

The Debt of Peace

Peace reigns upon the earth once more,
The tyrant passes to his fall.
But unto us from Europe's shore
The living and the dead still call;
They that have met the bitter test
Still need us in their hours of rest.

They need the letters we can pen,
They need the money we can give,
We must continue now, as then,
For them to pray and work and live;
Now doubly bound are we to share
Our joys with those who suffered there.

They have been faithful to their trust,
Ours is the goal they went to gain.
Before the tyrant's might and lust
Our heroes fell, but not in vain.
The strife is o'er, the war is won,
But shall we leave our tasks undone?

The golden stream of love must flow
Unceasingly to those afar,
Our gifts of mercy still must go
To gladden them, where'r they are.
Victorious we are, and yet
We've still to settle victory's debt.

Edgar A. Guest.

Ceresota Flour

Always Uniformly Good

Made from Spring Wheat at
Minneapolis, Minn.

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

TALK

Over Citizens Long Distance
Lines



Connecting with 250,000 Telephones
in the State. 117,000 in Detroit.

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USE CITIZENS SERVICE

Red Crown Gasoline for Power

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

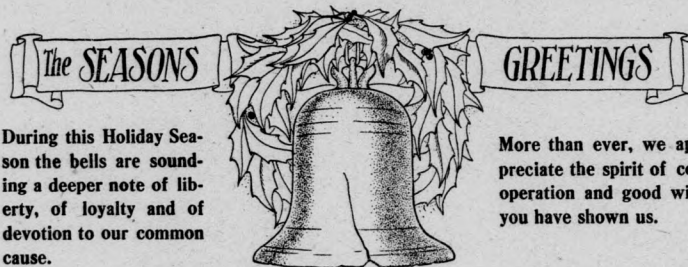
Red Crown contains a continuous chain of boiling point fractions, starting at about 95 degrees and continuing to above 400 degrees. It contains the correct proportion of low boiling point fractions to insure easy starting in any temperature—the correct proportion of intermediate boiling point fractions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

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

For sale everywhere and by all agents and agencies of

STANDARD OIL COMPANY
(INDIANA)
Chicago U. S. A.

To Every Man Who Sells Fleischmann's Yeast



During this Holiday Season the bells are sounding a deeper note of liberty, of loyalty and of devotion to our common cause.

More than ever, we appreciate the spirit of cooperation and good will you have shown us.

Our best wishes for your success during the New Year.

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

DEAL 1814

MORE PROFIT

SNOW BOY WASHING POWDER 24s—Family Size

through the jobber—to Retail Grocers

25 boxes @ \$4.85—5 boxes FREE, Net \$4.04
10 boxes @ 4.90—2 boxes FREE, Net 4.08
5 boxes @ 4.95—1 box FREE, Net 4.12
2½ boxes @ 5.00—½ box FREE, Net 4.17

F. O. B. Buffalo: Freight prepaid to your R. R. Station in lots of not less than 5 boxes.
All orders at above prices must be for immediate delivery.
This inducement is for NEW ORDERS ONLY—subject to withdrawal without notice.

Yours very truly,

Lautz Bros. & Co., Buffalo, N. Y.

MICHIGAN TRADESMAN

Thirty-Sixth Year

GRAND RAPIDS, WEDNESDAY, DECEMBER 18, 1918

Number 1839

MICHIGAN TRADESMAN

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Each Issue Complete In Itself.

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OF BUSINESS MEN.

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PLEA FOR RUSSIA.

When the armistice was signed Clemenceau delivered an address to the Chamber of Deputies in Paris. He asked the Deputies to send their greetings and thanks to the heroic Belgian people. He stated that the Allies should not forget the share which Serbia gave to the common cause. He also stated quite definitely that the world must be grateful to Russia for the tremendous task which she accomplished during the three first years of the world war. This statement of Clemenceau is very significant at the present time, when the Peace Conference is going to meet in Versailles.

Although dismembered and disorganized, although betrayed by German intrigue, Russia remains colossal, and Russia's future is of the utmost importance to all the various nations which have been historically bound with Russia's political history.

In July, 1914, Russia, although potentially strong, was not prepared for a war with the Central Powers. Russia in no way desired war with Germany—on the one hand, because of her unpreparedness, and on the other hand, because of the fact that the Russian people are peaceful and are but little interested in world politics. Therefore everybody in Russia hoped that a final agreement would be reached and that the European war would be averted. In fact, the Russian diplomats exercised a very strong pressure upon the Serbian government in order to have the latter agree to practically all the demands of Austria-Hungary. Austria-Hungary, however, ever used the Serbian situation for the declaration of war against Serbia. Russia was put in a position of a strong man who sees that a robber is violating a child. Russia was morally compelled to send Austria-Hungary a counter-ultimatum. This was the reason why Russia declared a general mobilization of her military forces. When the Russian mobiliza-

tion was declared, Germany sent an ultimatum to Russia demanding an immediate suspension of military preparations. The Russian Government did not feel justified in submitting its will to the will of the Imperial German government, and therefore twenty-four hours after the German ultimatum a status of war existed between Russia and Germany.

It should be born in mind that at that time neither France nor, certainly, Great Britain was prepared for the colossal war which was started by Germany. Russia was aware of this fact, Russia knew very well that perhaps a declaration of war upon Germany would mean a death blow to Russia's own future, but national honor compelled Russia to accept the challenge, and she accepted it with good will and a brave heart.

The German hordes started to invade Belgium and France. The Russian military leaders watched with anxiety the alarming developments of military operations on the western front. No time could be wasted because the Germans, having crushed the heroic resistance of the Belgians, were rapidly approaching the very heart of France—Paris. The Russian High Command knew that if the Germans should succeed in plunging their dagger into this heart, world civilization would be mortally wounded; therefore, with a spirit of self-sacrifice the Russian High Command dispatched Russian cavalry divisions into East Prussia. With utmost gallantry the Russian horsemen penetrated Prussia as far as Konigsberg, destroying the German temporary defences and creating a panic in the rear of Berlin. The Russian move was so menacing that the Germans, who at that time had reached the Marne, were almost compelled to halt their advances to Paris in order to prevent further disaster in East Prussia.

The genius of Joffre took advantage of this situation and succeeded in defeating the Germans, who were already within a distance of fourteen miles of Paris. The Russians sacrificed their best divisions in this military operation; thousands and thousands were killed when the Germans brought up their heavy artillery and infantry regiments from the western front. Nevertheless, Russia attacked Austria-Hungary and after twenty-seven days of terrific battles Galicia was conquered and not less than three hundred thousand Austro-Hungarians and Germans were taken prisoners by the Russian armies. At the same time the Russian armies succeeded in halting the German advance on Warsaw, and the German divisions were hurled back from Warsaw, which was already in their sight. Later, throughout 1915, the

Russian armies, which lacked ammunition to a most horrible extent, engaged almost three-quarters of the entire German and Austrian military force in a tremendous battle along the whole Eastern front during three and a half months. This saved France for a second time in 1915.

In 1916 Russia delivered a mortal blow to the Dual Monarchy; the main defences of Austria-Hungary were broken, Przemysl was captured and at least 500,000 Austro-Hungarians and Germans were captured by the valiant Russian armies during this operation. This blow saved Italy from the first Austro-Hungarian offensive in 1916.

Russia has lost during this war some six or seven million of her best sons. Is it because Russia lies dismembered that the Allied nations will forget a people who have given to the altar of liberty even more than could be expected? It is the supreme duty of the Allies to extend their support to Russia now when she is temporarily unable to help herself. The opinion of loyal Russians should be taken into consideration at the Peace Conference and Russia's vital interests should be safeguarded harmoniously by all of the Allied nations. No peace will be stable unless a just attitude is taken towards Russia, and it would be necessary to make a distinction between the real Russia, the Russia which has fought for three years against the Germans, and the international gang of anarchists, socialists and trade unionists which has sold Russia to the Germans at Brest-Litovsk, and with whom the United States is actively at war.

CANNED GOODS SITUATION.

There is a tendency on the part of certain elements in the trade to judge the canned goods situation rather superficially. Because, for instance, the tomato market is showing considerable weakness just now there is a disposition to regard the whole market with apprehension. Furthermore, there have been some other manifestations in the past day or two that have not been conducive to adding courage to those who may need it. There have been some offerings of red Alaska salmon at the opening prices that have not aroused the enthusiasm of buyers and there are some standard grades of California peaches that are held so high that retailers say they cannot sell them at a profit. But the more courageous element look at things differently. As to tomatoes, everyone knew they were likely to develop weakness because of the enormous pack and the fact that prices have been so high that at least a portion of the demand has been killed off. As to salmon,

there is the dullness of the holiday season to be taken into consideration, the conservatism of the trade in view of present holdings, and the uncertainty in regard to export possibilities. As to the fruit, it is clearly a case of profiteering as these items are unlicensed and the tendency of holders has been to crowd on all the traffic would bear. On a tonnage proposition, however, taking the season as a whole, the trade feels there is no cause for apprehension from the standpoint of a surplus of supplies.

COTTON AND COTTON GOODS.

An agreeable surprise—to some—was the Department of Agriculture's report issued during the week which estimates the production of cotton for the year at 11,700,000 bales. This is about 750,000 bales in excess of last year. With the carry-over it represents a supply of about 15,000,000 bales. Quotations were fairly well upheld, a factor being the increased demand for export, which is aided by the additional shipping facilities available, due to the release by the Government of about a million tonnage. But there are still no indications of prices such as the Southern holders seem to be waiting for. No one disputes the fact that there will be plenty of cotton available for the world's needs until the next crop matures, and it does not seem likely that the demand from abroad will be anything near as large as it was last year. In the goods market the unsettlement continues despite assurances that the Government does not intend to dump its excessive holdings on the market. There will, however, be more or less vacillating until the disposition of the surplus is made clear. Buyers for the trade remain indifferent even to such price concessions as are offered them, preferring to wait until they are convinced that bottom has been reached. This may be indicated after the beginning of the year, when all the Government's price fixing stops. Knit goods as well as fabrics are in the same position as regards these conditions. Buying from hand to mouth promises to remain a feature for some time to come.

When one concern receives an unusually good testimonial from a customer, it prints the testimonial right on its stationery, in the lower left-hand corner. With the letter is a halftone reproduction of the customer's plant. The testimonial cannot escape attention, because it is seldom that one concern's name appears on the letterhead of another.

Sometimes it's the sun that makes a man's nose red, instead of what you think it is.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Dec. 17.—The Grand Rapids Travelingmen's Benefit Association held its annual meeting last week and elected the following officers: President, Walter S. Lawton; Vice-President, John D. Martin; Secretary-Treasurer, Allen F. Rockwell; directors, George B. Monroe and William Francke. The object of this Association is to provide a death benefit fund for its members, death claims payable immediately on the death of a member, a sum equal to the amount of \$1 for each member in good standing at the time the death occurs. With the exception of 25 cents annual dues per member and 50 cents membership fee, this is the total cost. During the eight years of its existence this Association has lost ten members, each beneficiary of whom received a check immediately upon proof of death. For the money invested, this is the cheapest and best insurance we know of and we call the attention of the members of No. 131 to its merits and advise that you become a member at once. No one but members of Grand Rapids Council are eligible.

The average man nowadays is averse to giving up his seat in the street cars and interurbans to the women, believing it his duty to allow them to stand up and thus become more efficient for their duties as conductorettes, elevatorettes and suffragettes.

We wish to call our reader's attention to the economic necessity of burning up what coal you have in your bins this winter and thus not be caught with any high priced fuel on hand next season when the bottom falls out of the prices.

When war was declared April 6, 1917, Frank A. Hardt, one of the leading merchants of Springport, enlisted for the period of the war. Now Frank has measured off rather more of the mile posts on life's highway than is compatible with efficient military service at the front, and during his sojourn here he has accumulated enough of this world's goods so he can sit around and fish if he so desires. By the way, fishing is one of his hobbies, but when the war broke out he rolled up his sleeves and enlisted in the service of his country, with his 240-acre farm and equipment for his implements of warfare, and set out to help whip the Huns. He devoted his fields to the raising of wheat, beans, potatoes, etc., for the Allies to eat and when the armistice was signed he had 95 acres of wheat and rye growing for the 1919 campaign. But promptly at 10:00 a. m. Nov. 11, 1918, Frank began to demobilize and is again ready to take his friends out on the quiet waters of Duck Lake in quest of the finny tribe.

Mr. and Mrs. R. A. Waite, 739 Morris avenue, entertained a party of their friends at cards and a luncheon last Saturday evening. The cards were shelved about 11:45 and from then until 1:45 the guests sat spell bound by the enchanting music furnished by the hostess, assisted by Master Leo Waite.

We are advised on good authority that not a person in Grand Rapids is better known to the Police Department than Mrs. A. P. Anderson, 1555 Lake Drive, not because of any malicious violations of the statutes, but because of her several unsuccessful attempts to climb the lamp posts on Monroe avenue by the aid of her Ford car. And this reminds us that we have it on equally good authority that, as one extreme follows another, so our genial Senior Counselor, Will E. Sawyer, is determined to avoid any flights of fancy of this kind, and makes an unsuccessful attempt to propel his Dodge car, loaded with friends, without the use of the fluid

that made John D. Rockefeller famous. And to think that the sly old fox would take 2:00 a. m. for his experiment, when no one could see, makes us think that there are ever higher flights of shrewdness to which we can all aspire.

The U. C. T. dancing party will be held Dec. 28—maybe.

Mr. and Mrs. C. M. Hunt, of the firm of C. M. Hunt & Son, Eaton Rapids, are spending the winter in Florida. Mr. Hunt will build a cottage on his plantation there before he returns in the spring.

This is the time for all good Counselors to come to the aid of the exchequer and pay their council dues.

On the envelopes in which one company sends its mail to its traveling representatives, are bands of red, about 1/2-inch wide, on both ends. The color makes the envelope conspicuous when in a stack of mail or in a hotel mail box, and ensures the men getting their letters promptly and without fail.

Leo J. Conklin, who was recently killed in France, covered Eastern and Northern Michigan during 1916 for the Liggett & Myers Tobacco Co. He subsequently worked behind the counter for his father in his general store at Ravenna.

War conditions have created a peculiar situation in the matter of the railroads of the State that, it is freely admitted by persons familiar with the subject, will puzzle the Legislature to solve. All the roads are now in control of the Federal Government as a war measure. Passenger rates are three cents a mile, by decree of the director-general of railroads. The law reads that twenty-one months after a treaty of peace is signed the Government shall restore control of the railroads to where it was before the war. Director-General McAdoo the past week recommended that Government control be extended to five years after the treaty of peace is signed. Republican leaders in Congress have attacked this recommendation. If these leaders correctly reflect their party's sentiment then the Republicans would reduce rather than extend the period of Government control of the railroads. The Republicans will be in control of both Houses of Congress after March 4 next, so can pass a bill to reduce the period of Government control to less than twenty-one months. The peculiar situation of Michigan railroads is this: There is still on the statute books of the State the law limiting passenger rates to two cents a mile. This two-cent rate would, it is reasoned, be automatically revived when the Government relinquishes control of the railroads. The Legislature that assembles on New Year's day will conclude its work in April, unless unexpected business of large importance defers final adjournment. The next biennial session can not convene until January, 1921. Should Congress reduce the period of Government control of the railroads to less than the twenty-one month periods passenger fares in Michigan would, as stated, automatically drop from three cents to two cents a mile. If the large increase in wages that the director-general granted to railroad employees is maintained, Michigan railroads positively can not make both ends meet with fares at two cents. So say men who speak for the railroads. One of the Federal officials told the writer a few days ago that the increase in rates from two cents to three cents barely meet the expenses of the roads, now that the wages of railway officials and employees have been doubled.

The only way it seems that the Legislature can meet the situation would be to pass a bill increasing fares from two cents. But, a bill of this kind passed at the coming session would have to be left in the air, as

it were. That is the date when it became operative would depend on what Congress does. It would be a form of Michigan Legislature proceedings without precedent, it is believed. Then, too, it is a question in the minds of some Michigan railroad men whether, being now employees of the Government controlled properties, they can, or would be permitted, to engage in activities before the State Legislature for the enactment of a law relating to railroad conditions that do not now exist, but that may exist at some indefinite period in the future. Altogether it is a condition for which precedents offer no solution.

A glance at the Grand Trunk time table, between Grand Rapids and Detroit, is enough to make a horse laugh. Only two trains each way manage to make the grade on week days—no trains at all on Sundays. The morning train leaves at 5:50 and reaches Detroit at 12:50—seven hours, less than 23 miles per hour. The afternoon train leaves at 2:45 and arrives at Detroit at 10:10; seven hours and 35 minutes or about 21 miles per hour. People who travel on the afternoon train—"sojourn"—would be a better word than "travel"—can enjoy the privilege of eating dinner at the depot restaurant at Durand, providing they have good teeth and the digestive capacity of a goat or an ostrich. Under Government direction the train service in and out of Grand Rapids is worse than it has been at any time in the past forty years.

George A. Pierce has the temerity to take offense over the title of "bill peddler" given him in this department this week. He would never have taken this sanguinary view of the matter if he had not been reminded by his wife that she does not enjoy the idea of her husband being consigned to the same category as ordinary drug salesmen calling on the drug trade—like Cornelius Crawford, for instance. Mrs. Pierce's hubby is higher up in the social scale, because he calls on the doctors.

I suppose that each traveling salesman has some special line of sport that serves to occupy his time and mind when off duty. No this is not going to be a fishing story because William S. Sawyer, our Senior Counselor, is busy making furniture, and Fred Beardslee (this is the big team) is busy peddling prunes, besides it is a doubtful question if either of these two gentlemen are qualified to be a good judge of this sport, letting alone engaging in it. Of course, it makes a difference in the way one looks at it, and also if he believes all he hears—no I am not raising a question, but making certain deductions, I know positively they let a lot of large fish get away.

Then there are others who enjoy the merry chase after the fleet-footed bunny. The ringing sound of the faithful dog with long ears is a welcome invitation to join in the pursuit and capture one of the most elusive little citizens of the State of Michigan that there is, and when he is brought to bay and finally deposited in a hunter's game bag, the hunter feels sure he is one meal ahead of Mr. Hoover—anyway two of these little animals represent a good enough catch—and when that many are taken which is generally the case, a hunter should feel satisfied. Of course, more is better, but the fellow who would go out and deliberately kill fifty rabbits in a half a day is a hog.

But now, say, fellow salesmen, did you ever hear of the night hunter—the one who, after a day's work at the office (I am not telling just what office) gets himself into hunting togs, consisting of his hunting coat, boots, sweater, gloves, and in all, sufficient

clothing to keep him warm—the one who wanders forth through the woods by darkness or moonlight? It matters not which, as the hunter is equipped with a spot light attached to batteries which he carries in his hunting coat, and as he nears a patch of good looking hardwood of possibly ten to one hundred acres, he makes no sound, but, unchaining the dog, he, too, sort of tiptoes his way into the depths of darkness and into the domain of (and I think I will make no exceptions) the wildest and wisest little animal that wears fur. This little fellow has his home in a large hollow tree and a well trained dog seems to know that he must get close to them or they will get in the home tree but if he succeeds in getting close up they will go up any old tree. During this process the hunter is enjoying the scenery, which to him is a quietness that brings relief. He forgets the problems of the day at the office and he sees nature as it is. He is just drinking his fill of the vastness and greatness of the night when out of the stilly night over to left or to the right—it matters not which, comes the voice of his companion, the dog, advising him that game has been that way. The first voice tells the hunter that a track has been found and that he will try and find the game. Pretty soon the dog will tell his master that he is getting closer, and the scent is warmer, and that he is fast gaining on the object of the chase.

He becomes excited and begins to talk in the regular way, and now he may lead off for quite a way. Pretty soon he tells his master that he has treed the game, and for him to come on. The dog indicates this state of affairs by the tone of his voice, but—wait a minute—we don't hear him now, what has happened—a trick has been played—Mr. game has gone up the tree, only for a few feet; then he has jumped down, or else he has gone up and out on the branches on to another tree, then down another tree, thus leaving the dog to believe that they are still up the original tree. But the dog is old at the game so he does not say he is there for sure, until he has made a large circle around the tree. If he can find no place where the track leads away, the dog reasons that he must be up the tree yet, and then barks the "Tree bark" which is so welcome to the night-hunter. The dog is telling him to hurry up.

The hunter arrives at the tree—her his electric light is brought into play, and the tree is looked over very carefully, and finally an object is located possibly 100 feet high on a limb—what is it?—a bunch of leaves or a growth on the limb. When all at once the game looks down to see who the dog's re-enforcements are and then the hunter sees two small balls of fire, and he knows that the "bunch of leaves" will soon be worn by some lady as a muff or a neck piece or possibly a coat. Taking careful aim he shoots and down comes one of the wildest, the cutest and the most intelligent animal that inhabits the woods of Michigan—the coon. D. F. Helmer.

One merchant converts his store entrance into a show window every evening. He thus has three large windows in place of two—the regular windows and what was formerly the dark, empty entrance way. The mechanics of the device are simple; each night the tile floor of the entrance is raised by an elevator. The elevator itself forms the show window. The expense of installation has been paid many times over, the merchant says.

THE GROCERY JOBBER.

Changed Basis for His Existence After the War.

Herbert Hoover, upon the occasion of his recent departure for Europe, said that the Food Administration is a war body and, therefore, in its present form and method should not continue beyond the accomplishment of the final peace treaties. At the present writing it seems that Mr. Hoover's is the majority opinion in Congress and throughout this country, but there are certain functions and accomplishments of the Food Administration that our members and the public generally doubtless consider appropriate and helpful for times of peace.

The official view, apparently reached by reason of conditions abroad, and framed after conferences with representatives of European nations, is that some activities of the Food Administration should be continued by an international organization acting for the various nations interested. Nothing of this kind can be effectively and properly undertaken without the action of Congress and it is idle now to attempt to prophesy or advise respecting such action or to attempt to outline the desired scope of any organization that might succeed the United States Food Administration. Mr. Hoover will doubtless report his recommendations to the President after he surveys the situation in Europe.

I suggest that during this interval we all consider these problems in the light of our own experience and suggest to the association what in our opinion should be the policy pursued; particularly what functions of the Food Administration ought to be continued during the period of reconstruction, and in what way.

So far as we know now, any international organization will have as its chief functions the equitable distribution of food products throughout the world, first, with a view to furnishing various populations reasonably adequate food at prices not disproportionate to those generally current throughout the world, and, second, the provisioning of various countries with the greater economy of vessels and of shipping space.

The fixing of prices and the determination of profits are not presumed to be within the scope of such an organization; price fixing is a war measure, as governments generally have recognized, and is not tolerable in times of peace, unless, perchance, it could be so operated as to guarantee merchants against declines. No measure of that kind is proposed.

We live in a new day. This country has for a considerable time past devoted its greatest efforts to supplying adequate food to the Allies. That task is now widened to include other nations and possibly enemies. The food problem has ever been a powerfully-moving cause of revolution in all ages and in all countries. It is not good for any nation that revolution, even among its neighbors, should proceed to the point of mob rule. Therefore, we find our statesmen and

those of England and France pledging themselves, under certain conditions, to make food supplies available for various other countries, including our enemies; and the motives underlying this action are, therefore, dictated by important self-interest, as well as by humane considerations.

Naturally you, as well as all other patriotic and right-thinking citizens, and particularly merchants and business men, are disturbed over the present world unrest and the apparent growth of Bolshevism. Those who have given this subject most thought here and abroad are convinced that the idea can not triumph, for it has in reality no sounder basis than an intermittent anarchy, but it is realized beyond question that the dangers and evils that may flow from it within the next few years are enormous and menacing, and by no means confined to Russia and to Germany.

Those who have read the writing on the wall have long since realized that the elements we loosely call socialism and that now control Europe, will never tolerate unrestrained speculation in life's first essential—food. In this connection, it seems to me we should recognize that many of the political factors that in different European countries are now known as Socialists, of one brand or another, would in our country be called some Republicans, some Democrats, and others Progressives. The trend of events and the prophecy of future legislation upon labor questions and affecting problems of wage scales and food price levels is too clear to be mistaken. The controlling factor has become service.

The American wholesale grocer has ever set a high value upon genuine service. Service has been the first plank in our association platform, and it is founded on much firmer and more lasting ground than any outworn belief in the justice or wisdom of mere speculation. We are now entering a much more trying time for the country, and for our own special line of trade, than the period of the war itself. The difficulties and dangers of the problem of reconstruction have already become too evident in the brief days since the signing of the armistice.

In behalf of the association, may I not respectfully offer as the guiding principles for all of our members, and for wholesale grocers generally during this trying period, and in the years that follow, two objects, to which each of us shall pledge himself:

(a) Service. (b) Economy.

During the years just ahead of us the usefulness or right to exist of everything, from the Supreme Court to the privately operated delicatessen store, will doubtless be called in question by some more or less important section of our population. The one predominant principle will be the survival of the fittest. I have no need to tell you of the various private and public agencies that are here and there offered to perform the functions that the wholesale grocer, under the severest competition, has successfully discharged for centuries. No collective action on our part and

no mere arguments or appeals to Federal or State authorities will or should maintain the wholesale grocer's position. His survival depends solely upon himself. If he is able to get food from the farm to the table more economically, quickly and effectively than any other agency he will survive. If he does not no association and no united effort can or should save him.

He must render better service than any other medium. He must conduct his business with greater economy than any competitor, private or public. That he can do this I do not entertain the slightest question. He has proved it. But he must ever improve, and must make that proof ever more convincing. No developments of the peace conferences, no activities of any international food organization, no decision to continue or discontinue a National food administration, no reconstruction policy of President Wilson and his Cabinet, no laws of the present Congress or of the new Congress after March 4, can in any respect change the plain fact that to-day, as in all the months of the war, and in the years before, and through the years ahead, the wholesale grocer will be measured by his service.

It is clear that philanthropy is not the manufacturer's reason for employing a wholesale grocer or increasing the compensation allowed him. The distribution service rendered by the wholesale grocer is a necessity. In the second place, no manufacturer uses the wholesale grocer as his

medium of distribution or increases the compensation as the result of requests or demands made upon him by organizations of wholesale grocers. The manufacturer grants the compensation or profit if and because he gets service, and he should not be expected, under any circumstances, to be prompted by any other motive.

The manufacturer who uses other means of distribution finds as a rule that he has forsaken the more economical channel; he learns from experience that his distribution costs both him and the consumer more money. The manufacturer who seeks to reduce below a reasonable minimum the wholesaler's compensation for service naturally finds that the competing manufacturer, who is willing to pay for the very necessary service he obtains, increases his output and widens his distribution. The laborer—the individual wholesale grocer in this case—sells his services where he is best paid.

The plain duty of each of us and of the association seems to me to be continued co-operation with the United States Food Administration and other Governmental agencies, and careful observance of their regulations so long as they continue in effect; service to the public on one hand and producers on the other; and wise and watchful economy each in his own business. I take this opportunity to wish you all, officers and members, a very Merry Christmas and a Happy and Prosperous New Year.

Arjay Davies,
Pres. Natl. Wholesale Grocers Assn.

A Substantial Gift

The best gifts are not, necessarily, the most expensive.

A word of kindness and encouragement has often proved of priceless value.

A gift from the depth of the heart, actuated by noble impulses, enriches both the giver and receiver.

It's the spirit of the giving, the wholeheartedness and unselfishness, the pure desire to make some one happier or more comfortable, that really counts.

Likely enough you want to remember some friend or neighbor who has had "bad luck" or met with misfortune, and you desire to give something substantial.

We suggest

Lily White

"The Flour the Best Cooks Use"

with your best wishes.

Surely this would be thoroughly appreciated, and a Merry Christmas Greeting sets better on a full stomach than an empty one.

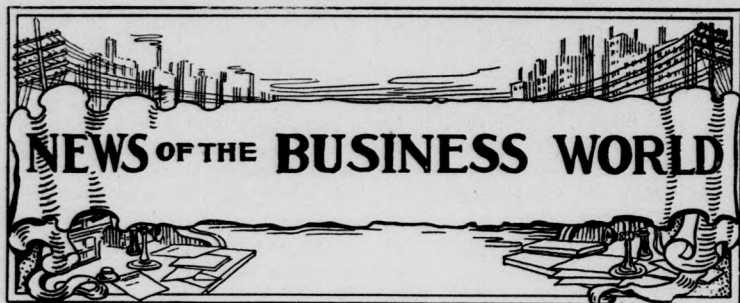
Besides good, wholesome, nutritious bread and biscuits are better for the undernourished than medicine.

They go direct to the spot, and if they are made from LILY WHITE FLOUR, "the flour the best cooks use," they are bound to be good. Give Lily White, and make someone's Christmas more merry.

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.



Movements of Merchants.

Sunfield—O. V. Dille, grocer, is remodeling his store building.

Coral—The Coral Co-Operative Co. succeeds A. N. Shook in general trade.

Owosso—The Reed Grocery Co. succeeds E. J. Hayes in the grocery and meat business.

Grand Junction—Theodore J. Shellborn succeeds Truman Blackmar in the general mercantile business.

Grass Lake—Thieves entered the store of Foster & Babcock Dec. 11 and carried away over \$3,000 worth of mens and boys' clothing.

Marshall—Perrett & Sons have sold their stock of dry goods to a former clerk, Miss Stella Snyder, who will continue the business at the same location.

Holland—The Holland Salvage Co. has been incorporated with an authorized capital stock of \$2,000, \$1,000 of which has been subscribed and paid in in cash.

Detroit—The Fire Creek Coal Co. has been incorporated with an authorized capital stock of \$10,000, \$7,500 of which has been subscribed and paid in in cash.

Edmore—The Edmore Grain & Lumber Co., Ltd., has been incorporated with an authorized capital stock of \$15,000, all of which has been subscribed and paid in in cash.

Muskegon—The Houle Fuel Co. has been incorporated with an authorized capital stock of \$35,000, of which amount \$18,600 has been subscribed and paid in in cash.

Boyne Falls—The State Bank of Boyne Falls has been incorporated with an authorized capital stock of \$20,000, all of which has been subscribed and paid in in cash.

Rogers—The State Savings Bank of Rogers has been incorporated with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in cash.

Saginaw—The J. Gregory Electrical Co. has been incorporated with an authorized capital stock of \$10,000, \$7,500 of which has been subscribed and paid in in property.

Elmira—Frank Polus has purchased the general stock of S. J. Burdo & Co., according to the terms and conditions of the sale-in-bulk law, and will continue the business at the same location.

Jackson—The George W. Rogers Co. has been organized to conduct a general advertising business, including outdoor advertising, with an authorized capital stock of \$30,000, of which amount \$23,600 has been subscribed and paid in, \$8,600 in cash and \$15,000 in property.

Detroit—The Blackstone Auto Sales Co. has been incorporated with an authorized capital stock of \$5,000 common and \$3,000 preferred, of which amount has been subscribed and paid in in cash.

Detroit—The Michigan Steel Sales Co. has been organized to buy and sell iron, steel and steel products, with an authorized capital stock of \$5,000, all of which has been subscribed and \$1,000 paid in in cash.

Bancroft—Charles Parsons, who has conducted a hardware store here for the past twenty-five years, has sold his stock and store fixtures to Mr. Johnson, recently of Detroit, who will continue the business at the same location.

Detroit—The H. Skler Coal Co., Inc., has been organized to conduct a wholesale and retail fuel and ice business with an authorized capital stock of \$10,000, of which amount \$8,000 has been subscribed and paid in in cash.

Detroit—The Art-Klan, Inc., has been organized to buy, produce and sell art work and advertising matter for commercial purposes with an authorized capital of \$4,000, all of which has been subscribed and \$1,000 paid in in cash.

Detroit—The City Motor Sales Co. has been organized to manufacture, buy and sell motor vehicles and repair their parts, etc., with an authorized capital stock of \$30,000, of which amount \$15,000 has been subscribed and paid in in cash.

Port Huron—The Howard-Hayman Furniture Co. has been incorporated to conduct a retail furniture and house furnishing goods store, with an authorized capital stock of \$25,000 common and \$10,000 preferred, of which amount \$23,500 has been subscribed and \$22,500 paid in in cash.

Detroit—The Detroit Motor Products sales Co. has been incorporated to manufacture and sell auto accessories, motor specialties and other mechanical devices, with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$1,000 paid in in cash.

Vicksburg—The Corlett Stone & Lumber Co., of Three Rivers and Kalamazoo, has taken over the lumber yard of H. T. Clark at this place. The company now owns six yards. F. W. Corlett looks after the interests in Kalamazoo and M. Stone supervises the business in Three Rivers.

Manufacturing Matters.

Detroit—The Builders' Iron Works has been incorporated with an authorized capital stock of \$5,000, \$2,500

of which has been subscribed and paid in in cash.

Detroit—The Humboldt Iron Works has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Detroit—The Screw & Bolt Products Co. has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Detroit—The Detroit Roofing Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in, \$100 in cash and \$9,900 in property.

Owosso—The Owosso Bronze Bearing Co. has been incorporated with an authorized capital stock of \$25,000, of which amount \$13,500 has been subscribed and \$6,750 paid in in cash.

Detroit—The Barker Tool, Die and Garage Co. has been incorporated with an authorized capital stock of \$15,000, of which amount \$8,300 has been subscribed and paid in in property.

Manistee—The Manistee Clothes Rack Co. has been incorporated with an authorized capital stock of \$2,000, all of which has been subscribed and paid in, \$150 being in cash and \$1,850 in property.

Detroit—The V. B. R. Co. has been incorporated to manufacture, buy and sell all kinds of engines, with an authorized capital stock of \$1,500, all of which has been subscribed and \$600 paid in in cash.

Detroit—The Wolverine Bedding Co. has been organized to manufacture and sell mattresses and box springs, with an authorized capital stock of \$10,000, of which amount \$8,000 has been subscribed and paid in in cash.

Detroit—The Lincoln Manufacturing Co. has been organized to manufacture dies for stamping, do sheet metal spinning, etc., with an authorized capital stock of \$20,000 all of which has been subscribed and \$2,000 paid in in cash.

Detroit—The Inland Manufacturing Co. has been organized to manufacture grocers and druggists' sundries and chemicals, with an authorized capital stock of \$2,500 has been subscribed and paid in, \$750 in cash and \$1,750 in property.

Grand Ledge—The Parsons Chemical Works has been incorporated with an authorized capital stock of \$15,000 common and \$12,000 preferred, of which amount \$19,500 has been subscribed, \$7,500 paid in in cash and \$10,500 in property.

Highland Park—The Anglo Chemical Co. has been organized to manufacture and sell chemicals and medicines, with an authorized capital stock of \$8,000, of which amount \$1,000 has been subscribed, \$200 paid in in cash and \$300 in property.

Detroit—The Liberty Machines Corporation has been organized to manufacture and sell vending and weighing machines, with an authorized capital stock of \$100,000, of which amount \$50,000 has been subscribed and paid in in property.

Ypsilanti—The National Burial & Device Co. has been incorporated to deal in undertakers' supplies and to manufacture and sell burial devices, with an authorized capital stock of \$5,000, all of which has been subscribed and \$1,000 paid in in cash.

Benton Harbor—The Bontor Harbor Manufacturing Co., has been organized to manufacture, purchase, sell, etc., stoves, ranges, furnaces and heating appliances of all kinds, with an authorized capital stock of \$80,000 common and \$20,000 preferred, of which amount \$50,000 has been subscribed and \$33,125 paid in in cash.

Ann Arbor—Judge Sample, of the Washtenaw County Circuit Court, has directed a judgment of no cause of action in the case started some time ago against George W. Seybold and Gottlob Luick, of Ann Arbor, by the Sheldon Axle & Spring Co., of Wilkesbarre, Pa. This was a suit to recover the price of goods sold to the defunct Star Motor Co., of Ann Arbor, under a guarantee, in which the defendants showed to the satisfaction of the court that the plaintiff had made the guarantee inoperative by sending the goods in question with a sight draft attached.

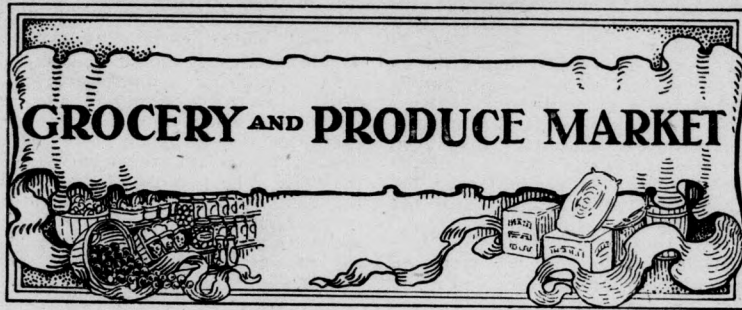
Rice Flour Left a Trade Orphan.

The relaxation of food control has played a queer prank with the grocers in the matter of rice flour. Before the war rice flour was little used here and such as was used came from mills in Holland and other European lands. When the requirement of wheat substitutes came about and flour had to be adulterated rice came to be one of the most acceptable adulterants and the Government encouraged millers to begin making rice flour. Spécial machinery was installed and the product came into general use, with every grocer carrying a considerable stock.

The sudden release of wheat flour left every jobber heavily loaded with rice flour and no sooner did the consumer swing back to wheat than she refused absolutely to buy any other. The Grain Corporation arranged to take over the other wheat substitutes, but somehow rice was left out of the plan and not far from a million dollars' worth of rice flour is in the jobbers' hands, unsold and apparently unsalable. Appeals are being made for the Government to buy it and send it abroad, but thus far it has come to nothing. No one seems to have launched the idea of finding new uses for rice flour which would create demand here, but unless some such new outlet is found, it looks as though a lot of perfectly good food will be sacrificed to American prejudice and fads.

Don't attach too much importance to seasons. A dealer in furnishings used to pack away his line of sweaters and heavy underwear in summer, but a few seasons ago he kept the same on sale all through the summer, with the result he sold many dozens of the so-called unseasonable articles.

It takes a bachelor with money to exterminate the weeds from a widow's bonnet.



Review of the Grand Rapids Produce Market.

Apples—Pound Sweet, \$2.25 per bu.; Hubbardston \$2; Baldwin, \$1.75; Northern Spys, \$2@ 2.50; Wagners, \$2; Mackintoshes, \$2; Grimes Golden, \$2; Greenings, \$2; Russets, \$1.75.

Bananas—\$7.75 per 100 lbs.

Beets—75c per bu.

Butter—Local dealers hold fancy creamery at 65c in tubs and 67c in prints. Creamery more than a month old sold at 64c. Jobbers pay 50c for No. 1 dairy in jars and sell at 52c. They pay 35c 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.

Christmas Goods—Trees, \$2.25 per bundle of 3 to 5; wreaths, \$3 per dozen for 12-inch double; holly, \$6 per case; mistletoe, 35c per lb.; festooning, \$1.50 per 20 yards. Trees are very scarce.

Cranberries—Late Howes, \$20 per bbl. and \$7 per bu.

Cucumbers—Indiana hot house \$2.50 per dozen.

Eggs—The market is 5c to 6c lower than a week ago. Local dealers pay 60c per doz., loss off, including cases, delivered. Cold storage operators are putting out their stocks on the basis of 49c for candled firsts and 44c for candled seconds.

Egg Plant—\$2.50 per dozen.

Garlick—28c per lb.

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

Grapes—California Emperors, \$10 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. A strong effort is being made to have the Government lift the embargo on honey. The only export is by the Government for the army in Europe. With sugar again on the unrestricted list, it seems as if there is no valid reason to keep the ban on honey exporting. With a world market open again, the honey production in California will exceed \$3,000,000 for next year. There will be 260 cars of honey handled by the State Exchange during 1919, as against 250 cars for 1918. A carload of honey now brings \$12,000, the highest price ever known. The plan of the State and local exchanges is to sustain the price of the commodity during the new year.

Lemons—California have declined to \$5 for choice and \$5.50 for fancy.

Lettuce—Head, \$3 per bu.; hot house leaf, 12c per lb.

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

Oranges—Floridas, \$4.75 @ 5.50 per box; California Navals, \$4.50@7, according to size.

Peanuts—The trade is heavy, probably due in part to high prices for other nuts for the holidays. More have been sold in the last ten days than for at least two months before that time.

Pineapples—\$6 per crate.

Pop Corn—15c per lb.

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

Poultry—Local dealers pay as follows for live: Hens, 4 lbs., and over, 24c; medium, 20c; small, 17c; springs, 23c; ducks, large, 24c; geese, large, 22c. For dressed the following prices are paid: Turkeys, No. 1, 30c; ducks, large, 26c; geese, large, 25c.

Radishes—Hot house, 35c per doz. bunches.

Squash—Hubbard, \$3.50 per 100 lbs.

Sweet Potatoes—\$2.75 per 50 lb. hamper of Illinois kiln dried and \$3.25 for Jerseys.

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

Turnips—65c per bu.

The Grocery Market.

Sugar—The only change of any kind is the reduction in the minimum amount of sugar which can be shipped in a car. During the period of stringent food control the minimum was established at 60,000 pounds. Now it is reduced to 40,000 pounds.

Tea—Quiet conditions still prevail in the market for tea. Trading is limited to small lots, with prices generally steady. An impression seems to have gained currency that the price of tea will shortly be reduced. This is not the case as regards the immediate future. It is possible that, as a result of the armistice and the consequent disappearance of the submarine, there may shortly be a fall in the rates of freight and insurance, but we have in the country a very considerable stock of tea and there is also a large amount on the water at the present time. All this tea, of course, will cost the same as consignments have cost for some time past, and therefore no reduction in price can be expected at present.

Canned Fruit—This market is at a standstill because the demand seems to be for descriptions that are not available, while the goods that are offered are not wanted at the prices asked.

Canned Vegetables—The action of the Tomato market during the week has given a very good indication that

to try and suppress the law of supply and demand is a difficult proposition and incidentally has shown that economic laws are superior to artificial regulations. The tomato market is decidedly weak. It was expected that this would be so. The canners profess not to believe it, but the trade generally look upon their pronouncements as merely a question of whistling to keep up their courage. The fact was that there was a very large production—so large that even after taking out the Government's full allowance of 45 per cent. the other 55 per cent. approximated 11,000,000 cases. The country has worried along on a pack of 11,000,000 cases in previous years without any very great distress, but besides taking out of all ordinary consuming channels some 3,000,000 men, there could be no doubt that domestic consumption was further curtailed by the extraordinarily high prices. These prices were all well enough while the war lasted, but the housewife is rather apt to look askance at 25c for a can of tomatoes in peace times. Hence, supply is greater than demand and the inevitable result is a decline in prices.

Canned Fish—There is no demand for red Alaska Salmon just now because there are offerings in the market that are not being taken. There is a demand for pink salmon for export, but nothing seems to be offering.

Dried Fruits—The dried fruit trade seems to be rather pessimistic in regard to further offerings of prunes. The local trade at least does not believe that they will obtain much relief from anything the Government is willing to let them have, as there will not be enough to go around. At any rate, nothing will be shipped before the beginning of next month, which will include 40s to 70s of limited quantities. The earlier shipments of 30s to 40s and 90s to 100s are now in transit, and these were what the trade was going to get anyway, so that any 40s to 70s that come in will be extra. The early part of the week there was fine talk of some packers making full deliveries, but if so this could simply apply to small packers who had not as yet made any deliveries to the Government. Some dealers here report their stock of small prunes sold out. There are some very small Oregon, 100s to 120s, offered on the spot at 7½c. Apricots are quiet, although there is talk of a possible export demand. Some extra choice royals packed in 27½ pound boxes and evidently intended originally for export and now being offered at 21c.

Rice—Trading is quiet and there is a lack of new developments to record. With supplies generally light, the market remains steady.

Sugar Syrups—Trading is quiet and the market lacks new features.

Corn Syrup—The market is featureless, trading being quiet.

Molasses—The market lacks new features, trading being quiet with prices firm.

Candy—Manufacturers expect to give more liberal supplies after the first of the year. There will be no

noticeable change in prices, it is said. The Government has just bought 9,000,000 pounds for the soldiers.

Not Surprised at I. H. Co. Action.

Rockyford, Colo., Dec. 16—Yours of Dec. 7, addressed to me at Vicksburg, has been forwarded to me here. I left Michigan the middle of October by auto and have been here ever since, recovering from the effects of a couple of months' sickness last summer.

I thank you for your congratulations on my election as President of the Michigan Implement & Vehicle Dealers Association, which was in the nature of a surprise to me, as I had figured that my absence should have eliminated me from the running.

Now, regarding this matter of the I. H. Co. insisting on their dealers handling their line exclusively, it seems to be settled, and in the name of the Association, I thank you for assisting in clearing up the matter so promptly and effectively.

This is a brand new development to me, as up to the time I left Michigan I had heard nothing of it. Neither has my partner advised me of any such attempt by the I. H. Co. in our own experience, but I had one fellow who is unusually well informed give it as his opinion that a good many of the "full line" companies would try to exert pressure to have their full line represented, but did not mention anything about excluding competitors.

My personal view is that the personnel of the implement dealers has developed to a point now-a-days where all such tactics must fail. The stiffness of the implement game for the past few years has eliminated most of the dead-head dealers.

Peace conditions and the settling of the markets back into a normal state are causing a lot of manufacturers to "make too hard work of it." They take the situation too seriously and the result will be some very faulty strategy in a good many instances. A big percentage of the dealers already have enough goods to last them through 1919, purchased in a good many instances at previously prevailing prices, and the farmers are many of them wise enough to figure that if prices don't sag in 1919, they will in 1920, which will cause a continuance of the repairing of old machines.

My personal opinion is that the manufacturers of tractors and tractor implements have that game sized up for about ten times as big as it really is, and these opinions prevailing among the big corporations is apt, as I say, to result in some rather faulty commercial strategy.

I expect to continue my vacation here until May, but I am well supplied with trade papers, and in constant communication with well informed men, and have all kinds of time on my hands, and will endeavor not to let anything slip by that needs looking after by our Association.

J. F. Follmer,

Pres. Mich. Implement Dealers' Assn.

Harry Piester, Northern Michigan traveling representative for M. Piowaty & Sons, died at his home in Petoskey, Tuesday, as the result of an attack of the flu. Deceased had been connected with the Piowaty house ever since it was established at the Grand Rapids market. He was about 38 years of age and leaves a wife. He was held in high esteem by his employers and associates and possessed the confidence of the trade to an unusual degree.

The average man loves work so much that it makes him weary to see other men idle.

INTENSIFIED RETAILING.

Original Methods Introduced by a Minnesota Merchant.

Slayton, Minn., Dec. 16—"He profits most who serves best." Now, that is not my idea, but I bring it to you, nevertheless. This is an age of service. Most of us are rendering service, some in a lesser, some in a greater degree.

In the opening of the subject, let us look at the mail order house and see the advantage, if any, there be in ordering by mail. With our modern rural free delivery systems in the country, the catalogues are brought to the mail boxes from the catalogue house, but then too, the advertising matter of the rural merchant is brought to this same mail box. Picking up a catalogue one will have to admit how attractively it is gotten up and how cleverly it has been priced with its thousands upon thousands of odd prices, made odd, I presume, to show a degree of cheapness.

As to prices, under existing conditions a large number of the mail order houses do not absolutely guarantee their prices. Under abnormal conditions they reserve the right to reject orders where anything but a nominal amount of merchandise is ordered.

With the present slow freight service, ordering goods to come by mail in the future will probably be less satisfactory than it has been in the past and even occasionally shipments have come by mail or express and gone astray.

When you simmer it all down, the up-to-date country store with its alert and courteous salespeople is rendering service in innumerable ways. Then, too, the average country store should be given great credit for the splendid market which it affords in distribution of farm produce, and I want to say right at this time that I believe one valuable asset is the idea of saying, "I will buy everything that Mr. Farmer has to sell, even when it comes to woodchucks."

There are a great many items of service which I might name, but space will not permit. Stop and consider! Do you realize that 70 per cent. of the merchandise you are selling is sold to the lady of the house? Will you take just one tip from me at this time? Whatever you do in the future, plan your advertising and play into the hands of the good housewife! For lest you forget, I say it yet, the hand that rocks the cradle rules the world!

Fellow merchants, we hear much these days about intensified farming, and it is the consensus of opinion that intensified farming is the move of the day, but I say to you, I believe that if there is need of intensified farming, then there is doubly need of intensified merchandising. Your store has a distinct mission to perform and you as an owner or part owner of that institution owe it to your community in which you keep store or keep shop to give your people ninety-nine and forty-four one-hundredths per cent. in values and store service.

I have not said that you should run your store 100 per cent. perfect, for we are all human, and that would be impossible, but I do believe that we should conduct our business as nearly as possible to Ivory Soap standards. Everything is possible to the merchant who thinks he can. Merchandise stocks generally are too large for the volume of business. Very often the quality of the goods is not as high a standard as it should be. Be careful of low grade and shoddy goods. They are liable to destroy your business before you know it.

Yes, I hear some of you say you need cheap merchandise to compete with the mail order houses. Just get

that notion out of your head, for many of the mail order houses are selling some quality merchandise where some of us retailers are not. P. T. Barnum, the father of the big circus, did once say the American people like to be humbugged. That may be true in the circus game, but not now. Then let us get down to brass tacks and admit that the mail order industry could not have gone forward by leaps and bounds unless they did sell some merchandise with quality and at fair prices.

An article I read recently said that when Mr. Rosenwald bought an interest in Sears, Roebuck & Co., the value of the stock at that time was \$140,000. Mr. Rosenwald put in \$35,000 and an uncle of his another \$35,000 for the half interest in that concern. Later on, as you all understand, he bought out Mr. Sears. This business to-day has grown so the net worth of the concern as shown by this article is \$125,000,000.

Out of this have been taken \$25,000,000 in dividends, and the sales during 1917, I believe, were something like \$175,000,000.

Your goods may be well bought, they may be priced right, but there is something more required before you can convert them into cash or profit, and that is store service.

In the matter of merchandise displays, you should have the goods right down on the counter where the customer has access to them, can examine them, and handle them. Little displays should be all over the store in every single department of the store.

Let your furniture and fixtures be the very best you can possibly afford, for they pay a splendid dividend on the amount invested.

Right here permit me to make a suggestion which may be valuable to you. An idea that you can feature in your store to good advantage is a blackboard on which you will announce, not specials, but items which you are going to feature the next day. These are not advertised items, but items you decide to put pressure on. I am going to call this intensified retailing on these few items.

We will say, for instance, in the dry goods department you are going to play up to-morrow two certain pieces of dress goods. On this blackboard you write, "Talk leather colored dresses." In this case I am featuring merchandise that I want to unload that's a sticker. Every person in the house will make an attempt to unload that certain merchandise, but it must be unloaded judiciously and unloaded on people who would accept merchandise such as this.

In another department, we will say we are featuring something in new merchandise. We will say that the new suits have just come in. It will be the duty on that day for every salesperson in that department, after she has finished waiting on the customer, to suggest suits to her. Now, if each of your salespeople are confined to department selling, then it is their duty to say, "Well, Mrs. Smith, you know our new suits just came in. Have you seen them? I'd be glad to take you back there, and I'll have Miss White show them to you."

If your salespeople will send customers one to the other, and if they will intensify for the day on that item, you will be surprised how much merchandise you will sell. Each department has only one item that is being featured in this manner.

This plan, I believe, if followed religiously, will result in increased sales in a great many of your departments.

Do things that had not been done before. Offer prizes to your salespeople who will suggest novel advertising suggestions. These little stunts don't cost much, and still they cause

talk and enthusiasm, and give the people of your town the impression that you are a live one. Here is just one little stunt I happened to try a number of years ago, and it worked out very well:

We had a big picnic the day before we tried this, and it had been advertised for some time. I believed that one particular day following the picnic would be quiet, so I sent out invitations for a doll party.

I asked all little girls under a certain age to come to our store on that afternoon at 1 o'clock and bring their dolls, as we were going to have a party for them. So the little girls came in, and it so happened that they came in a rain storm, but they were there, and the town in which I am located is a town of less than a thousand people. The little girls were there, something like sixty or seventy of them, every one of them with her doll.

As soon as they came to the store, we had them write their name and age on a little slip of paper, and after they had all registered they were turned over to a lady who had formerly been a teacher in the schools. We had things all fixed up in one corner where the girls might have their fortunes told.

We had a lady dressed in black to resemble a witch. As the little girl would go in to have her fortune told, among the things the fortune teller would tell the little girl was her name, and not only that, but her age, too, and the date of her birthday. The little girl, of course, had forgotten that she had written her name on a slip of paper some time before, and she would think it was wonderful!

Then the fortune teller, of course, would tell her to be a good girl in school, and to go to Sunday school regularly, and to mind her parents and all that, and the good times she would have if she was good and minded her mamma, and all that.

We entertained the youngsters in our balcony, and they had a splendid time. They told stories and played a lot of games. After they had their enjoyment for some little time we served them with refreshments. We had a number of counters down the center of the store, and served them with plenty of ice cream and home made cake, and every little girl, when she left there, went away satisfied that she had the time of her life.

Another feature: We asked the little girls to sing, and the young lady in charge directed them in singing. They sang a good part of the time.

Here was the best thing that happened, though: Just as we were getting nicely settled with the little girls, in came about twenty-five or thirty boys. They had already heard about the ice cream. They were asked, "Where's your doll? How're you going to get in on this without any dolls?"

Well, sir, pretty soon the boys went out, and every single one of them came back with a little penny doll. "Now, can we get in?" Well, the boys had me buffaloed for a minute, but I said, "Yes, come on in."

I took them into the men's shoe department, took a number of empty egg cases and put them around the room, and said, "Come on, we'll have some fun here." I asked the boys to tell stories and they started in. Of all the clever stores you ever heard in your life those boys told them. I never heard quite as many good stories in my life. There must have been forty or forty-five, or maybe fifty uninvited boys there.

I went over to a restaurant and secured a liberal quantity of ice cream cones, and those boys had the time of their lives.

There is one way in which you

can improve efficiency as well as store service, and that is by forming a good, active store club, which should meet every month.

In organizing your store club, draft a constitution and a full set of by-laws, which must be signed by every member of your store, every one of whom are required to join the club. The purpose of the club is the enlightenment of every member of your selling force as well as the members of the firm themselves, and the making of more efficient sales people.

P. J. Nelson.

Secretary Lane's annual report is not a report, but a plea. With his accustomed eloquence he sets forth his far-reaching plan for giving returned soldiers their share of the 200,000,000 acres of reclaimable land in the country. If Canada can spend millions to allot every veteran who wants it 160 acres, with a loan of \$2,500, and England and France hundreds of millions in housing schemes, the United States can spare the funds for this land-settlement. To relieve the anxiety of the soldier, to protect the labor market against swamping, to give re-established industry a demand for its product, to stay the movement toward the cities, to make millions of waste acres richly productive, to set up in every section modern patterns of farm settlement—all this can be accomplished easily. Secretary Lane's eloquence is needed, for the debates on his request for money to examine the reclaimable lands showed that many Congressmen did not appreciate the combination of imagination and practicality in his project. It really involves, as he says, merely a great elaboration of what the Reclamation Service has done for years.

There is a certain jeweler doing business on Monroe avenue who is evidently wondering why his trade has fallen off more than 50 per cent. during the past three years. To those who know the man and realize his shortcomings the solution is simple. He is a pro-German and abuses everyone who makes any disparaging remarks concerning the Kaiser or the German people in his presence. As a rule, he never gets a second opportunity to abuse the same person, because one experience of the kind is usually enough to prevent a person ever darkening his doorway again.

To emphasize an article the sales of which he is pushing, one merchant displays it in his most prominent show case. The entire case is well lighted; but one spot is lighted more brilliantly than the rest by a hidden nitrogen lamp. Any article placed there, of course, is more conspicuous than the other articles in the case and receives first and greater attention. The merchant says he has often doubled the sale of an article by displaying it on this lighted spot.

A thrift card, with one thrift stamp attached, was used by an association of bankers as the cover for the programme of one of its affairs. In this way it made sure of lasting attention for the programme, as well as lending a hand to the government.

GETTING YOUR SHARE?

Government statistics are usually considered dry reading, and probably that is why so few people take the trouble to find out what they contain.

But quite often they contain some very interesting facts. For example, you may not know that the average family in the Middle Western states spends over \$500 a year for things to eat, to wear and to use in the home. Implements, heavy hardware, vehicles and similar articles are not included.

This does not mean that every family spends this amount. Some haven't it to spend. But taking rich and poor, property owners and tenant, "boss" and laborer—the average amount spent for these things is over \$500 a year.

What about it?

Does that mean anything to you, Mr. Retailer in the small town?

Did you ever stop to figure out how much business this average amount ought to mean for you and your brother retailers in your town?

If you did—you needn't read this story, for then you are posted and, of course, are making every effort to get your share of the \$500 a year.

But if you haven't, take another five minutes and see if you don't get a little different light on the subject of your business.

Let us consider a town of 3,000 inhabitants, with a trading territory in which there are another 2,000 people, thus making a total of 1,000 families.

These 1,000 families spend at least \$500,000 a year, for things to eat, to wear and to use in the house—practically all of which would be spent in the home town if the retailers went after it in the right manner.

But if experience counts for anything it is safe to say that at least \$150,000 of this amount is sent away. And the only reason why the money is sent away, is that the local retailers do not take the proper means to secure this business.

Think of what this \$150,000 additional business would mean to the town. With an average profit of even 20 per cent., it would mean that \$30,000 would be added each year to the money turned over a dozen or more times in that town.

It would mean more building, more improvements, more comfort, more convenience for every one in town.

It would mean the difference between making a bare living and a profitable business to many a retailer.

But this immense amount will continue to be sent away—with the probability of a larger amount going out every year—unless the local retailers change their attitude—both towards each other and the people from whom their trade and profits must come.

Trade goes wherever it is invited, receives fair value and courteous consideration.

The mail order houses are artists in inviting trade. They do give good value, but no better and often less than the local retailers. They are ex-

tremely courteous in their consideration of customers' complaints.

The start is made with the invitation, and as they are practically enjoying a monopoly on real advertising it is really a wonder that more trade does not go away.

They have succeeded in convincing a large number of people, that their values are better, but the only reason why they have succeeded is, that the average local retailer has never conducted a carefully planned-out campaign, to prove that he is actually able to give at least as good values.

If he has done anything it has been a "hit-and-miss" affair—without any connection or system. He has been unwilling to co-operate with his brother retailers. He has always "had an eye to the main chance." He has been afraid, that some one else might get a little more business out of the general results if a co-operative plan was proposed—and so he has "paddled his own canoe"—with the inevitable result that he received a smaller return for his individual effort.

The law of compensation holds good in every case. Single-handed effort, work done and money spent without due consideration to others, always brings less reward to each individual than the same effort, work and money used in co-operation with others.

The interests of every retailer in a town are so interlaced with those of the others that from a purely selfish standpoint they cannot afford not to co-operate, and the large amount of sales and their resulting profits which are lost to retailers in country communities is the logical outcome of their failure to co-operate.

Happily, conditions are changing. Retailers are commencing to appreciate that even competitors may have some good points. They are getting together in many places, formulating plans and executing them effectively.

And in every case, they are reaping the returns of co-operation. Each one is doing more business and making more profits.

Bankruptcy Proceedings in the Western District of Michigan

Grand Rapids, Dec. 10—Andrew L. Troyer, of Muskegon Heights, has filed a petition for adjudication in bankruptcy. The matter has been referred to Referee Corwin. The first meeting of creditors has been called for Dec. 24. The schedules of the bankrupt show the following: Unsecured claims amounting to \$520 and assets amounting to \$225, which amount includes household goods valued at \$150 and wearing apparel \$75, all of which is claimed as exempt. Following is a list of the creditors scheduled by the bankrupt:

Syrus Twining, Walkerville	\$156.00
M. D. Hayward, White Cloud	135.00
Dr. Barnard, Tustin	45.00
S. C. Manning, Walkerville	45.00
Foster Morris, Hesperia	75.00
George Chub, Copemish	40.00
Maryann J. Kawolski, Copemish ...	

In the matter of Mike Maloley, bankrupt, Grand Rapids, a final meeting has been held. It appearing that there were not more than sufficient funds to pay the expenses in this matter, no dividend was declared.

If you sell goods for less than standard price, or stock that which is hard to obtain, state so on your placards or window display, such as, "Our price just 20 cents below that which you always paid for Jones' skirts," or "We carry in stock at all times a full line of R. G. waists."

Quaker Coffee

The best coffee that a big house can buy!

Roasted and blended by experts!

Combined for flavor, for aroma, for strength!

Such is

Quaker Coffee

For sale only in one pound packages!

A superlative coffee at a reasonable price!

A liberal profit for the retailer!

A square deal for everybody!



WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO

THE PROMPT SHIPPERS

BASIC CONDITIONS SOUND.

Holiday buying, which began this season earlier than usual, reached its height during the week just closed, with good prospects of a continuance for some days to come. In volume of sales, no less than in the variety of articles bought, there has been so far no cause for complaint. Prices have been less of a deterrent than was feared, and consideration for what the future may have in store does not seem to have been taken into account. Even in the purchases of gift articles, little heed has been given to those classed as useful as distinguished from the opposite kind. A casual study of the shoppers who have been so much in evidence would also lead to the conclusion that, for the time being, at least, the pleas for economy in expenditures were in great measure ignored. The revulsion of feeling which followed the sudden ending of the war is given as a reason for the quick change in sentiment that seems to have affected all classes alike in widely different portions of the country. The effect of the buying is seen in the depletion of the stocks held by retailers, and will be quickly manifested in the collections. This will be an aid toward stabilizing mercantile business conditions besides creating a demand for further supplies for forward trading.

Basic conditions in other directions appear to be sound so far as the usual indications point. Prosperity is the lot of the vast army engaged in agriculture of divers kinds and the raising of the food animals which forms a part of that occupation. Products of the mines, fisheries, and forests have been in great demand, and have yielded large profits to those concerned in them. The great bulk of the factories have been working to capacity until very recently, with results more satisfactory than for decades, and labor has received greater compensation than ever before. Economies, forced or otherwise, have aided in conserving much of the profits that have accrued. Safeguards against over speculation have prevented unwise accumulations that might be a source of peril in the period of re-adjustment following an era of inflated values. Removal of priorities and restrictions is aiding in giving freer play to the activities in industries whose output was curtailed while the war lasted, and this, in turn, helps to provide employment for many whose work ceased with the closing of the war. All these things are to the good and are of excellent promise. But, in spite of them, buying in the primary markets and from distributors lags. The reason for this is not far to seek, and it is perfectly understood. While the condition is merely temporary, it is quite troublesome while it lasts.

It is realized on all sides that market values are inflated and that commodities generally are on an artificial basis. This is not merely the case in this country, but is so all over the world. Part only of the increase in values is due to enhanced cost of production. The remainder is what

has been secured by an abnormal demand compressed within a short interval of time. No one contends that prices can be quickly restored to what they were before the world war set in. Many economists and others insist that higher levels than the old ones must prevail for years and that, in certain instances, prices will never be as low as they were unless inventive genius steps in to reduce production costs. So there must be a new definition of what is normal at the present time which is something different than was so in the early portion of 1914. What may be considered bedrock prices just now is the serious proposition which confronts buyers. Until they feel assured that prices have reached their proper level, they will be very cautious. This applies to all kinds of commodities. Certain producers are taking this into account and are trying to meet the difficulty by voluntary reductions. The most notable of these instances is in the case of the iron and steel makers. Less so is this true of the purveyors of food products and those engaged in the manufacture of textiles and leather goods. As a kind of stop-gap, it has been proposed that manufacturers guarantee prices for a period of ninety days, but this kind of a remedy is at best a very doubtful one. Government-fixed maximum prices have ceased to be a factor and are generally disregarded except in the case of wheat. Reluctant though they may be, it would seem to be only a question of time before manufacturers will have to content themselves with smaller margins of profit than they have been getting. When commodities get down to a fair basis business will pick up quickly.

THE DRY GOODS MARKET.

Sufficient progress has been made in adjusting Government plans for the disposal of surplus textile merchandise to warrant the conclusion that this surplus will not be permitted to become a serious menace to the stability of business for the next few months. If present plans are worked out, as the authorities think they can be, in co-operation with merchants, the goods will be absorbed for consumption without shock to values that cannot be taken care of. There is every reason to expect that a substantial part of the merchandise, which is not like that to which the retail and jobbing trade have always been accustomed, will find a ready market in foreign fields wherever it is necessary to extend United States credit for the rehabilitation of war's destruction.

This will remove one of the grave causes of unrest among domestic traders and will make clear that there cannot be the very great shrinkage in values that many have been dreading. Without an excessive surplus of merchandise to press upon the market for immediate sale there can be no damaging break in prices. The absence of stock in first hands for domestic consumption has been recognized for some time, and the liquidation that has gone on in second hands has made progress to

an extent that shows a greater measure of confidence in values on the part of holders than some buyers have been talking about. Lacking financial pressure forcing them to unload, many second hand factors propose to hold on and some at least believe that in another couple of months they can go on selling at a profit, or certainly without the losses some of them were fearing.

The wool auctions should do much to straighten out the tangle of ideas prevailing as to the actual worth of merchandise to be made for trading purposes in the next six months. The Government does not intend apparently, to swallow a shrinkage or loss on the wool it controls. Otherwise it would have offered a larger quantity for sale at an auction. The largest manufacturer of wool goods is perfectly willing to allow the trade to fix its own values on merchandise, as it has ordered a peremptory sale of stock goods.

Recent reports from Yokohama indicate that someone wants raw silk at prices much higher than those current a year ago or two years ago, and while the reaction from a weak market here has not yet become clearly defined, there are some men in the trade who expect silks to sell freely next spring and at a profit that will warrant paying good prices for the raws.

There are signs developing in the cotton goods market pointing toward a determination to get business on a basis from which operations may begin in safety. Some gray goods have already reacted to lower levels than mills will work on for two or three months and if idleness is to intervene in the mean time it will merely accentuate the disturbance of business without offering a chance to sell ahead freely. It is also established that some finished goods lines will shortly be priced for future delivery on levels that will be held steady for some time and probably long enough to permit jobbers to distribute for spring and summer trade. It is going to take time for mills to accumulate stock goods and meanwhile it is for jobbers and retailers to determine how they are to do business without stocks.

ECONOMIC ISOLATION.

Whatever punishment may be inflicted on the Central Powers for their crimes and sins, it is now pretty well established that economic isolation cannot be made one of the penalties. This will be manifest, so far as supplies of foodstuffs are concerned, as soon as the necessities of the peoples of those countries become sufficiently acute. Attempts to prevent Germans from importing raw materials needed in manufactures are likewise bound to fail. It would be essential, in order to gain this end, that the war blockade by sea and land be kept up indefinitely, even with regard to neutrals, and this would imply a continuance of a state of war. It may be well, in connection with this matter, to call attention to the fact that considerable stores of raw materials owned by

German interests are now in various neutral countries. Only recently it was shown, for example, that fairly large stocks of wool and other materials are in South America which were bought by Germans at comparatively low prices not long after the outbreak of the war. Only shipping facilities are needed to bring them to their owners. When it comes to selling German products abroad, however, much trouble can and will be made for the Huns. Both Great Britain and France have determined on checking imports from Germany by prohibitions and restrictions, and Belgium, Italy and the United States will certainly not help that country's export trade. And the unofficial, but no less effective, individual boycotting of everything "made in Germany" is bound to be felt in neutral as well as belligerent countries for dozens of years to come.

SHUT OUT THE GERMAN.

It is time for Congress to enact stringent prohibitive legislation regarding German immigration to this country.

Any German who ever lived in the United States and went back to fight in the German army should never be allowed to land on our soil again.

No German who lived in Germany up to this time should be allowed to come to this country unless it be an aged parent of a naturalized American who has been true to the United States in the late war.

Measures to stop all undesirable immigration to the United States cannot be enacted too soon. The same prohibition we exact regarding Germans should be made to apply to Turks, Bulgarians and Austrians because they are nearly as brutish as the Germans. Fortunately for themselves and the world at large, they are not possessed of the mania which possesses the Germans that they are supermen, when, as a matter of fact, they are the lowest down people on the face of the earth.

MEMORIAL EDITION.

A valued friend and patron of the Tradesman, who has himself suffered the loss of a son in France, suggests that the Tradesman publish a Memorial Edition next May, giving a complete list of all relatives of the Tradesman family who gave up their lives in defense of humanity and civilization.

The Tradesman is pleased to act on this suggestion and begs leave to request that those of its readers who have suffered the loss of relatives in the service either in this country or in Europe, furnish a memorandum containing name, age, rank, company, regiment and division attachment, date of embarkation, list of battles participated in and date, location and cause of death. These reports will be carefully compiled and summarized and competent eulogists will be asked to pay fitting tribute to the memories of the deceased.

The more you practice the making of show cards, the better you will become at the work and the more cards you will have and use.



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.

The Retail Shoe Dealer's Outlook.

Written for the Tradesman.

There are no standards by which to measure the shoe retailing tasks and problems of our day. The long and arduous trail through the wilderness of work that lies ahead of us has not been blazed. For such a day, for such an hour, he looks in vain who seeks for precedents. Our entire industry is scheduled for far-reaching reconstructive activities. This inherent necessity for progressive development, for new and better ways in shoe distribution, may be deplored by the brotherhood of the easy-going, or disregarded by those who have not the spirit of awareness, but all the same they are coming. Even now they are taking place.

At the outset let us briefly consider two or three very general propositions which, in all of our thinking upon the subject of the production and distribution of footwear, it is well enough to keep in mind.

In the first place, the production and distribution of shoes constitutes an essential industry in peace times as well as war. Armies at the front must be clothed as well as fed, and shoes are vital in this equipment. But now that the armistice has been signed and the delegates to the great peace conference are gathering, we naturally think more about the armies of the home fronts than we do of those armies whose work is finished at the fighting front. Civilians must be clothed—which means they must have adequate footwear.

Some one has put it graphically by saying "the world is barefoot." At least 180,000,000 of people in war-devastated Europe are looking to America for rehabilitation.

The shoe industry of America must carry on. The future is big with promise. The signing of the armistice does not mean that the sky has fallen in so far as the production and distribution of shoes is concerned. There is no occasion for anybody's becoming panicky. The demand for shoes both at home and abroad is going to be great—greater than it has ever been.

And this general notion of a big future demand logically suggests another idea; namely, that, in the judgment of the most expert shoe authorities who have given expression to their views of late, there will be no depreciation of any conse-

quence in present footwear values. Labor leaders have declared that they are going to do all in their power to maintain the price of labor at its present level. With prices for everything substantially that goes into a shoe firm, and manifesting not the slightest tendency to drop; and with the problems of transportation almost as chaotic as they were months ago—how can the price of shoes decline?

Liquidating Present Stocks.

There is one matter upon which shoe manufacturers, shoe dealers, and the members of the recently dissolved War Industries Board all agreed, and that was that present shoe stocks in the hands of retail dealers should be liquidated under selling conditions as nearly normal as possible. Any changes or restrictions in existing styles, or any radical methods of distribution, that would make this liquidation impossible were looked upon with disfavor by all. These stocks represented bona fide values. They were first made, then sold, in good faith. They represented the manufacturers' and the dealers' best guess as to what the public wanted in the way of shoes, and were willing to buy.

When thousands of shoe dealers faced the possibility of having these stocks left on their hand—or of encountering selling conditions which would require that they be marked down ruthlessly—they faced the possibility of financial ruin.

But doubtless this contingency was never as real as it seemed. Certainly now that the more drastic restrictions have been removed, it has practically ceased to exist. Now the dealer can sell whatever the customer desires and is willing to pay for. Popular misconception as to such matters have been cleared up.

Even the absurd idea that \$20 shoes were going to be marketed at \$12 the pair has gone the way of many a newspaper myth. The subconscious notion that the bottom was going to drop out of present shoe prices—and the price of everything—as a result of the armistice, has gotten a solar plexus blow.

All of which does not mean, of course, that these stocks have been liquidated—only that the chances of their liquidation are now admittedly better than they seemed to go some time ago.

But it will require wise and resourceful merchandising methods to liquidate these stocks.

The Gradual Resumption of New Styles.

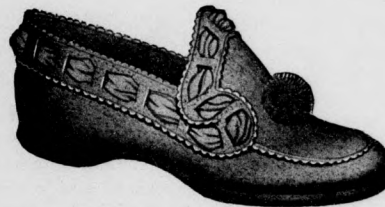
While the problem of present

WHO ever buys Honorbilt Shoes gets his money's worth; a full measure of honest value. That is all anyone can expect to receive and is much more than is frequently given.

Supply your trade with Honorbilt Shoes. They will cause your store to be long remembered and talked about as the proper place to trade.

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

Mayer
HONORBILT SHOES



Women's Felt Slippers

- 8005—Wos. Ox. Grey Mocc. Small Pon Collar Trim Padded Heel.....
- 8009—Wos. Dark Blue Mocc. Small Pon Collar Trim Padded Heel.....
- 8010—Wos. Purple Mocc. Small Pon Collar Trim Padded Heel..... \$1.10
- 8011—Wos. Wine Mocc. Small Pon Collar Trim Padded Heel.....
- 890—Wos. Red Mocc. Small Pon Collar Trim Padded Heel.....
- 8012—Wos. Dark Mocc. Large Pon Ribbon Trim Padded Heel.....
- 8013—Wos. Brown Mocc. Large Pon Ribbon Trim Padded Heel..... \$1.25
- 8027—Wos. Wine Mocc. Large Pon Ribbon Trim Padded Heel.....
- 8019—Wos. Wine Mocc. Small Pon Collar Trim Plain Vp. Padded Heel...
- 8020—Wos. Drk. Blue Mocc. Small Pon Collar Trim Plain Vp. Padded Heel 1.07 1/2
- 8022—Wos. Chinchilla Grey Mocc. Pon Pinked Edge No Heel.....
- 8023—Wos. Chinchilla Dark Blue Mocc. Pon Pinked Edge No Heel..... \$0.95
- 8026—Wos. Chinchilla Red Mocc. Pon Pinked Edge No Heel.....

Hirth-Krause Company

Grand Rapids,

Michigan

stocks is being solved, there is another question that is now engaging the minds of forward-looking shoe manufacturers and retailers; namely, the matter of the introduction of new leathers and lasts.

Novelty is one of the things upon which the shoe business necessarily depends. Especially is this true of footwear for women and misses.

There must be ever the new note. For the time being, the restriction in this regard holds good. There will be no new styles until after June 1st. Whether the time will be extending for the prohibition of novelties, remains to be seen.

But as soon as practicable, this old-time privilege should be restored.

In times of war—especially in a life-and-death struggle such as the one out of which we have emerged victorious—conservation is essential, but in normal times people should be allowed to buy what they want. And it is a cinch people want new and pretty shoes. Especially the people of this country.

Styles may admittedly go to seed. The style-feature of shoe production may be abused; but it is doubtful if we shall see such bizarre effects in the coming days as we have in the past. We have, let us hope, learned by experience.

But we must have constantly new shoes.

Better Methods of Selling.

Any discussion of the general topic of the shoe dealer's outlook would seem to be incomplete without some reference to merchandising methods of the coming days.

The war has been a good discipline for shoe dealers in many ways.

It has, for example, taught them the advantage of quick turn overs, intensive selling methods, and clean-cut advertising.

The future shoe store will, I am sure, be conducted along improved lines. Into the merchandising scheme of the future will no doubt be carried over and incorporated many of the profitable lessons learned in this war.

There will be an appreciable grading-up. Henceforth effete methods and devices for capturing trade will not do. The shoe dealer must be up-to-date. He must be a live-wire in the old town. He can't afford to take things easy. If he's a back-number, he's going to lose out.

But the fellows that stay in the game and play it according to the new and improved rules are going to go right forward, for this same old shoe game is going to be a big affair in the re-organized industries of America.

Cid McKay.

As often as possible give clean, fresh notes and coin in change. If you have mutilated coin or torn notes, deposit same or pay your bills with them, but do not attempt to give them to your customers.

Make it your business to spend a goodly portion of your time on the sales floor of your store so people will not say, "Yes, I trade at Blank's but never saw Mr. Blank about."

Purchases of Footwear for Gift Purposes.

Written for the Tradesman.

A perusal of newspapers from many different sections of the country indicate that retail shoe dealers are right on their toes in the matter of pushing regular and subsidiary stocks of the shoe store as appropriate and practical commodities for gift purposes.

The Government's widely published request to the effect that Christmas gifts consist of useful articles this year was projected, to be sure, before the Central Powers began to make the welkin ring with peace overtures; but after the signing of the armistice, the slogan was amended to read: "Now that Fighting has Stopped, don't Stop Saving." And the programme for a practical, sensible, economical Christmas celebration has not been altered. For months and months to come the same frugal habits into which the American people have come, as a wartime measure, should be continued.

As a matter of fact, it is devoutly to be hoped that the lesson of frugality has been learned for all time. The shameful extravagance and wastefulness of the people of this country was inexcusable. We wasted foodstuff and we spent entirely too much money for amusements of one kind or another, and squandered fabulous sums during the holidays—and especially in gift articles for the Christmas holidays.

If this habit had been confined to the rich and the well-to-do it would not have been so bad, but unfortunately this was not the case. People who could ill afford it were addicted to the habit of foolish giftings.

Emphasizing Useful Giving.

Retail shoe dealers were interested in promoting an era of more sensible giving, for this meant that they would be able to release more merchandise during the pre-holiday period than had hitherto been the rule.

In many towns and cities co-operative advertising campaigns were put on to help popularize the things of the shoe store. The gift certificate plan was devised, and helped to direct the attention of people to the advantage of practical merchandise, such as shoes and other things of the shoe store, as appropriate and acceptable gifts. And all of this dealer-activity had its effect.

It is up to each merchant who deals in useful goods (such as shoes and subsidiaries) to push these things vigorously at this time. "Gifts of Footwear" is a phrase that has been used to call attention to things of the shoe store.

The term "footwear" covers many articles that are both attractive and useful—but the major emphasis should be placed on the idea of utility, for this is where it really belongs.

Not to attempt an exhaustive list, the following may be suggested: Women's shoes for dress or comfort, men's shoes for work or dress, children's shoes for all kinds of wear, attractive footwear for growing girls, house slippers and rubbers for

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.

"Bullseye" Boots on the Floor



Hood's
Red or Black
Pressure Cured
Short Boots
Made with the
White Soles
and Foxing

Price \$3.95

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

everybody, sweet and dainty little boots and soft soles for tiny tots, polishing outfits, rubber boots for men and boys, storm proof boots for red-blooded men and boys, appropriate footwear for sports, outing purposes, and all kinds of special uses; shoe trees, nifty spats, arch props, dainty hosiery for women and children, etc., etc.

There is psychological value in the mere suggestion; but there is advertising force in judicious persuasion.

Therefore talk about useful giving. Specify things of the shoe store that are useful. Tell why. Urge that such things be bought. Display them in your window along with holly and other appropriate Christmas symbols.

Cid McKay.

Arrogant Germans.

The difference between the German officer and the average German soldier whom we have had as prisoners, writes an officer from France in the Army and Navy Journal, is quite remarkable. Many of the former are aggravating to a degree in their contemptuous manner and point of view, while many of the latter seem to be decent fellows, except that they are products of an abnormal lifetime training, which has made them dumb and unquestioned followers of their appointed superiors. Before the war, adds the correspondent, there were many officers in the United States so carried away with the German idea of making men act with the simple obedience of dumb animals, and just a machine, that they desired to Germanize the American Army. Those of this school of officers who have been on the battlefield have now changed their views, however, and there should be no more talk of anything German in the American Army.

A good illustration of the German officer caste point of view was given when one of our companies, having a large number of wounded stretcher cases to deal with, both American and German, was compelled to use German prisoners as stretcher bearers while going to the rear. One of the prisoners, when told to take hold of the litter of a wounded German and help bear the man to the rear stood very erect, poked his nose in the air, and said, "No; I am an officer." An American Sergeant, turning to a man who spoke German, asked, "What's the matter with that guy, why don't he get busy?" When the reason was explained the Sergeant said, "Well, I'll fix that quick," and taking his knife he cut off the shoulder straps of the officer, to the great dismay of the latter, and with a good volley of American oaths, which the German officer evidently understood, told him to get to work quick. The German officer went to work.

Spend as much time as possible on keeping your store clean, for a clean store attracts customers as flies are attracted to a barrel of sugar. Once you attract your trade, a clean store will do more to hold them than any other factor.

The Repair Service of the Shoe Store.

Does your store solicit and take care of repair work? How does your volume of repair work for the last three, six, or twelve months compare with similar periods for a year ago? Haven't you found it appreciably easier to secure repair work in the last six or eight months than it has ever been in your locality?

These questions have been formulated to start you to thinking along repair lines. I have been talking with merchants and shoe department heads within the last few days regarding the present status of the repair game. Without exception I have found the men I interviewed on this subject exceedingly optimistic about repair work. They intimate that there never was a time when there was as much in it as there is at present.

Of course if one isn't prepared to take in repair work, and doesn't care to get in shape to do it, he had just as well pass this article up, for it is written primarily for the fellow who believes in the repair function. And the objective of the writer at this time is to persuade him to believe in it a little bit more strongly, and to push it a bit more aggressively.

It isn't enough merely to have up a sign somewhere about the main sales room saying, "Yes, We Do Repair Work." That is a good hint all right, but it should be followed up with a lot more pertinent and persuasive efforts to get repair business. As long as you solicit repair work at all, you had just as well try to get as much of it as you can. Even if you turn all this business over to a repairer in your community, so that the work first goes out, and then comes back in, it stands to reason that the more work you get the more repair profits will accrue to you. But this plan of course, is the least satisfactory of all. You should have your own repairer or repair department.

An Interior Repair Trim.

The writer has frequently suggested that repairers should make more of the display feature.

I do not believe I have seen more than one or two repair shop windows that were used to good effect.

Most of them are cluttered up with repair tools, shoes, repair materials, and junk of one kind or another.

Generally the glass of the windows seems to be crying aloud for a good cleansing. Frequently things are pasted on the glass.

Now there isn't any law against a repairer's using his display window if he is in mind to do so. That would seem to be what the window is for—to be used in advertising the repairer's function.

If the regular shoe store maintains a flourishing repair department, I can see no reason why there shouldn't be something in the front window (or windows) indicating that the store maintains such a department.

But I am thinking just now of the possibilities of a really new thing under the canopy—an interior repair trim. Did you ever see or hear of

one? I never did; but I see no reason why one couldn't be fixed up at a very nominal cost and used to excellent advantage.

You would need a glass case or cabinet—perhaps a cabinet would be better. It need not be large. A cabinet 24 to 30 inches in width would do, and it might be anywhere from 8 to 12 inches in depth, and say 5 or 5½ feet in height.

In the cabinet should be displayed certain things wherein is pictured the story of your repair service: specimens of the materials you use—especially oak sole leather and fiber soles of standard make; rubber heels; leather lifts; thread, etc. Have a card reading something like this: "In Our Repair Department We Use Only the Best of Materials." Then display a neat repair job. Take an old rusty pair of gunmetal or tan shoes with worn soles and ground-off heels; have your repairer do a neat job on one of the shoes, then polish the shoe neatly; and, if new laces are required, insert a new lace in this shoe. The effect of such an exhibit would be striking.

And, this reminds me of another novel idea: namely, why not make a hit by polishing the shoes your repair department turns out? The writer has had many shoes repaired both for himself and for members of his family. But in all his experience he never had a rusty looking shoe come back polished. Absolutely, not once. It would give him the surprise of his life if some time this should happen.

But why isn't it done? Wouldn't it be a bully good stunt to do it? I believe it would pay big, even if 5 or 10 cents additional just for this polishing should be added to the repair bill.

Cid McKay.

Do not test a coin before your customer. If you doubt the genuineness of the money tendered, take it to the rear or some secluded spot to sound. Failure to do so gives the customer the impression you think they are using your store as a place to pass bad money.

Abstain from using the word "Guaranteed." It means nothing and oftentimes gets you into trouble leading to arguments and dissatisfied customers.

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.

If you never handled the

BERTSCH SHOES FOR MEN

you have missed a wonderful opportunity at profit and business building.

We are in an era of change. Many people who paid cheerfully a price several years ago to get "this" or "that" make of shoe are utterly unable to pay the price to which many lines have advanced.

Here the BERTSCH dealer gets his opportunity. He knows that the comfort and service of the BERTSCH SHOE will appeal to the most exacting, as well as save him quite a sum on his original investment.

Capitalize this opportunity of doing your customers a real service by having at hand a Comfortable—Stylish—Service-Giving Shoe, at a price they can afford to pay through—the sale of the BERTSCH SHOE FOR MEN.

Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear

GRAND RAPIDS, MICH.



Gigantic Problems Which Now Confront the Country.

Too much emphasis cannot be placed upon the need of individual, careful consideration of the problems now before the country, not only upon the return of business to a peace basis, but also to collateral subjects of social and political conditions which form parts and parcels of our economic structure. Many may say that the attempt to live up to a high ideal is impractical in business life, but is that so? Suppose we do seek after the unattainable, we strive harder to reach the goal. Enthusiasm, perseverance and right ambition in the individual has made us what we are—a Nation of liberty loving and high minded people. On the eve of perpetual peace our ideals become of tremendous importance and it behooves us to keep them ever before us. As has been well stated, war is heroic and peace is tame. Looking upon the future world as democratic, peace becomes a personal consideration, a personal task. We must each live it to preserve it in its universal triumph. We must each and all of us think peace, that peace be and abide with us. We now face the task of resumption of business and reconstruction and shall be intensively occupied. As we are able to return we shall be largely unconscious of the unfolding security of peace and accept conditions without, perhaps, thinking seriously about the matter. Yet not only the impending league of nations to ensure peace, but the civic relations, the economic and business interests of our freed and again individualized life require that we should live up to the high individual ideal that has been nationalized. No one can doubt the imperious demands upon us of the coming months. "Democracy" we have not yet fully defined. Individualism and socialism, as principles of civic life and governmental form are the vital questions we must now settle for all time. The practical issues of capital, credit, prices and wages are now confronting us. Against the powerful pull of war toward destructiveness are now opposed the natural laws of supply and demand, and the returning forces of order and increased production. The action of these world wide forces, beyond the power of any government, will pull down wages. If the so-called "advantages" of high wages and short hours will not be relinquished willingly, they will have to be surrendered amid turmoil and industrial contest. The later is not the way to ensure tran-

quil peace, nor to ensure social justice. To seek the panacea of Government paternalism is to place us in danger; the danger that has taken a stronger hold on Russia and that is spreading through the disintegrated political divisions which formerly formed the German and Austrian empires like fire in dry underbrush. To get down to the practical, it is our duty to determine, once for all, as loyal citizens of the United States, that our Government in its new relations shall never "recognize" anarchy in any of its forms, any more than it will autocracy; that it will never relinquish a representative Government, guaranteeing to the individual his right to initiative and ownership for one that absorbs the individual in the state and forever imposes a system of slavery upon one of original freedom.

Business interests express satisfaction that the office of the Secretary of the Treasury, so ably filled by William G. McAdoo, is to go to Hon. Carter Glass, who, as chairman of the Banking and Currency Committee of the National House of Representatives for a number of years, rendered the country a great service. He had much to do in re-framing the Federal Reserve System statute originated by the late Senator Aldrich and as it left his committee was a progressive yet conservative measure. Under the stress of war the law has been scratched and patched. Amendments have been made and powers added against the wishes and advice of Mr. Glass. Now the strain is relaxing, a sigh of relief goes out from business interests, due to the fact that Mr. McAdoo is to be succeeded by a man with such safe and sane views and proved ability as Mr. Glass. It is particularly fortunate for the country that Mr. Glass was selected to handle the finances of the Nation during the period of transition from war to peace.

The principal features of the new war revenue bill, as reported to the Senate by the House of Representatives, are as follows: normal individual income tax for 1918 of 12 per cent., except on the first \$4,000 the rate shall be 6 per cent. Four succeeding years, normal tax of 8 per cent. 4 per cent. to be paid on the first \$4,000 of the income. All single persons with income of \$1,000 or more and married persons with \$2,000 or more to be taxed. Sur-taxes ranging from 1 per cent. on incomes between \$5,000 and \$6,000 to 65 per cent. on incomes of more than \$1,000,000. Corporation income tax of 12 per cent. for 1918 and 8 per

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

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

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Wm. N. Senf, Secretary

FREMONT, MICHIGAN

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GRAND RAPIDS



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Automobile Insurance is an absolute necessity.

If you insure with an "old line" company you pay 33⅓% more than we charge. Consult us for rates.
INTER-INSURANCE EXCHANGE
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cent. thereafter. Depreciation allowance for mines, oil and gas wells to encourage such enterprises. Income taxes to be paid in four installments. War profits taxed 80 per cent. in 1918, not taxed thereafter. Excess profits taxed 30 to 60 per cent. in 1918-19 and 40 per cent. in 1920. Inheritance taxed from 1 per cent. on inheritances of \$10,000 to \$25,000, to 25 per cent. of those over \$25,000,000. Freight transportation taxed 3 per cent. Express transportation 1 cent for each 20 cents paid. Telegraph, telephone, radio and cable messages costing 14 cents to 50 cents, taxed 4 cents; more than 50 cents taxed 10 cents. Distilled spirits in bond taxed \$2.20 per gallon and \$6.40 if withdrawn for beverage purposes. Beer, ale and porter taxed \$6 per gallon. Cigars taxed from \$1.50 to \$15 per thousand, according to weight and retail price. Wines taxed from 15 cents to \$1 per wine gallon. Admission to theaters, 1 per cent. on each 10 cents charged. Club dues over \$10 per year taxed 10 per cent. Automobiles, motor cycles and auto trucks taxed 5 per cent. on sale price. Perfumes, sporting goods, jewelry and works of art are taxed. Brokers pay a special tax, according to the nature of their business. The revised bill is designed to raise some \$6,000,000,000 in 1919 and \$4,000,000,000 in 1920. The Republicans are strongly opposed to the provision for 1920 taxes to be made at this time.

The old adage, "Put a beggar on horseback and he will ride to the devil," has often been proven true and still seems to hold good in the case of Postmaster General Burleson. His flights of control rival those of the most daring aviator striving to break aerial records. For the sake of the country it is hoped he will take a tail spin which will put him out of commission. In other words, it is to be hoped that some legal light will sit down on him hard. His seizure of the cables is in full accord with his asinine policy of making a hash of all wire systems, mixing in the telegraph and telephone companies and cables under one control. He is evidently dreaming that his pet vision has come true and that the Government actually now owns these aids to business. Common sense would have taught him not to disturb the corporate conditions and separate operations of the systems, especially as the war is over and the fiction of "war necessity" no longer holds. It looks as if it were a deliberate attempt on his part to follow Buttercup's example and "mix these babies up" so badly that they cannot be untangled without great trouble. In other words, to place them in the unenviable positions of the railroads, so as to make Government ownership and operation the least of two evils. Of all the colossal blunderers of the Wilson administration, Postmaster General Burleson takes the prize.

U. S. Senator Martin gives the following particulars of periods following the declaration of peace when various Government war activities will cease to function:

Control of railroads—21 months.
Control of telegraph and telephone lines—during war.

Food and fuel control—end of war.
Espionage act—end of war.

War made boards and export control—end of war.

War Finance Corporation—six months after end of war, with further time for liquidating.

Capital Issues Committee—six months after the war.

Re-organization of Government bureaus under the Overman act—six months after the war.

Alien property custodian—end of the war with extension of time for certain duties.

Government operation of ships—five years after the war.

Air Craft Board—six months after the war.

Agricultural stimulation—end of present emergency.

Housing construction—end of war, except for shipbuilders.

Labor Employment—during present emergency.

Minerals stimulations—as soon as possible after proclamation of peace.

Paul Leake.

More to the Point.

"I'll be perfectly frank with you, my dear."

"Well?"

"You are not the first girl I ever loved."

"That doesn't interest me particularly. What I want to know is, do you think I'll be the last girl you'll ever love?"

Recent American and British protests against the revival of the opium trade in China have been successful. The Pekin government had not only winked at this revival, but participated in it. The foreign press in China had been denouncing the "Opium Agreement" between the government and the Shanghai opium combine, recorded a starting up of the sale of Indian opium, and pointed to the wide cultivation of opium on Chinese land. A few years ago the government had almost if not quite stamped out the opium trade. Last week, according to the dispatches, the government announced that it would accede to the Anglo-American protests, and that all opium stocks at Shanghai would be burnt publicly.

The legislative situation at Washington is naturally causing a great deal of concern to the business world. Business men are anxiously asking the question, What next? Politically there will be a Congress of one persuasion and an Administration of another persuasion. How far will the two co-operate? It will be recalled that a political deadlock existed in the first Cleveland administration. Mixing oil and water was no more difficult than the fusing of the two parties in legislation on which their political platforms widely differed. Will history repeat itself? It is inconceivable that serious problems of economic policy will remain unsolved or improperly handled through any locking of political horns.

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

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

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

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IN these times of changing conditions, new standards of values, complicated tax laws and similar difficulties, hundreds of women have placed their fortunes upon this "great safe ship" Living Trusts. Many now enjoy the protection of this Company because their husbands or fathers, when living, had the kindly fore-thought to devise their estates to this institution as trustee, guardian or executor.

If you are worried, troubled, perplexed, or if you think that your widow may be, why not inquire at the Trust Department and see if your troubles, or her troubles, cannot be lessened here.

Send for Blank Form of Will and booklet on

"Descent and Distribution of Property"

THE MICHIGAN TRUST CO. OF GRAND RAPIDS

Safety Deposit Vaults on ground floor.

Boxes to rent at low cost.

REALM OF THE RETAILER.

Losses Due to Inexperienced and Insulting Clerks.

I recently received a letter from a gentleman who asserted that politeness and courtesy behind the counter will soon be lost arts unless something is done to revive them by the buying public and merchants as a class.

While I am inclined to the opinion that my correspondent is a little too sweeping in his conclusions, I cannot help feeling that, in the anxieties and perplexities which the war has brought to the merchant, he has, unfortunately, too often overlooked the value of courtesy and politeness as business assets. Especially is this true of new clerks, both male and female, who have entered upon clerical careers in consequence of the regular clerks having gone to the front. In many cases these substitute assistants are made up of people who do not have to work for a living and who jump into the vacancies created by the draft without previous preparation or training.

My attention was called to a flagrant case of discourtesy at the Piggly Wiggly store the first month it was opened. A man had made his selections and approached the cashier to settle for his purchases. The latter computed the amount due and handed the man his change. The customer quietly stated that the cashier had made a mistake and that he was entitled to 3 cents more than had been given him. The cashier paid no attention to the complaint, evidently assuming that the man would pass on and over-look the discrepancy. The purchaser was game, however, and refused to stir or make room for those pressing behind him until a proper adjustment was made. An assistant at the wrapping counter loudly called out to the cashier: "Give the man 3 cents and stop his clack." The cashier tendered the 3 cents, but the man refused to accept it unless the cashier would compute the cost of his purchases and state frankly that he was entitled to the extra amount he claimed. After much unnecessary delay the cashier did as requested and ascertained that the man was right and was justly entitled to the 3 cents. Instead of handing the money to him with appropriate apology, the cashier literally threw the pennies at him with a gruff demand that he "move on." The man did move on, but the look on his face showed very plainly that he would never again cross the threshold of a store which tolerated such boorish conduct on the part of its clerks.

I notice the Piggly Wiggly store is spending much money in the daily newspapers, advertising the advantages of the establishment. It strikes me that a better advertisement would be to treat customers courteously, so that they would want to come again, instead of sending them home smarting with the sense of injustice inflicted upon them by flippant and arbitrary methods on the part of clerks.

There is a remarkable bakery

establishment on South Division avenue where a man and his faithful wife are trying hard to build up a lucrative business by giving their customers superior articles in the baked goods line. Their raised biscuits are superb and their fried-cakes remind one of the "kind mother used to make." If the service at the store was always in keeping with the quality of the goods, the owner of the bakery would soon be seeking larger quarters, but he is so unfortunate as to have in his employ a girl of 16 or thereabouts who seems to take great delight in seeing how many people she can wound and alienate by insulting methods and abrupt manners. So long as such a clerk is permitted to remain behind the counter the hardworking people who own the establishment will be seriously handicapped, because she will drive customers away faster than they can attract them by the superior quality of their products.

A friend of mine has dealt with one grocer more than fifteen years. During this time he has paid his account promptly on the 3rd of every month. He has never lapped bills or paid a penny less than the amount actually due. He has never made a complaint over price or service or detected any discrepancy in his account. The maiden lady who kept the grocer's book and attended to the collection of his accounts and the payment of bills, left his employ a month or so ago to assist in caring for a lady friend who was seriously ill and who was unable to secure a regular nurse on account of the demands of the war and the flu epidemic. A young woman was installed in her place. When the customer called to settle his account Dec. 3, in accordance with his usual custom, he found he was charged with two 2 pound packages of creamery butter on the same day. He was quite sure this was a mistake and called up his wife over the phone. The wife corroborated the suspicion of the husband to the effect that but one carton had been ordered or delivered. On confronting the young woman with the statement of the wife, she blazed up and indignantly remarked: "Don't you know figures do not lie?" The fifteen-year customer paid the account in full and walked out of the store in a mood that indicated that it would be a cold day when he permitted his wife to do any more trading at that establishment. Strange to say, the grocer has made no attempt to seek an explanation of the situation or straighten out the misunderstanding.

The three cases of lack of courtesy I have cited above lead me to believe that such lapses from good merchandising methods are now of daily occurrence, due to the scarcity of experienced store help and the employment of new clerks and helpers who have not been carefully instructed as to their obligations to the merchant and his customers. My only reason in making these disclosures at this time is to warn the retailer that the installation of strange and inexperienced people in his store is a dangerous proposition at best and that he

cannot be too careful in training and instructing new help as to their duties and responsibilities, to the end that old and valuable customers may not be alienated by inefficient service, arrogant methods or insulting remarks.

E. A. Stowe.

American Public Utilities Company

Preferred Stock Dividend No. 26

The Directors of American Public Utilities Company have declared the regular quarterly dividend of 1½% on the outstanding Preferred Stock of the Company, payable in Scrip, January 1, 1919, to holders of record at close of business December 20, 1918. Stock transfer books will remain open during ex-dividend period.

KELSEY, BREWER & COMPANY,
Operators.

Kent State Bank

Main Office Ottawa Ave.
Facing Monroe

Grand Rapids, Mich.

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

Resources
10 Million Dollars

3½ Per Cent.

Paid on Certificates of Deposit

The Home for Savings

Assets \$2,700,000.00



Insurance in Force \$57,000,000.00

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Has an unexcelled reputation for its

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SURPLUS TO POLICY HOLDERS \$479,058.61

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.

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

GRAND RAPIDS TRUST COMPANY

OTTAWA AT FOUNTAIN BOTH PHONES 4391

Safe Deposit Boxes at Three Dollars Per Year
and Upward

OUT OF TURMOIL OF WAR.

Religious Toleration No Longer a Mere Dream.

Written for the Tradesman.

One of the many benefits to be derived from this terrible war has been little considered perhaps by the lay citizen—the coming together in a brotherly manner of the various religious denominations of our country.

Bickerings, backbiting and positive enmity have given place to a united Americanism that does the heart of the patriot good to see. There has been growing up in this country a spirit of bitterness between Protestant and Catholic denominations, due to ignorance and intolerance on both sides, which was not founded in either justice or good citizenship.

Also the Salvation Army has come in for some not gentle jabs from those who regarded them as a noisy conglomeration of cranks and fanatics. The world war has opened some of the eyes that were blind and growing blinder with the passage of time. There were those who went so far as to say that our National existence was endangered, that the Pope was plotting the overthrow of the American Republic, that every election more strongly entrenched the power of the enemies of the Republic. The gravest aspect of all this was the fact that many good meaning people had come to believe the fanatical ranters on both sides who were going about the land inciting religious brother against religious brother, fomenting discord and distrust where all should have been peace and brotherly love.

When the call to arms came, a call for all America to take up the gauntlet flung down by Germany, there was no denominational holding back among the various churches of the country. Methodist, Baptist, Presbyterian, United Brethren, Free Methodist, Salvation Army, Catholic, all alike stepped to the front, Americans all, ready to do and die for the Nation they loved.

It was such an uprising of patriotic ardor as has never been duplicated since the foundation of the world. Those who had been making war on Catholicism, characterizing it as antagonistic to our republican form of government, were, no doubt, astounded to see the quick unanimity of that church in its answer to the call of the country.

The Knights of Columbus have made a splendid record in this war against autocracy. They have stood shoulder to shoulder with their Protestant brethren, baring their breasts to the storm of battle, making the cause of America the cause of all. The Catholic boy died in the trenches or on the blood-sodden soil of No Man's Land as numerous as did his Protestant comrades. Religious differences were forgotten in one whole-souled outburst of patriotism that has warmed the cockles of all hearts and made the United States of America indeed the land of the free and the home of the brave.

Religious intolerance went into the discard when the selective draft took from every home in the land

its bravest and best. There was no faltering, no holding back, no puerile excuses, no conscientious objections on the part of Catholic or Protestant when it was our country that called her sons to lay their all upon the altar of freedom.

This effect is one of the bright spots in the record of a war that has blasted more homes, sunk more fortunes and piled up a larger debt than any dozen former wars added together.

Every cloud has a silver lining. We who stood in watchful waiting so many, many sad months as ship after ship flying the American flag was sent to the bottom of the sea by the Teutonic pirates can now rejoice with swelling hearts over the victory gained and the promise of a lasting peace so soon to come.

The great war came, with its knitting of new friendships among the various denominations, among members of different political parties, until we became one people with no religious or partisan rancor to make us afraid.

The Salvation Army folks have done their bit in the land beyond the sea. The Salvation Army lass stands on an equal footing with her sister of Red Cross fame, each and all doing the duty that they were only too glad to face when it meant the betterment of the boys in khaki who were fighting that liberty and equality might not be wiped off the earth.

It takes liberal doses of adversity to make the whole world kin. "Man's inhumanity to man makes countless thousands mourn" is true, but nothing can insure such unanimity of thought and action as an assault upon the life of a nation such as ours which exists by the will of its people.

The uniting under a single bond of brotherhood every religious denomination, every creed and nationality that has sought freedom in America to worship God, is worth all it cost, and we ought to feel thankful that the ordeal, however terrible, has been for the upbuilding of the Great Republic.

The war is over.

There can not be found a man or woman within the ranks of any denominational school who does not feel, in the light of the hour, a newer and better environment in which there is room for all creeds, classes and kinds. Educational indeed of the highest order has been this unprovoked war, a war that at one time seemed to have no redeeming feature, yet in the light of what we now see has worked a tremendous revolution among our own people, all of which is destined to prove of lasting good to every individual in this broad land.

Old Timer.

Mr. McAdoo and the Law.

The Director General of Railroads, by a recent ruling, has relieved railroad employes of the annoyance of having money to meet their just debts seized at the source by garnishment process. "No moneys or other property," rules the Director General, "under Federal control or derived

from the operation of carriers while under Federal control, shall be subject to garnishment, attachment or like process in the hands of such carriers, or any of them, or in the hands of any employe or officer of the United States Railroad Administration."

This reads like a decision handed down from the United States Supreme Court. Whether that respectable body of jurists and the Director General of Railroads agree upon the point of law that might be raised is immaterial. The Director General has decided the matter, and there's an end on't. That this new fountain of final-resort law does not necessarily intend to leave the door permanently open for a railroad employe who happened to be dishonest to escape paying his debts, is indicated by a paragraph appended to the above-quoted ruling. "If any rules or regulations become necessary," says the Director General, "to require employes to provide for their just debts, the same will be issued hereafter."

Meantime it is a closed season so far as the garnishment process-servers on railroad employes' wages are concerned. That is, unless some rude person undertakes to have the Director General's decision overruled by application to some plain, every-day law court.—North American Review.

Loyalty.

Loyalty is the first virtue.

A man may be temperate and industrious, courteous and truthful, but if he has not loyalty it is as if he had put on white kid gloves over dirty hands.

Loyalty is the foundation virtue.

For if one has all other excellencies, all other elements both of strength and charm, and has not loyalty, he has built his house on the sand, and great will be the fall thereof.

Every relation in life depends upon loyalty. There can be no Family life without loyalty. Neither can there exist a happy Marriage. No Friendship is possible without loyalty. No Business can be successful without it.

Loyalty is the cement that holds the bricks together in the edifice of human society.

The very first lesson a child should learn is Loyalty.

No better epitaph can be written for any man than to say that he was a Loyal Friend, a Loyal Husband, and a Loyal Citizen.

The Disloyal are simply filthy—filthy and septic. Have no dealings with them. Do not work with them, nor play with them. Horror and shame are with them. Their feet take hold on death.

Frank Crane.



"Did You Bring the Jell-O?"

The "Delivery Man" finds that his visits are often awaited almost as eagerly as those of Santa Claus. And why not? Don't the "Delivery Man" bring more good things to the average home in the course of a year than Santa does?

When mamma is ordering something particularly good for dinner—Jell-O, for instance—don't you believe there are some anxious moments until the "Delivery Man" comes and empties his load in the kitchen?

Just now, owing to conditions affecting the cost of raw materials, the price of Jell-O is 25 cents for 2 packages.

Beautiful ten-color window display material of high quality will be sent to you, free of all expense to you, of course, if you can use it to advantage, and we believe you can.

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

John Wanamaker buys 100



The John Wanamaker Store, Philadelphia. One of the largest, one of the busiest, one of the most perfectly conducted department stores in the world.



The Grand Court in the John Wanamaker Store, Philadelphia. Thousands of merchants visit this arcade every year to see how business is being handled.

more National Cash Registers to meet the present-day shortage of help.

Mr. Wanamaker says:

"A large number of people have been taken out of the big stores. The men have enlisted. The women have gone into Red Cross work and nursing.

"We are able to fill some of their places with improved cash registers. This frees very many persons for war work."

Mr. Wanamaker's statement that cash registers save labor, is based upon critical investigation and upon experience with N. C. R. Equipment extending over many years.

His recognition of the labor-saving qualities of modern National Cash Registers is plainly shown by a contract he has just placed for nearly \$100,000.00 worth of machines. This order calls for

100 of our latest model clerk-wrap registers. It is the largest single order ever placed with us for one store.

The high character of Mr. Wanamaker's stores, the careful tests made by his executives, and the size of his orders, combine to make his personal endorsement extremely important to other merchants struggling with the present-day shortage of help.

The National Cash Register Company, Dayton, Ohio

Offices in all the principal cities of the world



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.

The Evolution From Peddler to Merchant Prince.

A young fellow carrying a big pack of the many various little things that women folk like was traveling over the roads in Central Michigan. He would stop at every farm house, open up his bundle and display his wares to the housewife and her daughters. His language was broken. He had difficulty in finding the right words to express the idea he wished to convey, but his manners were so pleasant and the way in which he would hold up and display a silk scarf or a pretty knit shawl was so suggestive that in most cases he made a sale before he strapped up his pack.

He secured his stock from a house which made a specialty of supplying peddlers and the prices he had to pay were often much higher than any good retail buyer would consider, but notwithstanding this big handicap he made a good profit on what he sold, for often he would receive a better price than the same article was sold for in a store.

During his travels he studied the various communities through which he passed, for some day he expected to locate permanently and open a store when he found a favorable place and had accumulated sufficient money to buy a stock of goods.

After a couple of years he finally decided upon a town not far from Kalamazoo. The population of the town was made up to a large extent of people who were employed in the factories, and the country surrounding it was settled by prosperous farmers.

So he opened up for business with a small stock of tinware and house-furnishing goods. His knowledge of these lines, from the standpoint of a buyer, was very limited, but his merchandising instinct was very strongly developed. He seemed to have a faculty of estimating the price which would appeal to the customer whose trade he knew he must secure if he was to make a success of his undertaking.

His credit was limited. His capital was small. So naturally his stock was not as large as many of the old established stores in the town carried.

But with all these handicaps he succeeded in selling enough each

month to show a creditable record for the first year.

With greater capital and better credit he increased his stock and added new lines, until after a few years he carried a general stock of considerable size.

Then he had a fire. Being of a saving disposition he had much less insurance than he should have had, and when he made his settlement with the fire insurance people he had barely enough to pay his creditors.

But because of his honesty and aggressive methods of seeking business he had established a good standing with the wholesale houses from which he bought and thus was able to secure a new stock with which he started out again—practically on the bottom rung of the ladder, and yet not at the bottom rung, for his reputation was good among the people. He had served them well. He had given them good value. He had treated them courteously and cordially. He had something on which to build.

So it was really no wonder that his business prospered, and that in a comparatively short time he was "on his feet" again.

To-day he owns a three story building on the best business street. His stock comprises almost everything that man, woman or child will buy, to eat, to wear and to use in the home. His sales amount to over half a million dollars a year.

And he has built up this great enterprise in spite of all his handicaps, in less than twenty years.

He has outstripped every one of his former competitors, some of whom could have bought his business—if it had been for sale—during his early years as a retailer, without feeling a strain upon their capital.

How did he accomplish this wonderful record?

His knowledge of merchandise was not particularly strong. He paid a high price for many items in his stock when he started. His stock was limited.

And still—in a few years he had built up a business which was entitled to consideration, and in a few more years, his enterprise was one of the largest in the state.

He did not gain it all by taking it away from his competitors, for there are three other stores in the town—all older than his—which are doing well and selling from two to five hundred thousand dollars worth a year. Their growth has been steady and they have made money. Yet, he

has not only caught up with them, but has passed them all.

No, it wasn't price—not what he paid for his goods—that caused his growth.

It wasn't especially favorable circumstances in location or conditions, for these circumstances were just as favorable for his already established competitors.

And these competitors were good merchants. They bought their goods carefully. They paid the right price—often less than he had to pay. They carried more complete lines. They offered their wares at attractive prices.

What then was it that gave such strong impetus to this newcomer?

While he was carrying the pack he had learned this first principle of progressive merchandising. He had learned that in order to make as many sales as possible he must show his wares to as many people as possible. He must display them, tell about them, illustrate their use—

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.

TAKING INVENTORY

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

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

The Book That Takes the Risk Out of Buying

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

Butler Brothers

Exclusive Wholesalers of
 General Merchandise

New York Chicago
 St. Louis Minneapolis
 Dallas

Art Calendars on Short Notice

We offer to merchants and bankers outside of Mason county a limited number of calendars with three color reproduction of one of Allen's famous paintings. We have decided to accept but one order from each county, so there may be no conflict in the distribution of this beautiful work of art. Sample and price sent on receipt of statement as to number of calendars desired.

TRADESMAN COMPANY
 Grand Rapids, Mich.

Rush Holiday Orders

For your Christmas trade such as Ladies' and Gents' Neckwear, Mufflers, Ribbons, Dolls, Sweaters, Toys, Garters, Arm Bands, Booties and Jackets and Xmas Trim-mings will receive our most careful and prompt attention. Many of these are packed in special Holiday boxes.

Quality Merchandise—Right Prices—Prompt Service

Paul Steketee & Sons

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

and, last and most important of all, name his price.

When he opened his little store he did not abandon his habits, but he sought out the people who might be induced to buy his tinware and house-furnishings. He knew he couldn't talk with a great many in the course of a day if he should visit their homes. But he felt that they would come to his store if he would invite them to do so, and especially if he would offer them some special inducement for coming.

While his stock was being put in shape he had a printer prepare a small circular in which a number of articles were described and priced at a definite figure. He couldn't do it himself, for he didn't know English well enough, but he could and did describe the various articles so well to the printer, that, between them, they managed to produce a very effective piece of advertising.

For in his descriptions he was specific and suggested ideas to the housewife. He didn't just say "14 quart dish pan, 29c." No, he told about the heavy plate of which it was made, of the careful manner in which the handles were fastened, of the nice shape, and—then he named the price, in a manner which, combined with the description, made a very strong appeal to the women who read his advertisement.

He had about \$800 worth of goods in his stock when he opened up, and after two days' business he found it necessary to close the store while he went to Chicago to buy more goods.

The two days had cleaned him entirely out of some lines, and he had no one who could be left in charge of the store. On his return he hired an assistant, and these two took care of the business for a couple of months when he was forced to employ another clerk, and so the business kept growing.

He didn't worry about competitors. He knew that if there were no competitors in a place it would be because there was no business worth competing for. So when he decided upon his location, he sought out a town where there was lots of business and therefore also lots of competitors. He felt that where there was business to be secured he would get his share—if he went after it.

There are very few communities in which the local retailers can not get more business and profit—if they will go after it.

The average rural community sends away from one fourth to one half of the amount spent in town for things to eat, to wear and to use in the house, and in ninety-nine cases out of one hundred the local retailers could sell these various articles, at a profit, to the people who send away for them—if they would only go after the business.

But so long as the local retailer allows outside concerns, like the mail order houses, to monopolize the attention of the consumers, through their advertising, just so long will this money and the profits continue to be sent away.

Every retailer—no matter how small he is—should set apart a certain amount of money to be spent for real advertising. Let it be one of every one hundred dollars sold—whatever the amount is—it will increase his business, because it will help to induce the mail order customer to spend his money at home.

But just so long as the mail order house continues to spend fifteen cents out of every single dollar taken in, for advertising of the right kind, while the local retailer spends little or nothing—just so long will the mail order house continue to look upon such a locality as its special pasture.

The failure of the local retailer to go after business—by advertising, telling about his merchandising, showing it by illustrations, and naming his price,—is the reason and the only reason for the success of the mail order house, and the only thing which will put an effective stop to the mail order sentiment is efficient advertising by the retailer.

With the advertising however, must be coupled—because of the widespread propaganda of these concerns, advocating the direct method of buying and selling—a campaign of education, showing the expensiveness of this misnamed "direct" method as compared with the method in which we believe—the regular trade channel method—from manufacturer, through wholesaler and retailer to consumer.

People have come to believe that certain articles at least, can be more economically handled on the "direct"

plan. Many believe that all goods can be sold cheaper "direct."

It is this belief, created and fostered by the hitherto unopposed and uncontradicted statements of the sellers by the "direct" method, which must be combated—not by argument, but by illustration—and the success of such a campaign has already been proven. The mail order houses abandon the field the moment they find that the local retailers are awake to the situation and will co-operate to fight them. The mail order houses know that there are plenty of other places where their advertising will bring them big returns, so they seek new pastures.

But please bear this in mind—they are always on the lookout and the moment the retailers in a locality stop their aggressive work the mail order house is right back on the job again.

"Eternal Vigilance is the Price of Liberty." This applies to mercantile success as well as to National or military affairs. The retailer must be up and doing all the time. There must be no let-up in his campaign to keep his people in line. The moment he does the enemy is sure to step in to his preserves and carry away business the profits on which would have paid many times over for the advertising which he thought might be saved.

Frank Stowell.

The store with a definite policy and a popular policy is a store that will be popular because people will know what to expect from it.

SERVICE

QUALITY

The War Is Over

We are on the eve of the promulgation of a lasting peace.

The peoples of the earth have learned, and we have discovered, that the United States is capable of feeding and financing the world.

With our resources and our proven ability to accomplish unusual tasks, our 120,000,000 of American people have their eyes trained straight ahead to the goal of the greatest prosperity that these United States of America have ever experienced.

Are you prepared to participate in the new era of business prosperity with merchandise which shall reflect credit upon your business judgment?

We are booking Spring orders.

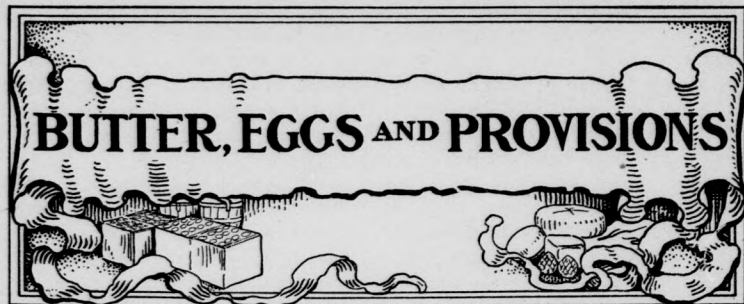
Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Michigan

QUALITY

SERVICE



Minimum Weights For Car Lot Produce Shipments.

Recently there has been considerable confusion among shippers and receivers of dairy products, as well as among railroad people, as to what minimums for loading dressed poultry, butter, eggs, etc.

In commenting on the subject a few days ago, W. T. Seibels, business manager of the National Poultry, Butter & Egg Association, says: "The railroad tariffs and classifications have not been changed, and probably will not be until some time next year, if the new consolidated classification is put in. So far as the railroads are concerned, they are obliged to furnish cars for loading the same as heretofore.

"The rulings of the Food Administration provide for 24,000 pounds straight or mixed loading of eggs, cheese, butter and dry-packed poultry. This regulation governs licensees only and has nothing to do with the railroad tariffs or classifications themselves. A good many railroad men apparently do not understand this, and we have had quite a lot of correspondence and telegrams passing on this subject of late.

"Another point that is being overlooked is that if a shipper has not enough dairy to make the full 24,000 pounds, but reaches, say, 22,500 or 23,000 pounds, he can simply load as close to the minimum as possible and make notation on Bill of Lading about as follows: 'This is all I have. Carriers can complete loading to 24,000 pounds if necessary.' This is not suggested to use except where foodstuffs might deteriorate if a shipper attempted to hold up the entire consignment where he only lacked a small amount to complete 24,000 pounds.

"There is still need for conserving railway equipment and manpower. I heartily agree that heavier loading should be continued and encouraged, but not to the extent of spoiling foodstuffs or compelling a shipper to abandon loading a car of close to 24,000 pounds that might as well move promptly. It should also be noted that freight charges must be assessed on actual weight if less than 24,000 pounds that might as well earn markets. Some railroad clerks do not understand this and we are told there are a good many instances where receivers have been overbilled because of confusion on this point.

"Another Food Administration regulation provides for carload minimum of 15,000 pounds where straight or mixed carloads of ice-packed poultry are shipped. But in event of

mixed car at 7,500 pounds must be ice-packed poultry, and the balance may be made up of other dairy.

"Should association members desire detailed information or tariff references on above matters they can write or wire the National Poultry, Butter & Egg Association, Chicago, direct. I desire also to suggest that because of recent rate changes it is highly important that all freight bills be audited, as we find many errors are being made in applying proper ratings carried in published tariffs. No doubt the railroad people are doing the best they can, but errors seem more frequent in the past few months than usual."

National Convention at Boston.

The twenty-seventh annual convention of the National League of Commission Merchants of the United States, which will be the twenty-sixth anniversary, will be held in Boston, at Copley-Plaza Hotel, Jan. 8, 9 and 10, 1919, for the election of its officers, and for the consideration and discussion of all problems affecting transportation and the marketing of fruits, vegetables, butter, eggs, poultry, etc.

The scope of the League's operations and representation extending to forty-three of the largest and most important cities and marketing centers of the United States, and the necessity for providing instrumentalities for meeting changed conditions under the re-adjustment period following our great world's victory, will naturally make the discussions at this annual meeting of vital interest to all sections of the country. Its sessions are open to everyone interested.

A cordial invitation is tendered to kindred organizations, produce growers and shippers, representatives of the press, including trade and agricultural papers, railroad officials and representatives, manufacturers of produce packages, weights and measures officials, and officials of the United States Department of Agriculture, state departments of agriculture and agricultural colleges.

As organization and co-operation are the greatest factors tending to protection and upbuilding of such industries, it naturally emphasizes the importance of the twenty-seventh annual convention, for which this call is issued, and to which all interested will be heartily welcome.

Because you are successful to-day is no evidence that you will be so tomorrow. To-morrow will call for an advance on to-day's methods.

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

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

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

SERVICE PIOWATY QUALITY

Largest Produce and Fruit Dealers in Michigan

All Nut Margarines are NOT alike.

Farrell's A-1 brand has stood the supreme test.
(The summer test.)

Farrell's
Nut Margarine

Farrell's
Nut Margarine

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.

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.

Onions, Apples and Potatoes

Car Lots or Less

We Are Headquarters

Correspondence Solicited



Vinkemulder Company

GRAND RAPIDS

:-:

MICHIGAN

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

Our prices will interest you.

Reed & Cheney Company
Grand Rapids, Michigan

The "Little Gem" Battery
Egg Tester

Write for catalogue and prices.
We have the best.

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

Popularizing Dehydration of Fruit and Vegetables.

New York City has established a food kitchen for the purpose of instructing individuals in food economy and to popularize dehydration—a method of food conservation long used in other countries. Free demonstrations, lectures, and lessons, to which the public is invited, are given daily. Results obtained in this city food kitchen show that the cost of dehydration is only one-quarter of a cent a pound for fruits and vegetables.

The process of dehydration shrinks the fruits and vegetables to about one-seventh to one-fifteenth of their original bulk, which solves transportation and storage problems. Moreover, this dehydrated food is practically non-perishable and is not affected by heat or extreme cold. It requires no containers other than paper bags, sealed to keep out dust, bacteria, and insects.

The process of reconstructing by soaking in water takes from 20 minutes to 2 hours. It is claimed that nothing is lost in the flavor or even in color. A practical example that those in charge of this kitchen cite is that of dehydrated strawberries, soaked in grade B milk. The strawberries absorbed all the water from the milk, leaving a thick, rich cream with the reconstituted strawberries, which, spread on cake, made a strawberry shortcake. By this method one may have shortcake with good berries in January for the price one has paid for the fruit in June.

Through the co-operation of the New York Commissioner of Foods and Markets, it has been made possible to secure for dehydration the unsold fruits and vegetables left on the piers which otherwise would be wasted. It is estimated that the kitchen will save 1,000,000 pounds of fruit and vegetables a month in this way. Imperfect fruits and vegetables are also dehydrated to be used as feed for animals.

Hen Wins Credit For War Effort.

When the story of the war is written, there should be a page reserved for the achievements of the American hen in the fateful year that is drawing to a close.

Toasts will be drunk to the American Eagle—the praises of our heroes will be sung and everything from posters down to corn that helped win the war will be given just credit. At such a time the great American hen should not be forgotten.

The annual report of secretary Houston, of the Department of Agriculture, shows what the hens did in the war year. They had a fearful responsibility put upon them and did nobly. There were few slacker hens in 1918.

The hens set up a production record that wipes all earlier marks off the slate. There were 1,921,000,000 dozens of eggs laid during the year, which reduced to figures that are understandable, shows that the hen produced every day between five and six eggs for every man, woman and child in the country.

The egg crop was 147,000,000 dozens larger than in 1914 and 226,000,000 dozens larger than the average for the five-year period prior to the war.

Status of the Bean Market.

The bean market is very quiet and demand is exceedingly light, which is probably due to the holiday season, when the attention of wholesalers is directed to Holiday goods other than staple commodities. This applies also to canned foods which practically eliminates the canning interest as buyers.

Nineteen states produced beans last year, as against about four states five years ago, which means that other states than Michigan are entering the bean industry as competitors, particularly California, which has developed a very large bean growing business for the past two years and has proved to be the banner state for production of quantity.

The Agricultural Department tells us that up to Nov. 16, 2,268,394 bushels were thrashed from 255,161 acres which is an average of about nine bushels to the acre in Michigan. This is a very poor showing for the State of Michigan in the way of production.

Elevator owners and dealers are doing their level best to hold the price up, that they may stimulate production and encourage farmers to grow beans. Unless there is some improvement in the demand, this may prove to be a difficult problem.

Ernest L. Wellman.

That more people in villages and towns should be producers—not consumers only—of eggs and poultry; that the cock should blow his early morning crow at the villager's back door as well as on the farmer's manure pile is the wish of the Government. While the war's fighting may be ended, the after-war's feeding is still our task, and every pound of poultry flesh we can economically raise, and every dozen of eggs we can produce at a profit properly add just that much to the sum total of the world's food supply. So the United States Department of Agriculture is keeping up its educational propaganda and is, through its effective organization, not only asking all who can to "keep a few hens in the back yard," but are putting forth constant effort to increase farm production of eggs and poultry as well.

Half a loaf is sometimes better than exhausted vitality due to overwork.

WM. D. BATT Hides, Wool Furs and Tallow

28-30 Louis St.
GRAND RAPIDS, MICHIGAN

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"

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.

Knox Sparkling Gelatine

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

The Holiday Flavor

for cakes, desserts and candies.

Mapleine

The Golden Flavor
makes plain, war-time recipes delicious.

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

Crescent Mfg. Co.
(M-346) Seattle, Wash.



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



Prohibition Increases Consumption of Tea.

The marked increase in the importation of tea into the United States lends interest to a statement made by a British tea grower that world consumption of tea is now exceeding production by reason of the reduced consumption of alcoholic liquors in many of the principal countries of the world. Prohibition, he said, is so increasing the consumption of tea that the world's demands, especially after the reopening of Russia, "must far exceed any possible production for some years to come."

Whether legislation of this character in the United States has or has not affected the consumption of tea, it is at least a fact that the tea imports into the United States are now far in excess of any preceding year. The quantity of tea imported into the United States in the fiscal year 1918 was 151,000,000 pounds against 103,000,000 pounds in the immediately preceding year, and 115,000,000 in the high record year of 1909. The value of the imports of the fiscal year 1918 is also 5 per cent. greater than in any earlier year, aggregating \$31,000,000 in value, against an average of about \$18,000,000 per annum in the preceding five years.

Another extremely striking change in the "tea habit" of the people of the United States is the disposition to look to the Indies for our tea supply instead of to the China-Japan area as in the past. Prior to 1917 most of the tea reaching the United States came from Japan and China. Out of the 110,000,000 pounds imported in 1916, 53,000,000 came from Japan, 20,000,000 from China, 10,000,000 from Ceylon, 4,000,000 from India, and a little over a half million pounds from the Dutch East Indies. In 1917, however, the amount from the Dutch East Indies advanced to 2,000,000 pounds, and in 1918 jumped to over 25,000,000 pounds. The receipts from India and Ceylon also show a marked increase, having been in the fiscal year 1918 45,000,000 pounds against 11,000,000 in 1917. Still more recently this new movement was intensified and in the eight months ending with August the quantity from the Dutch East Indies was 25,000,000 pounds against 5,000,000 in the same month of 1917, and from British East Indies, 20,000,000 pounds against 3,000,000 in the corresponding months of 1917.

Heavy Purchases of California Beans

Mail advices from California say that George A. Turner, president and manager of the California Bean Growers' Association at Stockton, Cal., reports 1918 beans of all varieties were purchased last week by the United States Food Administration Grain Corporation. These beans are being assembled at Port Costa and will be loaded direct to vessels there. Last week's purchases were quite extensive and practically cleaned up the low-priced offerings from the market. The California Bean Growers' Association furnished the largest block to make up this order. All varieties were furnished at the market prices, and

this will be the practice of the Food Administration in all future purchases. No prices will be fixed by the Government this year. This first order for California beans is not for army and navy requirements. These orders will come later. These beans are for our Allies and friendly neutrals. The Government purchases have not been confined to California, large purchases having been made in Michigan, and late reports indicate that 75 per cent. of the Michigan crop has been sold. The Government has also purchased 10,000,000 pounds of Pinto beans. Release of tin to the canners permits them to resume the normal canning of beans and large quantities have been purchased for these interests. Action of the United States Shipping Board in providing additional ships to handle California products will be of great assistance, and in this way overcome the difficulties occasioned by car shortage, all of which adds to the promise of better days for the bean growers.

ucts on which these labels are placed misbranded articles of food.

"We also hold that the expression 'Eg' cannot properly be used in connection with any product unless such product contains 50 per cent. or more of egg.

"The proviso of sub-section 2 of 4601 provides for the sale of mixtures or compounds if they are not adulterated under the provisions of the fourth, fifth, sixth and seventh specifications of section 4601, and which do not contain any filler or ingredient which debases without adding food value, and provides further that these mixtures or compounds may be sold under their own distinct names or coined names if they are properly labeled, branded or tagged as plainly to show their true character and composition. This law, however, provides that this does not require proprietors or manufacturers of proprietary foods to disclose their trade formulas except so far as is necessary to secure freedom from adulteration, imita-

WHERE DO YOU STAND ON TRADING WITH FOE?

Will you be one of one million red-blooded Americans to aid in enforcing this Power? NO FEES. NO DUES. All you require to become a member of the AMERICAN GUARDIAN SOCIETY is—Patriotism. Sign on the line for "Member's Signature," and mail the card in a sealed envelope.

PLEDGE.

I AM OPPOSED TO OPENING THE MARKETS OF AMERICA TO THE PRODUCTS OF GERMANY FOR THE NEXT TWENTY-FIVE YEARS, AND SO FAR AS MAY BE PRACTICABLE, I WILL BUY AND USE NO GERMAN-MADE GOODS DURING THE SAME PERIOD OF TIME.

Member's Signature

Address

Dated 19....

THE AMERICAN GUARDIAN SOCIETY

For the Protection of Americans and American Industries.
DAVID STRONG, Secretary, Box 49, Stat'n N, New York City, N. Y.
All Signatures are Strictly Confidential.

Wisconsin Ruling on Egg Substitutes.

George Weigle, State Dairy and Food Commissioner of Wisconsin, has issued the following ruling concerning egg substitutes:

"In order that so-called 'egg substitutes' can be legally sold in this state it is necessary that these products meet all of the requirements of the law.

"Section 4601aa covers the question of proper labeling. By the terms of this section any article of food or articles which enter into the composition of foods (which includes so-called 'egg substitutes') which bear any statement, design or device regarding such article or the ingredients or substitutes contained therein which shall be false or misleading in any particular are deemed to be misbranded articles of food. We hold that any expressions on a label such as 'May be used in place of three dozen eggs' or 'Takes the place of eggs' are false and misleading and, therefore, make the prod-

tion or frauds. We therefore hold that when these so-called 'egg substitutes' are sold under coined names, that the product be so labeled so as to show its true character and composition.

Until further notice you are hereby notified that all such so-called 'egg substitutes' not in compliance with law will be picked up and the legality of their sale tested in the courts."

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



Your
Jobber



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

COLEMAN (Brand)

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LEMON

and Pure High Grade
VANILLA EXTRACTS

Made only by
FOOTE & JENKS
Jackson, Mich.

HARNESS OUR OWN MAKE

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

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

Special Sales

John L. Lynch Sales Co.

No. 28 So Ionia Ave.
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

Dressed poultry sold extremely high for Thanksgiving, and equally as high prices expected for Christmas. Liberal shipments wanted.

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.



Michigan Retail Hardware Association.
President—John C. Fischer, Ann Arbor.
Vice-President—Geo. W. Leedle, Marshall.
Secretary—Arthur J. Scott, Marine City.
Treasurer—William Moore, Detroit.

Last Minute Suggestions for the Christmas Campaign.

Written for the Tradesman.

As a rule, the hardware dealer stages his most elaborate window display at the very close of the Christmas campaign—the last week or the last few days before the holiday. But one hardware dealer varies that familiar programme. As a rule his most Christmassy display is put on very early in the season. The last week, or the last few days, his displays are very simple—just Christmas goods and price cards, with enough accessories to give a Christmas atmosphere.

"To get the campaign started, you've got to talk Christmas," he explains. "So I pull off my big Santa Claus and Christmas bells stunt early. Then, my aim is to stir up the Christmas spirit a week or so ahead of time.

"But in the last week people are chock-full of the Christmas spirit. And they're rushed to death making their last-minute gift selections. What they want is, not an elaborate picture of Old Father Christmas, but help in selecting gifts. And the thing that will help them most is a display of a wide variety of articles, suitable for gift purposes, and plainly priced, so that they can with the least possible difficulty make the desired choice."

The last minute rush at Christmas time may be mitigated by an aggressive "early Christmas buying" campaign; but under the very best conditions there will always be a large number of late buyers—people who habitually postpone or people who, having made the bulk of their purchase, must still buy a few articles that have been overlooked.

These people are often hard put to make selections; and the clerk who can suggest things, and the store which so displays its goods as to help the customer decide quickly, are sure to reap the benefit of this trade.

Two factors which will be of great help to customers are systematic arrangement of goods, and classified lists of gift articles. Many merchants have printed lists of suitable gifts for various members of the family. Such classified lists will help the customer to make a selection of what he needs, and will save a great deal of the clerk's time.

Then, too, some merchants follow the same principle in display. A

kiddies' window, and inside the store counters for mother, brother, sister, father, etc., provide seasonable suggestions which are very helpful.

Price cards on all articles will also save a great deal of work and needless answering of questions, particularly in the last few days of the campaign when the sales people are sure to be rushed.

In one store it was the practice for the merchant or one of his salespeople to open and shut the door for customers. This courtesy is particularly appreciated in Christmas week, when customers are apt to be burdened with numerous parcels. Some years ago the merchant decided on an innovation. He provided a polite boy in a neat blue uniform whose sole duty was to open and shut the door, and to help customers with their parcels. The merchant found that by this means his salespeople, who were needed for the actual work of waiting on customers, saved a great deal of time. At the same time the innovation attracted lots of favorable comment.

Three things are important to remember in the last rush of Christmas week. They are courtesy, the avoidance of mistakes in making sales, and prompt deliveries, where deliveries are made at all.

Theoretically, every salesman tried to be courteous; but Christmas week imposes a heavy strain upon salespeople, and it is often very hard to maintain an unruffled demeanor. After a merchant has been working practically day and night, and his clerks have been subjected to a strain only a little less arduous, it is difficult to answer Foolish Question No. 3,879,614 without saying something short and snappy, with a sting to it.

It will take an extra effort to remain cool and polite, but the good salesman fixes in his mind each of these strenuous days that it is vital to keep cool and stay pleasant, no matter what the provocation. Christmas comes but once a year—that consolatory feature of the situation should never be forgotten.

Mistakes are annoying at all times, but they are more annoying at Christmas than at any other season. And it is not so very hard to make mistakes. People come in, turn things over, fail to replace them in the right position—so parts get mixed, and whole articles mislaid. The natural sequence is that the goods handed to a customer are sometimes incomplete. Then, again, it is easy in the rush of waiting on two or three people at once to wrap up the wrong size, or the wrong article.

Just take a deep breath or two and fix that idea in your mind: that whatever happens you will be always on guard against mistakes.

The delivery, too, is a source of frequent annoyance. A good many merchants in recent years have adopted at least the second item in the "cash and carry" plan to this extent—that they do not offer delivery of small articles. But it is practically impossible in the ordinary hardware store to eliminate the delivery problem; and in the last few days before Christmas it is assuredly a big problem to handle. Usually a large proportion of the purchases made early in the Christmas season are subject to delivery at the last moment. Goods have been set aside to be sent here, there or somewhere else on Christmas eve. The hardware dealer who does not breathe a huge sigh of relief when the last Christmas delivery is off is superhuman and above such everyday things as fatigue, care and worry.

In connection with the deliveries, impress on the salespeople the importance of spelling names and getting street numbers correctly, and of writing them down legibly. A Christmas parcel left at the wrong address on the last delivery may lose the store a good customer. Some mistakes are bound to occur; but a lot of mistakes that the careless individual may regard as inevitable can be avoided if proper care is taken. So watch the deliveries.

Watch the stock, and put extra energy into your pushing of lines which

seem inclined to move out slowly. Prices may not fall as rapidly as many people seem to think; but it is well to play safe, and to take profits while they can be had. In any event, Christmas lines sold before Christmas eve are worth more to the merchant than Christmas lines sold at a sacrifice the week after or left upon the shelves. Keep a sharp eye on the seasonable lines; and see that your salespeople push them hard. The less you carry over to another season, the better. Victor Lauriston.

An enthusiastic meeting is that of two girl chums who haven't seen each other for an hour.

Jobbers in All Kinds of BITUMINOUS COALS AND COKE

A. B. Knowlson Co.
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Sand Lime Brick

Nothing as Durable
Nothing as Fireproof
Makes Structures Beautiful
No Painting
No Cost for Repairs
Fire Proof
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Warm in Winter
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Brick is Everlasting

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

Foster, Stevens & Co. Wholesale Hardware

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

Michigan Hardware Co.

Exclusively Wholesale

Grand Rapids, Mich.



The Sustaining Power of Salesmanship.

There are types of salesmen who are inclined to lean on the sales manager or the house for all the selling points of their proposition.

They appear hungry for new ideas that will sell the goods for them and use all such ideas passed along, as they think, conscientiously—yet they seem to remain in the class of "selling platers" and "also rans" in the race for business.

The trouble with such men is that they use the thoughts and suggestions furnished by the office "as is"—they adopt them in a mechanical way and do not use their own power of imagination to elaborate on each point they get.

Monotonous "repertoire" will not sell goods. The most exhaustive sales manual ever written will not in itself produce the business. It's the Heart, Soul and Mind of the man who uses selling arguments that give to them their life and value. Selling ideas, old or new, become valuable to the salesman in proportion to his ability to analyze them and to apply them in an original way—clothing them in his own personality and putting steam and enthusiasm behind his efforts.

Imagination—the faculty which represents a strong and virile mentality—is innate in every brain. Through it we broaden and elucidate all thoughts and ideas that come to us—it is the subtle influence that holds a grasp upon the minds of others and bends them to our will. Through imagination you can make your thoughts penetrate all the instincts, passions and prejudices of those you meet. It enables you to detect their desires and regrets—to ascertain every human weakness and its sure decoy.

Imagination is the great sustaining force of true salesmanship. Without asserting a fertile imagination you are seriously handicapped—it is the vehicle with which you carry your prospect through all the long range of human feeling in a sale—from attention to interest, then to desire, and finally to the last goal of decision, where he voluntarily reaches out for possession and signs your order.

Through imagination you can invest the most commonplace thought, argument or fact with a lure that is truly irresistible. It enables you to build your own selling talk around the prosaic facts that are clearly known to your prospective buyer. It adds the radiant colors that make your proposition stand out apart

from others and win the choice and preference of the buyer.

All the progress and accomplishment in this world is based upon the faculty of imagination—we are never more happy than when the mind is bent upon following a train of imaginative thought that constantly unravels the many ramifications which represent the deep set roots of any proposition.

The basis of imagination is an enquiring mind—an analytical attitude toward the things we hear and see. When Newton saw the apple fall from the tree he exercised his imagination by calculating why it was that the apple shot straight to the ground instead of floating off on the breezes, he followed out his trend of thought and thus discovered the law of gravitation.

Watt, as a youth, stood in silent imagination when the steam lifted the lid on the tea kettle—and through his enquiring and imaginative mind he discovered the power of steam. His idea was accepted and broadened by other imaginative minds, until we have the fast trains and great steamships of to-day.

All the improvements in methods, machinery, transportation, operation, agriculture, buying and selling, are merely pyramiding of the idea of others through a process of refinement based primarily upon imagination—and the fellow who does not exercise his imagination in life gets only the meager benefits of the second-hand ideas and methods of others in their worn state.

New Revenue Bill May Fail To Be Enacted.

There is more than a chance that the Revenue bill will not be enacted at the present short session and that the Sixty-sixth Congress will be called together again next spring to frame a new tax measure and to attend to various other duties which the present Congress will have left undone. This possibility opens up a very interesting vista and it will be worth any business man's while to consider what it means.

The existing tax laws produce about \$4,000,000,000 per annum. The Treasury must have at least \$6,000,000,000 to run the Government during the coming year.

If the pending bill fails, \$2,000,000,000 must be obtained from some source and this may mean that a joint resolution will be rushed through both houses during the last hours of the present session imposing a very high war profits tax operative for one year and calculated to

produce the needed revenue. If this is done the present revenue law will remain in force until specifically repealed by the new Congress.

This would mean that the big increases in individual and corporate income taxes provided by the pending bill will not go into force. The man in moderate circumstances will thus save considerable money, as the pending bill more than doubles the income tax rates.

Commissioner of Internal Revenue Roper is growing very restive over the failure of Congress to enact promptly the pending revenue bill and has written a letter to the Secretary of the Treasury pointing out the embarrassments he is suffering as the result of the delay. Income tax returns must be in the hands of local collectors not later than March 1 next, and the Commissioner must get out his printed forms early in January. As there are many millions of these forms to be distributed throughout the length and breadth of the land, it goes without saying that they must be printed at an early date.

If Congress puts off the passage of the Revenue bill until late in the present session, the Commissioner will be obliged to proceed under the old law and make his collections at the former low rates. Altogether it is a fine kettle of fish and at this writing no one can safely predict what sort of a dish the Congressional cooks will make of it.

If Congress fails to pass the pending Revenue bill the new Congress, when summoned next March or April, will pass into the hands of the Republicans, whose leaders are already pledged to draft a new revenue bill in which tariff rates will be raised sufficiently high to produce all the way from \$500,000,000 to \$1,000,000,000 per annum additional revenue. Such an increase from this source would permit the framers of the new bill to abandon all vexatious miscellaneous taxes and even to whittle down somewhat the individual and corporate income rates.

While there may be two opinions as to the advisability of making heavy increases in the tariff schedules, there can be no doubt that the Underwood-Simmons tariff law is sadly in need of overhauling. If the war had not interfered in 1914, thus creating an artificial barrier which kept cheap foreign goods out of the United States, we would have had an industrial situation here that would have precipitated a panic. The tariff must be overhauled in the near future to meet the new peace conditions, and possibly it may be just as well for the new Congress to consider the entire subject of revenues in a broad and comprehensive way.

Don't expect your friends to do more for you than you are willing to do for yourself.



CODY HOTEL

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RATES \$1 without bath
\$1.50 up with bath

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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

OCCIDENTAL HOTEL

FIRE PROOF

CENTRALLY LOCATED

Rates \$1.00 and up

EDWARD R. SWETT, Mgr.

Muskegon :: Michigan

HOTEL HERKIMER

GRAND RAPIDS, MICHIGAN

European Plan, 75c Up

Attractive Rates to Permanent Guests

Popular Priced Lunch Room

COURTESY SERVICE VALUE



Signs of the Times Are Electric Signs

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

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

THE POWER CO.

Bell M 797

Citizens 4261

The United Agency System of
Improved Credit Service

UNITED AGENCY

ACCURATE - RELIABLE
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now ready containing 1,750,000
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Bottom Facts From Booming Boyne City.

Boyne City, Dec. 17.—The first through passenger trains between Boyne City and Alpena over the Boyne City, Gaylord & Alpena R. R., left Boyne City at 11:30 a. m. and Alpena at 8:30 a. m., Monday, Dec. 16. This marks the completion of a project which has been in process of development for many years. Beginning with a little logging road, equipped with a little "one horse" engine and a few Russel logging cars, it has crept mile by mile across to Lake Huron against apparently unsurmountable obstacles, both physical and financial, until it links the two coasts of Lake Huron and Michigan. What the future holds for it, no one can prophesy, but it traverses a hundred miles of as good farming land as this North country holds.

The Traction Engine Co. is showing its model tractor, a 35 horse power motor. The machine behaves very well, indeed. In the trial stunts it showed its breeding by its facility in climbing, pulling and turning in small radius. Climbed a 45 degree grade on high gear without faltering, pulled three plows in a 12-inch deep furrow in clay ground and turned repeatedly on twice its width—not length. It is a four-wheel drive. Mr. Hemtze is giving its weak points a thorough study, preparatory to commencing quantity production.

The steamer Griffin, which has been supplying the ore docks of Boyne City and East Jordan this season, completed her work last week and has laid up here for the winter. Several members of her crew will make their homes here during the closed season. The Steamer will receive a thorough overhauling while waiting for the opening of navigation next year.

Judge J. M. Harris got the members of the Boyne City War Board

together at a little supper at the Wolverine last Monday night for a conference over the Red Cross drive. Every member who was in town was present and a very interesting gab feast was held, during which the progress of the work done during the past year was informally reviewed. The loyal support given the organization was very favorably commented on from every quarter. We seem to have reached the point in which we are in the same state of mind as the pioneer's chickens. Possibly Mr. Stowe will remember the hoary old gag about the pioneer who moved so often that the chickens would all run out in the road and stick up their legs to be tied when the old prairie schooner drew up to the door. It has become automatic for us to "sign here" when any war activity person looms on the horizon and we are peevisish if they don't loom.

The Boyne City, Gaylord and Alpena R. R. and the White Co. offices have resumed business in the W. H. White Co. office building, which was moved from its old site on Lake and State streets to the depot block on Park street. The building has been remodeled on the inside and faced with pressed brick and is an ornament to the business section of the town. The White Co. offices are on the first floor and the general offices of the railroad company are on the second floor. Chas. T. and J. M. are up in the air most of the time anyway, so they are right at home, while L. H. is on the bound so much that it would be a shame to make him climb to so high a perch.

The compromise that the Board of Health tried to make with the ubiquitous flu microbe did not work out very well. The partial opening of the schools which was tried resulted in an immediate increase in new cases. We are told almost every member of the high school who attended came

down within a few days with the disease, although the school was in session but three days. The people who knew that their children were sick would not keep them at home. This criminal neglect of, and refusal to comply with, the very lenient requirements of the Board has resulted in a strict quarantine of every infected person and house. As usual, the innocent and law abiding people have to suffer because of the sins of the lawless.

Our genial friend, W. W. Bailey, the Lake street druggist, says that he can not get any one to cut his wood, so he has to hike out in the woods and cut it himself. We don't believe it. We think he is a victim of the itching palm. His palm itches for the feel of the old axe helve and saw handle of his youth, his nose itches for the scent of the dead leaves and his feet for the feel of the springy soil, although Uncle George does say that the itch had to be applied in a different place in the auld lang syne. How is it, Wallace?

Gerrie says that his health officer business is no cinch—more kicks than ha' pence. Maxy.

Cull Potato Industry Receives an Impetus.

Greenville, Dec. 17.—Forty thousand bushels of cull potatoes have been bought thus far this season by the management of the starch factory here. These have been brought from a radius of twenty-four miles. Twenty carloads have also been purchased elsewhere, which will be delivered next month. About \$50,000 in all have been paid to date by this company since coming to Greenville. We look for this to have an excellent effect upon the acreage planted to potatoes next year. There have been so many small potatoes this season, owing to the protracted drouth, that farmers, especially since grading has been established, would

be likely to conclude to turn to other crops, but now with a market established for any potato, however small, they may be expected to plant at least as much as usual to tubers.

The Michigan Motor Garment Co. has introduced its line into Cuba, and so favorably have these "Outerall" garments been received there, the company is having its trademark registered in all the South American countries. It now employs a force of eighty-five here and about thirty at the branch plant in Carson City. The season's business now closing has far exceeded the highest expectations of a year ago.

Albert Smith.

Body Blow For Holder of Partin Notes.

The defunct Partin Manufacturing Co. and the Commercial Credit Company of Baltimore have received a staggering blow from the Circuit Court of Chippewa county, which recently held that notes given the Partin gang are null and void because there is no consideration; also that the Commercial Credit Company is not entitled to recover thereon because it is not a bona fide "innocent third party," because it had full knowledge of what the Partin Manufacturing Co. was doing before it took over the notes. A full report of the matter, including the charge of the presiding judge, who directed the jury to find a verdict of no cause of action without leaving their seats, will appear in the Tradesman next week.

T. DeVries succeeds N. G. Osterhouse in the grocery business at 1013 Division avenue South.

Now That the War is Over

We become immediately interested in home problems and home finance.

All of us desire that our dollars earn as much as possible and still be safely invested in stocks and securities which may be readily and without sacrifice converted into cash.

The Seven Per Cent Preferred Stock —of the— Valley City Milling Company

offers particularly attractive features to the conservative investor.

Fifty-seven per cent of the Preferred Stock now issued is owned by Customers and Employees of the Company.

The surplus of quick cash assets over quick liabilities exceeds the entire authorized issue of Preferred Stock.

Average annual profits are several times the dividend requirements.

Appraised valuation of Company's assets exceed \$1,000,000.00.

Stockholders are further protected by \$200,000.00 Corporation Life Insurance on the lives of operators of the business.

This Preferred Stock is a 7%, Cumulative, non-assessable stock, preferred both as to assets and dividends.

Dividends are payable quarterly. The next dividend date is January 1, 1919.

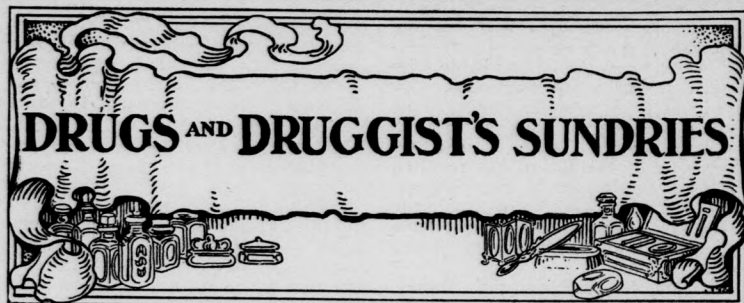
As there are only a few shares unsold, reservations should be made immediately for either prompt or reasonable future delivery.

Communications may be addressed direct to the Secretary of the

VALLEY CITY MILLING COMPANY
Grand Rapids, Mich.

Citizens Phone 4255

Bell Phone, Main 1194



DRUGS AND DRUGGIST'S SUNDRIES

Michigan Board of Pharmacy.
 President—Leonard A. Seltzer, Detroit.
 Secretary—Edwin T. Boden, Bay City.
 Treasurer—George F. Snyder, Detroit.
 Other Members—Herbert H. Hoffman, Sandusky; Charles S. Koon, Muskegon.
 Examination Sessions—Detroit, Jan. 21, 22 and 23, 1919.

Michigan State Pharmaceutical Association.

President—J. H. Webster, Detroit.
 Secretary—F. J. Wheaton, Jackson.
 Treasurer—F. B. Drolet, Kalamazoo.
 Next Annual Convention—Lansing, March 18, 19 and 20.

Michigan Pharmaceutical Travelers' Association.

President—W. E. Collins, Detroit.
 Secretary and Treasurer—Walter S. Lawton, Grand Rapids.

Wholesale Druggist Essential To the Retail Trade.

The wholesale druggist is more necessary to-day than ever before. Merchandising is changing. The retailer is required to carry a greater assortment of goods and shipping facilities and the labor problems are such that direct buying from scores of business houses is out of the question. More capital is needed to-day than formerly, and moderate purchases of varied assortments, quick shipments from the wholesale house and a quick turning stock are the only solutions to the merchandising problems of to-day.

The role of wholesale druggist is of a double nature. His work is for the manufacturer as well as the retailer. He brings to the attention and counters of each of thousands of retail druggists the products from innumerable manufacturers. Distribution is the very keystone of successful business, and the manufacturer finds a quick and inexpensive distributing agent for his produce in the wholesale druggist.

Think of the manufacturer a moment. Our country is filled with them—all kinds, great and small. Each one is filling an important niche. All are operating at a very low cost, must watch out for unnecessary overhead and selling expense. Many do no advertising, and are not known to the retailer and consumer.

The cordial relations that exist between the wholesaler and retailer pave the way for the manufacturer's product better than any other medium. Goods are readily advertised. The mere fact that Messrs. Brown, Jones & Smith have the "Snap-Quick" camera in stock is prima facie evidence to the retailer that the camera must be a first-class product else they would not have stocked it.

The saving of overhead and selling expense, which is affected by the wholesaler, for the manufacturer is of considerable importance from the producer's standpoint. No selling organization with its credit department

is necessary, and no intricate and expensive accounting system need be established for business is being done with a single wholesaler whose reliability is above reproach.

Thus we have noted the economic value of the wholesale druggist to thousands of manufacturers. This is by no means an unimportant reason for his existence, but let us consider his relations to the retail trade.

One of the great advantages of the wholesale druggist to the retailer is the saving of time. One order placed with the wholesaler brings one composite shipment of assorted goods, that might otherwise of necessity be ordered and shipped from a score or more of houses, some of them great distances from the retailer. The time saved in ordering and receiving goods makes for a quicker and more satisfactory service, and service is the superstructure of all retail trade.

Imagine, too, the time saved when it is necessary to keep accounts with a single company instead of a large number of concerns. There is less likelihood of a mistake in adjusting claims, and difficulties of any nature can be settled more readily, more quickly, and with much less effort if the retailer is dealing with a single company.

The same amount of time spent in ordering and receiving goods from a wholesaler make it possible for the retailer to effect a frequent turnover of stock. The retail druggist orders only what he needs for the immediate future, because he knows that when the need arises he can order any necessary articles from his wholesale company and receive them almost immediately. Modern business success does not depend upon a mammoth stock, and quick service makes the retailing business a successful enterprise.

If we form our opinion of the economic advantage of the wholesaler to the retailer from the standpoint of business safety, it must enter into our consideration that wholesale prices are consistent with the good service rendered the retailer. All successful wholesalers employ the honest policy of holding to one price with all retailers. Many times a wholesaler will protect his customers on market advances as long as he is able to do so, and the same wholesaler will be found the first to lower prices when the market declines. By purchasing through the wholesale concern the retail may feel certain that he is doing business at a saving, and at the same advantage as other druggists in his locality.

Another point that should be men-

tioned here is the advantage to the retailer of the wholesale drug salesman. The "see you next week" representative of a wholesale concern is of vastly more value to the retailer than either realizes. In the salesman the retailer has a warm friend. The interest the salesman has in his trade, his good advice, his trade tips on prices, advances, declines, market conditions and what not make for a splendid cordiality and help to build up an "over the top" spirit which is bound to win.

This phase of the subject quite naturally leads to another. Co-operation is an important item in any line of successful endeavor, and the wholesaler is of economic value to the retailer, because they can co-operate together. Co-operation on the part of the wholesale druggist is possible on account of his knowledge of local conditions. The retailer is not entirely dependent upon his own judgment in placing orders for goods, for the knowledge the salesman has of the needs and demands of the retail trade may be depended upon in those matters. The wholesaler keeps up the quality of goods for the retailer. He makes it his business to make a study of the quality of his goods; he becomes a "connoisseur" of quality, and he sees to it that all goods offered to the trade are of highest grade. Thus, the wholesaler and retailer co-operate to give the best possible service to the patrons of the retail trade.

Another consideration which 'em-

phasizes the essentiality and value of the wholesale druggist is the question of the retailers credit. Every retailer is dependent upon some system of credit in purchasing goods. If there were no wholesale drug concerns the retailer would very likely be obliged to establish and maintain credit with a large number of manufacturing companies. Such a condition would entail a large amount of clerical work, long delays, misunderstandings and dissatisfaction to all parties concerned. On the other hand it is a comparatively easy matter to furnish references and make the necessary banking arrangements to do business with one company.

The last big item of interest to us in the discussion of the economic value of the wholesale druggist is the

Fiegler's

Chocolates

Package Goods of
 Paramount Quality
 and
 Artistic Design

1918 Holiday Goods

Druggists' Sundries, Books, Stationery, Etc.

We take advantage of this opportunity to thank our customers for the handsome orders which they have given us through our representatives for sundries and holiday goods for the season of 1918. When December 1st arrived we found that we had been able to ship all of our holiday bills and that each order had been filled with a degree of completeness satisfactory to ourselves and we believe also satisfactory to our customers.

At this particular time we find that we have completed the orders that were taken for future shipment but we are well aware that there are many belated buyers and those who will find themselves a little short of some classes of merchandise, and to these we send the message that we are yet in a position to serve you and do so promptly either by parcel post or express. We shall expect many buyers who deferred coming to the market early in the season and can assure them that our stock will allow of a very liberal assortment of merchandise well arranged for business at this season of the year.

Thanking those that have already been served and assuring those that may yet come to us that we will give them our very best endeavors, we remain,

Hazeltine & Perkins Drug Co.
 Grand Rapids, Michigan

saving for the retailer in operating expense. If there were no wholesale concern and the retailer were obliged to order goods from a score of manufacturers, instead of one order, he would mail twenty; instead of one check, he would write twenty; instead of using one three-cent stamp, he would make use of twenty such stamps. When these goods arrived the retailer would be charged with parcel postage or express charges on twenty small packages instead of one large one. There would be little efficiency in such a scheme, as compared to that one which makes use of a wholesale firm. To counteract the expense of frequent orders, the retailer attempts ordering in larger quantities. As a result, there soon appear losses from excess stock—some becomes shopworn, some spoils and ceases to be salable. Another expense which the wholesaler saves the retailer is that of accounting. The book-keeping necessary when the druggist makes use of the wholesale can be done easily and without inconvenience by the retailer himself. Thus, a great saving is effected.

In conclusion, the reasons why the wholesale druggist is economically valuable and a great necessity to the retailer may well be summarized. First, time is saved. In consequence service is rendered more quickly and satisfactorily. Frequent turnover of stock is made possible because orders can be placed as needs may demand. Accounting is simplified. The wholesale druggist co-operates with the retailer concerning his business, by means of a knowledge of local conditions. The educational advantages to the retailer concerning market conditions, prices, etc., made possible through the wholesale drug salesman, is another economic item. Quality of goods is assured. Credit is more easily established and maintained. And last, but not least, the wholesaler helps to cut the retailer's operating expense.

So it is obvious that the wholesaler stands to the retailer in the same relation that the retailer stands to the consuming public. He is, indeed, a necessity, an economic asset, a possession of great importance and great worth.

O. B. Wells.

Too many men reckon time by pay days.

Drug Licenses To Be Revoked.

Drastic action in revoking the licenses of all druggists of Michigan who are violating the liquor laws of the State, in selling alcoholic medicines and preparations which are being used as beverages by purchasers, is being taken by the Board of Pharmacy of Michigan, according to Herbert H. Hoffman, law enforcement executive for the Board, who is in Detroit investigating conditions of the city.

Mr. Hoffman, who has spent a great deal of his time since last April in Detroit, declares the situation there is worse than in any other district in the State.

"There are twenty-five stores in Detroit which are under observation. One such place, against which action is now being taken, is typical of the sort of thing that is going on among these Detroit druggists.

"This shop, a small one, in a poorer section of the city, has used 15 gallons of alcohol to fortify 78 gallons of wine, 18½ gallons of alcohol to manufacture liniment of a certain kind, 27 gallons for another kind of liniment, 31 gallons in the manufacture of the so-called 'Hoffman's Drops,' and 20½ gallons in the manufacture of a 'pain expeller,' making in all 112 gallons of alcohol, used from November 18 to December 18. There are five men and three women employed in the store, and they all glitter with prosperity. The shop does not even possess a permit from the state to sell liquor for medicinal purposes.

"Three Detroit druggists of this sort will have to account for their actions to the board December 30, and many more will follow.

"This is the only way in which druggists can protect themselves against illegal operations in the business, and the Michigan Pharmacist association and the Board of Pharmacy of the state have united in taking measures against violations of this sort, which are all too frequent in Michigan.

"It has been estimated that about 5 per cent. of the druggists of this State are guilty of illegal sales of this nature. Only 300 of them have permits, authorizing the sale of liquor for medicinal purposes."

WHOLESALE DRUG PRICE CURRENT

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

Acids		Cubebs 10 50@10 75	Capsicum @2 15
Boric (Powd.) ..	18@ 25	Eigerson 4 50@4 75	Cardamon @2 10
Boric (Xtal) ..	18@ 25	Eucalyptus 1 25@1 35	Cardamon, Comp. @1 60
Carbolic 64@ 67		Hemlock, pure .. 2 00@2 25	Catechu @1 60
Citric 1 48@1 55		Juniper Berries 16 00@16 25	Cinchona @2 35
Muriatic 3% @ 5		Juniper Wood .. 4 00@4 25	Colchicum @2 40
Nitric 10½ @ 15		Lard, extra 2 15@2 25	Cubebs @2 35
Oxalic 53@ 60		Lard, No. 1 2 00@2 15	Digitalis @1 90
Sulphuric 3% @ 5		Lavender Flow. 7 25@7 50	Gentian @1 50
Tartaric 1 12@1 20		Lavender, Gar'n 1 25@1 40	Ginger @1 50
Ammonia		Lemon 2 50@2 75	Guaiac @1 90
Water, 26 deg.	12@ 20	Linseed, boiled, bbl. @1 74	Guaiac, Ammon. @1 80
Water, 18 deg.	10½ @ 18	Linseed, bld less 1 84@1 89	Iodine @1 50
Water, 14 deg.	9½ @ 17	Linseed, raw, bbl @1 72	Iodine, Colorless @2 00
Carbonate 19@ 25		Linseed, raw less 1 82@1 87	Iron, clo. @1 60
Chloride (Gran.) 25@ 30		Mustard, true, oz. @2 95	Kino @1 65
Balsams		Mustard, artifi. oz. @1 65	Myrrh @2 50
Copaiba 1 40@1 65		Neatsfoot 1 80@2 00	Nux Vomica @1 75
Fir (Canada) ..	1 50@1 75	Olive, pure 8 80@10 50	Opium @7 50
Fir (Oregon) ..	40@ 50	Olive, Malaga, yellow 6 50@7 00	Opium, Camph. @1 35
Peru 4 75@5 00		Olive, Malaga, green 6 50@7 00	Opium, Deodor'd @5 50
Tolu 1 75@2 00		Orange, Sweet .. 4 50@4 75	Rhubarb @1 65
Barks		Origanum, pure .. @2 50	
Cassia (ordinary) 40@ 45		Origanum, com'l @2 50	Paints
Cassia (Saigon) 90@1 00		Pennyroyal 2 50@2 75	Lead, red dry ... 14@14½
Sassafras (pow. 45c) @ 40		Peppermint 6 50@6 75	Lead, white dry 14@14½
Sassafras (pow. 40c) @ 35		Rose, pure 38 00@40 00	Lead, white oil 14@14½
Soap Cut (powd.) 35c 25@ 30		Rosemary Flows 2 00@2 25	Ochre, yellow bbl. @ 1½
Berries		Sandalwood, E. I. 18 50@18 75	Ochre, yellow less 2 @ 5
Cubeb 1 60@1 70		Sassafras, true 3 50@3 75	Putty 4½@ 7
Fish 1 00		Sassafras, artifi'l 90@1 20	Red Venet'n Amer. 2@ 5
Juniper 12@ 18		Spearment 6 50@6 75	Red Venet'n, Eng 2½@ 5
Prickly Ash @ 30		Sperm 2 85@3 00	Vermillion, Amer. 25@ 30
Extracts		Tansy 5 50@5 75	Whiting, bbl. @ 3
Licorice 60@ 65		Tar, USP 45@ 60	Whiting 3¼@ 6
Licorice powd. .. 1 75@2 00		Turpentine, bbls. @ 75	L. H. P. Prep'd. 2 90@3 10
Flowers		Turpentine, less 80@ 90	
Arnica 1 20@1 25		Wintergreen, tr. 7 00@7 25	Miscellaneous
Chamomile (Ger.) 70@ 80		Wintergreen, sweet birch 5 00@5 25	Acetanalid 1 10@1 20
Chamomile Rom. 1 50@1 60		Wintergreen, art 1 25@1 50	Alum 17@ 20
Gums		Wormseed 7 50@7 75	Alum, powdered and ground 18@ 21
Acacia, 1st 75@ 80		Wormwood 7 50@7 75	Bismuth, Subnitrate 4 00@4 10
Acacia, 2nd 65@ 75		Potassium	
Acacia, Sorts 40@ 50		Bicarbonate 1 25@1 30	
Acacia, powdered 60@ 70		Bichromate 52@ 60	powdered 10@ 15
Aloes (Barb. Pow.) 30@ 40		Bromide 1 30@1 60	Cantharades po 2 00@6 50
Aloes (Cape Pow.) 30@ 35		Carbonate 1 35@1 45	Calomel 2 69@2 75
Aloes (Soc Pow.) 1 30@1 35		Chlorate, gran'r 65@ 70	Capsicum 28@ 45
Asafoetida 4 50@4 75		Chlorate, xtal or powd. 60@ 65	Carmine 6 50@7 00
Pow. 4 75@5 00		Cyanide 40@ 60	Cassia Buds 50@ 60
Camphor 3 25@3 35		Iodide 4 59@4 66	Cloves 77@ 85
Guaiac @2 25		Manganate 2 75@3 00	Chalk Prepared .. 12@ 15
Guaiac, powdered @2 50		Prussiate, yellow @1 75	Chalk Precipitated 12@ 15
Kino @ 85		Prussiate, red 3 75@4 00	Chloroform 97@1 04
Kino, powdered .. @1 00		Sulphate @1 00	Chloral Hydrate 2 32@2 42
Myrrh @ 85		Roots	
Myrrh, powdered @ 90		Alkanet 4 50@4 75	Cocaine 14 30@14 85
Opium 28 50@29 00		Blood, powdered 66@ 70	Cocoa Butter 50@ 60
Opium, powd. 31 25@32 00		Calamus 60@2 50	Corks, list, less 40%
Opium, gran. 31 25@32 00		Elecampane, pwd. 15@ 20	Copperas, blbs. @ 3
Sassafras 85@ 90		Gentian, powd. 27@ 35	Copperas, less .. 3¼@ 8
Sassafras, Bleached 90@ 95		Ginger, African, powdered 25@ 30	Copperas, powd. .. 4@ 10
Tragacanth @5 00		Ginger, Jamaica, powdered 25@ 40	Corrosive Sublim. 2 35@2 40
Tragacanth powder 3 00		Ginger, Jamaica, powdered 22@ 30	Cream Tartar 86@ 92
Turpentine 15@ 20		Goldenseal, pow. 8 50@9 00	Cuttlebone 95@ 1 00
Insecticides		Ipecac, powd. 6 00@6 25	Dextrine 10@ 15
Arsenic 15@ 20		Licorice 50@ 65	Dover's Powder 5 75@6 00
Blue Vitriol, bbl. 11½		Licorice, powd. 50@ 60	Emery, All Nos. 10@ 15
Blue Vitriol, less 12@ 20		Orris, powdered 40@ 45	Emery, Powdered 8@ 10
Bordeaux Mix Dry 20@ 25		Poke, powdered 20@ 25	Epsom Salts, blbs. @ 4½
Bordeaux, White, powdered 38@ 45		Rhubarb 1 25@1 50	Epsom Salts, less 5@ 10
Insect Powder 40@ 60		Rhubarb, powd. 1 25@1 50	Ergot @2 75
Lead, Arsenate Po 34@ 44		Rosinweed, powd. 25@ 30	Ergot, powdered @3 00
Lime and Sulphur Solution, gal. 20@ 35		Sarsaparilla, Hond. ground 1 25@1 40	Flake White 16@ 20
Paris Green ... 48½@54½		Sarsaparilla Mexican, ground 1 00@1 10	Formaldehyde, lb 20½@25
Ice Cream		Squills 35@ 40	Gelatine 1 75@1 90
Piper Ice Cream Co., Kalamazoo		Squills, powdered 45@ 55	Glassware, full case 58%
Bulk Vanilla 95		Tumeric, powd. 25@ 30	Glassware, less 50%
Bulk Special Flavored 1 00		Valerian, powd. .. @1 00	Glauber Salts, bbl. @ 2½
Brick, Plain 1 20		Seeds	
Brick, Fancy 1 60		Anise 42@ 45	Glauber Salts less 3¼@ 7
Leaves		Anise, powdered 47@ 50	Glue, Brown 25@ 35
Buchu @3 25		Bird, 1s 13@ 19	Glue, Brown Grd. 25@ 35
Buchu, powdered @3 50		Canary 28@ 35	Glue, White 30@ 35
Sage, bulk 87@ 70		Caraway, Po. .95 85@ 90	Glue, White Grd. 30@ 35
Sage, ¼ loose 72@ 78		Cardamon 1 80@2 00	Glycerine 31@ 50
Sage, powdered .. 55@ 60		Celery, powd. 1.00 90@1 00	Hops 60@ 75
Senna, Alex 1 40@1 50		Coriander powd. 30 22½@25	Iodine 5 60@5 90
Senna, Tinn. 40@ 45		Dill 30@ 35	Iodoform 6 59@6 74
Senna, Tinn. pow. 50@ 55		Fennel 1 00@1 20	Lead, Acetate ... 25@ 30
Uva Ursi 45@ 50		Flax 10@ 15	Lycopodium 2 25@2 50
Oils		Flax, ground 10@ 15	Mace 85@ 90
Almonds, Bitter, true 18 50@18 75		Foenugreek pow. 22@ 30	Mace, powdered 95@1 00
Almonds, Bitter, artificial 7 00@7 20		Hemp 11½@ 15	Menthol 9 50@9 75
Almonds, Sweet, true 4 00@4 25		Lobelia 49@ 60	Morphine 15 45@16 00
Almonds, Sweet, imitation 75@1 00		Mustard, yellow .. 45@ 50	Nux Vomica @ 30
Amber, crude 3 25@3 50		Mustard, black .. 30@ 35	Nux Vomica, pow. 28@ 35
Amber, rectified 4 50@4 75		Poppy @1 00	Pepper black pow. 53@ 55
Anise 2 50@2 75		Quince 1 50@1 75	Pepper, white @ 60
Bergamont 9 50@9 75		Rape 15@ 20	Pitch, Burgundy @ 15
Cajeput 2 00@2 25		Sabadilla @35	Quassia 12@ 15
Cassia 4 50@4 75		Sabadilla, powd. 35@ 45	Quinine 1 28@1 72
Castor 3 60@3 80		Sunflower 10½@ 15	Rochelle Salts .. 59@ 65
Cedar Leaf 1 75@2 00		Worm American .. @ 25	Saccharine 21 25@25
Citronella 1 00@1 25		Worm Levant .. 1 65@1 75	Salt Peter 36@ 45
Cloves 4 50@4 75		Tinctures	
Cocanut 40@ 50		Aconite @1 65	Selidits Mixture . 48@ 55
Cod Liver 5 60@5 75		Aloes @1 35	Soap, green 20@ 30
Cotton Seed 2 05@2 20		Arnica @1 50	Soap, mott castle 22½@ 25
Croton 2 00@2 25		Asafoetida @4 40	Soap, white castle case @35 00
		Belladonna @2 35	Soap, white castle less, per bar @3 75
		Benzoin @2 50	Soda Ash 4½@ 10
		Benzoin Compo'd @3 30	Soda Bicarbonate 4@ 8
		Buchu @2 40	Soda, Sal 2@ 5
		Cantharides .. @2 90	Spirits Camphor .. @1 50
			Sulphur, roll 4½@ 10
			Sulphur, Subl. 4 9-10@ 16
			Tamarinds 15@ 20
			Tartar Emetic .. @ 90
			Turpentine, Ven. 50@6 00
			Vanilla Ex. pure 1 50@2 00
			Witch Hazel 1 35@1 75
			Zinc Sulphate 10@ 15

WE ARE ACCEPTING CONTRACTS NOW FOR
1919 DELIVERIES OF

J. Hungerford Smith Co.'s
Soda Fountain Fruits and Syrups

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

We also carry a full line of Soda Fountain Accessories.

Putnam Factory Grand Rapids, Michigan

Manufacturers of
Putnam's "Double A" Chocolates

GROCERY PRICE CURRENT

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

ADVANCED		DECLINED	
Canned Apples Some Milk		Beans Galv. Pails Galv. Tubs Rice Rolled Oats	
AMMONIA		CHEWING GUM	
Arctic Brand		Adams Black Jack 70	
12 oz. 16c, 2 doz. box 3 00		Adams Sappota 75	
16 oz. 25c, 1 doz. box 1 75		Beeman's Pepsin 70	
32 oz., 40c, 1 doz. box 2 85		Beechnut 70	
AXLE GREASE		Doublemint 70	
Mica, 25 lb. pail 1 60		Flag Spruce 65	
BAKED BEANS		Juicy Fruit 70	
No. 1, per doz. 1 35		Sterling Gum Pep. 70	
No. 2, per doz. 2 25		Spearmint, Wrigleys 70	
No. 3, per doz. 3 60		Yucatan 70	
BATH BRICK		Zeno 70	
English 95		CHOCOLATE	
BLUING		Walter Baker & Co.	
Jennings'		German's Sweet 35	
Condensed Pearl Bluing		Premium 35	
Small, 3 doz. box 2 55		Caracas 25	
Large, 2 doz. box 2 90		Walter M. Lowney Co.	
BREAKFAST FOODS		Premium, 1/4s 35	
Cracked Wheat, 24-2 4 60		Premium, 1/2s 35	
Cream of Wheat 7 50		CIGARS	
Quaker Puffed Rice 4 35		Johnson Cigar Co. Brands	
Quaker Puffed Wheat 4 35		Dutch Masters Club 84 00	
Quaker Brkfst Biscuit 1 90		Dutch Masters Banq. 84 00	
Quaker Corn Flakes 2 90		Dutch Masters Inv. 84 00	
Saxon Wheat Food 4 75		Dutch Masters Fan. 82 00	
Shred Wheat Biscuit 4 50		Dutch Master Grande 82 00	
Triscuit, 18 2 25		Dutch Master Special 68 00	
Pillsbury's Best Cer'l 2 50		Dutch Master Lond 77 00	
Kellogg's Brands		El Portana 45 00	
Toasted Corn Flakes 4 20		Gee Jay 45 00	
Toasted Corn Flakes 4 20		Dutch Masters Six 49 00	
Individual 2 00		Dutch Masters Hand	
Krumbs, Indv. 2 00		Made 45 00	
Biscuit 2 00		Grand 45 00	
Drinket 2 60		Little Dutch Masters 45 00	
Peanut Butter 4 40		S. C. W. 45 00	
Bran 4 30		Dutch Masters	
BROOMS		Seconds 42 00	
Fancy Parlor, 25 lb. 10 00		Exemplar 69 00	
Parlor, 5 String, 25 lb. 9 15		Peter Dornbos Brands	
Standard Parlor, 23 lb. 9 00		Dornbos Single Bndr. 42 50	
Common, 23 lb. 8 50		Dornbos Perfecto 42 50	
Special, 23 lb. 8 25		Van Dam, 5c 37 50	
Warehouse, 23 lb. 11 00		Van Dam, 6c 42 50	
BRUSHES		Van Dam, 7c 49 00	
Scrub		Van Dam, 10c 70 00	
Solid Back, 8 in. 1 00		Worden Grocer Co. Brands	
Solid Back, 11 in. 1 25		Boston Straight 42 00	
Pointed Ends 1 00		Trans Michigan 42 50	
Stove		Court Royat 48 00	
No. 3 1 00		Hemmett's Cham-	
No. 2 1 50		pion 46 00	
No. 1 2 00		Iroquois 42 50	
Shoe		Qualex 46 00	
No. 1 1 00		La Qualatancia 70 00	
No. 2 1 30		Worden's Hand Made 40 00	
No. 3 1 70		B. L. 42 50	
No. 4 1 90		Royal Major 45 00	
BUTTER COLOR		La Valla Rosa 80 00	
Dandelion, 25c size .. 2 00		La Valla Rosa, Kids 45 00	
CANDLES		Valla Grande 42 50	
Paraffine, 6s 17 1/2		Kuppenheimer, No. 2 43 00	
Paraffine, 12s 18 1/2		First National 33 00	
Wicking 65		Knickerbocker 42 50	
CANNED GOODS		CLOTHES LINE	
Apples		No. 40 Twisted Cotton 2 00	
1 lb. Standards .. @1 60		No. 50 Twisted Cotton 2 50	
No. 10 @5 00		No. 60 Twisted Cotton 3 00	
Blackberries		No. 80 Twisted Cotton 3 25	
2 lb. @10 50		No. 50 Braided Cotton 2 50	
Standard No. 10 .. @10 50		N. 60 Braided Cotton 3 00	
Beans		No. 60 Sash Cord 3 40	
Baked 1 25@2 25		No. 60 Sash Cord 4 00	
Red Kidney 1 25@1 35		No. 60 Jute 1 75	
String 1 90@2 50		No. 72 Jute 2 00	
Wax 1 80@2 50		No. 60 Sisal 1 85	
Blueberries		Galvanized Wire	
Standard @		No. 20, each 100ft. long 1 90	
No. 10 @11 50		No. 18, each 100ft. long 2 10	
Clams		No. 20, each 100ft. long 1 00	
Little Neck, 1 lb.		No. 18, each 100ft. long 2 10	
Clam Bouillon		COCOA	
Burnham's 1/2 pt. 2 25		Baker's 39	
Burnham's pts. 3 75		Bunte, 10c size 38	
Burnham's qts. 7 50		Bunte, 1/2 lb. 2 20	
Swiss, Domestic		Bunte, 1 lb. 4 00	
Peerless @42		Cleveland 41	
Brick @39		Colonial, 1/4s 35	
Lelden @		Colonial, 1/2s 33	
Limburger @36		Epps 42	
Pineapple @		Hershey's 1/4s 32	
Edam @		Hershey's 1/2s 30	
Sap Sago @		Huyler 36	
Swiss, Domestic		Lowney, 1/4s 38	
Van Camp's 1/2 pints 1 90		Lowney, 1/2s 37	
Van Camp's pints 2 85		Lowney, 1/4s 37	
CHEESE		Lowney, 1/2s 37	
Peerless @42		Van Houten, 1/4s 12	
Brick @39		Van Houten, 1/2s 18	
Lelden @		Van Houten, 1s 36	
Limburger @36		Van Houten, 1s 65	
Pineapple @		Wan-Eta 36	
Edam @		Webb 33	
Sap Sago @		Wilbur, 1/4s 33	
Swiss, Domestic		Wilbur, 1/2s 33	
Van Camp's 1/2 pints 1 90		Nut Butter Puffs 28	
Van Camp's pints 2 85		COFFEES ROASTED	
Rice		Rio	
Rolled Oats		Common 12	
Beans		Fair 13	
Galv. Pails		Choice 14	
Galv. Tubs		Fancy 15	
Rice		Peaberry 32	
Rolled Oats		Santos	
Beans		Common 17	
Galv. Pails		Fair 18	
Galv. Tubs		Choice 19	
Rice		Fancy 20	
Rolled Oats		Peaberry 32	
Beans		Maracalbo	
Galv. Pails		Fair 20	
Galv. Tubs		Choice 24	
Rice		Mexican	
Rolled Oats		Choice 20	
Beans		Fancy 24	
Galv. Pails		Guatemala	
Galv. Tubs		Fair 18	
Rice		Fancy 19	
Rolled Oats		Java	
Beans		Private Growth 34	
Galv. Pails		Mandling 34	
Galv. Tubs		Ankola 34	
Rice		San Salvador	
Rolled Oats		Good 22	
Beans		Mocha	
Galv. Pails		Short Bean 31	
Galv. Tubs		Long Bean 31	
Rice		Bogota	
Rolled Oats		Fair 21	
Beans		Fancy 23	
Galv. Pails		Package Coffee	
Galv. Tubs		New York Basis	
Rice		Arbuckle 24 50	
Rolled Oats		McLaughlin's XXXX	
Beans		McLaughlin's XXXX	
Galv. Pails		package coffee is sold to	
Galv. Tubs		retailers only. Mail all or-	
Rice		ders direct to W. F. Mc-	
Rolled Oats		Laughlin & Co., Chicago.	
Beans		Extracts	
Galv. Pails		Holland, 1/2 gross bxs. 1 30	
Galv. Tubs		Felix, 1/2 gross 1 15	
Rice		Hummel's foil, 1/2 gro. 85	
Rolled Oats		Hummel's tin, 1/2 gro. 1 43	
Beans		CONDENSED MILK	
Galv. Pails		Carnation, Tall 7 50	
Galv. Tubs		Carnation, Baby 6 80	
Rice		Hebe, Tall 7 50	
Rolled Oats		Hebe, Baby 7 50	
Beans		Pet, Tall 7 50	
Galv. Pails		Pet, Baby 5 50	
Galv. Tubs		Van Camp, Tall 7 50	
Rice		Van Camp, Baby 5 50	
Rolled Oats		CLOTHES LINE	
Beans		No. 40 Twisted Cotton 2 00	
Galv. Pails		No. 50 Twisted Cotton 2 50	
Galv. Tubs		No. 60 Twisted Cotton 3 00	
Rice		No. 80 Twisted Cotton 3 25	
Rolled Oats		No. 50 Braided Cotton 2 50	
Beans		N. 60 Braided Cotton 3 00	
Galv. Pails		No. 60 Sash Cord 3 40	
Galv. Tubs		No. 60 Sash Cord 4 00	
Rice		No. 60 Jute 1 75	
Rolled Oats		No. 72 Jute 2 00	
Beans		No. 60 Sisal 1 85	
Galv. Pails		Galvanized Wire	
Galv. Tubs		No. 20, each 100ft. long 1 90	
Rice		No. 18, each 100ft. long 2 10	
Rolled Oats		No. 20, each 100ft. long 1 00	
Beans		No. 18, each 100ft. long 2 10	
Galv. Pails		COCOA	
Galv. Tubs		Baker's 39	
Rice		Bunte, 10c size 38	
Rolled Oats		Bunte, 1/2 lb. 2 20	
Beans		Bunte, 1 lb. 4 00	
Galv. Pails		Cleveland 41	
Galv. Tubs		Colonial, 1/4s 35	
Rice		Colonial, 1/2s 33	
Rolled Oats		Epps 42	
Beans		Hershey's 1/4s 32	
Galv. Pails		Hershey's 1/2s 30	
Galv. Tubs		Huyler 36	
Rice		Lowney, 1/4s 38	
Rolled Oats		Lowney, 1/2s 37	
Beans		Lowney, 1/4s 37	
Galv. Pails		Lowney, 1/2s 37	
Galv. Tubs		Van Houten, 1/4s 12	
Rice		Van Houten, 1/2s 18	
Rolled Oats		Van Houten, 1s 36	
Beans		Van Houten, 1s 65	
Galv. Pails		Wan-Eta 36	
Galv. Tubs		Webb 33	
Rice		Wilbur, 1/4s 33	
Rolled Oats		Wilbur, 1/2s 33	
Beans		Nut Butter Puffs 28	
Galv. Pails		COFFEES ROASTED	
Galv. Tubs		Rio	
Rice		Common 12	
Rolled Oats		Fair 13	
Beans		Choice 14	
Galv. Pails		Fancy 15	
Galv. Tubs		Peaberry 32	
Rice		Santos	
Rolled Oats		Common 17	
Beans		Fair 18	
Galv. Pails		Choice 19	
Galv. Tubs		Fancy 20	
Rice		Peaberry 32	
Rolled Oats		Maracalbo	
Beans		Fair 20	
Galv. Pails		Choice 24	
Galv. Tubs		Mexican	
Rice		Choice 20	
Rolled Oats		Fancy 24	
Beans		Guatemala	
Galv. Pails		Fair 18	
Galv. Tubs		Fancy 19	
Rice		Java	
Rolled Oats		Private Growth 34	
Beans		Mandling 34	
Galv. Pails		Ankola 34	
Galv. Tubs		San Salvador	
Rice		Good 22	
Rolled Oats		Mocha	
Beans		Short Bean 31	
Galv. Pails		Long Bean 31	
Galv. Tubs		Bogota	
Rice		Fair 21	
Rolled Oats		Fancy 23	
Beans		Package Coffee	
Galv. Pails		New York Basis	
Galv. Tubs		Arbuckle 24 50	
Rice		McLaughlin's XXXX	
Rolled Oats		McLaughlin's XXXX	
Beans		package coffee is sold to	
Galv. Pails		retailers only. Mail all or-	
Galv. Tubs		ders direct to W. F. Mc-	
Rice		Laughlin & Co., Chicago.	
Rolled Oats		Extracts	
Beans		Holland, 1/2 gross bxs. 1 30	
Galv. Pails		Felix, 1/2 gross 1 15	
Galv. Tubs		Hummel's foil, 1/2 gro. 85	
Rice		Hummel's tin, 1/2 gro. 1 43	
Rolled Oats		CONDENSED MILK	
Beans		Carnation, Tall 7 50	
Galv. Pails		Carnation, Baby 6 80	
Galv. Tubs		Hebe, Tall 7 50	
Rice		Hebe, Baby 7 50	
Rolled Oats		Pet, Tall 7 50	
Beans		Pet, Baby 5 50	
Galv. Pails		Van Camp, Tall 7 50	
Galv. Tubs		Van Camp, Baby 5 50	
Rice		CLOTHES LINE	
Rolled Oats		No. 40 Twisted Cotton 2 00	
Beans		No. 50 Twisted Cotton 2 50	
Galv. Pails		No. 60 Twisted Cotton 3 00	
Galv. Tubs		No. 80 Twisted Cotton 3 25	
Rice		No. 50 Braided Cotton 2 50	
Rolled Oats		N. 60 Braided Cotton 3 00	
Beans		No. 60 Sash Cord 3 40	
Galv. Pails		No. 60 Sash Cord 4 00	
Galv. Tubs		No. 60 Jute 1 75	
Rice		No. 72 Jute 2 00	
Rolled Oats		No. 60 Sisal 1 85	
Beans		Galvanized Wire	
Galv. Pails		No. 20, each 100ft. long 1 90	
Galv. Tubs		No. 18, each 100ft. long 2 10	
Rice		No. 20, each 100ft. long 1 00	
Rolled Oats		No. 18, each 100ft. long 2 10	
Beans		COCOA	
Galv. Pails		Baker's 39	
Galv. Tubs		Bunte, 10c size 38	
Rice		Bunte, 1/2 lb. 2 20	
Rolled Oats		Bunte, 1 lb. 4 00	
Beans		Cleveland 41	
Galv. Pails		Colonial, 1/4s 35	
Galv. Tubs		Colonial, 1/2s 33	
Rice		Epps 42	
Rolled Oats		Hershey's 1/4s 32	
Beans		Hershey's 1/2s 30	
Galv. Pails		Huyler 36	
Galv. Tubs		Lowney, 1/4s 38	
Rice		Lowney, 1/2s 37	
Rolled Oats		Lowney, 1/4s 37	
Beans		Lowney, 1/2s 37	
Galv. Pails		Van Houten, 1/4s 12	
Galv. Tubs		Van Houten, 1/2s 18	
Rice		Van Houten, 1s 36	
Rolled Oats		Van Houten, 1s 65	
Beans		Wan-Eta 36	
Galv. Pails		Webb 33	
Galv. Tubs		Wilbur, 1/4s 33	
Rice		Wilbur, 1/2s 33	
Rolled Oats		Nut Butter Puffs 28	
Beans		COFFEES ROASTED	
Galv. Pails		Rio	
Galv. Tubs		Common 12	
Rice		Fair 13	
Rolled Oats		Choice 14	
Beans		Fancy 15	
Galv. Pails		Peaberry 32	
Galv. Tubs		Santos	
Rice		Common 17	
Rolled Oats		Fair 18	
Beans		Choice 19	
Galv. Pails		Fancy 20	
Galv. Tubs		Peaberry 32	
Rice		Maracalbo	
Rolled Oats		Fair 20	
Beans		Choice 24	
Galv. Pails		Mexican	
Galv. Tubs		Choice 20	
Rice		Fancy 24	
Rolled Oats		Guatemala	
Beans		Fair 18	
Galv. Pails		Fancy 19	
Galv. Tubs		Java	
Rice		Private Growth 34	
Rolled Oats		Mandling 34	
Beans		Ankola 34	
Galv. Pails		San Salvador	
Galv. Tubs		Good 22	
Rice		Mocha	
Rolled Oats		Short Bean 31	
Beans		Long Bean 31	
Galv. Pails		Bogota	
Galv. Tubs		Fair 21	
Rice		Fancy 23	
Rolled Oats		Package Coffee	
Beans		New York Basis	
Galv. Pails		Arbuckle 24 50	
Galv. Tubs		McLaughlin's XXXX	
Rice		McLaughlin's XXXX	
Rolled Oats		package coffee is sold to	
Beans		retailers only. Mail all or-	
Galv. Pails		ders direct to W. F. Mc-	
Galv. Tubs		Laughlin & Co., Chicago.	
Rice		Extracts	
Rolled Oats		Holland, 1/2 gross bxs. 1 30	
Beans		Felix, 1/2 gross 1 15	
Galv. Pails		Hummel's foil, 1/2 gro. 85	
Galv. Tubs		Hummel's tin, 1/2 gro. 1 43	
Rice		CONDENSED MILK	
Rolled Oats		Carnation, Tall 7 50	
Beans		Carnation, Baby 6 80	
Galv. Pails		Hebe, Tall 7 50	
Galv. Tubs		Hebe, Baby 7 50	
Rice		Pet, Tall 7 50	
Rolled Oats		Pet, Baby 5 50	
Beans		Van Camp, Tall 7 50	
Galv. Pails		Van Camp, Baby 5 50	
Galv. Tubs		CLOTHES LINE	
Rice		No. 40 Twisted Cotton 2 00	
Rolled Oats			

HIDES AND PELTS

Green, No. 1	17
Green, No. 2	16
Cured, No. 1	19
Cured, No. 2	18
Calfskin, green, No. 1	30
Calfskin, green, No. 2	28 1/2
Calfskin, cured, No. 1	32
Calfskin, cured, No. 2	30 1/2
Horse, No. 1	6 00
Horse, No. 2	5 00

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

Tallow

Prime	@11
No. 1	@10
No. 2	@09

Wool

Unwashed, med.	@50
Unwashed, fine	@45

HONEY

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

HORSE RADISH

Per doz.	90
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JELLY

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

Jell-O

Assorted Case, 3 doz.	3 40
Lemon, 3 doz.	3 40
Orange, 3 doz.	3 40
Raspberry, 3 doz.	3 40
Strawberry, 3 doz.	3 40
Cherry, 3 doz.	3 40
Chocolate, 3 doz.	3 40
Weight 15 lbs. to case.	
Freight rate, 3d class.	

Jell-O Ice Cream Powder	
Assorted Case, 3 doz.	2 85
Chocolate, 3 doz.	2 85
Vanilla, 3 doz.	2 85
Strawberry, 3 doz.	2 85
Lemon, 3 doz.	2 85
Unflavored, 3 doz.	2 85
Weight 15 lbs. to case.	
Freight rate, 3d class.	

JELLY GLASSES

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

MAPLEINE

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

MINCE MEAT

Per case	4 15
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MOLASSES

Fancy Open Kettle	70
Choice	58
Good	50
Stock	40
Half barrels 5c extra	

Red Hen, No. 2	2 80
Red Hen, No. 2 1/2	3 40
Red Hen, No. 5	3 40
Red Hen, No. 10	3 30
Uncle Ben, No. 2	2 80
Uncle Ben, No. 2 1/2	3 30
Uncle Ben, No. 5	3 40
Uncle Ben, No. 10	3 30
Ginger Cake, No. 2	3 30
Ginger Cake, No. 2 1/2	4 30
Ginger Cake, No. 5	4 15
O. & L. Open Kettle,	
No. 2 1/2	5 65

MUSTARD

1/2 lb. 6 lb. box	30
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NUTS—Whole

Almonds, Terragona	30
Brazils, large washed	34
Fancy Mixed	28@29
Filberts, Barcelona	24
Peanuts, Virginia	18
Peanuts, Virginia,	
Roasted	22
Peanuts, Spanish	20
Walnuts California 36@37	
Walnuts, French	32

Shelled

Almonds	55
Peanuts, Spanish,	
10 lb. box	19 1/2
Peanuts, Spanish,	
100 lb. bbl.	17 1/2
Peanuts, Spanish,	
200 lb. bbl.	17
Pecans	1 00
Walnuts	90

PETROLEUM PRODUCTS

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

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
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PROVISIONS

Barreled Pork	
Italian Bon Bons	25
Clear Back	52 00@53 00
Short Cut Clr	44 00@45 00
Brisket, Clear	55 00@56 00
Pig	
Clear Family	48 00

Dry Salt Meats

S P Bellies	31 00@32 00
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Lard

Pure in tierces	29@30
Compound Lard	24@24 1/2
80 lb. tubs	advance 1/2
60 lb. tubs	advance 1/2
50 lb. tubs	advance 1/2
20 lb. pails	advance 1/2
10 lb. pails	advance 1/2
5 lb. pails	advance 1
3 lb. pails	advance 1

Smoked Meats

Hams, 14-16 lb.	35 @36
Hams, 16-18 lb.	34 1/2@35
Hams, 18-20 lb.	33 @34
Ham, dried beef	
sets	37 @38
California Hams	25 @26
Picnic Boiled	
Hams	35 @40
Boiled Hams	51 @52
Mince Hams	22 @23
Bacon	39 @52

Sausages

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

Beef

Boneless	25 00@27 00
Rump, new	30 00@31 00
1/2 bbls.	1 75
3/4 bbls., 40 lbs.	3 40
1/2 bbls.	3 00
1 bbl.	16 00

Tripe

Kits, 15 lbs.	90
1/4 bbls., 40 lbs.	1 60
3/4 bbls., 80 lbs.	3 00
Casings	
Hogs, per lb.	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, 1/4s	55
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Potted Meat, Ham

Flavor, 1/4s	95
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Deviled Meat, Ham

Flavor, 1/4s	55
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Deviled Meat, Ham

Flavor, 1/4s	1 00
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Deviled Tongue, 1/4s

Deviled Tongue, 1/4s	1 80
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Deviled Tongue, 1/2s

Deviled Tongue, 1/2s	3 10
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RICE

Fancy	
Blue Rose	9% @10 1/2
Broken	

ROLLED OATS

Monarch, bbls.	10 25
Roller Avena, bbls.	10 50
Steel Cut, 100 lb. sks.	
Monarch, 90 lb. sks.	5 00
Quaker, 18 Regular	1 95
Quaker, 20 Family	5 20

SALAD DRESSING

Columbia, 1/2 pint	2 25
Columbia, 1 pint	4 00
Durkee's large, 1 doz.	5 25
Durkee's med., 2 doz.	5 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 1/4s	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	15 1/2
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.	
No. 1, 40 lbs.	
No. 1, 10 lbs.	
No. 1, 3 lbs.	

Mackerel

Mess, 100 lbs.	25 00
Mess, 50 lbs.	13 25
Mess, 10 lbs.	2 95
Mess, 8 lbs.	2 30
No. 1, 100 lbs.	24 00
No. 1, 50 lbs.	12 75
No. 1, 10 lbs.	2 80

Lake Herring

8 lbs.	
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SEEDS

Anise	38
Canary, Smyrna	28
Caraway	80
Cardamon, Malabar	1 20
Celery	50
Hemp, Russian	12
Mixed Bird	12 1/2
Mustard, white	40
Poppy	90
Rape	15

SHOE BLACKING

Handy Box, large 8 ds.	5 50
Handy Box, small	1 25
Ruby's Royal Polish	1 20
Miller's Crown Polish	90

SNUFF

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

SOAP

Lautz Bros. & Co.	
Acme, 100 cakes	5 50
Rig 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 boxes	3 70
Black Hawk, ten boxes	3 65

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

Scouring Powders

Sapallo, gross lots	9 50
Sapallo, half gro. lots	4 85
Sapallo, single boxes	2 40
Sapallo, 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

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 Powder,

60 pkgs.	3 60
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Old Dutch Cleanser,

100s	4 00
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SODA

Bi Carb, Kegs	3 1/2
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SPICES

Whole Spices	
Allspice, Jamaica	@12
Allspice, lg. Garden	@11
Cloves, Zanzibar	@55
Cassia, Canton	@30
Cassia, 5c pkg. doz.	@35
Ginger, African	@15
Ginger, Cochinchina	@30
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	@33
Pepper, White	@40
Pepper, Cayenne	@22
Paprika, Hungarian	@45

Pure Ground in Bulk

Cassia, 5c pkg. doz.	@35
Ginger, African	@15
Ginger, Cochín	@20
Mace, Penang	@90
Mixed, No. 1	@17
Mixed, No. 2	@16
Mixed, 5c pkgs. dz.	@45
Nutmegs, 70-8	@50
Nutmegs, 105-110 ..	@45
Pepper, Black	@32
Pepper, White	@40
Pepper, Cayenne ..	@22
Pepprika, Hungarian	

UPPER PENINSULA.

Recent News of the Cloverland of Michigan.

Sault Ste. Marie, Dec. 17—Many favorable comments were heard from the Tradesman subscribers, particularly the local grocers, on the anniversary edition last week. Special mention was made by many retailers on the remarkable article on figuring costs, which has been a help to many of the smaller stores that have not considered all of the main items comprising the cost of doing business.

The many friends of W. E. Wooding, the well-known lumber dealer, residing here for the past fifteen years, will regret to learn that Mr. Wooding expects to leave here for the Pacific Coast, where he expects to make his future home. He expects to locate somewhere in Washington. Mr. Wooding has made many warm friends among the Sooiters who wish him every success in his new home.

Albert H. Passmore, for the past year in charge of the J. L. Lipsett establishment, has severed his connection with Mr. Lipsett and is now devoting his entire time to the shoe business of Passmore & Paquin, of which he is senior member. The new firm is doing a very satisfactory business, being one of the exclusive shoe houses in the city.

Charity is a cloak which covers a multitude of amateur theatrical performances.

Lieutenant Howard Griffith has asked for his discharge from the army, having done his bit to win the war. He has decided to enter the mercantile business, having taken charge of the candy department of the Cornwell Company here.

Now that fair retail food prices for Chippewa county are being fixed by the Fair Price Committee, there is little chance for the grocer getting any long prices in consequence, although in many cases it has helped the grocer to get a fair profit on what he has heretofore been handling at a profit.

Richard Endress, of Detroit, a former Sooit, was a Soo visitor last week, greeting his many old friends who were more than pleased to see him. Dick, as he was commonly known, seems to like Detroit, but says that the Soo certainly looks good to him.

Our sealer of weights and measures is doing some very fine figuring these days in looking around for victims and finds where a print of oleo has been exposed to the elements, light and air, for over two months has a shrinkage of almost one ounce. It looks as though business was getting scarce in that line when they find it necessary to get down to so small a business and prospects are fair to increase the force if tactics of this kind are what the sealer of weights and measures is looking for, making no allowance for natural shrinkage on perishable goods, regardless of the length of time which they are subjected to the elements.

The Soo went dry again last week, about the driest it has ever been, when the city water works system went on the hummer Thursday morning, caused by a broken crank on one of the pumps. What the city needs is an electrical water system, as we have all kinds of water power and it would seem as though the steam system should have been a thing of the past long ago.

The merchants are all preparing for a large holiday trade. The windows are all decorated as usual with old Santa Claus much in evidence. The only difference this year from former years is that the quarter-off sales, Liberty sales and other bargains are being offered before the holidays, instead of January 1. It begins to look as though the merchants were becoming uneasy, fearing

that the price may drop, leaving them with an excessive stock on hand. Safety first seems to be their policy and would rather enter the first of the year with a small stock if possible.

They say that nothing is impossible, but there is no man living who can wear a silk hat and run a steam riveter.

There are very few travelers making Mackinac Island this season of the year. While the Straits are still free of ice, it only costs \$12 for the ambitious traveler to call on his trade. William G. Tapert.

Condensed Milk in Japan.

Owing to the difficulty had in securing condensed milk during the war, the Japanese industry has been greatly developed, and the output is now valued at from 1,600,000 to 1,700,000 yen, or \$797,000 to \$847,000, a year, which has caused the imports to be largely diminished. At present the demand for condensed milk in Japan amounts to about 3,000,000 yen, or \$1,495,600 a year. Before the war most of this was supplied by the United States and Switzerland, but with the development of this industry in Japan the probability is that in the near future no foreign condensed milk will appear in the Japanese market.

Butter, Eggs, Poultry, Beans and Potatoes.

Buffalo, Dec. 18—Creamery butter, extras, 68@69c; firsts, 65@66c; common, 63@64c; dairy, common, to choice, 45@55c; packing stock, 38@41c.

Cheese—No. 1, new, fancy, 35@36c; choice, 33@34c; old, 30@33c.

Eggs—New laid, 75@80c for fancy and 70@72c for choice; storage candled, 53@56c.

Poultry (live)—Old cox, 20@22c; fowls, 25@30c; chicks, 25@30c; ducks, 32@35c; turks, 30@35c.

Poultry (dressed)—Turks, 40@42c; geese, 30@32c; ducks, 38@40c; chicks, 30@33c; fowls, 28@32c.

Beans—Medium, \$10 per hundred lbs.; Peas, \$10 per hundred lbs.; Marrow, \$11.50@12 per hundred lbs.

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

Rug Famine in Prospect.

Comment heard on the floor coverings trade, coincident with the naming of prices on Spring lines, is to the effect that a real famine in rugs is to be expected within the next year unless something now unforeseen comes up to increase production. Recently it was announced that the spring production of the biggest factor in trade would be but 20 per cent. of normal, and recently one of the other big manufacturers announced a probable production for the new season that was a little more than two-thirds below the usual amount. With the smaller producers the same thing is true to varying degrees.

B'g Demand for Silk Underwear.

During the past year the demand for ladies silk underwear has been so great that some of the manufacturers are not taking any more orders for immediate delivery. One of the reasons given for the increase in the sale of these garments is that large quantities are being purchased by girls employed in munitions plants and factories who are making good salaries and feel that they can afford to wear garments of this kind.

Three Soldier Deaths in the Tradesman Family.

Ralph L. Whitney, son of E. E. Whitney, the Ann Arbor (R. R. 7) general dealer, died of wounds in France Nov. 22. He was a member of Co. C., 112th Machine Gun Battalion. He went "over the top" for a second time Oct. 15. In the afternoon of that day he was hit by a piece of high explosive shell in the breast, near the right shoulder. The piece stopped just beneath the skin in the back. He reached the hospital before 6 o'clock and was operated on the next day. Oct. 26 he was taken by a hospital train to Base Hospital No. 3, Montpont, in Southwestern France, and believed himself improved during the trip. Nov. 1 it was necessary to remove liquid from the lung cavity, which made breathing easier. Nov. 5 he wrote: "Still in bed, weak, but gaining slowly. Best of care and good food." Nov. 10 he wrote: "More comfortable and expect to sit up any day." Death came ten days later. He was a young man of excellent character, good habits and bright promise.

Oscar A. Conklin, general dealer at Ravenna, has received word of the death of his son, Leo J. Conklin, who was instantly killed by a high explosive shell while in the performance of his duty as Ambulance Orderly, Nov. 11. Two other boys were wounded at the same time, his being the first death in Motor Amb. Co. 35. He was one of the twenty-five who volunteered to go to Ft. Oglethorpe, Ga., and left Muskegon March 5 for training in the Medical Department. May 17 he took his over-seas examination and it was found necessary to undergo an operation for hernia or stay at camp for detail work. He took the operation, after recovering sufficiently he was granted a 7-day furlough, arrived home June 20. He left Ft. Oglethorpe July 27 for camp Merritt, New Jersey. He arrived safely overseas August 27 and was in training until Oct. 9, when he went into action, meeting his death while in the performance of his duty. His last letter written home Nov. 7 came with the official notice of his death.

Fighting with the 74th Co., 6th Regiment, U. S. Marines, Harold E. Stevenson, son of A. W. Stevenson, of Muskegon, (traveling salesman for the Hazeltine & Perkins Drug Co.), received injuries which caused his death on Nov. 24 after having been in France a little more than a year. At the time of his enlistment he was attending the University of Iowa, which he left to enter military service when the war broke out in the spring of 1917. He went overseas in September of last year and fought in some of the big battles in which the marines participated. It is thought that he fought in the battle of Chateau Thierry and other subsequent engagements. Stevenson and Corporal Harvey E. Prescott, another Muskegon man, were both in a hospital in France after having been severely gassed in one of these battles. After being released from the hospital, he was put on police duty because of his physical condition.

Several letters have been received from him since that time by his parents. It is considered probable that this gassing was responsible for his death.

Newest in Millinery.

The lines of the short-back poke are being shown in many of the advanced models in women's hats, according to the bulletin of the Retail Millinery Association of America. The front of the brim, it says, is usually very long, while the back is extremely short. A black satin model of this type has a high, softly draped crown, with a cuff of maline standing up around its base. An attractive cluster of flowers and fruit in chenille, georgette crepe, taffeta, and velvet in blended tones gives it a "Frenchy" finish. Another shape that is being shown in a new model has a separate upturned piece, which is either square or pointed at the ends, across the front. The back either has no brim at all or is a small rolled affair. A scroll design of cording softens this plain front effect.

The bulletin also says that some of the large maline models that are now being shown here have jet crowns and are trimmed with jet, the whole being very effective. One "smart" model has an extremely large brim with drooping sides of accordion-pleated maline. The crown is made of jet beads, with a gold beaded figure worked through it. French blue ribbon cut in points is laid flat on the upper brim, leaving about five inches of the maline exposed. A band of ribbon, with a soft bow at the back, gives the finishing touch.

Potatoes Plentiful in Canada.

The estimate of the potato crop of Canada this year is put at 105,579,700 bushels, as compared with 79,892,000 bushels last year. A revised estimate of this crop from figures in the possession of the Canada Food Board shows an exportable surplus in six provinces of 28,433,000 bushels over all requirements for domestic use and seeding. Alberta, Saskatchewan, and Ontario have no surplus. This was due to the prolonged drought and early frost, which reduced the yield below normal in these provinces. On the contrary, the provinces of Quebec, New Brunswick, and Manitoba show the remarkable surplus of 24,500,000 bushels. The balance of 3,933,000 bushels is in Prince Edward Island, Nova Scotia, and British Columbia.

Easter Baskets Selling Well.

Notwithstanding the prevailing high prices of fancy baskets, manufacturers of these articles have had an exceptionally good season. Easter baskets in fancy patterns have been good sellers, and so many orders have been received of late that some of the firms are already oversold. Colored sewing baskets lined with satin and silk have been very popular with the holiday trade this season, and in some instances it has been necessary to sell the sample lines in order to supply the needs of customers.

WAR CREATES NEW IDEALS.

That Mr. Hoover is making good his promise that he would drop measures of food control as soon after the emergency as possible everyone agrees, but there is a growing fear that it may be dropped so thoroughly and suddenly as to cause trouble. There is a widespread feeling that it ought not to be done until the turn of a season allows the re-adjustment without violent effects on stocks and prices and that this is a time for trade and officials to co-operate as never before.

That permanent relations in administration are desirable is reflected in an article by President Davies of the National Wholesale Grocers' Association, published in another column, and it is probable that as soon as Mr. Hoover is heard from with certain disclosures as to the European situation, steps will be taken to bring about a measure of co-operated effort; not only during re-adjustment but probably in some degree continuing.

It is surprising to what an extent the lessons of food conservation have taken hold of business men and completely changed their appreciation of responsibility. In times past every competent business man regarded the end and aim of the mercantile life to be making money. It is not to be expected that that ideal has been eliminated now, but it is very probable that if a psychic photograph could be made to-day of the business man's mind "service" would overshadow dollars as his chief motive. Unconsciously the war has taught merchants, especially food merchants, another side of their existence than the mercantile and commercial. In the struggle to help win the war, they have come to see, as they did not before, how great is their place in the actual life machinery of the people. A new dignity has been visited on the function of making and distributing food. Just how deep-rooted the new ideal has become it is hard to say, but that it is a strong factor to-day no honest grocer will deny. And if he realizes it during the transitional period, the rut in which the trade will run after the war will be quite different from what it was before.

And if this is acceptable to the merchant, who shall say how different may be the lines to be followed by the official in his influence on moulding the new era? No one wants too much of the automaton in business, nor of the slot machine which operates when controlling coins are dropped in at Washington, but if relations are to be adjusted on the basis of service and value to the community, rather than the right of a free trader to exploit the commercial field for whatever of money he can make, the whole character of the problem changes.

Late News From the Metropolis of Michigan.

Detroit, Dec. 17—Detroit bank clearings last Saturday passed the \$3,000,000,000 mark for the first time in the history of the Detroit Clearing House Association. The exact total of clearings this year is \$3,020,640,-

260.72, compared with \$2,628,063,440.36 to Dec. 14, a year ago.

Ralph Stone, President of the Detroit Trust Co., was elected President of the Bankers Club of Detroit at their meeting at the Hotel Statler last Saturday night. James T. Keena, President of the Peoples State Bank, was elected Vice-President and Charles H. Ayers, Assistant Cashier of the Peoples State Bank, was re-elected Secretary-Treasurer. A number of State bankers were guests of the Club.

Capt. Edward Tupper, National organizer of the British Seamen's Union, recently arrived in this country to help the campaign of the American Defense Society to boycott German-made goods. He is now on a lecture tour under the auspices of the Society, and will address a large meeting at the Board of Commerce at 1 p. m. Wednesday. His organization represents 11,000,000 pledged votes to a boycott on German-made goods.

The Detroit Trust Company has appointed Frank H. Gay an Assistant Secretary of the company. The office was created due to increase in volume of the trust business of the company. Mr. Gay has been with the company for nearly seven years. He was formerly assistant auditor of the Algoma Central & Hudson Bay Railroad, at Sault Ste. Marie, Ont., and is a native of Newcastle, England.

The Michigan Railroad Commission has authorized the Detroit Edison Company to issue \$2,600,000 of 7 per cent. gold bonds to mature in 10 years. The money is to be used in obtaining increased equipment for the distributing system of the company and for additional working capital. Some of the new equipment for which the bonds are issued has already been installed.

D. M. Hamilton, Assistant Treasurer of the Detroit Brass Works for eight years, and W. C. Renshaw of the same company for eighteen years, part of the time as general superintendent and more recently factory manager for McRae & Roberts Co., have purchased the controlling interest in the U. S. Novelty Mfg. Co., changed its name to Acme Brass Works and increased its capital to \$50,000. Mr. Renshaw will serve as Vice-President of the company and will have full charge of manufacturing and production, while Mr. Hamilton has been elected Secretary and Treasurer and will handle the sales and executive end of the business.

The A. J. Detlaff Co. will hereafter confine itself to the production of clutches and control sets, which have formed a large proportion of its output since its organization in 1903.

W. Kurtzman & Son have opened the Liberty Market at 25 Broadway, where they occupy three entire floors with a wholesale and retail market. W. Kurtzman has been located on Cadillac Square for more than forty years and was one of the original members of the Detroit Board of Commerce. In addition to W. Kurtzman & Son, the following firms will occupy space in the new Liberty Market: Geo. H. Giddey, Beyschlag & Sell, Excel Market Co., Karle Pfahler and Otto Wuester.

J. Fred Lawton, cheer leader during the Liberty Loan and other patriotic campaigns, has been appointed general agent for Michigan for the Connecticut Mutual Life Insurance Co. His offices will be at 610 Farrell building.

A salesman who sells jumpers wears one when calling on his customers. Because the merchant remembers him more distinctly, he says, his sales are better than they were before he adopted this plan.

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.

BUSINESS CHANCES.

SPECIAL SALES

Conducted Intelligently

January is the time to reduce your stock at top market prices. We are cleaning up stocks and closing out stocks entirely, at a good profit.

References, leading wholesale houses and prominent merchants.

MAY WE NOT HEAR FROM YOU?

MERCHANTS NATIONAL SERVICE CO.

105 South Dearborn Street CHICAGO

For Sale—Clean stock hardware, furniture, wall paper and notions, in small town. Good farming country. Address No. 30, care Michigan Tradesman. 30

For Sale—Undertaking and garage in town of 1,200; new fireproof building; never been offered for sale until death of owner and must be sold to settle estate. Address Box 416, Lawton, Mich. 21

For Sale—Stock general merchandise; will invoice about \$2,500; doing good cash business; in rich farming section; post-office in connection; fine living rooms upstairs; can lease store building and fixtures or buy same. Address D. Ouellette, Everdell, Minnesota. 22

For Sale—One 5 drawer and one 6 drawer National cash register, at genuine bargains. Both in perfect condition. J. A. Sandford, Watseka, Illinois. 23

CAPITAL PROCURED—For new or going enterprises on commission by stock house with active selling channels. Submit particulars. Securities Sales Co., 29 S. LaSalle St., Chicago, Illinois. 24

For Sale—Stock of drugs, patent medicines, some sundries, stock of bottles and three sets scales. Cheap for cash. Address No. 25, care Michigan Tradesman. 25

For Sale—A good live grocery in fast growing suburb of Detroit. Doing business of better than \$1,000 per week. Reason for selling, have another business that requires my entire time. Full particulars upon request. This advertisement will appear but once. \$3,000 will handle. Address No. 26, care Michigan Tradesman. 26

For Sale—Good clean stock general merchandise in town in Eastern Oklahoma. Well established business and large trade territory. Last year's sales \$70,000. Splendid opportunity for anyone desiring good location. Would take good Michigan farm property in part payment. Selling reason, death of owner. Address No. 27, care Michigan Tradesman. 27

Collections—Claims and accounts collected. Write me. H. C. VanAken, Lawyer, 309 Post Building, Battle Creek, Michigan. 28

For Sale—Country store and stock; five miles from Grant on gravel road; good trade; no delivery. Paul Brink, Grant, Michigan. 29

SPECIAL SALES To reduce stock or sell out entirely. Advertisements conducted for retailers anywhere. Write for date and terms stating size stock.

A. E. GREENE SALES CO., Jackson, Mich.

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

We can sell your business, farm or property, no matter where located. Capital procured for meritorious enterprises. Herbert, Webster Bldg., Chicago, Ill. 1

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

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

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

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

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

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

FOR SALE—WOODWORKING PLANT. This bank holds a woodworking plant having everything in readiness to start. It has been used for manufacturing of house building frame work. It is very centrally located in this city, having a population of 35,000 people. Plant contains ample acreage, power plant, and all wood working machinery will be sold at a sacrifice. Write OLD CITIZENS NATIONAL BANK, Zanesville, O. 15

Attention Dry Goods Merchants—If looking for a splendid opening for a new dry goods store or for any reason your present location is unsatisfactory, you should investigate the unusual opening for store at Crosby, Minn., at present caused by draft conditions. I have for rent, exceptionally fine store room, especially desirable for dry goods line. Splendid show windows; location perfect. If interested, address Will S. Pitt, Crosby, Minnesota. 16

For Sale—120 acre farm near two towns in Michigan or trade for stock or merchandise invoicing about \$6,000. Address No. 20, care Michigan Tradesman. 20

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.

Economic Coupon Books

They prevent disputes.

They save book-keeping.

They limit the line of the customer.

They give the merchant interest on past due accounts.

They put all credit transactions on a cash basis.

Free Samples on
Application

Tradesman
Company

Grand Rapids - Michigan

OFFICIAL CHANGE OF FRONT.

Whatever else the Federal Trade Commission has made clear to the average grocer, its own consistency is not one of the striking disclosures. Just now the board is basking in the sunlight of general grocery trade approval for its recent stand in favor of price maintenance on branded products, but while one praises it, he stands perplexed to understand why any board holding such plain views on a debated subject should be lending itself to the prosecution of reputable manufacturers on hair-splitting niceties as to unfair trading for doing the very things it wants Congress to establish as the model of fair trading.

The probable answer the Commission will make—it did make it in the recent Cleveland convention of manufacturers—is that the best way to abolish a bad law is to enforce it. But if the remedy is a new enactment by Congress, on recommendation of the board, why is it necessary in the meantime to brand a manufacturer as a criminal and secure his indictment, just as one would a swindler, a thief or a pernicious violator of the law? In few if any of the recent actions brought against manufacturers in connection with price maintenance has there been any indication of unfair intent, but rather the protection of the very conditions which the commission now asserts are worth while creating by Congressional legislation.

The position taken by the Federal board is exactly the position taken by several manufacturers almost ten years ago. The writer knows of one who proposed a Congressional act almost identical with the one suggested by the Federal Trade Commission back in 1909, but later abandoned his idea because he concluded that any such right bought at the cost of having a Federal tribunal browse through his books, decide what was in its (political) opinion expedient a fair price—and incidentally gather material for a sensational assault against him in the yellow press—was not worth what it cost.

As outlined, however, the conclusions of the board as to fixed price justifications are identical with those held by manufacturers and distributors for many years past. Here in a nutshell is its statement of premises:

That producers of identified goods should be protected in their intangible property right or good will.

That the unlimited power both to fix and to enforce and maintain a resale price may not be made lawful with safety.

That unrestrained price cutting is not in the public interest.

These are precisely the points which backed the Stevens bill, with the difference that many who favored it shied at the idea of having their prices vised by any governmental functionary, preferring to let the open competitive field between products determine whether its profit was fair or not. It is noticeable in the second of the above conclusions that there is difficulty in fixing a price "lawfully." The trouble is not stated to be so much a matter of fairness or

prudence, but of legal restraints, and suggests restrictions at the hands of some official, rather than a decision as to the fairness of price by the Supreme Court of Popular Open Market Competition, which is the plan most manufacturers have been willing to resort to.

Admirable as most of the trade will believe the plan to be in its main intent, it is not at all unlikely that the curious situation may be presented of finding men who believe in their right to protect their resale prices fighting the bill as a protest against too much governmental and official supervision. In trade circles the belief is that the Federal Trade Commission is as yet only half convinced of the honesty and fairness of business men and still thinks Government office holders better judges of fairness of prices than men who have their money, their reputation and their position in the market at stake.

No one need canonize the food manufacturer or the grocer to recognize that a very great change in their sense of public duty has come to them out of the war. Competitive conditions of the old type, in which one cut his neighbor's throat before the neighbor did his, evolved many bitter things and unwillingly business men drifted far away from the ideals of business conduct and rectitude which they applied to their personal lives. The emergency of helping win the war as a National duty and the co-operative side of food control strongly impressed the spirit of co-operative self-regulation on business men and their minds are to-day ready for ethical reforms.

Of all the surprising things which have really become fixed in the grocer's mind—and it surprises him as much as it does anyone else—is the conviction that speculative inflation of food prices is wrong in principle and immoral. In past years he was firmly imbued with the fact that merchandise was worth all that one could get for it and he saw nothing wrong in a situation where repeated selling of an article rolled up a steady advance in its market value. If he did question it, he found himself so helpless to change the situation that he drifted with the current.

Mr. Hoover's policy of enforcing the cost-plus system, rather than allowing unbridled resale to create artificial replacement values, was revolutionary in the extreme and its success has been evolutionary; nowhere more so than in the mind of the grocer. He may not be convinced that there is anything wrong in a rational application of the law of supply and demand to food values, but when extreme scarcity doubles and trebles in market value the goods he bought at a normally low price, he knows deep in his conscience that the inflation is not a fair burden to place on the consumer. But competition will not help the situation, for all similar goods at a given time are in the same position and if one follows the current, so must the other.

Until Hoover did it, no one believed reform was possible. Even now it is

not easy to see just how it can be accomplished permanently, but there is in the grocery mind to-day a feeling that one of the remnants of wartime autocracy which should remain is a safeguard of some sort against aeroplaning of prices.

The grocer has been fairly well paid under the plan of the Food Control. Although he has been limited in the margins he could exact, they have been applied to all his lines of stock alike, and virtually everything he sold paid its way. Before, owing to some heritage of stupid competition, he had for years sold over 40 per cent. of his goods at less than cost. He knew it was silly, but "they all did it," and how could he desist? So he sold sugar at a loss, flour at cost and made up deficiencies by charges on articles of a less staple nature.

Under the Hoover plan everything paid its way, and while speculative gains were not made, neither were speculative losses, and on the whole everyone did well. The feeling is that there should be a considerable measure of perpetuation of the control plan, and one trade paper editor on the Pacific Coast appeals strongly to grocers to hold their gains under the editorial title, "Why Throw It Away?" It would seem that such advice ought to be unnecessary, but evidence accumulates that you can't easily teach an old dog new tricks. In fact, within a month after the control of sugar has been relaxed jobbers are already throwing away their profit on it and are again peddling it out as something "thrown in for full measure."

How far the same reckless relapse will ensue is not evident, but the initial showing is bad. Trade leaders have prayed for some such abnormal influence as the Federal Food Control to get the trade started right, but it doesn't look as though they can be trusted to stay right without a dictator. By and bye some one will conclude that the grocer doesn't want to be saved, unless it be from himself.

The True Test of Repentance.

Muskegon, Dec. 16—In your last issue I see you make a wholesale condemnation of I. H. Co. blockmen. As a friend to your paper, I was sorry to see this. While not upholding any wrong act in any one, I wish to say that I personally know every blockman and special man working on the Grand Rapids sales force, also the general manager and his assistant; also many of the office force and call every man of them my friend. I do not think there is a squarer bunch of salesmen traveling out of your city. The writer feels that he is better acquainted with and knows more about those men than anyone connected with your paper. I have often heard competitive salesmen for other implement companies telling things concerning their dealings that were barefaced lies and I knew it.

There is not one implement manufacturer in America who gives the farmer more for his money or more assistance in adjusting and operating machines and none other keeps repairs and experts so convenient to farmer and dealer.

As a friend to you and your paper and a personal friend to every man on the Grand Rapids force, from manager to book-keeper, I ask you to

make careful enquiry before staining all as rascals.

I do not want nor hope to ever again be on their pay roll, but a spirit of fairness, which I know you also possess, prompts me to write this.

E. P. Monroe.

The Tradesman has no controversy with the managerial or sales force of the International Harvester Co.

The Tradesman detected the blockmen, evidently acting under instructions from the district managers, playing the sneak act and undertaking to secure contracts by unfair, illegal and contemptible methods.

The Tradesman immediately brought the matter to the attention of the United States Department of Justice.

The Department of Justice immediately insisted on a plea of guilty or not guilty from the International Harvester Co.

The general counsel of the International Harvester Co. immediately pleaded guilty, admitted that the complaint of the Tradesman was justified, asserted that the violations of the law were due to the managers and blockmen misunderstanding instructions and promised that the infractions of law and common decency should not occur again.

The Tradesman has no personal feeling in the matter whatever. It did its duty, gained its point and, naturally, feels very happy over the fact that it was able to rescue the trade from a very serious predicament.

Many dealers insist that the plea that the managers misunderstood their instructions is all bosh, but the Tradesman is willing to take a charitable view of the situation, providing the managers and blockmen recognize the service the Tradesman has rendered them by keeping them out of jail. If, instead of feeling thankful to the Tradesman, they say harsh things about us and act on the assumption that they have been abused and maligned, then the Tradesman will know that they were wrong in both thought and intent all the way along and that the humiliating admission that they misunderstood their instructions is merely the cunning concoction of a shrewd lawyer to shield them from the consequences of their wrong doing.

The Government is not through with the grocery trade by any means. Traveling salesmen are out on the war path, ascertaining the names of those grocers who have not posted the food administration placards and signed the pledged cards, and to get these pledge cards signed. The traveling men have belonged to the food administration from the start. Their instructions indicate some sort of activity is on aimed at the slacker grocer and food merchants.

Make it easy for your customers to pay bills. Have your cashier near the door, not in some cubbyhole in the rear of the store which customers must search to find.

Economy in store management is a fine thing when it does not go so far as to become stinginess. Learn where the line should be drawn.

What We Might Do What We Don't Do What We Do Do

AND WHY

We might make matches out of cheaper wood *But We Don't.*
We might save money by using cheaper chemicals *But We Haven't.*
We might shut down our scientific department and cease trying to make the BEST match ever made BETTER *But We Won't.*

BECAUSE

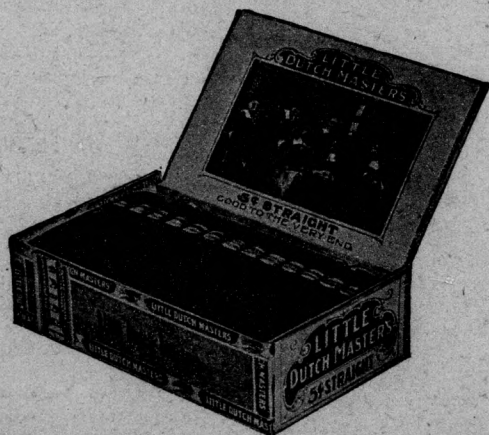
40 years of pre-eminence as the leading match makers of the world is something to live up to, so *We're Doing It.*
The safest match science can produce is none too good for the greatest nation on Earth, and so *That's What We Make.*
There's no such thing as standing still if one is determined to march at the head of the procession nowadays, so *We're On The Move.*

Any American grocer who is progressive enough to place duty and responsibility above a mere fraction of a cent in price, in giving his customers the best and the safest and the greatest value for the money will pin his destinies to

DIAMOND MATCHES

LITTLE DUTCH MASTERS CIGARS

Made in a Model Factory
Handled by All Jobbers Sold by All Dealers
Enjoyed by Discriminating Smokers



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

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



Sun Extra Heavy

You have heard the old story of the lamp chimney you could throw in the air, let fall on the floor and it wouldn't break—sometimes.

This is it

PORTER'S "TUFF-GLASS" EXTRA HEAVY

No. 1 weighs 5 oz. No. 2 weighs 7 oz.

About twice as much glass in them as a crimp top. A very serviceable chimney for rough use. Tempered to withstand extreme range of temperatures.

Your local jobber can get them for you. A post card from you will bring a sample.

PORTER POTTERY
CO., Inc.
Clinton, Ky.



To Avoid Waste

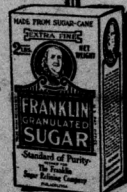
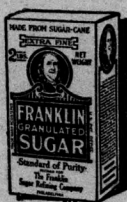
In these days of conservation avoid all bulk sugar waste and loss by using

Franklin Package Sugars

They save spillage, labor, paper bags and twine.

The Franklin Sugar Refining Company
PHILADELPHIA

"A Franklin Cane Sugar for every use"





People Who Know

—and you must have more than a few of that kind for customers—
PREFER THESE PRODUCTS.

Lots of folks have "convictions" a grocer may not be aware of: and every time a customer cannot find just what he is after, he has a sort of resentment against the dealer who did not happen to respond in a satisfactory way to his request.

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

When Your Boy Comes Home

you will be glad you gave the last dollar you could spare to keep him at the front and to keep him happy, well clothed and well fed.

Shredded Wheat

paid its heavy toll for doing a restricted business during the war and it paid it gladly. It was a patriotic privilege. Shredded Wheat Biscuit is the same breakfast cereal you have always sold—clean, pure, wholesome and nutritious. It is whole wheat and nothing but the wheat prepared in a digestible form. It requires no sugar—just milk and a dash of salt.

Made only by

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



What does Mazola mean to the live dealer?

It means a product which fits in with the spirit of the times as no other product does.

A pure cooking and salad oil from corn which many good cooks consider better than olive oil or frying fats.

And—a tremendously forceful newspaper advertising campaign which is blazing the dealer.

Big space, big thoughts, big results.

Are you prepared to meet the demands of your trade?

CORN PRODUCTS REFINING COMPANY

17 Battery Place

NEW YORK

