kept off such legislation, he will have to be kept out of the chairmanship of the Finance Committee. Hence the present agitation.

What startled the public in learning of the total American casualties in France was not so much the number as the fact that the War Department apparently did not know the true figures. Shortly after the signing of the armistice, the War Department issued an official estimate that the casualties would not much exceed 100,000. Now Gen. Pershing's reports push up the number to 235,000. The deaths rise from an estimated 30,000 to more than 50,000 actually. It is difficult to understand how cable congestion, or even the intensely hard fighting of the last few days before Germany surrendered, could account for the enormous discrepancy. In proportion to the forces engaged and the results obtained, the final casualty list is not greater than might have been expected. But an explanation seems to be due why the War Department was so grossly misinformed.

Harrison Parker's Latest Fiasco.

The six-story building northeast corner of Lake and Franklin streets formerly occupied by J. B. Clow & Sons and recently by M. J. Sexton & Co., rented some time ago to the Fruitvale Grocery and painted their colors but never occupied by them is again on the market for rent. The affairs of this concern have been before the public in an unpleasant light for years. There are several various interrelated concerns. When application was heard this week for a receivership for the National Society of Fruitvalers, the holding concern for the string of groceries and markets operated by the Fruitvale Company and the Fruitvale grocery and market, which are said to be bankrupt, several things occurred which show light upon the methods employed. As a diversion there came near being a fist fight outside the chambers of Judge Landis' court when Harrison Parker, of the National Society of Fruitvalers, had to ward off a rush upon him made by Otto Baumgartner, who has urged Parker to return the money Baumgartner invested in the grocery and market syndicate. Receivers have been appointed by the state courts for the Fruitvale company and the Fruitvale grocery and market concerns. Jacob Becker and Carl Schultz, creditors, told on the witness stand how A. Schaff had induced them to invest money in the concerns and pointed out to them how there was "easy money" in sight. Bids for the property of the Fruitvale Grocery and Market and Fruitvale Company, bankrupt, will be received by the Central Trust Co. The property comprises a large stock of groceries contained in sixty stores throughout Chicago, Evanston, Wilmette, Waukegan, North Chicago, Oak Park, Forest Park and Maywood, and the furniture and fixtures of its main distributing warehouse at 236 West Lake street.—Chicago Economist.

It is the plaint of the Bolsheviks and their sympathizers outside of Russia that the new regime has been atrociously lied about. The business of news-gathering amidst a world war is sufficiently haphazard to allow no easy distinction between misrepresentation through malice and through imperfect knowledge. From one's own point of view everybody in the war has been misunderstood and misrepresented. For the moment it is sufficient to remark that the Bolsheviks have shown no reluctance to do a little bit of lying on their own account. The Bolshevik papers coming out of Russia give the impression that England is starving—bread cards—and aflame with revolution. A caption in the London Times, "Desertions to the Front," and alluding to the unauthorized departure of men from the American engineer and transport service for the front-line trenches, becomes in the Bolshevik version serious desertions in the American army. The only way of keeping Bolshevism alive in Russia is by feeding it on hopes of Bolshevik conflagration abroad.



Druggist Permitted His Business To Run Him.

"Either you must run your business or your business will run you—and if there's a sight more painful than a merchant run by his business, I've yet to see it."

The traveler puffed diligently through an impressive pause.

"I've just come down from Carisford," he went on, presently. "You know young Basset? Well, he's a mighty good sample of the druggist who allows his business to run him—yes, and to run away with him. He's just waking to the grim truth of what I said—and the waking isn't any too pleasant.

"Basset started business in Carisford three years ago. He was a likeable, energetic young fellow with live, go-ahead ideas; and, after a little spell of hard pulling, the business kiting right along like a rabbit with the hounds after it.

"But one thing always troubled Basset. That was the scarcity of ready cash. He started practically without capital, and although the business expanded steadily, capital continued as scarce as ever. His bank balance never spread beyond the two figures, except once when there was an overdraft; and most of the time it slumped down to a single digit. Just when he'd finish a long, hard pull and settle down to drift in smooth water, a big draft would loom on the horizon and nearly capsize his attenuated bank account. It was that way when his business dragged along at \$5,000 a year; and when it jumped to \$20,000 and more, which is pretty good for a small town like Carisford, Basset found that he wasn't one whit nearer to turning the corner.

"A year ago he eased off on his buying. The stock looked pretty large, and prices were going up. Just about the time he quit buying, the wholesalers started to squeeze. They worried Basset all through his January stock-taking. When he'd got through running his fingers through his hair and dodging drafts and replying to lawyers' letters, and when he'd managed to borrow enough money from other sources to stave off his creditors for a breathing spell, Basset knew for the first time in three years just where he stood.

"He had a stock of approximately \$12,000. Furthermore, he owed more than \$6,000 on it.

"According to my ideas, an energetic druggist with his business well in hand can turn over a clean, well-selected stock four times a year. He can turn it over three times, any-

way. Basset carried \$12,000 stock in order to do \$20,000 business, when \$6,000 ought to have been quite enough to turn the trick.

"The trouble simply was, that he'd let his business run away with him. He started without much money and with a run-down stock. To meet the demands of his customers, he turned practically all his receipts right back into the business. As fast as money came in, it went out again to buy new stock. Then, on top of that, Basset became obsessed with the idea of buying in large quantities in order to secure the biggest discounts. Money came in fast, but it went out just as fast; and it didn't go fast enough, either, to catch up to the liabilities. Nominally, Basset was worth \$6,000 and more. He was doing from \$10,000 up to \$20,000 a year business during three years. Yet financially he lived from hand to mouth.

"My calculation is that when a business gets fairly running, the boss ought to be able to set aside something for himself, or to put something into the current Liberty loan. If he can't do that without upsetting the boat, an autopsy is in order. He's lucky if he's able to perform the autopsy before the patient is dead. When Basset got his business fairly running, he ought to have taken it in hand. If he'd done so, he'd right now have \$6,000 in stock, just the amount he needs, and every cent of it paid for. Or, he'd have something salted down for emergencies. Instead of that, he's put in a terrific year staving off creditors, slowly reducing his surplus stock and outstanding liabilities, and coaxing business down to a common sense basis. And, with all his huge stock, he isn't decently equipped for business. In lots of lines he has stuff that will take two years to unload—and all the while he's running short on the live selling stuff, and with his skimpy credit can barely buy enough at present-day prices to keep his stock in these lines up to the mark.

"Either you must run your business of your business will run you—that's all there is to it."

Window For Thanksgiving.

Let the prevailing colors be brown, gold, and a touch of crimson. The window base can be of soft nut brown, the hangings at the back, of crimson or yellow with bands of satin ribbon in crimson. If there is any brilliant autumn foliage available use it also. Make the whole setting striking and distinctive.

1918 Holiday Goods

Druggists' Sundries, Books,
Stationery, Etc.

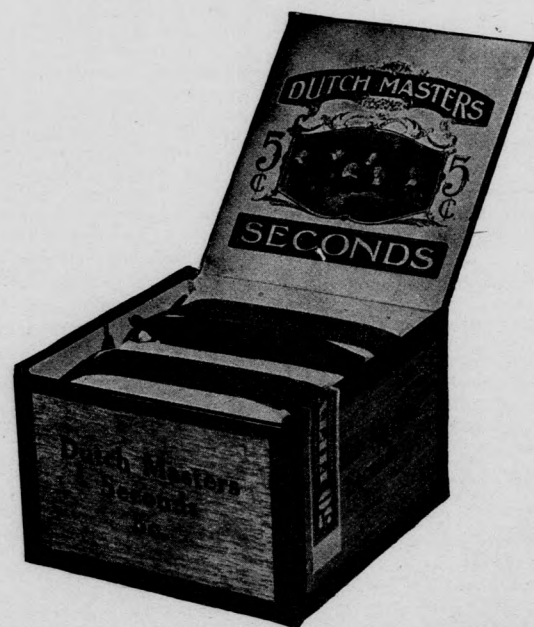
Our campaign for the sale of the lines as above mentioned practically comes to its climax each year at or about November 1st, and we find ourselves, by virtue of the fact that our goods were bought early, in a better condition than ever before as to being able to fill our orders for the retail trade.

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

DUTCH MASTERS SECONDS



Will stimulate your trade

Handled by all jobbers

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

HIDES AND PELTS

Hides

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 28½
 Calfskin, cured, No. 1 32
 Calfskin, cured, No. 2 30½
 Horse, No. 1 6 00
 Horse, No. 2 5 00

Pelts

Old Wool 75@2 00
 Lambs 1 00@2 00
 Shearlings 1 00@2 00

Tallow

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

Wool

Unwashed, med. @65
 Unwashed, fine @55

HONEY

A. G. Woodman's Brand.
 7 oz., per doz.
 20 oz., per doz. 6 65

HORSE RADISH

Per doz. 90

JELLY

15lb. pails, per pail
 30lb. pails, per pail

JELLY GLASSES

8 oz. capped in bbls.,
 per doz. 36

MAPLEINE

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

MINCE MEAT

Per case 4 15

MOLASSES

New Orleans

Fancy Open Kettle 70
 Choice 58
 Good 50
 Stock 45

Half barrels 5c extra

Red Hen, No. 2 2 80
 Red Hen, No. 5 3 40
 Red Hen, No. 10 3 30
 Uncle Ben, No. 2 2 80
 Uncle Ben, No. 2½ 3 30
 Uncle Ben, No. 5 3 40
 Uncle Ben, No. 10 3 30
 Ginger Cake, No. 2 4 30
 Ginger Cake, No. 2½ 4 30
 Ginger Cake, No. 5 4 15
 O. & L. Open Kettle,
 No. 2½ 5 65

MUSTARD

½ lb. 6 lb. box 30

NUTS—Whole

Almonds, Terragona 20
 Brazils, large washed 24
 Fancy Mixed 28@29
 Filberts, Barcelona 24
 Peanuts, Virginia 18
 Peanuts, Virginia, 22
 Roasted 20
 Peanuts, Spanish 36@37
 Walnuts California 36@37
 Walnuts, French 32

Shelled

Almonds 50
 Peanuts, Spanish, 19½
 10 lb. box 17½
 Peanuts, Spanish, 17½
 Peanuts, Spanish, 17
 Pecans 1 00
 Walnuts 85

OLIVES

Bulk, 1 gal. kegs .. @1 75
 Bulk, 2 gal. kegs .. @1 55
 Bulk, 5 gal. kegs .. @1 50
 Stuffed, 5 oz. 1 45
 Stuffed, 14 oz. 3 00
 Pitted (not stuffed)
 14 oz. 3 00
 Manzanilla, 8 oz. 1 45
 Lunch, 10 oz. 2 00
 Lunch, 16 oz. 3 25
 Queen, Mammoth, 19
 oz. 5 50
 Queen, Mammoth, 28
 oz. 6 75
 Olive Chow, 2 doz. cs.
 per doz. 2 50

PEANUT BUTTER

Bel-Car-Mo Brand

6 oz. 1 doz. in case .. 2 90
 12 oz. 1 doz. in case .. 2 90
 24 1 lb. pails 6 50
 12 2 lb. pails 6 00
 5 lb. pails, 6 in crate 7 00
 10 lb. pails 21½
 15 lb. pails 21
 25 lb. pails 20½
 50 lb. tins 20½

PETROLEUM PRODUCTS

Iron Barrels

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. 28.8
 Winter Black, Iron
 Bbls. 14.8
 Polarine, Iron Bbls. 44.8

PICKLES

Medium

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

Small

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

Gherkins

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

Sweet Small

Barrels 28 00
 5 gallon kegs 5 00
 Half barrels 14 50

PIPES

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

PLAYING CARDS

No. 90 Steamboat 2 25
 No. 808, Bicycle 3 50
 Pennant 3 25

POTASH

Babbitt's, 2 doz. 2 75

PROVISIONS

Barreled Pork

Italian Bon Bons 25
 Clear Back 52 00@53 00
 Short Cut Clr 49 00@50 00
 Brisket, Clear 55 00@56 00
 Pig 50 00
 Clear Family 48 00

Dry Salt Meats

S P Bellies 31 90@32 00

Lard

Pure in tierces 29@30
 Compound Lard 24 24½
 90 lb. tubs advance ½
 60 lb. tubs advance ¾
 50 lb. tubs advance ¾
 20 lb. pails advance ¾
 10 lb. pails advance ¾
 5 lb. pails advance 1
 3 lb. pails advance 1

Smoked Meats

Hams, 14-16 lb. 35 @36
 Hams, 16-18 lb. 34½@35
 Hams, 18-20 lb. 33 @34
 Ham, dried beef
 sets 37 @38
 California Hams 23 @24
 Picnic Bolled
 Hams 35 @40
 Bolled Hams 47 @48
 Minc'd Hams 22 @23
 Bacon 40 @50

Sausages

Bologna 18
 Liver 12
 Frankfurt 19
 Pork 14@15
 Veal 11
 Tongue 11
 Headcheese 14

Beef

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

Pig's Feet

¼ bbls. 1 75
 ¾ bbls., 40 lbs. 3 40
 ½ bbls. 6 00
 1 bbl. 16 00

Tripe

Kits, 15 lbs. 90
 ¼ bbls., 40 lbs. 1 60
 ½ bbls., 80 lbs. 3 00

Casings

Hogs, per lb. 50@55
 Beef, round set 19@20
 Beef, middles, set .. 45@55
 Sheep 1 15@1 35

Uncolored Oleomargarine

Solid Dairy 28@29
 Country Rolls 30@31

Canned Meats

Corned Beef, 2 lb. 6 60
 Corned Beef, 1 lb. 4 70
 Roast Beef, 2 lb. 6 60
 Roast Beef, 1 lb. 4 70
 Potted Meat, Ham
 Flavor, ¼s 55
 Potted Meat, Ham
 Flavor, ½s 95
 Deviled Meat, Ham
 Flavor, ¼s 55
 Deviled Meat, Ham
 Flavor, ½s 1 00
 Deviled Tongue, ¼s 1 80
 Deviled Tongue, ½s 3 10

RICE

Fancy
 Blue Rose 10@11
 Broken

ROLLED OATS

Norwich, 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

SALAD DRESSING

Columbia, ½ pint 2 25
 Columbia, 1 pint 4 00
 Durkee's large, 1 doz. 5 25
 Durkee's med., 2 doz. 6 80
 Durkee's Picnic, 2 doz. 2 75
 Snider's, large, 1 doz. 2 40
 Snider's, small, 2 doz. 1 45

SALERATUS

Packed 60 lbs. in box.
 Arm and Hammer .. 3 25
 Wyandotte, 100 ¾s .. 3 00

SAL SODA

Granulated, bbls. 1 95
 Granulated, 100 lbs. cs. 2 10
 Granulated, 363 pkgs. 2 25

SALT

Solar Rock

56 lb. sacks 52

Common

Granulated, Fine 2 10
 Medium, Fine 2 20

SALT FISH

Cod

Large, whole @15½
 Small, whole @15
 Strips or bricks 20@23
 Pollock @14

Holland Herring

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

Herring

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

Trout

No. 1, 100 lbs. 7 50
 No. 1, 40 lbs. 2 25
 No. 1, 10 lbs. 90
 No. 1, 3 lbs. 75

Mackerel

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

Lake Herring

8 lbs.

SEEDS

Anise 38
 Canary, Smyrna 28
 Caraway 80
 Cardomon, Malabar 1 20
 Celery 50
 Hemp, Russian 12
 Mixed Bird 12½
 Mustard, white 40
 Poppy 80
 Rape 15

SHOE BLACKING

Handy Box, large 3 ds. 3 50
 Handy Box, small .. 1 25
 Blxby's Royal Polish 1 20
 Miller's Crown Polish 90

SNUFF

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

SOAP

Lautz Bros. & Co.

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

Proctor & Gamble Co.

Lenox 5 65
 Ivory, 6 oz. 6 65
 Ivory, 10 oz. 10 80
 Star 5 30

Swift & Company

Swift's Pride 5 50
 White Laundry 5 65
 Wool, 6 oz. bars 6 50
 Wool, 10 oz. bars 9 40

Tradesman Company

Black Hawk, one box 3 75
 Black Hawk, five bxs 2 70
 Black Hawk, ten bxs 3 65

Box contains 72 cakes. It is a most remarkable dirt and grease remover, without injury to the skin.

Scouring Powders

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

Washing Powders

Snow Boy, 100 pkgs. 5 65
 Snow Boy, 60 pkgs. 3 55
 Snow Boy, 24 pkgs. 5 00
 Snow Boy, 20 pkgs. 5 25
 Snow Boy, 100 lb. bales 30

Soap Powders

Johnson's Fine, 48 2 5 75
 Johnson's XXX 100 5 75
 Rub-No-More 5 50
 Nine O'Clock 4 00
 Lautz Naphtha, 60s
 Oak Leaf Soap Powder,
 24 pkgs. 4 25
 Oak Leaf Soap Powder,
 100 pkgs. 5 50
 Queen Anne Soap Pow-
 der, 60 pkgs. 3 60
 Old Dutch Cleanser,
 100s 3 85

SODA

Bi Carb, Kegs 3¼

SPICES

Whole Spices

Allspice, Jamaica @12
 Allspice, lg. Garden @11
 Cloves, Zanzibar @55
 Cassia, Canton @20
 Cassia, 5c pkg. doz. @35
 Ginger, African @15
 Ginger, Cochin @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

Pure Ground in Bulk

Allspice, Jamaica @16
 Cloves, Zanzibar @68
 Cassia, Canton @32
 Ginger, African @25
 Mace, Penang @1 00
 Nutmegs @45
 Pepper, Black @35
 Pepper, White @52
 Pepper, Cayenne @30
 Paprika, Hungarian @45

STARCH

Corn

Kingsford, 40 lbs. 9½
 Muzzy, 48 lb. pkgs. 9½

Kingsford

Silver Gloss, 40 lb. 9½
 Gloss
 Argo, 48 5c pkgs. 3 40
 Silver Gloss, 16 lbs. 9½
 Silver Gloss, 12 lbs. 9½

Muzzy

48 lb. packages 9½
 12 8lb. packages 9½
 12 6lb. packages 9½
 50 lb. boxes 6½

SYRUPS

Corn

Barrels 72
 Half barrels 75
 Blue Karo, No. 1½
 2 doz. 2 65
 Blue Karo, No. 2, 2 dz. 3 10
 Blue Karo, No. 2½, 2
 doz. 4 10
 Blue Karo, No. 5, 1 dz. 3 95
 Blue Karo, No. 10, ½
 doz. 3 70
 Red Karo, No. 1½, 2
 doz. 2 80
 Red Karo, No. 2, 2 dz. 3 55
 Red Karo, No. 2½, 2dz. 4 40
 Red Karo, No. 5, 1 dz. 4 25
 Red Karo, No. 10 ½
 doz. 4 00

Pure Cane

Fair
 Good
 Choice

TABLE SAUCES

Halford, large 3 75
 Halford, small 2 25

TEA

Uncolored Japan

Medium 34@38
 Choice 35@38
 Fancy 45@55
 Basket-Fired Med'm
 Basket-Fired Choice
 Basket-Fired Fancy
 No. 1 Nibbs @45
 Siftings, bulk @23
 Siftings, 1 lb. pkgs. @25

Gunpowder

Moyune, Medium .. 35@40
 Moyune, Choice 40@45

Young Hyson

Choice 35@40
 Fancy 50@60

Oolong

Formosa, Medium .. 40@45
 Formosa, Choice .. 45@50
 Formosa, Fancy .. 55@75

English Breakfast

Congou, Medium .. 40@45
 Congou, Choice 45@50
 Congou, Fancy 50@60
 Congou, Ex. Fancy 60@80

Ceylon

Pekoe, Medium 40@45
 Dr. Pekoe, Choice .. 45@48
 Flower O. P. Fancy 55@60

TWINE

Cotton, 3 ply 75
 Cotton, 4 ply 75
 Hemp, 6 ply 85
 W. o. l., 100 lb. bales 30

VINEGAR

White Wine, 40 grain 20
 White Wine, 80 grain 25½
 White Wine 100 grain 28

Oakland Vinegar & Pickle

Co.'s Brands

Oakland apple cider ... 35
 Blue Ribbon Corn 25
 Oakland white pickg 20
 Packages no charge.

WICKING

No. 0, per gross 70
 No. 1, per gross 80
 No. 2, per gross 1 20
 No. 3, per gross 1 80

WOODENWARE

Baskets

Bushels 2 00
 Bushels, wide band .. 2 25
 Market, drop handle .. 70
 Market, single handle .. 75
 Splint, large 5 78
 Splint, medium 5 25
 Splint, small 4 75

Butter Plates

Ovals

¼ lb., 250 in crate 50
 ½ 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

Wire End

1 lb., 250 in crate 50
 2 lb., 250 in crate 55
 3 lb., 250 in crate 65
 5 lb., 20 in crate 75

Churns

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

Clothes Pins

Round Head

4½ inch, 5 gross 1 50
 Cartons, 20-36s, box. 1 70

Egg Crates and Fillers

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

Faucets

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

Mop Sticks

Trojan spring 1 60
 Eclipse patent spring 1 60
 No. 1 common 1 60
 No. 2, pat. brush hold 1 60
 Ideal, No. 7 1 60
 12oz. cotton mop heads 3 10

Pails

10 qt. Galvanized 5 25
 12 qt. Galvanized 6 00
 14 qt. Galvanized 6 50
 Fibre 9 75

Toothpicks

Ideal 85

Traps

Mouse, wood, 4 holes .. 60
 Mouse, wood, 6 holes .. 70
 Mouse, tin, 5 holes 65
 Rat, wood 80
 Rat, spring 75

SALT

Diamond Crystal

No. 1 Fibre 42 00
 No. 2 Fibre 38 00
 No. 3 Fibre 33 00
 Large Galvanized 18 00
 Medium Galvanized 15 50
 Small Galvanized 13 50

Washboards

Banner Globe 5 25
 Brass, Single 8 00
 Glass, Single 6 25
 Double Peerless 8 00
 Single Peerless 6 75
 Northern Queen 6 25
 Good Enough 6 25
 Universal 6 25

Window Cleaners

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

Wood Bowls

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

WRAPPING PAPER

Fibre, Manila, white .. 6½
 Fibre, Manila, colored
 No. 1 Fibre 8½
 Butchers' Manila 7
 Kraft 12½
 Wax Butter, short c't 20
 Parchm't Butter, rolls 22

YEAST CAKE

Magic, 3 doz. 1 15
 Sunlight, 3 doz. 1 00
 Sunlight, 1½ doz. 50
 Yeast Foam, 3 doz. 1 15
 Yeast Foam, 1½ doz. 85

YEAST—COMPRESSED

Fleischman, per doz. .. 24

SPECIAL Price Current

ARCTIC

EVAPORATED MILK

Tall 6 00
 Baby 4 25
 Manufactured by Grand
 Ledge Milk Co.
 Sold by all jobbers and
 National Grocer Co., Grand
 Rapids.

AXLE GREASE



25 lb. pails, per doz. .. 18 80

BAKING POWDER CALUMET



10c size, 4 oz. 95
 20c size, 8 oz. 1 90
 30c size, 1 lb. 2 90
 75c size, 2½ lb. 6 25
 \$1.25 size, 5 lb. 18 00

KITCHEN KLENZER



80 can cases, \$4 per case

SALT

Diamond Crystal

Some Ideas on Holiday Preparedness

Here are some time-tested principles of selling that will enable you to have a bigger holiday business. These are things that no store can afford to overlook. Check your store by each of these points. Ask yourself if you have done or intend to do these things. Have this page read and studied by everybody connected with your Christmas selling.

1. Have the Goods People Want. Select articles that are actually desirable for inexpensive gifts; not mere merchandise that might be given. Choose safe things. Most people prefer to play safe. Remember that children and young people receive perhaps 75 per cent. of the presents given. Select what they would really choose to own.

2. Provide a Good Variety. Don't order too many of one item. Prefer rather to have more items and fewer in stock.

3. Show Holiday Goods Early. The middle of November is the usual time to begin, and the Monday after Thanksgiving should by all means find the store ready for holiday business.

4. Change the Looks of the Store. Do something to make the store look different from usual, whether by arrangements, displays, trims, color schemes, or features.

5. Price Your Goods Right. Figure a good profit to cover left-overs, breakage and extra expense, but make strong leader prices on some things of known value.

6. Make Windows Attractive. The best chance of the year to win new customers. Many desirable things, each with a price card, tastefully arranged, should fill the windows.

7. Use Price Tickets Freely. A customer should never have to ask the price of anything, and every price should be seen at a glance. Knowing the price at the moment of interest makes the sale; waiting to learn the price often dissipates the interest.

8. Make Price Marks Erasable. No one cares to give a gift with a price mark on it, and it is important to avoid indelible or hard, scratchy pencils.

9. Provide Some New Things. If the articles, however good, have been seen many times before, the interest soon lags. A few unfamiliar items will hold interest and help to sell many other things. Don't put your whole stock on display, but have some new things to sweeten up the stock with every few days.

10. Have Some Expressive Things. A few of the more expensive items for comparison help the customer to appreciate your values in cheaper things. And many are willing to pay more and get a better article for a gift than they would buy for their own use.

11. Make Interesting Displays. Goods that attract attention to themselves are half sold. Without attention you can get no interest. Change the displays frequently to give a sense of newness.

12. Make Your Space Count. More aisle room and more merchan-

dise on display requires ingenuity of arrangement, compactness, display of samples rather than stock, vertical rather than horizontal spreading out.

13. Have Some Strong Leaders. A few desirable items sold with little or no profit creates a favorable impression of your values in general; this impression of cheapness is a true impression, even if other items show a compensating profit.

14. Advertise for New Customers. Holiday advertising should be strongest during the first half of December; the last week or so will probably be more busy. But while people are shopping around is the best time to invite new customers who may come again and again.

15. Set a Mark to Work For. Estimate how much business you can reasonably expect in each line, add a little, and try to come up to it or surpass it. Set a mark for each salesperson. Let these figures, not your competitor, be your real pace-maker.

16. Keep the Store Clean. Cleanliness whets the appetite for buying as it does for eating. Keep the floors and counters and stock and windows clean.

17. Have Enough Help. Idle or half-busy salespeople may eat up profits, but busy salespeople help to make profits. To be short-handed not only loses present business but often drives away new customers who have come for the first time. Extra salespeople for busy hours and busy days are usually well worth their wages.

18. Instruct Your Helpers. Every salesperson should know the stock thoroughly and be taught all you know of the proper attitude toward customers. A courteous explanation of what you desire avoids much waste of time and energy.—Butler Way.

Do Not Change Thanksgiving Day.
Written for the Tradesman.

Before giving instant assent to the proposition to designate Nov. 11 as our National Thanksgiving Day, we should consider the question carefully. There are weighty reasons, sentimental and practical, against the change.

Choosing a certain day of the month would bring it on a different day of the week each year. Celebrating Thursday enables teachers and students to obtain four days continuous vacation after ten weeks steady work. Others are similarly benefited.

A holiday such as Thanksgiving has come to be is not exactly suited to be celebrated on Sunday. Stores, transportation and passenger lines must be operated sufficiently to meet the needs of the public. Thanksgiving now interferes the least possible with Sunday services. Those whose duties require their constant attendance on Sunday can now have one or more days with the folk at home.

Thanksgiving Day on Monday or Tuesday does not fit well with the schedule of work in the majority of enterprises, nor allow the usual time for preparation without much Sunday labor.

We do not want the day to lose its distinctive National character, reminding us of the early history of this country, together with the feast of ingathering, the praise for harvests, the year's blessings and the renewing of home ties.

And then Nov. 11 does not mark the completion of gathering fruit, grain and other products of the year so nearly as the last Thursday of the month. It would seriously interfere with gathering and marketing the perishable crops to neglect them one to three days at the earlier date. It is not appropriate to celebrate work done in the midst of that work with the mind burdened with all the details of that work.

If it seems best to celebrate the peace victory, it will be an international event and its character, history and associations very distinct from our own home day.

Adding to the number of holidays is not altogether beneficial. Interest in work frequently broken up means inefficiency, loss and peril. Election days and registration days have come to be far too numerous already. Bond issues for various city, school or public propositions each take a day and break up necessary work. Cutting out some of these might be helpful to make room for an international day.

E. E. Whitney.

Government Assists Express Companies to Repudiate Claims.

Merchants and shippers who have claims against any of the express companies now included in the Amer-

ican Railway Express Company are greatly handicapped in enforcing their rights because there is now no individual or property in this State on which legal service may be obtained. All of the companies still have property and liquidating offices in New York City, but the cost of starting suit in New York would prove to be prohibitive in the case of any ordinary claim. Some claims against the Adams Express Co. are still in the hands of J. C. Tobin, of Cincinnati, who is slower than molasses in January in making adjustments. Even when he does act he insists on deductions and compromises which have no justification in law, equity or justice. There is nothing left for the claimant to do but to accept the pittance he offers, because in taking over the express companies, the Government made no provision for the protection of creditors who had claims pending against the companies. A condition was embodied in the consolidation agreement providing machinery for the adjustment of claims, but no guaranty was given the creditor that the claim would be paid in the course of an ordinary lifetime even after it is adjusted. This omission is working great injustice to many worthy people who refuse to concede the right of the Government to destroy the validity of their claims by such careless and arbitrary methods.

No disappointment can be quite so intolerable as disappointment in one's self.

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.

ARE YOU RETIRING OR SELLING OUT? IF SO, I WILL BUY YOUR STOCK OF DRY GOODS, CLOTHING, GENTS' FURNISHINGS, OR ANY KIND OF MERCHANDISE FOR SPOT CASH AND PAY YOU THE BEST PRICE. QUICK ACTION.

WM. HYATT,
51 NORTH WOOD ST. CHICAGO, ILL.

BUSINESS CHANCES.

Wanted to hear from owner of good general merchandise store for sale. Cash price, description. D. F. Bush, Minneapolis, Minnesota. 965

For Sale—Good paying automobile tire repair and retreading shop, gas and supply station in town of 500 on Rock Island highway; rich country; doing good business. Reason for selling, other business. Price about \$1,600. Hallberg Bros., Courtland, Kansas. 999

For Sale—Best country store in Michigan. Good business. Pleasant location. Address No. 2, care Michigan Tradesman. 2

For Sale—Candy, tobacco and grocery store. Dwelling connected. Good concrete basement and barn. \$2,000. E. G. Little, 1022 Trumbull St., East Side, Bay City, Michigan. 3

An established bakery in city of 35,000. Central Wisconsin. Good wholesale and retail business. New Patent oven; bread and cake mixer; horse and wagon; two delivery cars, and everything in first-class condition. Will take \$5,000 to buy the business and invoice stock. Will rent building, or sell if party wants to buy. Come and see for yourself as this is worth investigation. R. P. Hansen, Oshkosh, Wisconsin. 4

For Rent—Are you planning on going into business for yourself or changing your present location? One of the best located stores in Marquette is available. Write for particulars, stating business. Box 264, Marquette, Michigan. 5

For Sale—One of the best grocery stores in one of the best towns in Michigan. Doing a splendid business. Only reason for selling, cannot stand the work. Address No. 6, care Michigan Tradesman. 6

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 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

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 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

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

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.

Jobbers in All Kinds of
**BITUMINOUS COALS
AND COKE**

A. B. Knowlson Co.
203-207 Powers' Theatre Bldg., Grand Rapids, Mich.

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

Pleasant Memories

of a real Thanksgiving Day last the whole year through.

Home ties are made more precious by those happy, joyous reunions. William and Susie come home to the farm or Father and Mother visit the Children in town.

Old times are discussed; old acquaintances are renewed; new friends are oftentimes made; happenings of boyhood and girlhood days are told and retold.

And soon the savory, appetizing odors from the kitchen, where the wonderfully tasty goodies baked from

Lily White

"The Flour the Best Cooks Use"

are waiting their turn to add to the pleasure of all, remind everyone that another Thanksgiving Day is at hand.

And what a feast!

Roast Turkey and Dressing with Cranberry sauce and jellies—enough for two helpings and more.

Such biscuits and rolls—flaky, tender, light and deliciously flavored—such as LILY WHITE produces.

Then the tarts and mince pies, and even our own particular kind of cake that dear old mother made just to please her grown-up children, kiddies of days gone by.

Surely it's a wonderful occasion, the memory of which will last the whole year through.

We are glad to have Lily White contribute to the day's pleasure.

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.

DIAMOND CRYSTAL

The Salt
that's all salt.

DIAMOND CRYSTAL SALT CO.,
ST. CLAIR, MICHIGAN.

BIG PROBLEM TO BE SOLVED.

Selection of Mr. McAdoo's successor as head of the Treasury is in some respects of less immediate importance than selection of his successor as Director-General of Railways. In time there will arise important and controverted questions of fiscal policy, and with a view to that, it is desirable that the new Secretary be chosen on the ground of his experience and his grasp of financial principles as well as on the ground of executive ability. The Treasury's problems of this character will arise later on; but the Railway Administration will be confronted almost at once with the necessity of framing policies regarding some very practical issues. Last week's declaration of the National Association of Owners of Railroad Securities was not happily worded; more particularly in its tone of criticism and challenge. The second statement outlining the problems in whose solution the Association hopes to co-operate with the Railway Administration, is more wisely phrased—especially in its assertion of the security-holders' wish that such tangible improvements as Government operation has introduced shall be retained.

No one—least of all the practical railway man—wishes to revert to pre-war conditions where the experiment of unified operation has shown, as, for instance, in joint use of terminals, a real and important economy. But since the law provides that the companies shall be returned to private ownership not less than twenty-one months after the proclamation of peace, it is equally important that the Railway Administration of the intervening period should frame its policies with a view to the possibility of such return. To place at the head of that Bureau an administrator determined on perpetual Government ownership would be to invite such policies as might defeat the purpose. Congress will always be at liberty to rescind the return proviso enacted in the Railway Control Law of last March; but for the Bureau itself deliberately to create conditions which should make such return impossible would be improper and intolerable. The mention of men like Secretary Lane, formerly of the Interstate Commerce Commission, or of Walker D. Hines, now of the Railway Administration Board, gives assurance that experience and practical judgment will be considered in the candidacies.

ARE PRICES AT THE PEAK?

The belief that prices are now at their peak or just beginning to take a downward turn has a good deal to sustain it, but it must not necessarily be taken as final. There will unquestionably be recessions in the price of many important articles, particularly among those which are needed by the Government in war and for which the demand will now be much less. This does not necessarily mean that there will be a general reduction of the price level as a whole compared with money, and it would even be possible to cut the

price of many articles that have been most inflated, without making any very serious impression upon the broad level of prices in general. The tendency of cuts in these particular articles would be to drive all prices down, but this tendency might be offset or might be of relatively minor importance as compared with other factors.

Prices in general are now more directly dependent upon financial and banking conditions than they are upon any other one influence. There is a disposition to try to eliminate the inflation of credit which has been responsible for so much that is unwholesome, but various factors are now working against such a summation. There is even some support of a usually conservative sort for efforts to hold the price level at its present point. Price changes are always painful but nothing can be clearer than the need of gradually getting back to normal relationships. This is a fact that may well be laid to heart by all thinking men regardless of their own individual interests in the matter.

An active boycott against all German goods is being worked up, with headquarters in New York City, by the National Boycott Committee of the American Defense Society. During the war this organization issued a report of the work already done and to be done through the 300 branches of the Society scattered all over the country. The work is apparently being planned upon very elaborate lines and includes a boycott against German hospital supplies, surgical instruments, etc., also German dyes, German cutlery, German foods and everything made in Germany which will be offered in this country. The letter concludes thus: "Our fight will be long and hard, but every instinct of repulsion toward the infamous murderers and the rapeists of Germany, and every desire to protect our sons and grandsons from the next war, will lead Americans, and especially the American women, to wage an unrelenting fight."

Excellent is the recommendation, coming from Washington, that memorial graves be planted to commemorate our soldier dead. Trees are always things of grace and beauty. There are no two opinions about these natural monuments; the natural beauty of the hard maple and the spreading, Gothic roof of an elm promenade, can not be criticised even by the most abandoned futurist. Why not plant a grove of trees on the outskirts of every city and town in the country, in a park specially set aside for the purpose, as a memorial to our heroes? Memorial groves have been planted in other parts of the world ere this; most famous of these, perhaps, is the Herzl grove in Palestine. Future generations will bless our wisdom instead of profanely wondering how we could have consented to the building of an ugly stone and bronze monument, if we perpetuate the memory of our soldiers and sailors in a beautiful forest-park.

What the Food Administration Has Done.

Profiteering and speculation in food stuffs have been materially reduced through the work of the U. S. Food Administration.

Permissible margins of profit have been fixed on many staples and in co-operation with the War Industries Board the Food Administration continues to extend its control of import, manufacture, distribution and price of food products.

Wheat and all its products are controlled from grower to retailer.

Sugar is fully controlled.

Margins of profit are fixed on butter, cheese and bread.

Wheat mill feeds, cotton seed products, rice products and beet pulp are controlled.

Fair price lists are published to advise the consumer of wholesale and retail prices of food at home. These prices are determined by local committees representing wholesale and retail dealers and consumer. Through the fair price list the Food Administration is exercising a marked influence on the price of articles not directly subject to supervision. The Food Administration invites the co-operation of the consumer in this effort to check profiteering.

The New England Thanksgiving.

The king and high priest of all festivals was the autumn Thanksgiving. When the apples were all gathered and the cider was all made, and the yellow pumpkins were rolled in from many a hill in billows of gold, and the corn was husked, and the labors of the season were done, and the warm, late days of Indian Summer came in, dreamy and calm, and still, with just enough frost to crisp the ground of a morning, but with warm traces of benignant, sunny hours at noon, there came over the community a sort of genial repose of spirit—a sense of something accomplished, and of a new golden mark made in advance—and the deacon began to say to the minister of a Sunday, "I suppose it's about time for the Thanksgiving proclamation." Harriet Beecher Stowe.

Well Known Grocer in Army.

John A. Heiny, prominent grocer, and one of the best known business men of Fort Wayne, Ind., has entered the service of the United States Government in a capacity in which his long years of commercial experience and training has best fitted him. He has reported for duty at Camp Meigs, Washington, D. C., where he will enter the army in the subsistence department of the quartermasters' corps. Mr. Heiny is a member of the Fort Wayne Retail Grocers' Association.

Condensaries to Receive Full Sugar Quota.

By a recent order of the Food Administration, condensaries may now receive their normal requirements of sugar and new condensaries may be opened. The need of condensed milk abroad for the nourishment of the liberated nations and the Allies is officially reported to be extremely

pressing. Shortage of feed and fodder throughout Europe has resulted in serious curtailment in dairy production abroad. Europe is expected to require butter and condensed milk from America in large quantities over a period of years.

Farmers of the United States are asked to prepare for furnishing the great quantities of milk that will be required by condensaries now existing in this country and those to be built.

American conditions of demobilization in 1865 will in many ways be duplicated by present-day conditions in Canada, Australasia, and South Africa, which have both wide vacant areas and veterans possessing rural training. How carefully the Colonial governments have prepared for the soldiers was shown by Secretary Lane in a recent document read before Congress. Canada's reserved lands are in the hands of a settlement board, which may make a free grant of 160 acres and a loan of \$2,000 to any soldier having farm experience; the inexperienced may receive land and money after a course on private farms or government demonstration farms. Some provinces have made special additional provision. Australia last year authorized \$100,000,000 for settling her soldiers on the land, and the states have all passed generous legislation. Thus Victoria will furnish land and a loan of up to \$2,500; Queensland land and a loan of not over \$1,000, and Tasmania land and a loan of \$1,500. New Zealand has not only set aside areas for discharged soldiers and funds to be advanced for land-clearing and improvement, but gives the veteran preference at the ordinary land sales. State farms for training are provided. South Africa similarly "is working on a plan for settlement." The device of demonstration farms, and the plans of some Colonies for settling the men in compact communities rather than in loneliness, may furnish hints to the United States.

The Grand Rapids Retail Grocers and Meat Dealers' Association now has 325 members, which is the largest paid membership the organization has ever enjoyed. Each member pays \$12 per year, irrespective of the size of his stock or the volume of his business. Meetings are held on the first Tuesday of each month, at which time checks are handed out to members representing the collections which have been made on their account during the previous month.

The War Industries Board has announced that by reason of the signing of the armistice relieving to a great extent the necessity for saving man power, transportation, etc., the order recently put into effect curtailing the production of soft drinks and mineral waters has been rescinded. This does not rescind the Food Administration's regulations governing the use of sugar by soft drink manufacturers.

A vivid imagination is often even more dangerous than a little learning.

“Our Drummer” Catalogue For December

is amazingly complete in the selection of holiday and winter merchandise that it offers the late buyer. The merchant who bought early and who did not properly estimate the probable demands upon him in the unusual buying situation and who now needs more goods in a hurry can find the remedy in this catalogue and in our stock. We are equipped to take care of hurry up orders in all lines. A study of this catalogue or a visit to that one of our sample rooms that is nearest to you will place at your disposal the means of getting equipped so as properly to measure up to your selling opportunities for the remainder of this year.

BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

NEW YORK

CHICAGO

ST. LOUIS

MINNEAPOLIS

DALLAS



To the Trade Uncle Sam Must Help Feed the World!

Sauer's Big advertising campaign in national magazines and newspapers is on the one theme of educating the housewives of the country in conservation of food—showing them how to make foods more appetizing and palatable by the use of Sauer's Flavoring Extracts.

This advertising has appeared and will appear in the following national magazines and newspapers:

The Ladies Home Journal
The Literary Digest
The Forecast Magazine
Illustrated Sunday Magazine

The Delineator
Good Housekeeping
Pictorial Review
Progressive Farmer

The Boston Post
San Francisco Chronicle
The New York Globe
Los Angeles Herald

and various other local newspapers, trade journals, etc.—in all, over one hundred publications.

Sauer's Pure Flavoring Extracts

are winners of seventeen highest awards at various American and European Expositions for

PURITY, STRENGTH and FINE FLAVOR

LARGEST SELLING BRAND IN THE UNITED STATES

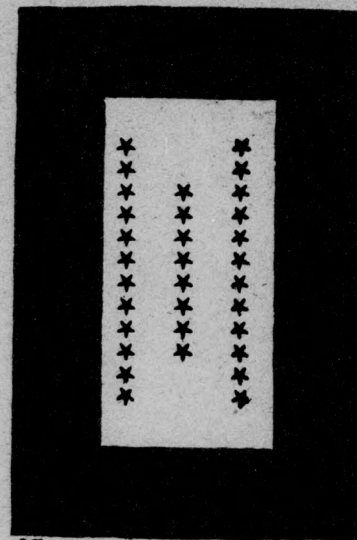
The women of the country are co-operating with the Food Administration, as evidenced by the fact that we have distributed more than 125,000 of our recipe books—"Table Treats," largely on direct requests.

In order for you to reap the full benefit of this advertising and take care of the increased demand for Sauer's Extracts, go over your stock and if you haven't a full assortment of 32 flavors and 7 colors on hand, order from your jobber today.

THE C. F. SAUER COMPANY, Richmond, Va.



This float was entered by the C. F. Sauer Company in War Savings Stamp parade. Uncle Sam is represented as a Conservator of Food—Miss Columbia represents Democracy—Miss Liberty represents Freedom.



Our Service Flag carries 32 Stars—Including one for the son, and two for the nephews of our Prest. and one for the son of our Sec'y.