

The Superlative Degree of Happiness is Unselfish Service

BEAUTIFUL custom has hung the holly wreath in the window of the home and made immortelles bloom on the white breast of winter. Scarce have the carols ceased ere the greetings begin and out over the surge of a busy world rings the unselfish wish with prayer at its heart "may you be happy." To be happy is the birthright of every child of God, not as the incident of some days when the sun is shining but as the victory of the heart in all the days. Happiness in its very best quality is not of purely material growth. There are upper springs fed from the snows on moral heights. There are lower springs and the lower springs of mere passing gratification have a way of running dry. One can get along without the thing that the world as the world calls happiness, if instead thereof he find blessedness. All attractive things are not in themselves sinful; nature's growths are not all nettles. Through the open windows in June comes in the love-message of the roses. Instinct and Philosophy as well as religion justify the desire for sunshine.

We cannot well help contemplating the future, but we need not let doubt or fear cast shadows over unseen days. We must have the sense of the unseen to resolutely travel into the unknown territory and face the untried conditions of it, but we need not go alone. The sharp pain of regret for unrepaid losses and unperformed duties we may carry with us because memory is our attribute, but the optimist never permits himself to forget that the God with whom he crosses the threshold into a new year of time is the God of peace. An aimless existence can scarcely be expected to be a happy one. Life without an objective is a defeated life. To thoughtlessly spin a top with self its center is one thing; to bring life into harmony with a divine plan for divine uses is quite another. The superlative degree of happiness is unselfish service. To live one day earnestly and honestly is to come to the next day with a stronger nerve and a clearer vision.

The worst of our troubles are more than half imaginary. The root of discontent is generally self-love. Discontent of intellect utters itself in doubt and doubt is the paralysis of the soul. Discontent of conscience utters itself in despair and despair is the insult of God. No one ever comes stronger to a day's work by carrying two burdens at the same time—the acknowledged difficulties of one day and the anticipated troubles of the next. The discipline of the disagreeable is sometimes necessary to teach us to appreciate the best.

In the fine culture of content good cheer is a specific coupled with much simplicity in the tastes and habits of life. He who thinks deeply will sooner or later think religiously. To live nobly one must live sacrificially, and he who learns the lesson of bearing things and enduring things for some higher sake passes over into the friendship of God. The din of the world's confusion and the dust of the world's false ambitions may mean perplexity, but to keep the hand of faith in God's is to be superior because we have learned to bide God's time. Law and logic and force are mighty in themselves but the mightiest thing in the world is love expending itself. That will mean for 1919 a recurrence of sincerity in public life, lofty ideal in social life and a clear vision of the sky-line in all life fronting to-morrow and its task.

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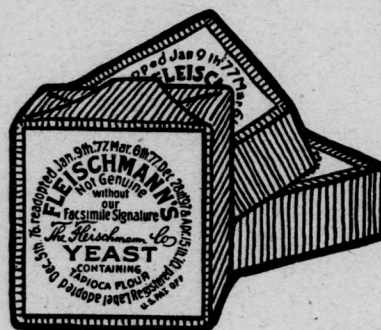
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MICHIGAN TRADESMAN

Thirty Sixth Year

GRAND RAPIDS, WEDNESDAY, JANUARY 1, 1919

Number 1841

MICHIGAN TRADESMAN

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OF BUSINESS MEN.

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Grand Rapids

E. A. STOWE, Editor

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Rapids under Act of March 3, 1879.

MUST RAISE MORE FOOD.

"Our little systems have their day" on the farm, as elsewhere. Sometimes, like habits, they stick around long after they have ceased to be welcome or useful, but soon or late they find their way into the discard.

If there is at this time one fact of agriculture that stands out more plainly than another, and in a manner not to be mistaken, it is this: The agriculture of the nineteenth century will not do in the twentieth. There is a call for change in method and system that is insistent, that will be more insistent as the years go by.

That the agriculture of the United States during the last hundred years has been more or less a haphazard business probably no observant man familiar with farming conditions in this country will deny. The farmer planted as extensively as his circumstances permitted, cultivated according to his time, his resources, and his inclination, and harvested whatever the great gamble with the forces of nature yielded in the way of a crop. He did exactly what all of us, similarly circumstanced, would have done. The farmer of to-day is very much disposed to go on with the old system.

The conditions that made the haphazard agriculture of the nineteenth century possible and practicable no longer exist—at least, they are passing and will soon be wholly gone. In the century just past we of America settled and developed something like thirty new agricultural States. That magnificent farming domain was there ready-made by the Creator and waiting for our plows, and since we could have better use of it than the redskins, the reds were dispossessed. The readily productive lands of those States now are in private hands.

In the twentieth century that performance cannot by any means be repeated. At the best, there is in the West an irrigable area, the equivalent perhaps of one average State.

That, substantially, is the limit. Meantime, the population of the country and the world demand for food have grown and are still growing.

For a hundred years the farmers of this country have increased the tillable acreage to the limit of their ability, and in all that time their farming operations seem to have been predicated on the existence of a little further westward of illimitable new acres, ready and waiting for them. Hence the "scrapping" of old and supposedly worn-out farms and the plunge westward for new ones; hence the general absence of care and economy in the handling of land, which has earned for us the judgment that we are the least efficient farmers in the world.

The American farmer apparently proceeded on the theory that his farm was merely a sort of mine, carrying a definite measure of wealth, which it was his business to get out as speedily as possible and with the least possible expenditure of energy. Hence big-scale, bonanza farming; hence hurried scratching of the soil instead of cultivation; hence an overhead charge for machinery and other farm equipment that has carried numberless farmers to the verge of bankruptcy and kept them there; hence twelve bushels of wheat to the acre.

One conclusion, and only one, there is: The acre in the twentieth century will have to produce more than it did in the nineteenth.

New fields now—where are they? At the best they are but fragments here and there, and none too promising at that—a negligible factor so far as bonanza farming is concerned. And bonanza farming—vast acreage and the veriest fraction of a crop—will have to give way for something better. The acre will have to do more than it has yet done, which means more attention to that acre, and that in turn means fewer acres for the individual farmer.

The American farmer in some millions of cases, is "farming" an estate sufficient for the needs of a dozen families, and barely making a living for one. The importance of acre yield is something that will be realized more keenly as the years of this century go on. The tendency in the twentieth century will be toward smaller farms and better cultivation generally. It is inevitable. Our little system of spurge agriculture, which was good enough and serviceable enough when we had more land than we could make any economical use of, has had its day.

A great man is the handiwork of many small men.

UNCLE SAM'S WOOL SUPPLIES.

Another of the auction sales of Government-owned wool will be had this week, beginning on Thursday. It is stated that the offerings will amount to 19,000,000 pounds, and that there will be upset prices, as at the former sale. This time there will be more fine Australian and fleece wool offered because the former sale showed more of a demand for these varieties. Most persons in the trade are convinced that it will be an almost hopeless task for the Government to get rid of its holdings by sales of this kind with fixed minimum prices. Manufacturers think it should unload as speedily as possible and at such rates as will be offered, taking what loss there will be. It would bring prices down from their present artificial, or pegged, levels and would result in the production of cheaper fabrics, which would be equally to the advantage of the people of this country and an aid to an increase in the exports of woolsens. The fact is the Government got hold of more wool than it could possibly use, even if the war had continued, and the best thing now is to get rid of it so as to permit the market to settle down without having any large stock impending. There are varying opinions as to the value and propriety of the Government's efforts to avoid taking about 100,000,000 pounds of wool released by the British. If it took the wool it would be at a lower price than that which it paid for its present holding, and this would make the general average lower. At any rate, until something definite is done about all the holdings, the mills and the garment manufacturers will be in a quandary. For the present the goods markets are quiescent.

The opening of the new year finds business in general in a much stronger position than was the case a twelvemonth ago. Then the country was feverishly trying to provide for the needs of an army just being formed and to secure enough tonnage for indispensable purposes. The rigors of an exceptionally severe winter were accentuated by a lack of fuel which curtailed the work of factories and produced much suffering. Doubt and uncertainty prevailed as to the duration of the war and the consequent maintenance of high prices, and buying by the public had been on a comparatively small scale because of the prevailing condition and the incessant urging of the need of economy and of the necessity of discouraging the producing of the nonessentials. At the present time many of these circumstances have changed. Profits during the year in most of the industries

have been large and have enabled the securing of reserves to tide over the period of uncertainty. Labor has been steadily employed at high wages, and retail buying has been on a scale unexampled in recent years. The savings by the general public have been proportionately large, as is evidenced by the subscriptions to Liberty bonds, war savings stamps, and savings bank deposits. So that, whatever may be in store in the immediate future, practically all interests are in a better position to meet it than was the case at the beginning of 1918.

It was a thoughtful man who remarked the other day that the too quick removal of wartime restrictions of one kind or another might do as much harm as good. While it was desirable to allow the free play of economic forces just as soon as circumstances would permit, the danger was that people would be inclined to rush things and assume, once they saw the bars being taken down, that normal conditions had come before they really had. In other places than the Stock Exchange are persons only too ready to anticipate the future and act accordingly. This was shown strikingly as regards food immediately following the removal of the restrictions on its use, and there are evidences of a similar disposition in some quarters as to varied kinds of business. As a reminder that conditions have not come back to where they were in peaceful times have appeared during the last week directions from the War Trade Board which show that that body is still functioning that the licensing of imports is yet effective, and that the shipping situation is not such as to permit free export of commodities. Nor are other disturbing factors wanting, such as the re-arrangement of industries to a peace basis, the distribution of labor hitherto employed in war work, and the disposition of the men who are being released in large numbers from the military service.

Michigan has outstanding \$3,500,000 4 per cent. war bonds due Nov. 1, 1927. These are all the bonds that have been issued on account of the war. The state has no other war debt. At the close of the Civil War Michigan had outstanding war bonds amounting to \$3,880,399.80, drawing 6 and 7 per cent. interest. A quarter of a century elapsed before the last of the state's Civil War bonds were paid. Michigan's wealth during the present war was more than 20 times greater than during the war of 1861-1865.

It takes a cross female to give it to a man straight.

Late News From the Metropolis of Michigan.

Detroit, Dec. 31—As receiver for the Williams Brothers Co., Ltd., of Detroit, the Security Trust Company is about to pay to preferred stockholders of that company a final dividend of 1,702 per cent., in accordance with an order signed Tuesday by Judge Arthur J. Tuttle of the United States court. This action will close the estate of the Williams Brothers company.

The Williams Brothers Co., for many years conducted an extensive pickling and preserving business in Detroit, maintaining more than forty branches throughout the State for receiving the cucumbers, tomatoes and other products required for its business. After having grown from a small beginning to a very large concern, the company in 1916, found itself financially embarrassed. In July of that year, one of the largest creditors filed a bill of complaint in the United States court, asking appointment of the Security Trust company as receiver.

The receiver continued operation of the business through 1916, handling the crops contracted for, preserving the products and distributing them among the company's customers. After completing the season's operations the plants were sold, most of the stations in the State having been bought by Libby, McNeil & Libby, of Chicago, while the large manufacturing plant on Loraine street and Grand River avenue, Detroit, was sold for approximately \$250,000 to the Flanders Realty company of Detroit, which has converted it into a power and storage plant occupied by a number of concerns.

Indebtedness of the Williams Brothers Co. aggregated \$758,287.18. Liquidation of the company's assets provided sufficient funds to enable the receiver to pay the indebtedness in full, in addition to \$26,000 in interest accruing to the creditors, who sustained no loss from the company's suspension.

After making full settlement with the creditors about a year ago, sufficient funds remained in possession of the receiver to pay the preferred stockholders 35 per cent. With the payment now to be made, the preferred stockholders will have received 36.702 per cent.

Influenza and pneumonia have caused the death of another of Detroit's druggists—Mr. Ryan, Jr., of the firm of Edward Ryan & Son, 2285 Woodward avenue. He was but 38 years of age, a graduate of the University of Michigan, Class of 1901. Mr. Ryan had been associated with his father in the drug business for some time, moving here a short time ago from Harbor Beach, where they conducted a store. Burial was made at Mt. Olivett cemetery.

The Detroit Savings Bank has paid dividends of 2 per cent. in addition to the 10 per cent. paid during the past year. The Bank also paid all taxes on stock of the bank held by stockholders, aggregating 5 per cent.

A unique store is to be opened soon at 1072 Russell street in the Roumanian colony by N. Drugocin, who has been in the employe of Leonard A. Selter for the past five years. It is to be an exact replica of drug shops in his own country, where nothing is displayed and all prescription work, etc., is taken care of in sight of the customer.

The downtown section of Detroit is to see the opening of another drug store at 33 Michigan avenue, across from the E. C. Kinsel store. Acme Drug Co. is the name it is to be run under, with J. Gitre as manager.

J. Henry Porter, who has been with the Wayne County & Home Savings Bank, will become associated with Lee Higginson & Co., Ford building, beginning Jan. 1.

H. L. Bird, for many years in the drug business at Benton Harbor, is now making Detroit his headquarters as representative of the State Compensation Insurance Co.

Carl Swift of the Swift Drug Co., 1061 Lafayette avenue, has entered the University of Michigan and will take up the study of law. Earl Swift the senior member of the firm, will graduate from the University in the spring with a dental degree. In their absence the store is being managed by Mr. Clark one of our former Jefferson avenue druggists.

C. H. Jewell has bought the stock and fixtures of the Warren Drug Co., 1022 Third avenue.

The Hub Shoe Co. has re-opened for business at 220 Randolph street, after being closed several months for repairs, alterations and improvements. Formerly the business was conducted as the Schroeder Shoe Co. at the same location, and while Charles H. Schroeder is still the principal owner, he has put the actual affairs of the business in the hands of men who have had long experience in the shoe business, and they will specialize in women's and children's shoes. The front is rotunda style giving excellent display windows. The interior is attractively fitted up with individual chairs, and carpet on floor. The children's department for boys, girls and infants is in the basement.

George Hargreaves, for thirteen years the Treasurer of Parke, Davis & Co., the world's largest manufacturing pharmaceutical establishment, will retire December 31, both as Treasurer and director of the corporation.

But for the war Mr. Hargreaves says he would have retired a year ago, having long felt the need of rest and freedom from business cares after fifty years of active employment. He is looking forward with special pleasure to his escape from the cold of the Michigan climate and is planning to spend his remaining winters in Florida or California. He also contemplates seeing something more of the world than has been possible while he was actively engaged in business.

Mr. Hargreaves, before connecting himself with Parke, Davis & Co., was district manager of the Detroit plants of the American Car & Foundry Co. Prior to that, he was purchasing agent of the Chicago, Burlington & Quincy railroad for several years.

E. G. Swift, formerly general manager of Parke, Davis & Co., will succeed Mr. Hargreaves as Treasurer, S. S. Coleman continuing to fill the position of Assistant Treasurer. Jerome H. Remick takes Mr. Hargreaves' place on the board of directors.

Christmas Trees.

Written for the Tradesman.
Fresh with fragrance of the forest
You have brought your cheer at yuletide
When the city all is snowbound
To my home and very fireside.

Did you know the joy you'd bring us
From the land of spruce and hemlock
From the plains of bristling Jackpine
Woods of evergreen in wedlock?

Did you count no loss at leaving
Forest firland for a stranger
Giving self nor ever grieving
Mindful only of the manger?

What a deal of sacrificing
You have made for others' pleasure
Human hand with skilled devising
Ne'er has wrought an equal measure.

How we're bidden by your presence
To vicarious ways of living
Like the Babe of holy parents
Life is joy—the joy of giving.

Charles A. Heath.

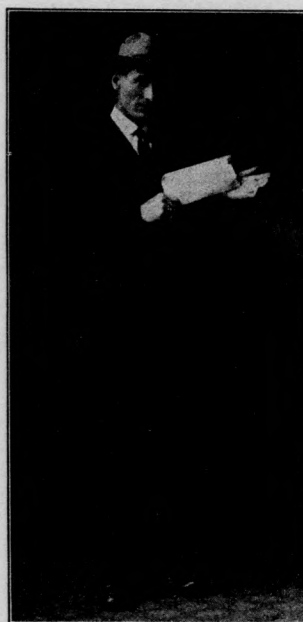
These are times when the value of standard and standardized lines shows to the best advantage and proves the advantage of giving the nationally advertised items a front rank.

Earnest Plea for More Thorough Organization.

Written for the Tradesman.

Many problems of a complex nature are demanding solution at the hands of Michigan Retailers if their business is to stand the gaff of public opinions and still permit a reasonable profit on the investment.

One of the most important of these problems is the reducing of the expense of doing business. In order that a reduction may be effected, considerable thought and study must be given to the subject in order that the best methods may be put into actual practice. These methods should be selected from a combination of ideas supplied by men from all parts of the State and only the practical ideas should be worked out for use. The value of a selection from a lot of ideas contributed is, perhaps, more



J. M. Bothwell.

clearly comprehended when we remember that you cater to customers of a wide variety of tastes, so that working methods would be more apt to please if they are the best from a wide selection and in order to get ideas for this purpose organization is the most vital importance.

There are so many ways to reduce expense, among them being buying so as to give more rapid turn-over, thereby taking cash discounts. Stocking only sufficient goods for weekly needs enables you to reduce your tax, insurance and interest charges. These matters are worthy of your attention and each should be the subject of an article discussing it only, although the questions which might arise in one's mind can only be answered in a meeting where every side is considered.

Organization will help solve the problem of how to handle the fellow who goes into business without any knowledge of how to conduct it.

Organization will help you devise ways and means of combating every influence that is now slowly but surely sapping the life of your business—selling flour, sugar, butter, eggs and other articles at smaller margins than your overhead expense. Al-

though the selling prices of these are sometimes established because of competition, yet organization is essential in order that bad practices of like nature may be corrected. If you sell a sack of flour at less than cost, plus overhead, you have made nothing, not even a friend, for the reason that your customer believes you made a profit, no matter what price you sell at, and he is entitled to believe it, for the reason that he knows you are in business for a profit. Then why not get it?

Again, organization will enable you to get car rates on much of your goods, since your wholesaler can deliver a full carload where it would not be possible to pay local freight rates on small shipments. These are only a few suggestions and, in order to have them worked out, get an organization in your town, put in money enough to pay someone who "knows how" to meet with you and start you in the right way. You cannot get your boy educated without costing you something. Neither can you get educated in a business with which you are not familiar unless you pay for it or learn by experience, and it takes thousands of years to get experience. You will hardly breathe the fresh air that length of time, neither will you get the best there is in your business unless you become a good active member of a good local organization of men in your line of business.

J. M. Bothwell.

Tradesman Contributors and Correspondents.

If there is one feature, more than another, of which the Tradesman is justly proud, it is its list of contributors and correspondents, as follows:

Regular Contributors.

Financial department—Paul Leake, Detroit.

Shoe department—C. L. Garrison, Cincinnati.

Hardware department—Victor F. Lauriston, Chatham, Ont.

Grocery department—Arthur Gregory, Grand Rapids.

Drug department—H. B. Fairchild, Grand Rapids.

Free lances—J. M. Merrill, Grandville; E. E. Whitney, Ann Arbor; E. B. Moon, Lakeville, Ind.; Frank Stowell, Grand Rapids; Paul Findlay, Los Angeles; J. M. Bothwell, Cadillac.

Correspondents.

Detroit—James M. Goldstein.

Port Huron—Wm. J. Devereaux.

Saginaw—L. M. Steward.

Bay City—J. H. Belknap.

Lansing—H. D. Bullen.

Battle Creek—John Quincy Adams.

Kalamazoo—Frank A. Saville.

Grand Rapids—D. F. Helmer.

Greenville—Albert Smith.

Muskegon—E. P. Monroe.

Boyne City—C. T. McCutcheon.

Sault Ste. Marie—Wm. G. Tapert.

Bankruptcy Reporters.

George Norcross, Grand Rapids.

William J. Banyon, Benton Harbor.

Staff Poets.

Charles A. Heath, Chicago.

L. B. Mitchell, Hart.

If you want to ascertain how many real friends you have, try to borrow money from each one.

Two Men, Two Boys, and a Day.

Written for the Tradesman.

Our telephone is in the dining room, for there it may best be heard anywhere on the first floor; and, like most phones perhaps, it has a way of making itself heard most frequently at meal time.

We were at supper when it rang this time, and I recognized at once the well-known voice of my friend Guelpen.

"I have a new little double-barrel hammerless," he informed proudly, "and —"

"Ah!" I interrupted, "you've done gone and done it, eh?"

"Sure! And I'm—you know!"

"Of course!" I sympathized, "I know just how you feel. Been there myself."

"Exactly!" he corroborated. "Can you go to-morrow?"

"To-morrow?" I repeated, "Wait a minute—Why yes, unless something very unusual and unexpected should happen. Which way?"

"Leave that to me," he replied mysteriously. "I've got a bully good itinerary mapped out, and I think we'll find 'em. We've got to find 'em, for I must know how that gun shoots."

"Why, sure!" I encouraged, "I haven't any idea where you are planning to go, but we'll find 'em. Don't we always—that is, generally?"

"All right," he enthused, "I'll be by at six-thirty. I'm bringing Van along, can Calvin go?"

"Wait a minute," and I turned around and addressed my twelve year old pal, whose eyes were aflame with eager anticipation: "Calvin, Mr. Guelpen is on the line, and he and I are going hunting to-morrow; he's taking Van, do you want to go?"

"Y' Boy!" he exclaimed, "You bet I do!"

My friend Guelpen laughed. He'd heard my boy's tremendous acquiescence. A red-blooded boy doesn't have to be coaxed to go hunting. Van is two years older and considerably larger than my boy, but they enjoy each other's company.

"May I take my rifle, dad?" the boy asked, after I had hung up the receiver.

"Not this time, Lloyd," I said. "When you and I are out alone it's different. You and Van will carry the game. We don't want to spoil the day by the haunting fear of an accident."

Lloyd has a hunter's license just as I do, and when we two are out by ourselves, I let him shoot the rabbits we occasionally find setting; but these occasions are so infrequent in our section it would hardly justify a boy carrying the weapon all day if he did not get some target practice, but he gets the target practice. The time to teach a man to handle a gun safely is when he is a boy. And that's the time also to teach him how to shoot. Lloyd has had his little "Stevens" rifle for two years, and he's a good shot. But he said nothing further about taking his rifle.

At five o'clock I got up and dressed and closed the door softly so as not to arouse my wife, and opened the door of Lloyd's room across the hall and said, in a conversational tone:

"O y-e-s! G-e-t U-p! Come on!"

Lloyd instantly threw back the covers and sat up in bed.

"What time is it, dad?" Evidently fearful that we were late.

"Just five-twenty. Get up and come down to the dining room. And—don't waken your mother and sister."

"All right," he responded, and began putting on his things.

In ten minutes he was dressed and downstairs. Ten minutes of six we had a very creditable man-made breakfast on the table; and having licked most of the platters clean, we got our things ready. And presently we heard Guelpen's siren and hurried out, Lloyd getting in the rear with Van, I in front with Mr. Guelpen.

After we were started my friend told me he'd heard of a good hunting section up the river in the Roscoe neighborhood. It was rough; and the cover was heavy in places, but it was alleged that game was somewhat more plentiful than in sections where the hunting was easier. So thither we headed.

It was fully ten miles from my home to the northernmost suburb of the city; and after that it was a good thirty-five miles drive to our destination. Moreover we encountered a five mile stretch of uncommonly bad road; but the Buick brought us through in safety.

The sun was beginning to melt the frost when we parked the car in the barnyard of a farmer-citizen of that place. He was a cheerful, talkative, accommodating soul—this land-owner to whom my friend had been referred; and he willingly supplied us with a written permit to hunt on his premises. He told us in what fields he had cattle, and told us how his lines ran; "but," he reassured us, "if you happen to get over onto my neighbors' land it'll be all right. If they see you, and says anything to you, just tell 'em you are stopping with Lige Jennings, an' it'll be all right."

So, after some further talk with the farmer, we climbed up the hill toward a woodland pasture dotted with briar patches and slashed with likely looking hollows.

It was a glorious day, just enough chill in the air to make one comfortable, and the boys were as happy as larks. We had no dog, but by scattering out four abreast—the two boys in the center—we thought we'd kick out enough during the day to keep us interested. We did.

We hadn't been gone from the house more than twenty minutes until one of the boys surprised a rabbit, and out he bounded from his squat in a little clump of weeds, presenting my friend Guelpen a beautiful target.

Up went the pretty little sixteen-gauge to his shoulder, and I momentarily expected to hear the keen, rifle-like report, but precious seconds passed and the rabbit was almost out of range, heading for thick cover. All at once I saw Guelpen lower his gun.

"Dad—burn it!" he exclaimed testily, "I was on 'safety!'" By now the rabbit was in 'safety.'

Guelpen had wasted his first opportunity.

Another twenty minutes passed, and

we were going through a little corn field. The stalks were standing, and we were taking the down-rows; when I heard ahead of me and to my right the sound of scurrying bunny. He was headed cross-rows when I first glimpsed him, and a quick shot with my right barrel only had the effect of changing his course to a down-row, and caused him to speed up. He was really out of range when I gave him the left barrel, but it turned him a somersault. However he got up and made a foxy get-away.

It was now an even score. I, too, had squandered my first opportunity.

At the far end of the same field Guelpen got his second chance, killing his rabbit with the right barrel. It was a clean, pretty shot.

After that we saw nothing for almost an hour. Then, as I was skirting a briar patch, I saw a rabbit disappear in the weeds and briars. I threw a load of shot after him, and, as there was no rippling of the weed-tops, I suspected it was a lucky snap shot. Lloyd ran in where he had seen the shot hit and came out with the rabbit. I had hit him in the head.

Another hour's hunting yielded nothing, and it was now noon. We sat down on a fallen log in a little strip of woods and had our lunch. After dinner Guelpen had two chances to my one; and bagged two rabbits to my one—he getting two more and I one more. We judged that the sun was only about an hour high, and, as we were at the far end of the farm, decided to go in.

The boys had pretty well used up

the abounding pep with which they started out in the morning, and they were lagging behind. Guelpen and I were some forty yards apart; when, suddenly, out from the stubble directly in front of me, two immense birds hurtled away with a tremendous whirr-r-r-r! I was startled, but not too startled to get a perfect bead on one of them, and pulling the forward trigger, I let him have it. He upset beautifully, then I sought the other; but I must have been a bit over-anxious. Anyhow I missed him; and presently he was lost to view over the hill. The boys ran up saying: "What was it? A hawk!"

"Not on your life!" I corrected. "It was a pheasant!"

It was, and one of the finest specimens I ever saw.

We hunted faithfully until almost dusk for her mate, but we couldn't find him, and had to give it up.

But we had had a glorious day's sport.

Guelpen was delighted with his little sixteen-gauge, and the antics Lloyd cut over that pheasant helped to fill in the details of a perfect day.

Charles L. Garrison.

Two Successful Slogans.

Two slogans that have been used successfully by a department store are: "Bargain hunting here is not simply bargain hunting—it's bargain finding," and "Cash buying—cash selling: four words that explain our low prices."

One of the laws of gravity is not to laugh at your own jokes.

Bread is the Staff of Life

That is an old saying with more or less truth in it.

Much depends upon the quality of the bread.

We cannot imagine sour, heavy, soggy bread being very nutritious or palatable, or conducive to long life.

On the other hand there is certainly nothing better or more substantial than good home-made bread. We eat it day in and day out without pausing to appreciate its full worth.

Truly good bread is the staff of life, so when you bake bread use

Lily White

"The Flour the Best Cooks Use"

and you will be delighted with the results.

There is nothing the men folks appreciate more than good home-made bread, and there is nothing you can feed a hungry man that goes so quickly to the spot.

The bread-winner's earning capacity is very materially increased by the right kind of food properly cooked, hence the importance of serving that which builds up his energy instead of tearing it down.

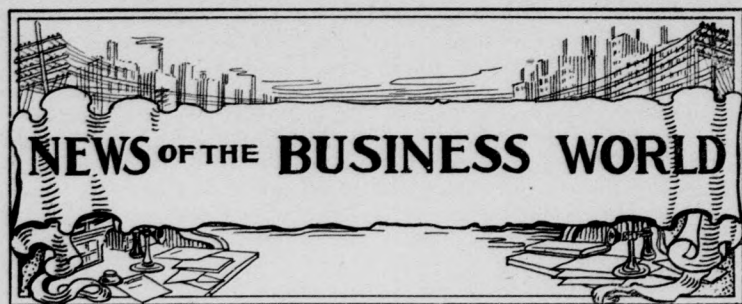
Good home-made bread meets the requirements. In other words, "it delivers the goods."

Satisfaction is positively guaranteed.

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

VALLEY CITY MILLING CO.
Grand Rapids, Mich.

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



Movements of Merchants.

New Lothrop—Poyer & Wood have removed their drug stock to their new store building.

Alma—Bert Worden has purchased the F. E. Waite garage and will open a machine shop in connection with it.

Bradley—H. E. Ross & Son have engaged in the garage business in connection with their blacksmith shop.

Saginaw—Fire damaged the women's clothing and fur stock of Hyman & Bresser Dec. 25, entailing a loss of about \$12,000.

Jackson—The George Brady & Son Auto Exchange has engaged in business at the corner of Jackson and Morrell streets.

Saugatuck—George W. Goshorn has purchased the bazaar stock of Mrs. Eva James and consolidated it with his stock of general merchandise.

Bangor—A. Erickson, hay and grain dealer, has purchased the Bangor Hotel and will conduct it under the management of a competent hotel man.

Laingsburg — Honsberger Bros. have purchased the clothing and shoe stock of the late B. F. Brown and will continue the business at the same location.

Mosherville—Luther Drake, of Drake & Co., dealers in groceries and general merchandise, died at his home Dec. 26, following an attack of the influenza.

St. Johns—L. D. Parr has purchased from Fred A. Travis, of Lansing, his half interest in the store building occupied by the drug store of D. H. & L. D. Parr.

Lansing—J. I. Schafer was elected President, F. C. Wilder, First Vice-President and Frank McConnell Second Vice-President of the Retail Grocers and Meat Dealers' Association at the annual meeting.

Wakefield—A Ringemuth & Co., who have been conducting a banking business here, under the name of the Citizens Bank, have made application for a charter as the First National Bank of Wakefield, with a capital stock of \$25,000.

Munising — Russell McDougall, aged 20, son of D. W. McDougall, leading Munising merchant, died Sunday afternoon at Battle Creek from blood poisoning, caused by a carbuncle on the neck. He had been training at the M. A. C. and recently received his discharge going to Battle Creek to visit his mother.

Olivet—George Morris, the Olivet merchant who mysteriously disappeared from the village two weeks ago, has written to his family from Seattle, where he has obtained work.

Shortly after his disappearance, Armour & Co., of Chicago, brought a suit of attachment against him, and last week the Sanitary Grocery and Meat Market, of which Morris was the proprietor, was closed by legal process.

Bellaire—Horace A. Weiffenbach, grocer at Bellaire, has been honorably discharged from the service after serving five months at Camp Custer, six months at Camp Humphreys and six months in the officers' training camp at Camp Gordon. He was made corporal and company clerk at Camp Custer and advanced to supply sergeant at Camp Humphreys, which is located on a portion of the Lord Fairfax estate. His store during his absence has been managed by Clair McPherson.

Saginaw—Great preparations are being made for the annual convention of the Michigan Retail Grocers and General Merchants' Association to be held in the auditorium in Saginaw, Feb. 18, 19 and 20. President Charles Christensen, of the Saginaw Retail Grocers' Association, and a large number of his members working with the Convention Bureau of the Board of Commerce will make the Saginaw convention the largest and most interesting ever held. The hotel accommodations in Saginaw are fine. Saginaw's spirit of hospitality can not be beaten and the city is easily reached by rail and electric lines from all points of the State. Many interesting features are being arranged for the convention programme. Charles Christensen and Ludwig Schwemer, his able assistant, made a special trip to Detroit this week to confer with President W. J. Cusick, of the State Association. They report everything in fine shape at this time.

Manufacturing Matters.

Cass City—Hires Condensed Milk Co. is making preparation to build a large addition to its plant, which, when completed, will make it the largest condensary in the State.

Owosso—The Owosso Bronze Bearings Co. will soon be established in this city to manufacture bronze dye castings and bearings for automobile trucks and tractors. Manufacturing will begin shortly after the first of the year.

Plainwell—Thorn Earl, of Wisconsin, has been engaged to take the position made vacant by the resignation of E. B. Mendsen as sales manager of the Michigan Paper Co. Mr. Mendsen leaves with Mrs. Mendsen next week for the South, remaining there for the winter.

Mt. Clemens—The Mt. Clemens Sugar Co is reported to have had a record season and to have about 3,000,000 pounds of sugar on hand. This is due to the special regulations in distribution. The company expects that next year will be another unusually prosperous one for the sugar industry.

Adrian—The rights to the White Mill property, near Adrian, have been deeded by the city of Adrian to Henry Ford and Clara Ford, his wife. This is the tract on which Henry Ford & Son intend to erect a tractor plant. According to S. W. Raymond, of the Ford interests, the Adrian plant will at first be used for the manufacture of certain parts for the Ford tractor. Construction of the plant will be started early in the spring.

Menominee—At the annual meeting of stockholders of the Lloyd Manufacturing Co., announcement was made that this had been the most prosperous year in the twelve years the concern has been established in that city. Sales totaled \$1,200,000, as against \$500,000, which was the former record. As a consequence, the company has declared a cash dividend of 10 per cent., payable Jan. 15. This showing is the more remarkable because of the fact that the company's production had been gradually reduced to 50 per cent. of normal. The Lloyd Co. confined itself to the manufacture of reed loom baby carriages, its especial success being due to the perfecting of two inventions by Mr. Lloyd, one a seamless tubing and the other a reed loom. The first invention was sold, Mr. Lloyd thereby obtaining additional capital sufficient to enable the company to introduce the reed loom in the plant. The loom has brought about a revolution in the manufacturing process.

It is hard to judge how greatly the discharge of enlisted men and workers in war industries has been adding to the number of our unemployed. We know that all our soldiers and sailors can not be kept in the service indefinitely, that the Government has to cancel war contracts, and that, therefore, munitions workers must eventually be discharged. But what we do not know is the Government's plan for the quick absorption into peace industry of the demobilized men and the war workers, or if such a plan even exists. Peace broke rather unexpectedly and therefore our officials probably did not have any scheme for turning back industry to a peace basis entirely matured. But lack of preparation would not justify the sudden dumping of five or six million men and women on the labor market without some provision for their future. The public really is entitled to a statement on this whole subject from the authorities in Washington.

No Restriction on Leather Gloves.

Consul General Skinner has cabled from London that the British import restriction on leather gloves has been removed, and that they may now be imported without permit or license.

Sellers Wait on Buyers.

Men's wear and dress goods manufacturers would do well if they could wait until the pressure urging the opening of fall goods came from the buyers' side. In the present holiday period it is not to be expected that such pressure could be sensed even if it existed. It is likely that prominent quarters of the market will put off action until after the first of the new year. This will probably also be after the second series of Government wool auctions and something of the maze resulting from the first series may then be dissipated.

The wool goods market has many courses which it may follow. If it were only the minor fluctuations of peace that the trade foresaw there might be a greater willingness to make commitments, but changes of 100 per cent. in 12 months such as has been seen in the war period make traders cautious.

The recent auction showed that goods when thrown on the market were by no means neglected and although prices were much lower than those prevailing during the last three or four months, they were fair when compared with the basis at which the lines were opened. If retailing does improve, distributors will be strengthening the primary market's position in the long run by holding off and counting solely on their stocks.

The position of raw wool is not seemingly so secure as that of piece goods, except for control through Government minimum selling prices. That the trade would not take ordinary wools at these figures was shown in the withdrawals. It is not believed that any change in system will be instituted at the second series, but in all probability such wools as proved popular on the first occasion will be listed in greater quantity. Many classes of merchants are interested in bringing about a conservative reduction in wool prices. The majority of them wish that the season might be started off on so low a basis as to give buyers of the manufactured article confidence that the only likely course of the market was upward.

Butter and Egg Rules to Continue.

The regulations governing butter, cheese and eggs will continue until the closing of the storage season, or until legal peace is proclaimed; and the Food Administration offices will maintain an enforcement division to see that these rules are observed, said Gephart.

Chicago plans to make the Washburn School, where young men and women have been trained to become skilled machinists for war production, a permanent industrial preparatory institution. This school is one of those which were established when the skilled labor problem was pressing, but a continued need for competent operators is anticipated. Students must be employees of factories co-operating in the work. Unskilled workers put in forty-five hours a week.



Review of the Grand Rapids Produce Market.

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

Bananas—\$7.50 per 100 lbs.

Beets—75c per bu.

Butter—The market on butter is firm, due largely to extremely light receipts and a good demand. The present outlook for butter is for continued high prices, as there does not seem any possibility of an increase in the supply, the average quality showing up well for this time of year. Local dealers hold fancy creamery at 65c in tubs and 66c in prints. Creamery more than a month old sold at 64c. Jobbers pay 48c for No. 1 dairy in jars and sell at 50c. They pay 35c for packing stock.

Cabbage—\$3 per crate or \$1 per bu.

Carrots—75c per bu.

Celery—35c per bunch.

Celery Cabbage—\$1.25 per doz.

Cranberries—Late Howes, \$15 per bbl. and \$5 per bu.

Cucumbers—Indiana hot house, \$3 per doz.

Eggs—The market on eggs is firm, but an easier market is looked for if the weather continues mild. 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 45c for candled seconds.

Egg Plant—\$3 per dozen.

Garlick—60c 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—80c per basket for Florida.

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

Lemons—California, \$5 for choice and \$5.50 for fancy.

Lettuce—Head, \$3 per bu. hamper; hot house, leaf, 15c per lb.

Onions—\$1.75@1.90 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.

Pineapples—\$6 per crate.

Pop Corn—15c per lb.

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

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; hot house, 35c per lb.

Turnips—65c per bu.

Enters a New Field.

Mr. Paul Leake, advertising manager and connected with the bond department of the Michigan Trust Company for some years, has severed his connection with that institution to take the position of publicity manager for the Detroit Stock Exchange. He enters upon his new duties Jan. 2. The department over which he is to preside is a new one altogether. It is created to obtain, compile and disseminate among the members of the Stock Exchange detailed and authentic information regarding securities handled on the Detroit market.

Mr. Leake's long and varied experience in the stock and bond field renders him a very capable man for the new position which has been created for him and it goes without saying that he will make his mark in his new field of endeavor.

Mr. Leake has prepared the leading article for the financial department of the Tradesman for several years and will continue his connection with this publication in the same capacity as heretofore.

That the railroad presidents and others representing railway property are to go before Congress with a definite plan for the return of the roads, is reassuring news. Their exact recommendations are as yet only a matter of conjecture, but the main thing is that they are going to make a vigorous and authoritative move. The affair can not be allowed to go by default. Neither Mr. McAdoo's say-so, nor that of anybody else, should be allowed to sway Congress. The whole question must be argued out on the basis of the fullest information. Mr. McAdoo continues to imply that the only alternative to five years more of Government control is instant restoration of the railroads in a condition of financial peril or impending wreck. This is sheer nonsense. It is for Congress to find a reasonable and safe way between the hasty McAdoo extremes. To do this, it may be said, will require an extra session of Congress. But there will have to be one anyhow, and it might better tackle the railway problem at leisure than muddle it now in a hurry.

Cheerful customers buy more goods, but you can't have cheerful customers if you have grouchy, grumbling clerks waiting on them.

The Grocery Market.

Sugar—The situation is quite unchanged. New Cuban raw sugar is now coming into the country and the slight scarcity which occurred last week is being eliminated. Apparently plenty of Cuban sugar is coming forward early in the year. Prices all through the lines are unchanged, with a good consumptive demand.

Coffee—The situation is unchanged, prices continuing still about twice normal, stocks low and business small. The Coffee Exchange in New York opened last Thursday, but had no effect upon the situation and probably will not have for some time, if ever. What is needed is the removal of the restrictions.

Canned Fruit—Offerings continue light and the market is very firm. Even though there is complaint that prices are too high for business, holders will not make any concessions, believing that they will be able to sell anything abroad that may not be wanted here.

Canned Vegetables—The market is nominal in practically every branch. Prices remain unchanged because there is not sufficient business to make a movement possible.

Canned Fish—Domestic sardines are very dull, but the market is well maintained on a firm basis. Salmon unchanged, but scarce and very high.

Dried Fruits—The arrival of a parcel of dried fruit from the Coast even of only a single carload is now considered a matter of importance in the trade. That is to say, it is important from the standpoint of the receiver as it means, in most instances, that a retailer is going to have stock on hand where he had none before. Everything arriving goes immediately into consuming channels and for that reason there is not much chance to develop any additional wholesale business. Prices stay where they are because they are as high as it is possible to boost them, in most instances being checked by Government regulations from going any further and in others by the fact that they cannot go any higher and find a market at least with the American trade. This last applies particularly to apricots, although holders are not dismayed on that account, believing that they will be able to dispose of them to foreign buyers otherwise. As yet there has been no business developed from this direction, although it is understood that some negotiations are pending. Apricots are not on the licensed list and so may be dealt in freely. Peaches, prunes and apples are still under control, although it is said that the restrictions will be removed so far as exports are concerned before very long.

Rice—No fresh developments have occurred in this market. Buyers are as eager as ever to obtain supplies, but new business is impossible, as such stock as receivers can command is all delivered on old orders, and the mills are not yet in shape to make fresh commitments. Prices remain as previously quoted, but in the absence of offerings are nominal.

Sugar Syrups—Nothing appears to

be coming out of the refineries at present. Exporters are in the market and would, no doubt, promptly take anything that offered. The tone of the market is firm at the full maximum prices.

Corn Syrup—There is a fair business in progress for the season and prices are maintained.

Molasses—Pending a re-adjustment of the market to conditions created by the termination of the war, business is virtually suspended and prices are nominal.

Cheese—The market is very firm, with extremely light stocks and short receipts. The make of fresh cheese is very light and there is an active demand for all styles. We look for continued high prices in cheese for some time to come.

Provisions—The market on smoked meats is steady to firm, with quotations ranging about the same as last week, with a moderate supply and a fair demand. The market on dried beef is firm, with unchanged quotations. There is a fair demand and a light supply. The market on pure lard is steady, local packers shading asking prices, as they have had a slight accumulation of stock. We do not look for any great change in the lard market in the near future. The market on lard substitutes is steady, with quotations ranging the same as last week. There is a good supply and an active demand. The market on barreled pork is firm at unchanged quotations, with a fair supply and a fair demand. The market on canned meats is very firm, with unchanged quotations. They are in light supply and good demand.

Salt Fish—Mackerel is high, firm and dull. There will probably be no change in the situation for some time.

Fred J. Brogger, who recently leased the Kennedy building for a term of years, has succeeded in finding tenants for the entire building. One-half of the first floor is occupied by his own stock of wall paper, paints and mouldings. The other half of the first floor is occupied by the Kellogg-Burlingame Co. The third floor is utilized by Peter Dornbos as a cigar factory. The fourth floor is used by the Grand Rapids Brass Co. as an assembly room for the Barrett adding machine.

Peanuts Buy As Many Bonds As King Cotton.

Peanuts stored in a reputable warehouse are as good collateral for loans as cotton, the federal reserve bank here has just ruled. The peanut market is now "wide open," all restrictions having been removed by the food administration. Most farmers are holding their "goobers" for 35 cents per pound.

Through an oversight the name of George W. Haskell, of Owosso, was unintentionally omitted from the list of Tradesman correspondents published on the second page of this week's edition. Mr. Haskell is a correspondent par excellence. His jokes always ring true and his statements of fact are never challenged.

UPPER PENINSULA.

Recent News of the Cloverland of Michigan.

Sault Ste. Marie, Dec. 30—F. Allison received a letter this week from our old friend, Clint Collins, for many years the well-known traveler for the National Biscuit Company, but later manager for the Chippewa Auto Company, and one of the best known travelers in Cloverland, who left for Washington about a year ago. Clinton states that he has had some great experiences while in the West and put in three months doing his bit at the shipyards, but since peace was declared, has gone back to his good job in the used car department at Seattle where has full swing. He wishes to be remembered to his numerous friends here and wishes them all the compliments of the season.

That Clint is the soul of honor is plainly shown by his attitude toward a number of small accounts which he overlooked when he headed Westward. In every case he has liquidated these obligations as fast as they have been brought to his attention. No creditor can ever claim that Clint Collins is anything but a square dealer.

Alex. Van Luven, one of our farmers, made a little easy Christmas money last week by killing two timber wolves which netted him a bounty of \$35 each. He also brought in a few fine fox skins.

The Soo druggists received a Christmas present from our popular Prosecuting Attorney in the form of a notice putting a ban on Hoffman drops as an illegal preparation. Many of the Sooiters are obliged to go back to Pablo again.

The employees of the Union Carbide Co. gave their annual banquet again this year, known as the Safety First banquet. There were many silver tongued orators in the party which helped to make the affair a success. It certainly made a hit with the Carbide Co., which believes in sharing some of the Christmas joy with its employees.

The many friends of Mrs. John Metzger, wife of John Metzger, proprietor of the Shallows, and for many years one of our leading grocers, were shocked to hear of her death, which occurred last Sunday. Mrs. Metzger has been a patient sufferer for the past several years and leaves to mourn her loss her husband, four brothers and four sisters.

Our esteemed fellow townsman, Chase S. Osborn is spending the winter in Georgia. He is accompanied by his wife.

Persons carrying booze over the Soo Line are taking great chances. Officers J. B. Eddy, of the State Food and Drug Department, has taken in seven more during the past week, will detract largely from the Christmas joy of interested parties. Nothing like sticking to good old Lake Superior, after all.

Some men seem to be happy when they have a grievance.

Charles Haase, the popular Uneeda Biscuit man, says he wants the boys to understand that the Christmas package he has been expecting has not arrived as yet. Charlie says he has no objection to the brand of cigars, so long as they are made in the Soo.

There is every indication of there being a hot time in the Soo this winter, as all of the coal dealers are anxious to unload and more than eager for business. Some change in the coal situation from last year.

J. L. LaBelle, of the Kreetan Lumber Co., of Johnstown, was a Christmas shopper here last week.

William Hayward, the well-known lumberman of Raco, was a Soo visitor here last week, replenishing his larder for Christmas.

Lieutenant Howard Griffith left for Lower Michigan to spend the holidays with his parents at Saginaw.

Somehow or other you never hear men thanking the Lord that they have more than they deserve.

The big 5 and 10 cent store belonging to Andary & Shimmens sustained a \$10,000 loss by fire last week, after the tremendous Christmas business. Mr. Shimmens intends to start up again with a new stock. The store will be refurnished and decorated, which will take about two months. This place has always done a thriving business and the loss will be keenly felt during the rebuilding.

The many friends of Emil G. Endress were shocked to hear of his death occurring on Thursday last, following an illness of Bright's disease. Mr. Endress was 62 years old and one of the most successful fishermen on Lake Superior. His fishing enterprises off Grand Marais are known in the big markets of the Nation and the volume of his business was vast. He was actively engaged in his work until the end of the navigating season this year, after which time he began to yield to the attacks of the disease with which he had been suffering for nearly five years. He was up and around until Christmas day. In the passing of Mr. Endress the Soo loses one of its substantial citizens and one who was interested in the community. The bereaved widow and four sons have the sympathy of the entire community.

George Chandler, one of our big lumber magnates, motored to Detour last Friday, which is somewhat unusual at this season of the year. George said that he had smooth sailing all but about five miles between Pickford and Goetzville, where there was good sleighing. He got back in time for the big dance, not feeling any the worse for his adventure, making the round trip in one day.

Mr. Delmar Houde has returned to the Soo, after having done his bit for his country, and is looking around for a good location to open an up-to-date meat market. He doesn't seem to look any the worse for wear, but is pleased to get back to the real life again and be with his family, although he enjoyed every minute of his work in the service, which he considers a great experience, long to be remembered.

Dr. L. E. Reed, who left the Soo last June and who has been in the Dental reserve corps, has been discharged and expects to return to this city and resume his practice about the first of the year.

Gus Kervan, well-known proprietor of the hotel at Eckerman, was a business caller here during the Christmas shopping season. When everything was set for a big Christmas trade, he contracted the flu just before he was ready to leave for his home town and spent Christmas at the Soo hospital. He said it was the first time he had to refuse turkey on Christmas, although there was an abundant supply for the Christmas dinner at the hospital. He is out again, however, and left for his home Friday and will celebrate New Years instead of Christmas, this year.

William J. Johnson and Fred L. Rhoades have organized themselves into the Negaunee Amusement Co. and have taken a ten year lease on the Liberty theater, at Negaunee. They are both hustling business men and will, doubtless, make a success of the new venture.

"Some people attempt so much that they never get anything finished."

Richard Bass, who for a number of years was one of the leading Easter-day merchants, has sold his stock to the Soo Co-operative Mercantile Association and has accepted a position with the Central Grocery Co. Dick is figuring, however, on starting in busi-

ness again as soon as the right location presents itself.

"The man who is anxious to acquire knowledge is never ashamed to confess his ignorance."

The employees of one of our leading banks were made unusually happy Christmas by the bank having a prosperous year and giving them a month's salary for a Christmas present.

"Some folks live and learn, while others devote their time to talking about things about which they know nothing."

We wish you all a Happy New Year.
William G. Tapert.

Profitable Meetings Held In Three Michigan Cities.

Cadillac, Dec. 31—John A. Green, of Cleveland, a former President for two years, and seven years Secretary of the National Association of Retail Grocers, together with Secretary Bothwell, of the Retail Grocers and General Merchants' Association of Michigan, recently spent several days attending meetings of retail grocers at Flint, Lansing and Battle Creek. These meetings were timely and the messages brought by these gentlemen have been productive of good results from an organization standpoint, as the membership has been greatly increased in the towns visited.

At Flint Mr. Green's address to the Board of Commerce was listened to with the most intense interest and at the close he was most heartily applauded, testifying in a most positive manner to the value of the many good points brought out in that address, which treated almost entirely on the things that touched in a vital way the men in retail business in every city and town. Mr. Green's easy and pleasant manner carried the good will of his audience throughout the entire address.

In the evening the message was to retail grocers and their wives and clerks and was well attended. At the close Secretary Bothwell requested all those who were not now members of the local association to get in the band wagon, instead of bringing up the rear, with the result that the association received upwards of one hundred new members.

At Lansing the grocers and their wives enjoyed a banquet together and at the close of one of the most enjoyable meetings in the history of the Lansing Association. Many new members were added and several took advantage of the saving in their fire insurance premiums brought about through the activity of the officers of the State Association.

The Battle Creek meeting was well represented by the most active men in the grocery business, who are always ready to place themselves in the way of getting new thoughts and ideas that they may apply to their own business. The retail grocers and meat dealers of Battle Creek are up-to-date, as may well be seen from the manner in which many of the stores are conducted. During the afternoon the visitors were given an auto ride around the town and a visit to the wonderful Postum Cereal plant, which was intensely interesting, and in the evening many new members were added to the local association as a result of a discussion of topics that have to do with and are a part of the retail grocery business.

Grocers, are you alive to your opportunities? Are you drifting with your business or are you pushing it ahead? To succeed you must push, push, push!

What the New Year Means To Detroit.

Detroit, Dec. 31—Detroit is in the middle of its process of reconversion from a war to a peace basis. That reconversion furnishes great problems for the city's industries. One of the

most important of these is the employment of returned soldiers. It is of utmost importance right now that the city not be flooded with workmen from other towns. Its prosperity is already attracting these by the hundreds, and while the great industries of Detroit can find occupation for native Detroiters, it can not be expected to place thousands of men from other localities.

Immediately following the reconstruction period, we expect Detroit will enter into the greatest era of prosperity in its history.

Industrially the war increased the city's productivity manifold. At the same time the war, forcing a curtailment in the production of peace-time commodities, has caused an accrued demand for the city's products. The best example of this is the automobile industry, which employs in normal times 139,000 of our workers. Almost without exception, automobile and accessory manufacturers are planning to increase their output to a mark hitherto unapproached. The same confidence in the future is manifest by manufacturers in every line of business—shipbuilders, clothing manufacturers and the scores of other concerns which make up our great city.

Wages, in all probability, will remain at a higher point than they were before the war. This means more satisfied workmen, a higher standard of living and a greater buying power. Merchandising lines will profit through the prosperity of the worker. Retail and wholesale businesses will probably be greater than ever before.

Construction work, held up for two years by the war, will evidently be greater than ever before.

In short, Detroit, favored by the character and solidity of its industries, by the ability of the men at the head of them and by its wealth and resources, is facing an unprecedented era of prosperity.

Immediately, however, emphasis must be placed on the importance of not attracting to the city by "prosperity publicity" workers from all sections of the country who have no legitimate claim for employment in our city.

J. J. Crowley,
Pres. Detroit Board of Commerce.

How Many Retail Grocers Are There?

Max Mayfield, a special representative of the Sugar Equalization Board, after a complete and apparently incisive and officially correct survey of the food trades of the country, has at last furnished the final statistics which have so long been guessed at, as to how many grocers there are. His business took him into every State, and in looking up the sugar certification plan he came into intimate touch with what are apparently facts on the subject. He places his statistical listing as follows: 375,361 retail grocers; 34,662 bakers, 121,393 hotels and eating places, 34,388 manufacturers of essential food products using sugar, 55,130 manufacturers of soft drinks and nonessential products containing sugar.

Mr. Mayfield does not state how many wholesalers there are—perhaps he could not, any more than anyone else, since the definitions of a "wholesaler" differ materially in the trade view—but his statement as to the retailers shows that the common guess of 350,000 is not far wrong.

You can't cut sentiment out of business. Without sentiment there would be no business, and not much of anything else worth while.

Seasonable Thoughts for the Inventory Season.

Written for the Tradesman.

The time for inventories has arrived and every one is busy. These are taken presumably to ascertain if the business is on the increase, holding its own or on the decline.

A great many business men take inventories from force of habit and never arrive at definite conclusions as to profit or loss of the business.

An inventory of a good business, poorly managed, resembles checking up the tonnage of a stalled freight train to make it go. If any of us were riding on a train and it stalled we would not hesitate but would go right ahead to the engine to see what was the matter.

The first and real inventory of any business should be the personal inventory of the management. Let us study ourselves and our fellow man and compare with a year ago to see if we have gone ahead or backward. If by chance we have slipped back, dig down deep and ascertain why and lay our plans to advance more the coming year.

Now by gain or advancement in this personal inventory does not necessarily mean financial.

There are several prime factors all of which travel hand in hand and by getting them properly lined up for a steady pull it will mean success.

Man is considered from several angles, spiritually, physically, financially and morally.

The first or spiritual man deals with our innermost self. A reference here to the Good Book might not go amiss. Turn to St. Mark, 8th chapter, 36th verse and we find, "For what shall it profit a man, if he gain the whole world, and lose his own soul?"

The first move to enlighten yourself spiritually is to step toward success. Square yourself with God, become a spiritual man and you have gained a point. By cleansing your thoughts you become care free and have pleasant environments, good friends and a clear conscience. Does it not stand to reason that with these things that your physical self will be better. With improved health take a reasonable amount of good strenuous exercise and develop brawn with brain.

Finances begin to improve as doctor bills decrease and friends begin to appreciate you as a real man.

As to morals a good Christian man, in good health and a reasonable amount of financial accumulation, would not stoop to do an immoral act.

Now we have the motive power of our train carefully gone over and as soon as necessary repairs have been made see if we cannot build a bigger and better business by strictly honest methods. Give as good values as a justified profit will allow—promote courtesy—and don't be afraid to do a little bit more than is expected of you—it will advertise.

The average merchant in the smaller towns is wont to die down and smolder like a bonfire, but with some one to prod him a bit and by the aid of a light breeze he bursts forth

in a flame brighter than at first.

Don't let yourself get in a rut. Take an inventory and then make use of it.

Barricade yourself so strongly by good principles and square dealing that no competitor can break it down. If that does not spell success, then nothing will.

Lew C. Steele.

Gabby Gleanings From Grand Rapids

Grand Rapids, Dec. 31—W. T. Brownridge, formerly manager of the Sweepette Co., Grand Rapids, and subsequently engaged in the manufacture of clothing in Chicago for several years, is now located in Los Angeles, where he owns a large and rapidly expanding real estate business. He is just now offering two modern buildings for sale—the Ansonia apartment hotel and the John Alden apartments. Both are fine properties which are worthy of investigation by those who have surplus funds for investment.

Jan. 2 will mark the opening of the furniture market for 1919. It is possible all lines will not be complete until Jan. 6, but there are enough lines in full showing to keep the early Eastern buyers busy. As a matter of fact, these buyers go first to the showrooms of the Grand Rapids manufacturers who have showrooms in their factories, which are open to buyers who may come in any time of the year. Since the ban was lifted on both the manufacture and shipping of furniture, there has been some hustling done by the different manufacturer who show in the Grand Rapids market and new samples have been coming in as fast as they could be gotten out from the manufacturing rooms and shipped to Grand Rapids by any route of carrying power that could be procured. The committees having in charge the entertainment feature of the furniture market are also busy arranging their plans. They are not yet all perfected and ready for publication, but will be very soon.

How many traveling men were there this year who took it upon themselves to see that some worthy family had a happy Christmas? If you did not do it this year, fellows, make an indelible memorandum on the tablet of your memory that you will do so next Christmas, and after you once enter into this spirit, you will say with others who have tried it that it is the happiest part of your Christmas.

It is easy to visualize the average doughboy eager to "do the Rhine." He is not particularly anxious to get an historical perspective of this romantic stream, to learn about the Mouse Tower, or admire the cliff from the top of which the Lorelei lured luckless mariners to their doom. Certainly that colossal charwoman, the bronze Germania, can not be his real objective, either. The fact of the matter is that he wants to settle for himself the age-long tourists' feud, whose battles he has heard raging frequently, disputing whether the Rhine or the Hudson is the handsomer stream. Americans need have no fear of the result of the doughboy's investigations. Nowhere can the Rhine compete with that noble stretch of river between Tappan Zee and Newburgh.

Ninety-five per cent. of sales dodgers are thrown away. They represent pure waste, and it is about time more retail merchants got this fact straight in their heads.

1919

MAY we take this opportunity to send our many friends in the grocery trade our sincere wishes for their success during the year about to begin.

To all of us 1919 opens up great possibilities for service.

In bringing the war to a successful close each of us has had his part to play. If yours is along the lines in which you are now engaged, we want you to feel that now, more than ever before, this Company is here to help you as an individual and as a member of a great essential business.

We look upon the coming year with confidence, firm in our faith, in our Nation and its successful leaders, in your trade and its development, and in that richest of all human assets—our business associates who have grown to be our loyal friends.

We wish to assure you of our hearty appreciation for all past favors. We are not unmindful of the valuable assistance we have received from you and are pleased to take this opportunity of expressing our gratitude and wishing you the compliments of the season. May you enjoy a Happy New Year's Day and a happy and prosperous New Year.

WORDEN CROCER COMPANY

GRAND RAPIDS—KALAMAZOO

THE PROMPT SHIPPERS

MAKE THRIFT PERMANENT.

The impulse to save and lay up money, so powerfully stimulated and so productive during the war, must be made a permanent force in the National life. We say must be, because the need itself is imperative. It is vital, and of the vital thing that should be done we are warranted in saying that it must be done. The thrift habit can be made universal and permanent in this country, it will be made so if men who understand the need and know the way to meet it will put their hands to the work.

What was the condition during the war? The wage-earners of the country were earning and receiving high pay, higher than ever before. That was the foundation. The Government had need of billions to carry on the war. The money could be raised only in part by taxation. For the recourse was had to the resources of the people. The appeal was made, not alone by general exhortation, but by personal solicitation. Every man and woman, every boy and girl in the country was asked to subscribe for Liberty bonds, to buy War savings stamps. The appeal was made first, of course, upon the grounds of patriotism, of the duty to support the Government; but stress was everywhere laid upon the virtue and value of the saving habit. Wage-earners were urged to subscribe for bonds on the basis of bank loans; it was pointed out to them that they could pay off the loans in installments out of their savings and when paid for the bond would not only yield an income, but it would be an insurance against need, a provision to be drawn upon in time of illness or disability. The response was wonderful. More than 20,000,000 of Americans subscribed for Liberty bonds, and if War savings stamps be reckoned into the account the total of subscribers would be much greater.

That is the habit that must be made permanent, the habit of putting aside small weekly or monthly sums out of earnings; in short, the habit of thrift. The sure way to make the thrift habit permanent and universal is to continue to make the personal appeal, actual solicitation just as it was practiced in the war by tens of thousands of volunteer workers in behalf of the Liberty loans and War savings stamps sales. Depend upon it, somebody is going to continue that solicitation. If it is not done for saving, it will be done for squandering. Hordes of agents hawking all sorts of gewgaws, cheap mining shares, low-priced speculative securities, innumerable articles that wage-earners do not need, cannot profit by but may be tempted to purchase, will get the ear and the money of the millions who subscribed for Liberty bonds or bought War savings stamps if, in their own interest, wage-earners are not influenced by personal appeals to continue the habit of saving. Why should they be given over to the tempters, why should they be left to contract habits of extravagance and improvident spending?

Thrift is a double protection for

wage-earners. It not only leads to independence, but it produces those accumulations of capital upon which, husbanded and invested by savings institutions, the industries of the country must depend. It will keep the wheels turning, insure permanence of employment, promote activity in business and National prosperity, add to the country's wealth, and provide good wages. Money circulating from hand to hand is a convenience, a necessity, it sustains trade, but accumulated wealth reproduces itself, and in that process of reproduction labor must always be employed. The little streams that run down the sides of the valley and through larger watercourses flow unhindered to the sea, turn no wheel; it is when they are impounded that they constitute power, giving employment to labor and producing goods. That is the lesson that must be taught to every man and woman who, out of current wages, is able to put aside something against a rainy day, against the disabilities of old age. It must be an organized effort, undertaken by men all over the country who are able to see and feel the need of making the thrift habit permanent, who can apply themselves to the task. The point is illustrated by the difference in the practice of savings banks and insurance companies. The savings bank depositor is moved by individual impulse; the insurance companies, through their agents, personally solicit men to take out policies. The problem is this, "How is the volume of savings to be kept up to its present rate?" It is a question of vital importance to the Nation, to its people. It should have the answer through organized effort to continue and make permanent the impulse to save, so widely and profitably stimulated under the stress of war.

Piecing together Mr. Hoover's report on the actual condition of Belgium with what we know of Belgium as it was in 1914, it is possible to summarize some of the Nation's chief losses. In a belt twenty miles wide railways and canals had been "completely destroyed. Of cattle and hogs the country had before the war well over 3,000,000; Mr. Hoover estimates that over one-half are gone. Of horses there were about 275,000, and some 40,000 may remain. The most valuable manufacture was textiles, and "many of the textile mills have been put out of commission." The manufacture of iron, steel, and machinery fell in second place, and Mr. Hoover speaks of the "deliberate" destruction of two score furnaces as evidence of the Germans' "determination to end the Belgium steel industry." Belgium's famous glass industry has been little harmed, and the coal industry seems to have been saved by President Wilson's threat of retribution for wanton damage. It is encouraging to learn from Mr. Hoover that the Belgian government and Belgian industrial interests are already busy with rebuilding, and that the Belgian spirit was never finer than to-day.

TRYING TO HOLD UP COTTON.

Strength was shown by the cotton markets during the last week, and, while some of this was ascribed to speculation, much was due to the more favorable prospects for outbound shipments. Holders in the South have been encouraged to hang on, although the domestic demands have been light and there is beginning to be doubt as to the quantity which European countries will be able to take. At present prices, foreign spinners will not load up with more than is absolutely needed. For this season the exports to date are about 300,000 bales below those for the corresponding period last year, and it will take some time to catch up. Meanwhile, political and other agitators down South are urging the holders of cotton to "sit tight" and promising them as much as 50 cents a pound if they do so. One of these optimists is Congressman Heflin of Alabama, who spoke to his fellow-townsmen at Lafayette on Thursday. He told the home folks that "cotton factories are free to operate in England, France, Belgium, Italy, and Russia, and nearly all the other countries, with England alone crying for 4,000,000 bales of American cotton." He also put the requirement of domestic mills at 7,500,000 bales, and incidentally stated that the supply of wool is short. Needless to say, he was wrong in all his assertions, but they may have an effect. The goods market has, in the main, been seasonably dull, with an indispotion everywhere to buy or sell beyond next month's deliveries. Exceptions are where goods are sold on memorandum to be invoiced at prices prevailing at the time of delivery. In knit goods generally there is little doing, although the hosiery people are preparing to sell from month to month. Most buyers are waiting until after the turn of the year to resume activity.

CANNED GOODS SITUATION.

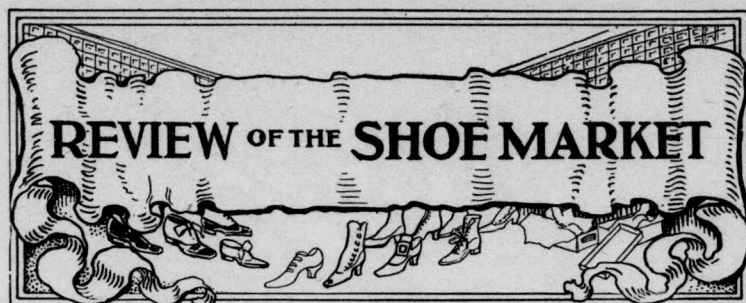
The canned goods trade is not giving much thought to domestic business just now. This is the time of the year when it is a matter of closing up old deals and preparing to take stock. Retailers as a rule need very little replenishment and if they do they themselves are apt to let it go over the turn of the year. This year, however, there is a new element of interest, namely the possibility of a decided revival of export business. In other years exports have been more or less of a side issue, something to be taken advantage of, if the opportunity offered, but entirely subordinated to the domestic trade. Now, however, the situation is quite different. The market has been deprived of this class of business for so long that the possibility of its renewal even to a limited degree is a matter of great importance. It is not so much in the amount of business that can be done but the mere fact that it can be done at all that counts and is imparting to the market a greater feeling of buoyancy and confidence than it has enjoyed

for some time—ever since, in fact, the Food Administration took charge. After the turn of the year it is expected that there will be some business actually put through, especially as there is a promise of more shipping to be available for commercial needs. In other words, trade shows signs of getting back to normal very rapidly.

Secretary Houston's recommendations to Congress for legislation enabling the Government to carry out its guarantee of \$2.20 for 1919 wheat constitute a frank facing of a difficult situation. We have an extraordinarily large acreage of winter wheat, and farmers know too well what side their bread is buttered on not to plan a huge planting of spring wheat. Given a favorable season, we might well have more than a billion bushels. We cannot consume or export such a crop in a hurry, and Secretary Houston asks for extension of the date for Government purchase beyond June 1, 1920. We must let the farmers throw their wheat on the market as the market is ready for it, no faster. Secretary Houston recognizes that we shall have to make sure that no importations of cheap Argentine or Australian wheat shall cause the Government loss, although he makes no definite request for legislation on this head. Finally, some form of Government purchasing agency must be kept in existence and supplied with funds. There are so many possibilities in the wheat situation that the country must screw up its courage to take whatever fate has in store. If Australia and India, Argentina and Russia, produce unexpected quantities in 1919, and we have a large surplus for export, we may have to get rid of that surplus at a price ridiculous in comparison with what we pay for it.

The Canadian Soldiers' Settlement Act became effective last July. Between July 2 and October 15, 620 returned soldiers obtained "soldier entry" to Government lands. Four of every six also hold homestead entry to an additional quarter-section, while about 975 veterans have received loans aggregating \$1,239,000 under the act. This showing for three months is naturally thought auspicious. Canada can not have given to many soldiers physically able to undertake farming an honorable discharge before October 15; when the homeward tide of troops sets in, the applications for land should be multiplied many times. It is no common opportunity the Dominion offers, that of acquiring 320 acres, a generous loan for development, and—if needed—farm instruction. Meanwhile, what is America doing? As an engineer of our Reclamation Service points out, the sudden end of the war makes action imperative. Congress ought promptly to undertake legislation, and the States should make themselves ready to co-operate.

It was the immortal Lincoln who said: "I don't think much of the man who does not know more to-day than he did yesterday."



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 Vogue of Pretty Footwear For Women.

Written for the Tradesman.

The style-feature of women's footwear now is undoubtedly the main thing; all else is subordinate. It was evidently written in the code of things that women should doll up and dazzle; anyhow she has an incurable fondness for pretty things; and the man who doesn't enjoy seeing his women-folks as prettily and attractively clothed as his circumstances will allow, is exceptional.

So, having once experienced the inner joy and satisfaction of having her feet modishly and splendidly clothed in some dream of a pair of modern boots, the woman of to-day isn't going back to the footwear of yesterday. She's going to continue to demand pretty, stylish, splendidly-fashioned shoes. To be as it should be, she must have them.

It was with reference to women's shoes especially, that the drastic restrictions of the War Industries Board seemed hardest to be borne. Fortunately these restrictions came too late to affect the situation last fall and this winter; and even within these limitations shoe manufacturers have been able to save the situation for next spring and summer; and no doubt by the time shoes are to be cut for next fall and winter all style and color restrictions will have been removed; or, if not removed, at all events considerably modified.

The woman or young woman in search of a pretty pair of shoes need experience no disappointment, for they are to be had in plenty.

These shoes in colors and combinations of colors, in leathers and fabrics and combinations of same, were cut months ago when the manufacturer and his designer were free to seek such effects as their fancy dictated. Therefore we have—if not exactly a plethora, at all events an abundance—of styles.

For the most part they are refined. Among them the dark browns are the favorites in most places, but there are other good colors.

Some of these are light, and perhaps not so serviceable as the darker shades, but they match the colors of certain gowns better, and when they are soiled, they can be cleaned just as dresses are cleaned.

Dealers handling shoes for women

and misses are selling more pretty shoes in colors than staples in drab. Perhaps the writer should qualify this by saying dealers in big towns and cities. Whether the same holds true with shoe merchants in the smaller places he can not say.

To say that the average woman is now paying from 75 to 175 per cent. more per pair for her shoes than she paid four or five years ago, does not mean that there has been this much advance in price in shoes of a given grade or class; but means rather that the average woman has gotten out of her old grade or class and has acquired the habit of calling for prettier, higher-grade, more expensive shoes.

Maybe she has gotten a war job that pays her far more money than the old job paid, or her allowance has been increased with equal pace with her husband's or father's increased wage or salary. Anyhow she has the money; and having it, she knows of no surer way to make a judicious investment of a part of it than to put some of it into pretty shoes.

Shoe manufacturers and shoe dealers of the more progressive bent are agreed that, come what will, the style-feature of women's footwear must not be eclipsed.

It has taken a lot of patience, tact, publicity, and training to educate the American woman to fully appreciate the style-note in footwear.

Now that the war is over (to all intents and purposes) the restrictions of the War Industries Board should be removed as speedily as possible insofar as they effect the matter of style in female footwear.

For style is the heart of the game. Suppress the style-element, and you take the heart out of the game. Keep it alive, encourage it along, and you boost the game.

No other industry in America has shown itself to be more loyal, more patriotic, more genuinely American, than the great American shoe industry. For the sake of conservation, American shoe manufacturers, jobbers, and retail dealers pledged the Government their heartiest co-operation.

For the sake of conserving material man power, and transportation, they were willing to forego new styles for six months—or longer if necessary; but now that the ending of the war has removed all occasion for prolonging this period beyond the six months agreed upon, assurances should be given that, at the expiration of that time, the ban will be lifted.

In the women's footwear game, the style's the thing. Cid McKay.

"Bertsch" and "H. B. Hard Pan"

plans for spring embrace a largely increased production in our new location.

More room, good day light, every modern equipment for efficient production will enable us to turn out more and better values.

You will find BERTSCH and H. B. HARD PAN better sellers and better business builders than ever.

Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear

GRAND RAPIDS, MICH.

R. K. L.

R. K. L.

Do You Like This Snappy Last?



Immediate
Shipment
Will Be Made

No.	Price
2844—Havana Brown Kid McKay.....	\$4.50
2846—Havana Brown Chrome India	3.90
2848—Black Kid McKay.....	4.35
2851—Havana Brown Calf ..	4.00

Widths C and D
 Sizes 3 to 8
 on all above numbers.

Order at Once

Rindge, Kalmbach, Logie Company
 Grand Rapids, Mich.

R. K. L.

R. K. L.

REALM OF THE RETAILER.

Merchants No Longer Chained To Trust Chariot.

My attention has been called to the recent destruction by fire of the Scott store building and stock at Lake. Mr. Scott carried \$500 insurance on his building, which policy will probably be paid in full. He also carried \$1,600 on his stock of merchandise and household furniture, but he ignored the iron safe cause on his policy rider by having no fire proof safe, no annual inventory, no record of sales and no record of purchases except a bundle of invoices which somehow happened to be saved. The company carrying the insurance stands willing to recompense Mr. Scott to the extent of his policy, but how in Sam Hill is the measure of damages to be determined in a case like this?

From a strictly legal standpoint Mr. Scott is not entitled to a penny, because he did not comply with the terms of the policy as set forth on the rider.

There is a higher law than that described by legal standards, however, and that is the ethical and equitable method of handling cases of this kind. Mr. Scott can never get anywhere by threatening suit or by using any argument except that of the humble pleader for justice. If I was in his place, I would throw myself on the mercy of the adjuster—who, in this case, happens to be a man who will deal fairly and equitably—and give him all the proof I could produce regarding the value of my stock and cheerfully abide by his decision.


I am utterly unable to explain why any merchant should apply for fire insurance, accept and pay for a policy or policies and then never take time to read them in order to determine the kind of a contract he had entered into. Yet this is just what nine out of ten merchants do. I believe I could increase the ratio to ninety-nine to one hundred and then not be far out of the way. The possession of an iron safe is not absolutely essential, providing the merchant keeps the records required by the policy at his home in some other part of the town in which he is located, so they will not be destroyed by fire if his store is burned. It is asking most too much of any merchant, however, to expect him to carry these records back and forth and make entries thereon every night after he goes home to rest and recuperate, so it is best to be on the safe side and own a fire proof safe. A safe cabinet or a cheap safe bought from a mail order house will not meet the requirements of the policy rider, because neither can be properly classified as fire proof. Provided with a safe, it is an easy matter to supplement the inventory with two bound books—one so ruled that it can be utilized as a complete record of all purchases and the other containing a record of daily sales. Provided with these records and an annual inventory, the merchant is in a position to face a loss by fire with confidence and composure, because with these records in his possession it is a comparatively easy matter to determine the extent

of his loss in the course of a few hours—sometimes within a few moments.

I think I hear some one enquire what I mean by insinuating that merchants sometimes purchase safes from mail order houses. I mean just what I wrote. I can put my fingers on hundreds of safes which have been purchased from mail order houses by merchants. Why? Because they are cheap, which is a fact. They are cheap because they are cheaply made. They are mostly produced in stove foundries and are cast iron made from old stove castings. They look like safes and will answer all the requirements of a safe if a merchant never has a fire, but as the only time a man really needs a fire proof safe is the morning after the fire, the only way to determine the fire-resisting qualities of a safe is to give it a fire test. Then the merchant finds that the article he thought was a safe is really a tinder box instead and that the trouble he took to take an inventory and keep a record of daily purchases and sales was time wasted.

It pays to do everything right; to live up faithfully to every promise and agreement; to carry out every obligation in man fashion. This applies to dealings with fire insurance companies as well as transactions in any other walk in life. If you expect the insurance company to perform its part of the contract, do your part by living up to the conditions stipulated in the policy. Unless you do your part, you have no reason to expect the insurance company to do its part.

As long-time readers of the Tradesman are well aware, I long regarded mutual insurance with distrust and disgust, because I did not think any merchant who was under obligation to his jobber had any right to sign a note, in exchange for protection from loss by fire, that really made him a partner with a thousand other merchants, thus creating an obligation which might prove to be an embarrassing liability in the event of a disastrous conflagration which would involve the company in a heavy loss. I therefore sought to secure equitable treatment from the stock fire insurance companies. I exerted all the influence I could command to bring about a reform of antiquated methods and dishonest practices which had actually become the stock in trade of the stock companies. I even consented to serve as a director of the old Grand Rapids Fire Insurance Co., which was afterwards absorbed by the National Fire Insurance Co., in hopes I could obtain a hearing and secure the abandonment of practices which would put the company on an honest footing in its dealings with merchants. The officers of the company conceded the justice of my criticism and the equity of my demands, but insisted that it was "impossible to get out of the old rut," as they expressed it. I made urgent appeals to the officers of other companies to amend their policy riders so that honest merchants would not be penalized because of the existence of a small percentage of dishonest dealers, and to discontinue the employment of crooks



SELLING one complete line of Quality Shoes that enables you to meet every requirement is better business than buying from many different manufacturers.

The wide variety in the Honorbilt Line permits you to carry a larger and more complete stock for less money than you could if you purchased from several different sources.

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Milwaukee, Wis.

HONORBILT SHOES

You Need Good Sock Overs For This Snappy Weather



The Hood
"Bullseye"
Bootee
Red with White Sole
@ \$3.27

The Hood
"Bullseye"
Lumber Jack
Black with White Sole
@ \$2.45

Both Are Popular

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

and shysters as adjusters of losses in the event of fire. My pleas resulted in no permanent relief. Most of the companies admitted the truth of my criticisms, but stated that they were so dominated by agreements with other companies that they were powerless to act. There was nothing left for me to do but to throw the weight of my influence to the enactment of laws providing for the organization of mutual companies on an equitable basis, eliminating the liability which resulted from the signing of notes. It was a hard fight, because the stock fire insurance companies had owned the legislatures of every state, body and soul, for many years. They are still the most demoralizing factors we have to contend with in the Michigan Legislature, but we have punctured the combine and the unholy alliance is now on the run. They are not traveling as fast as the Germans traveled in their last retreat from the Marne, but they are marked for slaughter and will eventually exhibit the white flag of surrender and consent to play fair. We now have four mutual companies organized under Michigan laws which are writing risks at 25 to 30 per cent. less than stock company rates. They were organized and are managed by merchants and other business men and are growing rapidly in volume of insurance written, surplus accumulation and the estimation of the insuring public. Other companies should be organized by the dry goods, clothing, furniture, grocery and meat trades. Excellent mutual companies from other states are now doing business in Michigan, some of them issuing policies at one-half stock company rates. It is now no longer necessary for any merchant to pay tribute to the stock fire insurance combine, whose methods are akin to those of the highwayman and whose business practices are worse than those of the pirates of old.

E. A. Stowe.

Germany Will Get Justice.

Written for the Tradesman.

The most vengeful or vindictive American could not ask a greater punishment for Germany than she now pleads for—namely justice. No civilized or christianized people could be so cruel and heartless as to mete out to Germany all she deserves. "Vengeance is mine, saith the Lord. I will repay." Germany is to receive strict justice in God's own time and way. We need not worry; Germany need not be anxious about the matter.

It is not the duty or province of the Allied nations to mete out punishment to Germany. Their present duty is to safeguard the interests of all people whose rights have been violated by Germany. In adopting measures to this end, if the result is hardship or suffering for Germany, that is no concern for the Allies. What she has brought upon herself she must endure as best she may. Mercy for all will enter into the considerations and deliberations. Unnecessary affliction will not be endorsed. The inevitable will be bad enough. Forfeited privileges cannot yet be restored. Minion.

Apples One Dollar a Pound in England.

London correspondence to a Canadian journal says that Sir Robert Borden had a practical illustration since his arrival here of the cost of living. On Regent street some fine apples in a fruit stand attracted his attention and appetite. But when he found they were selling for \$1 a pound he decided to leave his appetite for this luscious fruit unsatisfied until he visited Grand Pre on his return. This price, of course, was abnormal, but apples of the poorest quality cannot be purchased for less than 25 cents per pound. Eggs enter largely into the living of every person and are a fair indication of the cost of living. For the past two weeks eggs have been selling in London at \$2.16 per dozen. An attempt is being made to fix the price at \$1.32 per dozen, but with little success. Meat does not show such an enormous increase in cost as compared with Canadian prices, being about 50 per cent. higher without regard to quality. Bacon sold here could not be retailed in Canada. Practically all the hog but the tail, feet and snout is made into bacon by salting it to a degree that the unfortunate householder is paying an exorbitant price for a very inferior article. Potatoes for the past two weeks have not been obtainable in more than four-pound lots, and cost about \$2.50 per bushel. A greater and cheaper supply is promised. It is estimated that the purchasing value of a pound is only seven shillings compared to pre-war prices.

Reason For Increase In Returned Goods.

Mecosta, Dec. 30—In your issue of Dec. 25 I noticed an article written by J. C. Cantwell about the "Alarming increase of goods returned by the retail merchants." The writer wrote as though the merchants were to blame.

It is a fact that we are obliged to return more goods than before, but it is because there has been an unusually large amount of defective goods shoved on us by the jobbers and manufacturers. We have accepted goods the last year which, under ordinary circumstances, we should have refused, because we thought it our duty, but now the war is over we can not see our way to continue to do so.

We have a small back order of shoes just received, and of the one dozen there are three defective pairs which we can not put out to our customers, and we can furnish you a number of more cases and proofs of same.

I think if you will investigate among the general merchants you will find they are all having the same trouble.

I do not question the honesty of the manufacturer or jobber, but think the trouble is due largely to the necessary employment of inexperienced help.

E. Bromley.

Secretary Lane has already sent to all the Governors the draft of an act which he asks them, if it meets their approval, to submit to the Legislatures. It provides for co-operation between the States and the United States "to provide employment and homes for soldiers, sailors, and marines," upon the general principle that "the States shall furnish the lands

and the United States the funds." In detail, alternative plans are suggested. According to one, the State should find the land—presumably waste or unused land if possible—and the Nation should provide all the money for reclamation, subdivision, improvements, and equipment, perform the necessary work, and settle the soldiers on the land. According to the other, the State is to pay one-fourth of the total investment represented by the land as made ready for the soldier, and should itself then have the option of performing the work and settling the soldiers. Secretary Lane contemplates the granting of Federal loans not to exceed \$3,000 to each soldier-settler by the Nation through the States. The plan may seem incomplete, but it is well to have a beginning made.

A millionaire merchant says: "My success is probably due to the fact that at night I store my mind, and during the day I mind my store."



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The cost is but a postage stamp.

Hirth-Krause Company

Tanners and Shoe Manufacturers

Grand Rapids

Michigan



Effect of Uncertainty Over Railway Situation.

Written for the Tradesman.

Weakness in the securities market during the past two weeks is not surprising in view of McAdoo's recommendation that Government control and operation of railroads be extended five years after the termination of the war, instead of the twenty-one months fixed by the present law. The uncertainty of the railroad situation has been further complicated, the credit of the roads, due to Interstate Commerce squeezing, has been none too good, and an extension of this uncertainty threatens to further undermine this credit, investors not caring to buy railroad bonds while they bear the aspect of "Pig in a Poke."

To end this uncertainty it would be well if the advice of Jacob H. Schiff, the eminent New York banker, were followed: Let President Wilson definitely announce that he means to retain the control of the railroads for the full period allowed under the existing law and then make it incumbent upon both sides to work out a solution within that period. There is no use in shirking the responsibility. If President Wilson should do this, business could settle down to known conditions, while earnest endeavor upon the part of Congress could not fail to more or less satisfactorily solve the problem within the period mentioned.

Much has been said in relation to the low price on the market of Liberty loan bonds. The decline has come about through independent causes. It has been particularly marked in the new Fourth Liberty loan 4 1/4s. These dropped to 95—in fact, to 94.54—at which figure the yield to the buyer, provided they are held until maturity, will be considerably over 4 3/4 per cent. A number of causes have been assigned as the occasion of the decline. Some urge that the bonds were being sold by large holders who had oversubscribed and who at the approach of Christmas time wanted to recover some of the money locked up in the bonds. Another reason assigned is that the bonds were being thrown upon the market because of restrictions thrown about stock exchange borrowing by the money committee of New York banks. Still another reason is advanced to the effect that holders were selling the bonds in order to pocket the loss and improve their income tax reports by deducting the loss which they could not do so long as the loss was only a paper loss and not an actual one. The most reason-

able theory that has appeared is that the issue, being in over large supply, nearly \$7,000,000,000 having been subscribed, the bonds have not yet found permanent lodgement in the hands of genuine investors or in financial institutions. Whatever the real reason, the decline is furnishing an opportunity for securing investment bargains which will not again occur in many a year. It is believed that after the Government has floated another loan and definitely completed its war financing, an improvement in market values will speedily appear.

There are distinct signs of an easing up in the money market, call loans having been arranged in New York as low as 3 1/2 per cent. Supplies seem ample for stock exchange requirements, which are still confined to level current during the month of September. The second installment of the Fourth Liberty loan was financed without any visible strain or disturbance.

Evidence is accumulating as to an optimistic sentiment prevailing among the business interests of the country regarding the year 1919, at the dawn of which we are standing upon the threshold. Of course, there are divergent opinions. Those who can see nothing bright in the world: those whose pessimistic thinking has brought into their lives and through them into the lives of others the very conditions they dreaded and prophesied. They are still with us, but we hope they will later join the army of the cheerful. The possibilities—to them the probabilities—they point out are cessation of war industries; a decline in prices; inability to dispose of goods at a profit which were bought at high prices; mercantile ratings based upon "war price" statements; pressing more goods upon merchants than they can pay for in the ordinary course of business; disposition to become too indulgent in credits and collections; burden of taxation on industry; dislocation and unrest of labor; inability to promptly reduce expenses; failure to accumulate reserves for depreciation; lessening of borrowing power on declining assets; slowness in correcting extravagant habits; and all other ills to which business is supposed to be heir. It is just as well to present all there is in the pessimistic calendar, for many of these points contain problems to solve. The way to do so is to meet them squarely and by sound sense overcome the obstacles. It can and will be done, for there will be applied to these problems, the splendid spirit of Americanism which rose to the mighty height of

Fourth National Bank

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3 1/2

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MICHIGAN

financing, fighting and winning the great world war. There is a silver lining to every cloud, so there is to every overcast business horizon. Let us for a moment scan the brighter side of the picture. We find the optimism of our "go-ahead" business interests well founded. They point out as bases for their cheerful view of the future the enrichment of a majority of the people through the war; the stoppage of National waste through the patriotism of the people, which, it is altogether probable, will become a definite policy; proper currency and credit expansion through the Federal Reserve system, sometimes severely condemned and justly criticised, but of inestimable value, to the Nation when sensibly operated; trade acceptances which are providing liquid assets and stabilizing credit, sounder accounting methods being insisted upon by banks; prospective sales of goods to foreign countries—an expansion of trade to all the markets of the world; the increase of our merchant marine to carry our goods in American bottoms; resumption of building operations in the United States; savings of the people augmented through newly formed habits of thrift; greater demands for capital due to our legitimate growth; shortening of credit terms rendered possible through better business methods; business co-operation rather than the narrow method of cut-throat competition; and, best of all, the better and broader view of business and social life which is becoming more and more apparent in the organization of commercial bodies in almost all communities of any size; the "get-together" spirit demonstrates there is room enough and plenty of everything for us all if we will only go the right way to get it by realizing the real source of supply and by practicing the Golden Rule. It is safe to say that the preponderance of opinion of thinking men that, notwithstanding difficulties which may be encountered, 1919 will go down into history as a fairly prosperous year, paving the way for even greater progress in 1920, and that in wishing each other a Happy New Year we are not merely repeating a trite saying, but are giving voice to a glorious possibility.

Paul Leake.

Another Tradesman Boy Who Made Supreme Sacrifice.

New York, Dec. 23—I read with much interest your edition of Dec. 18, in which there is presented a suggestion for a Memorial edition to honor the memory of those who gave their lives for their country. My son, Joseph A. Riordan, aged 20 years, enlisted in the 23rd regiment of Brooklyn in April, 1917, at the armory as a private, he at that time being just 19 years of age. His first assignment was guarding the Catskill aqueduct, at Valhalla, N. Y., where he remained until Sept. 29, 1917, on which day he left for Camp Wadsworth, Spartansburg, S. C., where he had an intensive training as machine gunner, ranking high on the lists for accuracy and holding a perfect record for decorum and soldierly qualities. He sailed for France on the President Lincoln, May 10, 1918, going directly to the front without stoppage in any of the large cities. The regimental

number was changed from 23rd regiment of the National Guard, State of New York, to the 106th U. S. Regulars, made up of contingents from the 14th and 47th regiments, N. G. N. Y. In Flanders and France they were brigaded with the British under Gen. Haig. He had fought in all the battles from Cambrai to Peronne and on Sept. 26 entered the St. Quentin offensive, paying the supreme sacrifice on the second day of the battle.

He was a member of Company K. To the 106th regiment—now known as the Victory regiment—is given the credit of having broken the Hindenburg line. He was killed by a machine gun bullet in the forehead and also had two of the same near his great heart. He is laid to rest near Peronne, and I shall leave his mortal remains in the soil made sacred by the blood of the defenders of liberty. He studied at the Grant College of St. Ignatius, Crown Heights, Brooklyn, which he left to take a short career in business, but had not definitely decided his future course in life. The war, of course, decided that for him. He went gallantly and willingly, his last words to me being, "Pop, this is no pink tea party. This is a man's job." How well he carried out his thoughts is evidenced by the sincerity of his work and I am sure that thoughts of his mother were in his pure young mind when he decided to take his place in the ranks of men, as his chief characteristic all during his young life was an exceptional devotion to his mother. His letters to home all breathe this spirit. Let us hope all of our brave boys did not die in vain, that the world will be a better world for their sacrifice.

Thaddeus J. Riordan.

Bottom Facts From Booming Boyne City.

Boyne City, Dec. 24—We had the finest start for a good winter that could be asked when along came a rain storm from Detroit and Grand Rapids and knocked the top and the bottom both out of it. Logging is next to impossible. Next to a frost in June, a thaw in December is about the worst thing that can happen in this country. Most heartily we wish that you would keep your balmy (?) Grand Rapids weather at home, and not be trespassing on our lot.

The officers of the Boyne City, Gaylord & Alpena R. R. were given a dinner by the business men of Alpena last Friday night in honor of the first train service established between Boyne City and that city. F. O. Barden, W. L. Martin, J. M. Harris, L. H. White, James A. White, J. M. Tompkins and Charles T. Sherman represented the company, R. W. Merrill represented the Mayor, Mr. Schaub being unable to attend. The President of the Chamber of Commerce was taken along to add dignity to the occasion. After a very interesting run of a hundred miles, the party arrived at Alpena at 6 p. m. and were taken to the Elk's club rooms, where a very appetizing dinner was served and a very pleasant evening ensued, garnished with the reminiscences, wit and wisdom of the participants, at which the Mayor of Alpena held the place of chairman and toastmaster to the great satisfaction of the guests. Barden said he was no orator, but if plain common sense without flappedoodle or buncombe is not true oratory, then he is no orator. The only thing that marred the completeness of the evening's entertainment was the absence of W. H. and Thomas White, the two men to whom the original projection and final completion of the road is due. The trip back to Boyne City was very interesting—sixty miles of as fine farming territory as Michigan can show with only the very most rudimentary efforts at cultivation. Maxy.

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WAGED WAR TO END WAR.

Tasks We Face During Dawn of Reconstruction.*

Monday, November 11, 1918. We shall be telling our grandchildren about that day and our great grandchildren, if we live to see them. It is a high privilege to have lived through that day. It will loom large and shine high in the calendar of the world's history. It will, without doubt, become an annual international holiday among all the "free and forward looking peoples" who for four years and a half have maintained this superlative struggle for democracy, liberty, civilization and humanity. And when the German people get the clear perspective of history, they, also, will celebrate it as their independence day, the birthday of a free and self-governing nation.

Who that witnessed the celebration ever can forget it? The shrieking whistles and clanging bells which waked us in the early hours, the streets rapidly filling with thronging multitudes, often in gay and even grotesque attire, even the rattling cans and pans and bathtubs and metal barrels, trailing behind every moving vehicle. And that was going on in every city, town, village, hamlet and countryside in this broad land. More, one could hear and see in imagination the shouting crowds of London, the dancing throngs of Paris and the singing multitudes of Rome, the peoples of devastated France and Belgium laughing through their tears. Even the German soldiers on the Dutch border waving Belgian flags and the crowd in the Unter der Linden in Berlin singing the Marseillaise, if you please.

It looked puerile, grotesque, even insane, to the superficial observer—this mad celebration that possessed the world. But the spiritual ear could hear beneath this pandemonium of senseless noise the great diapason of a world organ and the thunderous chords of a world orchestra, and to that accompaniment the hearts and souls of the nations singing one universal Te Deum—not simply a paean of Victory, but a solemn chant of praise to God, Who judgeth righteously.

For if ever God has stepped visibly into human affairs, taken human history into His hands and shaped it to His own purposes, it has been to-day. The revelation is so plain that the blindest must see it. Our song to-day is not merely "Thanks be to God who giveth us the victory," but "His righteousness hath He openly showed in the sight of all the nations."

That is the keynote of our Thanksgiving to-day—the revelation of God's righteous judgment in human history.

And we thank Him, too, for the means used to bring in the great consummation.

We thank Him reverently with tears in our eyes and many with broken hearts to-day for the millions of brave men, our boys among them, "who loved not their lives unto the

death," who made the supreme sacrifice that the world might be free. It is an eternal law. "There is no redemption without the shedding of blood" and the salvation of the world to-day roots primarily in their sacrifice.

We thank Him for the steadfast alliance and mutual faith of the "free and forward looking peoples" who have carried this struggle through to the end, unbroken by frequent defeat and long endurance, uncorrupted by subtle and devilish propaganda.

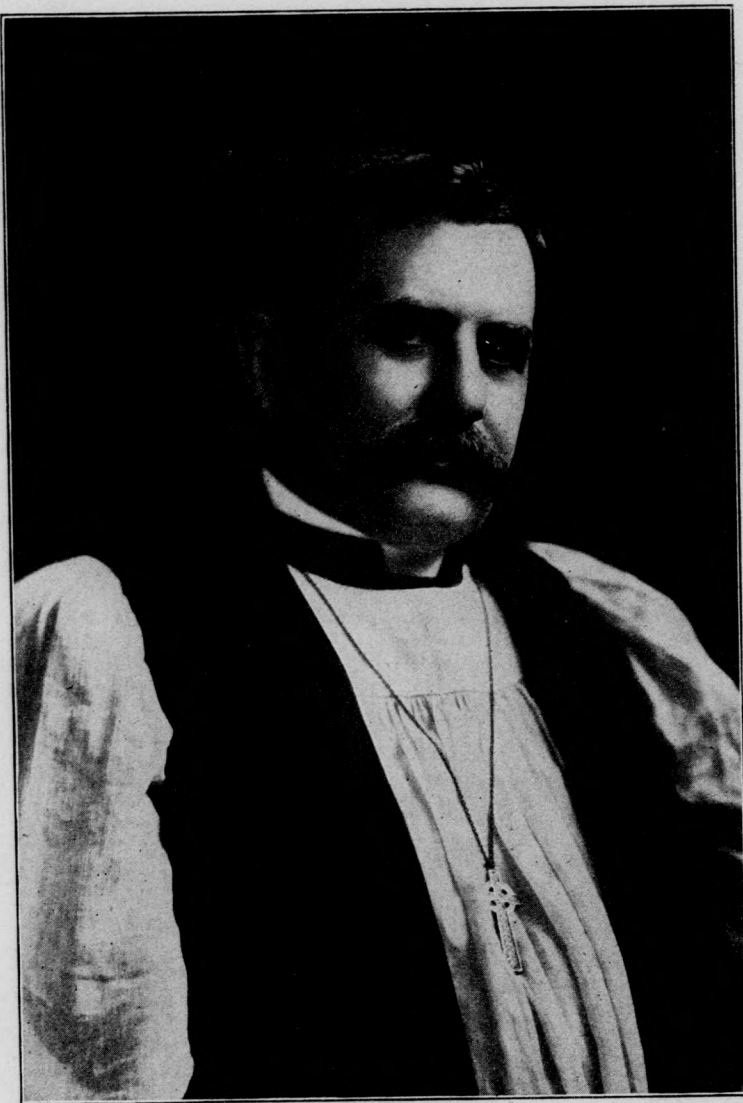
so made possible the victory of righteousness in which we rejoice to-day. This recognition of the greatest statesman of the war and the world to-day—and even one of the greatest statesmen of history, so recognized everywhere outside of America—this recognition ought to be proclaimed in clarion notes by all those who realize it, especially since blind partisanship, insane jealousy and a sensitive autocracy of privilege in industry and business, apprehensive and distrustful of any real democracy, unite in

of the victory won at such costs; lest these universal travail pangs issue in a miscarriage or a still birth.

Our boys waged war to end war. Shall we substitute the arbitrament of reason and right for the arbitrament of force? Whatever difficulties may involve a League of Nations or a League to Enforce Peace (and its most ardent advocates can not ignore them), it is the aspiration of the hearts of the war weary masses. Opposition to that aspiration masks itself to-day under the specious guise of stalwart Americanism, sensitiveness for national sovereignty, denunciation of the molly-coddle policy of submitting anything that concerns our honor to any other decision than that of our own strong arm. Let us beware lest that fair mask conceal a German and a Kaiser's face—a desire merely for American domination of world commerce, trade and politics or to impose our superior civilization, our kultur, upon weaker and more backward peoples; specifically, to refuse freedom and time to the people of Mexico to solve their own problems of democratic aspiration, but to seize, "develop"—that is, "exploit"—their tempting and enormous resources for our benefit without let or hindrance of possible vetoes of European nations or South American republics. If that is what this opposition means, and it should prevail, then while we should have conquered imperial Germany outwardly, we should have been vanquished and possessed by her spirit. Pan-Germanism would become stalwart Americanism and we, too, should be thinking in terms of "real-politik," "welt-politik," and "welt-macht."

Lastly, our boys fought to make the world safe for democracy. But the world of the future is not going to be satisfied with that camouflage of democracy in political forms which co-exists contentedly and even unconsciously with autocracy and feudalism in industry, as it does to-day in America. It longs for a real democracy, penetrating and possessing our whole life, commercial, industrial and economic. A great surge of democratic aspiration pervades the world. Shall we attempt to militarize the mind of America into blind docility and submission to things as they are? Shall we go further and attempt to suppress by brute force and indiscriminately all desire for any change? An American employer said the other day, "I hope to God all these damned laborers will soon be waiting in the bread lines outside the soup kitchens." On the other hand, Samuel Gompers, the arrogant aristocrat of union labor, warns the employers of America that any attempt to reduce wages to comply with the law of supply and demand will meet with summary action. Such arbitrary extremes can result in but one thing. If you weight down the safety valves of democracy, you will produce the explosions of Bolshevism and the reactionaries will be solely responsible.

By wise, patient, well-considered scientific and Christian reforms and social legislation, we should guide



Rt. Rev. Charles D. Williams, Bishop of Detroit.

We thank Him for the superlative skill and strategy of the supreme commander of the Allied forces.

And we thank Him, too, for the superlative statesmanship of our own great leader, President Wilson, a statesmanship which has set the standards and ideals of the Allied world crystallized its sometimes confused conscience, defined clearly the spiritual aims of the war, and so confirmed the sometimes wavering mass of the people in loyalty to each of the Allied governments, dissolved the ramshackle empire of Austria, separated the German people from their tyrannical autocracy and militarism, made possible for them a new birth as a free people, set the terms of a permanent and righteous peace and

disingenuous criticism of and open opposition to that statesmanship.

Let me add one note of warning and exhortation. We stand to-day "twixt a world half dead and one struggling to be born." The negative work has been accomplished. The positive remains to be done, and that is the task to which we must address ourselves from this day. The ground has been cleared of the rubbish of autocracy and militarism, we hope. The new world must be built. The world has been made open to peace and safe for democracy, but that peace must be builded on sure and permanent foundations and that democracy must be real and valid. Let us beware lest by our blundering or failure in our great task we lose the fruits

*Thanksgiving address delivered at Detroit Opera House by Rt. Rev. Charles D. Williams, Bishop of Detroit.

these aspirations into the channels of constructive evolution.

These are some of the tasks we face in this the dawning period of reconstruction. It is a crucial moment.

Let us, therefore, turn our paeans of victory and chants of praise into humble prayers for grace and guidance, vision and wisdom, patience and fearless courage.

The Qualities of a Soldier.

Written for the Tradesman.

To become a good soldier it is not necessary that a child should display a fondness for military sports; not necessary that any one should endeavor to instill into his receptive mind a desire to become a soldier; not necessary that he should be of a quarrelsome disposition; but it is necessary that he should be a fighter. No progress in school, work or business can be made except by developing fighting qualities. A good character is the result of winning battles.

Courage, endurance, true bravery may be taught from earliest years if the little injuries, little disappointments, little hardships are used to good advantage. Too much help or sympathy, too much siding with the child in his childish, wilful, selfish desires strengthen wrong tendencies and weaken the most desirable ones.

Obedience to parents and teachers must be well drilled into the child; respect for the rights and feelings of others. Brutal and domineering tendencies are not soldierly qualities. Leadership is desirable if one shows an aptitude in that direction; but bullying and compelling playmates is not leadership.

Cheerful, uncomplaining acquiescence in every undesirable situation is absolutely necessary; but passive submission to anything which could be improved, which should not be tolerated or endured, is the very opposite of the desired attitude for a soldier.

E. E. Whitney.

How, we sometimes ask, did people get along before there were telegraphs, and how did they manage to wait for news in the days when all boats were dependent upon wind and tide. The dispatches that are coming out of Russia, relating to the last days of the Czar, enable us to understand how it is possible to get on with rumor instead of ascertained fact. The

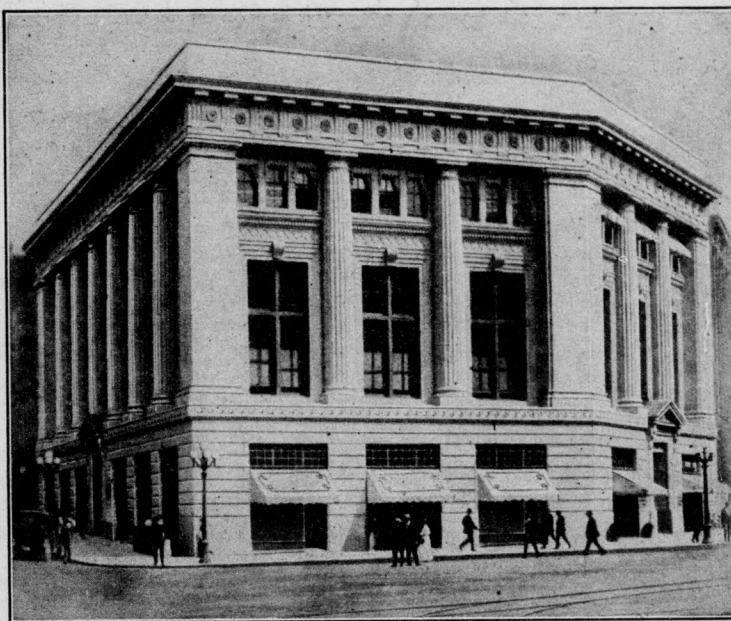
Czar was shot—if he was shot—five months ago by about twenty Red Army soldiers. It is open to any one to believe that he escaped and is in hiding, although this seems very improbable. But there was no question of probability or improbability for people who were living when Louis XVI expiated his misfortune of having been born to a throne. The greatest revolution of history was raging, and neither steamship nor telegraph had appeared, but Americans knew of the event with certainty and in detailed fashion much sooner after its occurrence than we can know of the last hours of the last of the Romanoffs. The fact that the execution of the French monarch was public has nothing to do with the suspense in which we imagine our ancestors to have dwelt between one irregular mail and the next. By measuring the tensivity of our feelings with respect to the mystery of Russia we may obtain a better idea of the way in which they adjusted themselves to the conditions of their time.

If the whining pessimist would stop talking about how cruelly the world is serving him, and direct his energies towards serving the world, what a difference it would make.

If you lack the courage to say "No" to the man who asks for credit and is not entitled to it, you well deserve to lose the amount of his account.

Even the ambitious oarsman draws the line at a lightning stroke.

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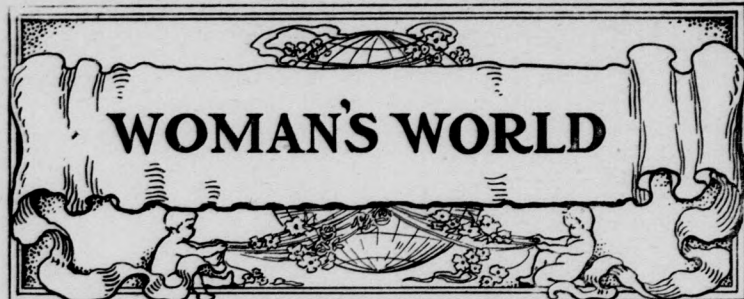
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Giving the Gift Without the Giver.

Every year since I began to write these weekly articles I have come to the Christmas season with a feeling that I ought to write something suitable to the occasion, but couldn't do it because I wanted so much to tell the truth, and knew that the truth would hardly make matters any better. I don't know of any subject about which there is more nearly unanimous hypocrisy than about the whole Christmas business. Every year we hope in our hearts that we shall have the courage to be a little more honest about it; then suddenly we are in the midst of the rush and clatter of it, and the good resolutions go over to another year.

It seems as if this year the spirit prevailing was a little worse than usual; perhaps it is the reaction of the war strain under which we have suffered for four years; perhaps the sense of compulsion is a little more trying in view of the economies that have been necessary for most of us; perhaps it all seems a little more than ordinarily out of tune when we think of the sorrow that hangs black over so many homes to which the lads are not going to return. I do not know the reason, but I do know that the unreality of the whole thing has seemed to me a little more depressing this year than usual. More women have spoken to me about it, and wished that Christmas were not so wholly the Festival of the Shopkeepers.

I am not going to be sour about it, even if it is too late for anything I say to do any damage, real or fancied, to the "Christmas trade"—lovely phrase, that! I am going to try to contribute a constructive thought, right on the eve of the New Year, and hope that some of my readers will find it a helpful even if not a new one.

At bottom, the trouble with Christmas is that it has become an official occasion, a thing of the calendar rather than the heart. There is a sense of compulsion. "Oh, dear, what do you want for Christmas? Be sure to say something that I can get at the place where I'm going to do my shopping—I'm not going to tramp all over town!" That sort of feeling is pretty common, I fancy, and it shows how far we are from the essential spirit that ought to be making the family circle, old and young, glow with the joy of the Christ-love.

To get the real feeling that they tell about in the story-books—oh, yes, I know; it isn't extinct in your home; I'm writing about quite another sort of family!—you have to

devote some personal thought to it. The gift doesn't amount to anything if it's given just because it's Christmas. You have to give yourself with the gift.

As I said, I am not talking now about this Christmas. By the time you are reading this, you will have made or purchased your gifts, with a right spirit or a bad one, as the case may be, and sworn your oath as usual that "Well, next year . . ." etc. You know what the Christmas feeling ought to be, what you wish it might be; what it could be, even now, if you would open your heart and go out of yourself with a reality of love. Yourself with your gift! Yourself without any gift! That's the point—yourself. Without yourself, the gift is a mockery. You know that, and the recipient knows it, no matter what sort of camouflage you use.

Here we are on the eve of the New Year, and we can start right in with the business of making the gift-exchange personal. Get yourself a little diary or birthday book and write in it all the birthdays that you know, beginning, of course, with those of your own home circle. You will be surprised to find how many you can remember, and it will be easy to add as you go on.

Then make it a pleasure to recognize these birthdays as they come along one by one, by a gift, a letter, a telegram, a telephone call, as the circumstances make appropriate. It requires but a little thought and foresight. And that attention is real. When you receive on the morning of your birthday a letter from some friend across the State, you know that he has thought of you. He wasn't compelled by any conspiracy of shopkeepers or nagged by advertising. He himself thought of you and took the trouble to let you know it. His own birthday, illumined by the loving spirit of a friend, is the beginning of his year. Every day is New Year's Day for somebody.

Really thoughtful attention to the birthdays in the family is one of the best binders for the family circle that I know of. Show me a household where the birthdays are noticed with loving enthusiasm, and I will show you a home. Thoughtfulness on your own part, to keep track of the birthdays of your friends, will bring sunshine and happy surprise into drab days, and the reflex will come back to you. Do what you will about Christmas and the official New Year; but create a series of New Years along the days, in which in a very real sense, almost "every day

will be Christmas" for some one to whom your gift or greeting will be welcome.

Another thing about it is that through such a custom as this you can inspire in your family a habit of thoughtfulness. There is something wrong with the training of a child if he has not the habit of thinking regularly and definitely of others. All his life he will suffer for the absence of concrete and purposeful guidance in this matter—to say nothing of what those about him will suffer through his selfishness. Every day he should make a business of thinking of grandfather, Aunt Mary, some one in the house; some sick person, some poor neighbor; what he can do for them, and be glad to do.

There is no better way to encourage and give definiteness to this habit than by enlisting the interest of children in the birthdays of their friends. There is something personal about a birthday that does not attach to any of the formal public days. Furthermore, through the cultivation of such a spirit as I bespeak for the birthdays as they come along—the spirit of giving yourself with your gift, and teaching the children to do the same with joy and spontaneity—before you know it you will have rescued the old-fashioned Christmas that the shopkeepers have all but destroyed. For the kind of love I am talking about is a contagious thing. Once it is truly lighted, it is hard to blow it out. The cold of perfunc-

tory giving flees before it. It lives by what it feeds on, and spreads, to places and days, and people. But you do have to think about it and attend to it. For love doesn't go, as a rule, except where it is wanted.

Prudence Bradish.

Genuine Mapleine Syrup

made with sugar, water and Mapleine is



A Real Saving

and a delicious spread for hot cakes. A trial will please your customers.

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

Crescent Mfg. Co., (M-347) Seattle, Wash.

Fiegle's

Chocolates

Package Goods of
Paramount Quality
and
Artistic Design

In Peace or in War

the real Victory food is the food that gives the greatest amount of real digestible nutriment for the least money.

Judged by this test

Shredded Wheat

is the real Victory food. It comes out of the war unscathed, unadulterated and unsullied. There is no "substitute" for it. It is the same breakfast cereal you have always sold, clean, pure, wholesome and nutritious. It is made of the whole wheat, nothing added, nothing taken away.

Made only by

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

The Happiest Christmas

WE ARE about to celebrate the happiest Christmas day in the history of the world. Much happier than the first Christmas, because on that day, while the angels acknowledged The Christ and sang their anthems of "Peace on Earth, Good Will to Men," of mortals we have the record of but three who hailed Him as the Savior and these three have gone down in history as "The Wise Men."

The Mother? Yes, but what mother's first-born is not a king among men?

But the babe, Jesus, son of Joseph, the Galilean carpenter, found no recognition as the Christ among the populace.

Born of the Jews, He was repudiated by them for they could not acclaim a Messiah who came to them as the son of a plain mother of Nazareth. Their Messiah must come to them riding in a golden chariot with a jeweled crown upon his head and a sceptre in his hand. This manger-born babe could not be their long-looked-for Messiah—this child who was no richer than the poorest among them.

And to the rest of the world there was no king but Caesar.

The centuries have rolled along with one Christmas very much the same as all the others. Gradually Jews and unbelievers who have not recognized Jesus of Galilee as the Savior, have come to participate and more and more in the Christmas spirit, as it is called, for it is hard to stand aloof and deny one's children the happiness which comes to the Christian world on December 25th each year.

And with Christmas Day as a rallying point, the ages have sung the anthems of Peace on Earth, and then promptly forgot the Christmas spirit and the name which gave us Christmas Day and gone on their way to barter and trade, even to burn, pillage and kill, sometimes in the name of the gentle Christ whom their professed allegiance profaned.

Over four years ago, from a cesspool of arrogance, intolerance, brutality and hypocrisy which had been festering in Central Europe for half a century, there flowed over the borders of Belgium and France a bestial horde which, until beaten to its knees on November 11th, 1918, went its way carrying out its carefully nurtured plans of world conquest.

With the prayers of their preachers, the name of God on their lips and "Gott Mit Uns" cast into the very buckles of their uniforms, these Christian (?) nations pressed on toward the sea, burning, killing, raping, pillaging and starving the defenseless in their path.

After more than four long, terrible years the fighting mob is beaten to its knees—its rulers are skulking in out-of-the-way places and the rest are whining for forgiveness and help in the name of Humanity—the Humanity every principle and tenet of which they violated willfully, filthily and completely and the civilized world which won peace, instinctively is turning its face more than ever to the Prince of Peace—Jesus of Nazareth, whose coming to Earth we celebrate on the twenty-fifth day of this month.

His principles, teachings and admonitions are recognized now by the civilized world as never before, for the world has seen the results of the Anti-Christ doctrine taught and preached to nations led by degenerate rulers who called upon God to witness the justice of the outrages which they were about to commit.

This isn't the first time that the world has crawled back bleeding to the Christ—but never before has civilization been so menaced nor punished so severely for its selfishness and indifference to the trend of events. For the Hun was not all to blame. The world saw his plans in the making, but shrugged its shoulders and passed on. The question, "Am I my brother's keeper" did not die with Cain. It remained over the world which thought more of commercial prosperity and papier-mache rulers—degenerate and vicious—than it did of its women and children and of the millions of its defenders whose graves now dot the fields of Flanders and France. But the world has learned its lesson over again and in its present mood turns once more to the Christ as the Prince of Peace, for whose principles it has sacrificed the flower of its manhood.

It does not seem that the world ever could forget the price it paid that it might celebrate this Christmas with Peace. Nor does it seem that it ever could forget the causes of the four years of slaughter through which it has just passed.

It is foolish to prate about the "Brotherhood of Man"—but so long as the world can remember August, 1914, and November, 1918, and the simple rules of life laid down by the One whose natal day we so soon are to celebrate it can look forward to Christmas Day with happiness and not with shame and horror.

And never until now has the world known what Christmas could and should mean to it nor has it realized until this year, 1918, A. D., the true significance of the angels' anthem, "Peace on Earth, Good Will to Men," as it rang out centuries ago, across the hills of Palestine.

GEORGE A. MURPHY.

CROSSED THE DIVIDE.

Death of a Life Long Dry Goods Merchant.

John Snitseler, one of the best known business men of Grand Rapids, died at his home, 733 Lake avenue, Dec. 26. Death resulted from a hospital operation, made necessary by his being struck and run over by the automobile several weeks ago. The funeral was held from the house and the First Reformed church Saturday afternoon.

John Snitseler was born near Vriesland, Oct. 1, 1853. His father was a farmer and John attended school steadily until he was 13 years of age, when he entered Hope College, at Holland pursuing the academic course, on which he graduated four years later. During the summer of 1870 he taught school in Vriesland, coming to Grand Rapids in the fall of that year for the purpose of seeking an opening. He was at that time offered a position as teacher in a school at Whitehall and never ceased to rejoice that he did not accept the offer. He spent several days looking for work, and among the places he struck was a printing office, which happened to be the old Eagle establishment on Lyon street. He was not very particular what business he undertook so long as there was a chance for him to learn. After talking with one of the proprietors a few minutes he was called to one side by a gray haired printer, who asked him if he really intended to identify himself with the printing business. He replied that he was not particular what he undertook, so long as he was given a chance to do something, whereupon the aged compositor told him that before he started out on the career of a printer he would do well to purchase a piece of rope six or eight feet long and hang himself in the woodshed. The man who gave this advice assured the young man that he had worked at the printing business thirty years and that if he had followed his own advice he would have been money ahead. Mr. Snitseler asserted that the timely warning made a definite impression on his mind and from that time on he never had any yearning to follow the occupation of a printer. Among the places at which he applied for work was the dry goods store of C. B. Allyn. Mr. Allyn informed him that he could use him a little later and Mr. Snitseler went home to await the summons. He received the expected call in the course of a few weeks and reached Grand Rapids on Christmas Eve, 1870. His salary was to be \$3.50 per week and, although he was obliged to pay \$4 per week for his board, he was not at all discouraged because he realized that a beginning was the stepping-stone to success. He later related many interesting incidents of his early career as a dry goods clerk, due to his utter ignorance of the business at that time. The second day he was in the store a customer came in and asked for some "factory," which stunned him until he could recover sufficiently to ask of

a brother clerk whether it came in bottles or boxes. He remained with Mr. Allyn until the following spring, when he was offered \$7 per week as clerk in the woolen department of Voigt, Herpolsheimer & Co. Eight years later he was admitted to partnership, at which time he began buying goods for the various departments of the store. On the establishment of the wholesale department in 1880 he took charge of that branch of the business, gradually letting go his duties with the retail end of the institution. For seven years he had the entire charge of the buying, selling and credit departments of the wholesale store, which kept eight men on the road and employed twice as many in and around the institution. On the organization of the busi-

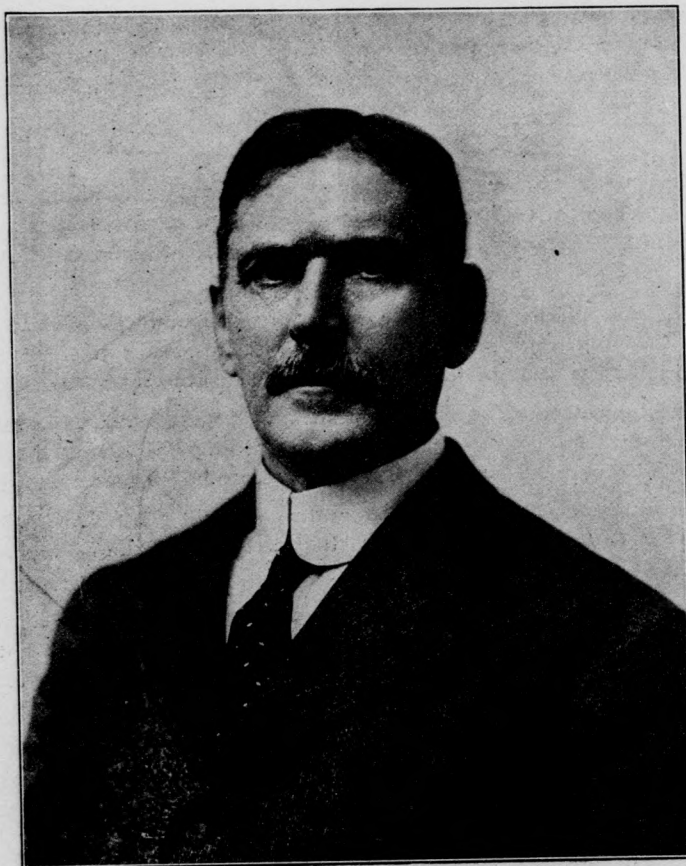
ness also a member of the Grand Rapids Credit Men's Association, a director of the Globe Knitting Co. and President of the Falmouth Lumber Co. For a time he had a sawmill at Moddersville, which he operated under the name of John Snitseler. He owned a summer home at Virginia park, on Black Lake, and a cottage at Little Manistee, on Little Manistee River, where he spent his time during the fishing season in May. Mr. Snitseler never held public office, insisting that his aspirations did not run in that direction.

Mr. Snitseler attributed his success to the fact that he was not afraid of work and that he had stuck to one thing. While he was getting \$12 a week as a clerk in the woolen department of Voigt, Herpolsheimer &

and to the associates to whom he gave nearly fifty consecutive years of faithful service, Mr. Snitseler leaves a record which will long be regarded as one of the most priceless possessions of the mercantile history of the city.

Bed Rock Resolutions Every Merchant Should Make.

1. I will keep an accurate account for the coming year of the amounts I have made through discounting my bills.
2. I will take a thoroughly honest inventory at the end of my fiscal year, making a suitable margin of depreciation on fixtures and any dead stock on hand.
3. I will take my inventory promptly and decide whether according to the best advice I can get, the stock on hand is too large, too small, or just right for the amount of business I am doing. If too large or too small, I will proceed to remedy the weakness.
4. I will go over all my fire insurance policies in the light of present-day values and labor schedules, so as to determine whether or not I am adequately protected on both stock and fixtures in case of loss.
5. I will no longer be satisfied with a general estimate as to the percentage of the expense of doing business. I will keep such close records that I can reckon to a fraction, what such expense is, and I will remember that I must reckon it in relation to the total sales, and not in relation to the amount of goods bought.
6. I will require kept separate accounts of cash sales and charges either by week or the month as I deem expedient.
7. I will keep a record of all goods purchased week by week or month by month, using the same units of time for all my records of accounting.
8. I will plan to know where I stand in relation to assets and liabilities, at least once a quarter. This will require a stock accounting from each department four times a year.
9. When I figure depreciation on fixtures, I will figure from the cost price to me, as these articles are not for sale at a profit.
10. I will figure accurately the percentage of the gross profits of my business in relation to the total sales of the year.
11. I will keep an accurate account of all expenses, not forgetting to charge bad debts and adjustment of complaints as legitimate business expense.
12. I will charge interest on the money I have invested up to my business expense.
13. I will keep an accurate account of all salaries paid out. These will be adjusted on the basis of what the various individuals could earn with a stranger concern.
14. I will keep an account of all supplies taken for personal and family use. This account will not be charged as a business expense, but will be paid quarterly, the cost price of the articles being reckoned.
15. I will use my best endeavor to adjust properly the relation between



The Late John Snitseler.

ness as a stock company, Jan. 1, 1903, he was made Secretary, Treasurer and General Manager, which positions he held until he voluntarily relinquished them to Messrs. Holden and Lemke Jan. 1, 1910.

Mr. Snitseler was married August 26, 1874, to Miss Jennie Van Dyke, of Hudsonville. Five children graced the family circle, two of whom passed into the Beyond at the age of 5. The family reside at 733 Lake avenue, and current report is responsible for the statement that their home is one of the happiest in the city.

Mr. Snitseler had been a member of the First Reformed church ever since he came to the city. He served as deacon and elder for many years and was an elder of the church at the time of his death. He was a member of the Knickerbocker Society and was President one year. He was

also a member of the Grand Rapids Credit Men's Association, a director of the Globe Knitting Co. and President of the Falmouth Lumber Co. For a time he had a sawmill at Moddersville, which he operated under the name of John Snitseler. He owned a summer home at Virginia park, on Black Lake, and a cottage at Little Manistee, on Little Manistee River, where he spent his time during the fishing season in May. Mr. Snitseler never held public office, insisting that his aspirations did not run in that direction.

Few men in this city ever had a larger circle of friends or possessed the respect of a larger circle of business acquaintances than Mr. Snitseler. Large in stature, brusque in manner, quick to make up his mind, energetic to assert his opinions, frank in statement, loyal to his family, his friends

my rent and my total business sales. If the rent is too high, I will use promotion means to swell the volume of business. If the rent is seemingly too low, I will consider the advisability of enviroing improvements.

16. Whether I own the building in which my business is located or not, I will charge myself with rent.

17. I will make out a Profit and Loss statement at least twice a year.

18. At the end of my fiscal year, I will determine how many times I have turned the stock over in the previous twelve months, and I will try to beat that record the coming year.

19. I will keep a "Confidential" or Intimate Book of significant business figures for my own study and reflection. This book may only give my totals and comparative results, but it will show where I am falling down or succeeding.

20. I will set such a good example to my associates of good business methods, promptness and courtesy, that the morale of my organization will inevitably be improved.

21. I will entertain no "star boarders" in the way of departments which do not pay.

22. I will study the methods of my competitors that I may profit by their experience.

23. I will read my trade literature thoroughly and to better purpose than in the past.

24. I will live practical patriotism every day, remembering that the country's welfare must always take precedence over individual gain.

25. I will be kindly and considerate of those with whom I am associated, not mistaking sentimental laxity for a firm, far-sighted, humane policy.

26. I will know, absolutely know, the truth about my business and every department of it!

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.

WM. D. BATT
Hides, Wool, Furs and Tallow
28-30 Louis St.
GRAND RAPIDS, MICHIGAN

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 of Plain Prices

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

Butler Brothers

Exclusive Wholesalers of
General Merchandise

New York Chicago
St. Louis Minneapolis
Dallas

Outing Flannel Special

Light Outing Flannel in BUNDLES, 10 to 20 yard lengths—130 yards to the BUNDLE. Quality like F. S. 200 BUNDLES in the LOT.

Special for January 1st—22½¢ per yard.

Quality Merchandise—Right Prices—Prompt Service

Paul Steketee & Sons

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

SERVICE

QUALITY

Don't Rock the Boat

SIT STEADY—All of the boys in France will not be back at once.

It took a long time to get them over. It will take a long time to get them back, and there is work for them to do when they get back.

DON'T THINK THE SUPPLY WILL EXCEED THE DEMAND FOR A LONG TIME.

A hundred million people wear out a lot of clothing and dry goods and now that it is not a patriotic duty to conserve, demand will increase. Then there is a ragged Europe to be clothed.

DON'T LIMIT YOUR SPRING BUSINESS BY RUNNING SHORT OF GOODS.

Materials are relatively scarce, supply is under demand, little improvement can be expected for months ahead.

Don't Rock

Show your confidence in yourself and the busy period ahead by sitting steady.

We believe that sound prosperity here is assured, for with the closing of the war, the cessation of the deadly "flu" (for both of which we are profoundly thankful), the call of farm, forge and loom for labor, the reconstruction of devastated nations and consequent need of material, clothing and food—with maintenance of prices—the demand for products must be universal.

Confident in such belief, we offer you service in fabrics, style, quality and price, realizing that "business is sensitive, goes only where it is invited and stays only where it is well treated."

Grand Rapids Dry Goods Co.

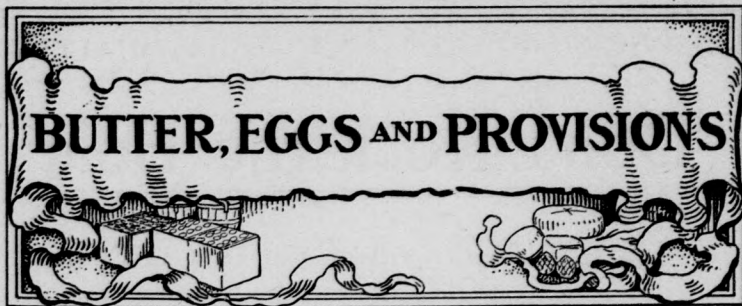
Exclusively Wholesale

Grand Rapids

Michigan

QUALITY

SERVICE



Michigan Poultry, Butter and Egg Association.

President—J. W. Lyons, Jackson.
Vice-President—Patrick Hurley, Detroit.

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

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

Who Shall Own the Label on the Can?

There is something of more than passing interest in the recent episode at the Iowa Cannery Convention, when a Chicago broker nipped in the bud by an avalanche of plain common-sense an effort on the part of the canners to take drastic action on certain debated and debatable problems, as to who should and who should not be permitted to buy canned goods of a packer and whose label the cans should carry.

The action of the convention was perhaps not unnatural, but had it been taken, would have been diametrically opposed to the average canner's interests. As a subject for individual canners to settle, one condition is presented, but when a whole section nails down a certain policy as right and another as wrong, basing the distinction on both prudence and ethics, the situation is materially different. It is simply one more of those occasional attempts to settle questions by vote which can not be settled save by evolution and gradual crystallization of trade opinion.

Nowhere is there so lively a controversy as in the canning field as to who shall own the label—the buyer or seller. Both are actuated by precisely the same motive; the knowledge that the brand of a good article is the link which ties down the repeat business—and both want to own the label. If a packer thinks he can afford to refuse to sell his pack under another man's label, it is his privilege to do so. If he thinks it is better business for him to sell his pack, free from all expenses of merchandising, under the buyer's label, he will do well to sell that way. But to reach a conclusion that one is abstractly right and the other unequivocally wrong, is unjust and ridiculous. It is a subject for individuals to settle by the old processes of dickering, and no other plan will effectively hold.

Then there was the action toward the Chicago packers. They are a thorn in the flesh all along the line apparently, but that need not necessarily restrict their rights as free factors in business, investing their money and trading in whichever way they please. Just how can a meat packer with surplus money—any more than any other man—be kept from

going into the canning business if he chooses? If he comes forward with his money to buy a canner's pack, why is his order less desirable than that of any other distributor?

Admittedly, from the standpoint of the specialty packer, the big Chicago meat packers present a menace by reason of their proneness to gradually branch out as their own producers, once they have gained a standing in the trade, and leave the specialty man high and dry. In the case of the Raisin Company, it refused a single order of 800 carloads from a packer because it felt that the order was so great as to swamp the great mass of jobbers who were their friends and had its brand to sell. But the raisin people are themselves almost a monopoly, and considerations that would appeal to them would not apply to the canners, of whom there are probably 5,000 or more in the country.

What difference does it make to the canner which distributor handles his goods, so long as he does not "carry all his eggs in one basket?" It is a matter for each canner to settle for himself, but every canner in Iowa knows very well that any such resolution would have been made ridiculous, had it been passed, by the vast majority of violations that would have occurred.

Canners are getting very touchy of late, anyway. One lump that has stuck in the craws of the more partisan of them is the way the limited cost-plus price system of the Food Administration worked out in the matter of rebates. A Western contemporary is out with some very covert hints that it favored the wholesale grocers at the apparent cost of the canner and retailers because the Food Administration was so largely made up of wholesale grocers in high executive positions. So far as the writer knows this is the first such sinister thrust that has been aimed at the Food Administration.

No one pretends that the Food Administration plan for limiting canned food profits was perfect in operation.

COLEMAN (Brand)

Terpeneless
LEMON

and Pure High Grade
VANILLA EXTRACTS

Made only by
FOOTE & JENKS
Jackson, Mich.

No Springs—Toledo Scales—Honest Weight

These are exacting times and if ever you need *Reliable Scales* it is now.

Do Your Weighing the Right Way—On a Toledo.

Why?—Automatic Operation. Pendulum and Gravity Construction. No springs, therefore not affected by changing temperature.

Clear reading charts, complying with weight and measure laws in every state.

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SERVICE **PIOWATY** QUALITY

Largest Produce and Fruit Dealers in Michigan

All Nut Margarines are NOT alike.

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NUT MARGARINE

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

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NUT MARGARINE

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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

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Onions, Apples and Potatoes

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ACCURATE - RELIABLE
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names—fully rated—no blanks—
EIGHT POINTS of vital credit
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Superior Special Reporting Service

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THE POWER CO.

Bell M 797

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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

Admittedly, it was aiming at the impossible, and could only succeed in greater or less measure. That it did accomplish all it did is a matter for general congratulation. Its first purpose was to keep the canner down to his actual "cost-plus" in price, and it is patent that if not restricted canners would have inflated cost just as the cost-plus shipbuilder did. So it was provided that the final end-of-the-season cost should control and any inflation be rebated.

How far could that rebate be subverted down the mercantile line. Naturally the canner wanted it. So did the wholesaler and retailer. It had to go somewhere, and the jobber turned out to be the lucky one; presumably because his normally permitted profit seemed the most in need of padding and because the rule required that the rebate be applied to reduce the cost of all goods in jobbers' stock, so that retailer and consumer finally shared in the benefits. But to insinuate that jobbers profited by "being near the throne" is not the spirit that has prevailed heretofore.

By the way, some of the canners are still very touchy about having their product called "canned goods," and insist that it should be called "canned food." Every now and then some prophet rises up to complain because the product may in these columns, for instance, be called "goods," rather than "food" as certain of the leaders decreed a few years back.

Of course it is "food," but why should it be inimical to the canner's interests to call it by the commoner name? The use of the latter term is in nowise intended as derogatory to the product and in nowise operates that way, with even the fussiest consumer. There is no more psychology in the idea that it is "food" in the can than that flour in a barrel should be called "wheat food" or some such fanciful name. It all depends on the viewpoint of the speaker. Considered specifically by a consumer, perhaps it is "food." Looked at as merchandise, however, it is just as truly "goods"—like glass goods, bulk goods, barrel goods, foreign goods, package goods, etc.

No one objects to calling the product "canned foods," but why be so alertly insistent that anyone who regards the products as merchandise and stock and refers to them as "canned goods" is a deep-dyed enemy of the trade?

Lodge Would Boycott German Goods.

Senator Henry Cabot Lodge, of Massachusetts, the ranking Republican member of the Senate Committee on Foreign Relations, is universally admitted to be one of the ablest men in the Senate. Intellectually, he is undeniably a statesman and when he puts forward a proposition of National significance he commands the attention of the leaders of both parties.

Mr. Lodge has launched a campaign against German merchandise and before the consideration of the pending revenue bill is completed he is likely to urge an amendment putting the movement into concrete form. It will have much support in Congress, and

if it is followed by the business men of the country the Massachusetts Senator will be able to put it over with a wide margin.

Senator Lodge proposes not only that all merchandise imported from Germany shall be clearly marked on each unit when offered for retail sale to show its German origin, but also that every wholesale and retail dealer in German goods shall display conspicuous placards in his place of business announcing that he is a distributor of Teutonic merchandise and in addition shall make a statement to the same effect on his business stationery.

There are plenty of teeth in this project. If you don't think so at first turn it over a few times in your mind.

Under the present law a considerable percentage of the goods imported from Germany are marked to show the country of origin. In many cases, however, the mark is on the carton or packing case only and does not appear on the goods as offered to the consumer. Senator Lodge's plan will leave no doubt in the minds of anybody as to the source of all German merchandise, and neither importer, jobber nor retailer could put anything over on the public.

Although the Peace Treaty may not be signed for several months, importers who have heretofore handled German merchandise are slipping down to Washington quietly almost every day to feel out the situation. They are planning to resume operations with their old connections just as soon as it is safe to do so.

One big importing house has handled German hardware in the past and expects to do so in the future. In confidential talks here a representative of this house admits that it will have to "go slow for a little while," but he confidently declares that "after things have blown over a bit," the public will forget many of the lessons of the war and will again begin the everlasting hunt for low-priced merchandise.

The German manufacturers and importers and their gumshoe representatives in the United States intend to recover their lost trade through the medium of low prices. It is their intention to give the American producer all he can stagger under in the way of price competition and they believe the public will do the rest.

Paid Two Cents on a Dollar.

George Haverkate, the Whitehall grocer, has just been ground through the mill of the bankruptcy court. His creditors received a first and final dividend of 2 cents on a dollar, which is a pretty good indication of the kind of merchant Haverkate was. He had no use for trade journals and had mighty little use for traveling men and jobbing houses. He was always chasing after co-operative schemes and short cuts to a competence. He never worked in harmony with his brother merchants and treated his customers as though they were objects of detestation and annoyance.

The result is what could be expected—two cents on the dollar for

the creditors and nothing for Haverkate except a dishonored name and a tarnished future!

God deliver us from too large a proportion of this kind of traders who masquerade under the name of merchants.

When new goods come in, put them in new positions so that every regular customer will notice them.

Washing on Wintry Days

—is often dangerous for your customers. If they use ordinary soaps, perspire over steaming washboilers, and then go out in the frosty air, they are very apt to take cold.

FELS-NAPTHA SOAP

eliminates this risk. No boiling water is necessary. Fels-Naptha saves fuel and health.

Push Fels-Naptha Soap. There isn't a product in your store that gives customers greater satisfaction.

Fels & Co.

Philadelphia, Pa.



Bel-Car-Mo Peanut Butter

The irresistible quality that pleases the customer and makes friends for the store. Comes in tins ranging from 1 to 100 lbs.

—Your Jobber

Stevens & Co. Special Sales

Men who know how to raise money for you.

Telephone 8655 or write
927 Dorchester Ave.,
Grand Rapids, Mich.

Knox Sparkling Gelatine

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

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.

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

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

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.



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.

Stock-Taking is Now the Order of Business.

Written for the Tradesman.

With the advent of a new year, stock-taking is again in order. In fact, some merchants plunge into this disagreeable bit of routine immediately after the Christmas holiday. They reason that the quicker stock-taking is over the better.

Merchants differ as to the best time for taking stock, but the consensus of opinion seems to favor the first few weeks of January. Some begin with the new year, others wait until the second or third week, some hold off until February—with all the aim is to get the job done in the dull winter months when the time for this work can most easily be spared.

It is a good rule to get work started just as early as possible. It is even more important to get it through as expeditiously as possible, consistent with accuracy. It is not always the case that an early start makes a quick finish.

On the contrary, there are many stores where, through lack of adequate system, the stock-taking is allowed to drag unnecessarily, with resulting hindrance to trade.

For it is a hindrance in more respects than one. Clerks engaged in this form of uninspired drudgery are not likely to display any deep interest in making sales. They will wait on whatever customers may come, of course, but their salesmanship is apt to be mechanical and perfunctory. And customers, for their part, are apt to keep away while stock-taking is going on, realizing that if they come back a few weeks later they will be likely to get better service.

A first step toward expeditious and satisfactory stock-taking is to have some plan of work.

It is difficult if not impossible to lay down any cut-and-dried scheme of stock-taking applicable to every hardware store; for the simple reason that each hardware dealer has his own individual problems. But in any store it will help immensely to map out the work, and, before getting started at all, to spend a few minutes or even a half hour if you have the time giving your helpers a clear idea of just what you expect them to do. A little preliminary conference of this sort is just the thing to get the boys keyed up to

top notch. They will do the work quicker and better, and you will save that half hour many times over.

Know before you start work at all just where you are going to start, and the order in which the various departments will be taken up. Have your book—or books—ready, with a good supply of freshly sharpened pencils. Impress on your clerks the need of accuracy above all things—no guesswork allowed. Next to accuracy comes speed, but accuracy is the first essential.

If you are planning an after-inventory sale, it may be a good thing, as you take stock, to set aside such odds and ends as, in your judgment, it is specially desirable to clear out at a sacrifice. Every store, no matter how well conducted, is bound to accumulate a great deal of stock which, without some special selling effort, is pretty sure to stay on the shelves year after year. Keep your eyes open for such items as you go along, and weed them out at the time. It may take a little longer to do this, but you are that much better prepared to launch an after-inventory sale that will turn your odds and ends into cash. If you count on picking such items out of the stock list after it is complete, you are quite likely to overlook some things.

A great consideration is to so arrange the work that trade will not suffer appreciably while stock-taking is in progress. Some merchants effect this by taking stock at night time only. This does not work well in every instance; quite often late hours are ruinous to efficiency the next day. In other stores stock-taking is limited to the early morning—this where the bulk of the business is done in the afternoon. Some merchants detail certain members of the staff for stock-taking, leaving the others free to wait on customers. One hardware dealer has given each member of his staff an all the year round specialty—thus one young fellow looks after sporting goods, another is a specialist in households, a third in builders' hardware. When stock-taking comes, each salesman supervises the stock-taking in his particular department. It is for the merchant to work out the particular scheme best applicable to the circumstances under which he does business.

An interesting suggestion is made by a very successful hardware dealer. "Advertise your stock-taking ahead of time," he says. "Tell the public a couple of weeks ahead that they will oblige you and benefit themselves by doing their shopping right away, before you start to take stock. Also,

intimate that your big stock-taking sale will follow the minute stock-taking is finished. What with those who hurry up their shopping to avoid the stock-taking period, and those who wait for the special inducements, my trade is concentrated before and after, leaving a fairly clear period in which I rush the inventory right through with little interruption. I have followed this plan for years, and can't see that I have lost any trade. Business has simply evened up."

Many hardware dealers will disagree with the method, feeling that such advertising is tantamount to warning customers away from the store. One who disagrees with the idea in itself adds, however: "A phase that does appeal to me is the incidental advertising of the after-inventory sale. Tell the public that you are taking stock, but will wait on people just the same—that is my idea. Do not try to hide that you are taking stock. Play it up. In that way you prepare the public for the sale that is to follow."

So far as the stock-taking sale is concerned, there is some difference of opinion as to when it should be held. Some merchants hold the sale first, and take stock afterward. This throws the stock-taking over until late in January or early in February. The consensus of opinion, however, favors the after-inventory sale.

The advocates of the first procedure argue that the sale clears out a lot of odd lines and reduces stock, thereby making stock-taking much

easier. The advocates of the after-inventory sale, on the other hand, point out that stock-taking shows what lines need reducing and brings to light a lot of odds and ends that need to be cleared out. To know what goods required speedy handling, a preliminary inventory of some sort would be necessary; so that the stock would have to be more or less thoroughly gone over for the pre-inventory sale and the regular stock-taking come afterward. As a matter of fact, what suits one man's business may very well fail to prove satisfactory to another. Victor Lauriston.

Jobbers in All Kinds of BITUMINOUS COALS AND COKE

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

Sand Lime Brick

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

Brick is Everlasting

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

Foster, Stevens & Co. Wholesale Hardware

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

Michigan Hardware Co.

Exclusively Wholesale

Grand Rapids, Mich.

BANKRUPTCY MATTERS.

Proceedings In the Western District of Michigan.

Grand Rapids, Dec. 24—A. N. Stough, retail grocer of Ludington, has filed a voluntary petition for adjudication in bankruptcy. The order has been entered and the matter referred to Referee Corwin. The first meeting of creditors has been called for Dec. 30. The schedules of the bankrupt show \$2,244.82 liabilities and \$3,362.98 assets, of which \$1,650 is claimed as exempt. The assets are itemized as follows: Real estate, \$1,400; stock in trade, \$900; household goods, etc., \$250; carriages and other vehicles, \$85; fixtures, \$400; debt due on open accounts, \$327.98.

Preferred Claims.

Taxes due State\$ 5.00
Taxes due Mason county 5.00
Taxes due to schools of Mason 15.28
Taxes due county roads 5.63

Unsecured Claims.

National Grocer Co., Grand Rapids \$837.07
Telfer Coffee Co., Detroit 69.14
Sprague, Warner & Co., Chicago 76.85
Bernhard Stearn & Son, Milwaukee 33.97
Union Match Co., Chicago 66.50
I. Van Westenbrugge, Grand Rapids 27.28
Judson Grocer Company, Grand Rapids 224.95
John F. Jelke, Chicago 34.32
H. J. Hinze Co., Detroit 23.10
Cornwall Company, Saginaw 20.70
Crescent Candy Co., Manistee 21.00
Cudahy Bros., Milwaukee 123.47
Sherman Bros. & Co., Chicago 26.00
R. Stafford & Co., Milwaukee 85.90
Stearns Salt & Lumber Co., Ludington 8.50
Worden Grocer Company, Grand Rapids 32.36
Ludington State Bank, Ludington 385.20
National Biscuit Co., Grand Rapids 67.75
Schust Co., Saginaw 29.85

George Vroom, of Charlotte, has filed a voluntary petition for adjudication in bankruptcy. The adjudication has been made and the matter referred to Referee Corwin. No meeting of creditors has as yet been called. The schedules of the bankrupt show the following: Liabilities, \$3,813; assets, \$255, of which \$250 is claimed to be exempt. Following is a list of the creditors:

Bath National Bank, Bath, New York\$340.00
Cohn & Son Clothing Co., Bath, New York 30.00
Thomas Shannon, Bath, New York 10.00
B. Gardner, Hammondsport, N. Y. 32.00
Hammondsport Herald, Hammondsport, New York 10.00
George Taylor, Hammondsport, New York 5.00
Harry Shaw, Hammondsport, N. Y. 5.00
Int. Coer Schod, Scranton, Pa. 132.00
Werthman Gro. Co., Detroit 28.00
City Gas Co., Detroit 16.00
Edison Electric Co., Detroit 5.00
Frank I. Vroom, Hammondsport, New York 2,250.00
C. R. Maltby Co., New York City 950.00

Also certain debts of petitioner as a partner of Vroom & Kleckler, Hammondsport, N. Y., the names, addresses and amounts of which are totally unknown to petitioner, not able to obtain them.

In the matter of Abraham Miller, bankrupt, Grand Rapids, a sale of the stock in trade consisting of groceries and fixtures has been made to William Maxwell, in the sum of \$430. The sale has been confirmed.

In the matter of George Haverkate, bankrupt, Whitehall, the final meeting of creditors has been held. The trustee's account, showing balance on hand of \$134.85, was considered and allowed. The administration expenses were ordered paid and a first and final dividend of 2 per cent. declared and ordered paid.

In the matter of Simon Olthof, Grand Rapids, the final meeting has been held. The trustee's report, showing a balance of \$95.95, was considered and allowed. Certain administration expenses were ordered paid and a final dividend of 5 per cent. was declared to creditors.

In the matter of E. A. Rising & Son, bankrupt, Clarksville, the final meeting has been held. The balance on hand, \$385.63, was disbursed in a final dividend of 9 per cent.

St. Joseph, Dec. 21—Clarence S. Graham, of Kalamazoo, filed a voluntary petition and was adjudged bankrupt. There are no assets over and above his statutory exemptions and the following are listed as creditors:

Arthur Upson, Kalamazoo\$ 85.00
Home Furnishing Co., Kalamazoo 20.00
Liberal Credit Clothing Co., Kalamazoo 4.00
J. Van D. Kirken Co., Kalamazoo 2.50
Dr. C. E. Boys, Kalamazoo 84.00
Dr. A. L. Estell, Kalamazoo 100.00
Dr. M. M. Sears, Kalamazoo 13.00
Dr. A. E. Foster, Kalamazoo 12.25
H. Broomdyk, Kalamazoo 27.50
J. Broomdyk, Kalamazoo 17.00
J. D. Driver, Kalamazoo 75.00
John Stoley, Kalamazoo 77.00
M. Foster & Sons, Kalamazoo 4.50
J. Hoover, Kalamazoo 6.75
Dr. Fred Unwork, Kalamazoo 11.00
J. M. McGowan, Kalamazoo 18.00
H. G. Gerone, Kalamazoo 40.00

\$588.50

Dec. 23—John O. Cooper, of Kalamazoo, engaged in the retail grocery business and against whom an involuntary petition was filed, was adjudicated bankrupt and the matter referred to Referee Ban- yon. In the absence of the bankrupt from the district, an order was entered by the referee for the attorneys for the petitioning creditors to prepare and file a schedule of the bankrupt's creditors. Charles McCarthy, of Kalamazoo, was continued as receiver.

Dec. 24—In the matter of Ollie Johnson, bankrupt, of Benton Harbor, the adjourned first meeting of creditors was held at the referee's office and the trustee's first report and account, showing total receipts of \$970, was approved and allowed. The trustee was directed to pay certain expenses of administration and a first dividend of 10 per cent. was declared and ordered paid to all unsecured creditors.

Dec. 26—In the matter of Louis F. Brown, bankrupt, of Niles, the trustee filed his final report and account, showing total receipts of \$3,612.18 and disbursements of \$1,590.39, leaving a balance on hand of some \$2,021.79.

In the matter of James L. Ludwig, of Otsego, bankrupt, the trustee was directed to file his final report and account for the purpose of calling the final meeting of creditors and declaring a final dividend.

Dec. 27—In the matter of Clarence S. Graham, bankrupt, of Kalamazoo, an order was made by the referee calling the first meeting of creditors at the later place on Jan. 8 for the purpose of filing claims, the election of a trustee, the examination of the bankrupt and the transaction of such other business as may properly come before the meeting.

In the matter of John O. Cooper, bankrupt, of Kalamazoo, the referee entered an order calling the first meeting of creditors at the latter place on Jan. 10 for the purpose of proving claims, the election of a trustee, the examination of the bankrupt and the transaction of such other business as may properly come before the meeting.

We have all heard, times innumerable, about the industrious farmer or city man who was getting more eggs out of his hens by turning the electric lights on morning and evening. All of which has been regarded, up to this time, so far as we know, as pretty much of a joke. Now the Indiana Experiment Station has actually come out with the statement that the turning on of electric lights in the morning and evening will make hens produce more eggs at the time of year when the nights are long and the days are short. Their report states that two pens of thirty-five White Leghorn hens were being fed the same rations; the chickens were as nearly alike as possible and had practically equal laying abilities. One lot keeps good hours, arising and going to roost with other chickens on the university farm. The other lot is being "kidded along" with an electric light, which burns from 6 o'clock in the morning until the light of day is sufficient. The lights are turned on again about 4 o'clock in the afternoon and allowed to run until about 9 in the evening. This the report says, causes the chickens to arise earlier and work later. The experiment started Nov. 1 and in the first thirty days birds in the lighter pen produced 503 eggs, while the short-day advocates laid only 352. On Thanksgiving day the lighted pen yielded twenty-eight eggs and the unlighted pen only sixteen. A pen of twenty-five Barred Rocks responded to the electric lights within ten days. They were started Nov. 18, laying only five eggs that day. On Nov. 27 they produced twenty eggs and have been going at that pace since. Talk about the ingenuity of man, and about hens working at high pressure.

Every editor thinks that his ideas are gems of thought—but many of them are nothing but paste.

PORTER'S "TUFF-GLASS" LAMP CHIMNEYS



PHOENIX

ENGRAVED

No. 2. 5½ in. Bulb.
Assorted Decorations.

The symmetrical design and pure white burnt-in-the-glass decoration give this chimney an artistic embellishment that makes it a popular favorite.

Ask your local jobber for TUFF-GLASS Phoenix Engraved, or write us for complete price list.

PORTER POTTERY CO., Inc.

Clinton, Ky.



Package Sugar Means Efficiency

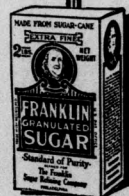
Grocers who handle Franklin Package Sugars are enabled to have cleaner, neater, more attractive stores because of the elimination of bulk containers, spillage and waste. They save the clerks' time which can be devoted to window dressing and other store work of the kind that helps sell goods.

The Franklin Sugar Refining Company

PHILADELPHIA

"A Franklin Cane Sugar for every use"

Granulated, Dainty Lumps, Powdered,
Confectioners, Brown





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

Sensible Advice to Sensible Traveling Salesmen.

The hard knocks, bruises and scars that you get in your work from time to time are the acid tests that life and business apply to every man who gets ahead in this world.

Accept them like a man—stand your ground and put up a stiff fight every inch of the way and you finish with honors.

Lie down, give up and quit under punishment and you will come out of the fray with the yellow tag of failure pinned where the gold medal of success should shine.

Every salesman in every line experiences days when it seems to him that all the buyers in his territory have gotten together and signed a pact in an effort to keep him from making a living.

It is at such times that the old enemy, Failure, gets confidential and slips you the intelligence that your territory is rotten, your line is wrong or that some competing house offers better opportunities for your peculiar qualifications.

We are apt to be lured by the

rapid strides that Jones is making by selling stock in a "Cat Ranch" in Arizona—or you may figure that Brown has a cinch because there is little competition on a line of "Paper Collars for Clams."

You begin to meditate upon the green grass on the distant hill and you would like to try out your mettle at something different that is not worn to a frazzle—so you are tempted to browse in foreign pastures and seek a new connection with the idea of finding something easier.

But when you get over where the grass looks so green you will find the same old stubble and undergrowth to trip you—and the outlook will then seem brighter in other directions.

The peculiar qualifications which lead a man to listen to "palaver" about greater opportunities in other lines will not enable him to hit the Bull's eye or ring any bells with a "change of venue."

Changing around from one house or one line to another will ultimately drag any salesman down to the bottom of the ladder and make him a stepping stone for the real fighters in the game.

When you feel the fancied greater opportunities in other lines tugging at your sleeve that's a sure sign that you are losing your good self—that you are slipping—that your grip is weakening and that's the time to take off your dark brown goggles, roll up your sleeves and get into the game with your old "pep" and "ginger."

You will soon decide that there is nothing better than the line you are

selling and you will find that you make your own territory just what it is by the spirit you put into your task and the perseverance you maintain every day in the year.

It's the man and not the line which achieves success—and whenever you attempt to dodge that fact you are kicking progress in the shins.

Plenty of Credit.

Mr. Butterworth, the grocer, was looking over the credit sales-slips one day. Suddenly he called to the new clerk:

"Did you give George Callahan credit?"

"Sure," said the clerk. "I—"

"Didn't I tell you to get a report on any and every man asking for credit?"

"Why, I did," retorted the clerk, who was an earnest young fellow. "I did get a report. The agency said he owed money to every grocer in town, and, of course, if his credit was that good I knew that you would like to have him open an account here!"

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

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

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

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

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

Henry Smith
FLORIST
 139-141 Monroe St.
 Both Phones
 GRAND RAPIDS, MICH.

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

CODY HOTEL



IN THE HEART OF THE CITY
 Division and Fulton

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

CODY CAFETERIA IN CONNECTION

That the New Year may bring you all that you deserve, more than you expect, a little less than you want, and the desire to hustle like everything after that little less—is the sincere wish of the Michigan Tradesman.

New Hotel Mertens
 GRAND RAPIDS

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

Union Station



75 Steps East

Fire Proof

Gabby Gleanings From Grand Rapids.

Grand Rapids, Dec. 31—Some time ago we remarked through the columns of this thirty-six year old trade journal which you hold in your hand that on the night of Dec. 28 we would stage a record breaking dancing party of the Christmas species. Well, we did just what we said we would do and now we are ready to tell the folks about it. It surely was a doings to talk about. Some of you old fashioned stay-at-homes missed a whole lot by not being there. Stay at home and let your joints stiffen up, if you want to. We gave you plenty of warning. And don't try to figure out an alibi for not being present, for it can't be done. The legionary and joyous assemblage present pronounced it one of the best dancing parties of a decade. Tuller and his band of ozone busters were on the job and the music they rendered will echo down the ages. They kept everybody on his toes every second. Even if one did want to "sit out" a fox trot or a waltz, he just couldn't do it for the minute Berger hit the keyboard and the sedate little gent with the black moustache started the violin bow, in unison with the other three ether agitators, everybody was on his toes ready for anything from a fox trot to the highland fling or cake walk. A lot of folks there said the cakes and pineapple ice flavored with merischino cherries on the side were the best they had ever tasted. But you who stayed at home needn't take it too much to heart that you missed this rare episode, for we are going to hold another party just like it Saturday, Jan. 25, and there's room for you and a few more, too.

Mr. and Mrs. George W. Alden, 317 Washington street, entertained the traveling salesmen, office force and department heads of the Brown & Sehler Co. New Year's eve. The evening was featured with games, music, stories and refreshments and if there are any better entertainers this side of the Alleghenys than the above mentioned host and hostess, no one knows where to locate them.

Have you gentlemen who are honorably enrolled in the roster of Grand Rapids Council seen the new initiatory machinery yet? Also have you heard the high-class performance staged by the officers and degree team? If you haven't, you better come out from your wigwams next Saturday evening and amble over to the Council rooms and take a look at what is going on in your Council. It will encourage those who are trying to keep No. 131 at the head of the procession of the councils of the order and who are striving to keep up its reputation as one of the real live councils of the United States. Now you old grads and young ones too, put on clean sox and run like a fox and don't stop until you are comfortably seated in the council rooms, 38-42 Ionia avenue.

F. J. Seibel, who has covered Mt. Pleasant territory for the Grand Rapids Dry Goods Co. for the past two years, has been promoted to the management of the men's furnishing goods department. This has necessitated his removal to this city. He is succeeded on the territory above named by L. J. Collins, who has been employed for several years in the general store of J. A. Kenney & Sons, Mt. Pleasant.

The most important item on the breakfast menu is coffee. It matters not whether the man is a millionaire or a day laborer, his idea of a cup of coffee is the same. It must be good, deep and rich. Breakfast is not complete without it.

Coffee has become the most liked and most appreciated beverage throughout the world. As an article of commerce it amounts to millions of dollars per year. At the same time too little attention is paid to

the proper buying and making of the article, which enters into the daily life of each and every man, woman and child in the United States.

It is only a matter of time, however, when the housewife will recognize and buy only brands which she knows has a standard of quality—one which she is sure is just like the last pound she bought the week before and which she liked so well. The time has already come when the roaster who sells the retail grocer believes that the only way his brands of coffee will find favor with the consumer is to put the best goods the world's market affords in packages bearing his name and to establish a high standard of quality and stick to it. It is certainly true that a good cup of coffee cannot be made from poor coffee and it is also true that some cooks can make a poor cup of coffee from good coffee. They do this because they are ignorant of the real properties making up the coffee berry.

Coffee contains a certain amount of essential oil and caffein tannic acid. The coffee as it is roasted for the trade in the middle states contains on an average about 3 @ 3½ per cent. of this acid. The darker the roast the less acid the coffee berry contains. The grinding is also a very important item in the making of a good cup of coffee. It should always be ground just the same—no coarser or no finer. The coarser it is ground the lighter the liquid. I do not mean that it is necessary to pulverize the berry, but it should be medium fine, as this opens all the little cells and allows the water to come into contact with the oils of the berry.

A good cup of coffee is the most satisfactory beverage placed within the reach of every class of people to-day. This is only so when prepared in the right way and served in the same manner. It is the opinion of the writer that coffee should never be boiled. The water should be at the boiling point when poured onto the coffee. For that reason there are several kinds of percolators on the market where the coffee is placed in the top and the boiling water comes up through a small, hollow pipe leading from the bottom to the top of the percolator and then saturates the coffee with a fine spray of water. This water then percolates through the coffee. This process makes a very satisfactory cup of coffee.

A great many changes have come over the coffee business during the last twenty-five years and to-day this industry is facing one of the most critical problems of its kind—the temporary shortage of coffee in the United States, due to interruptions of shipping on account of the war.

D. F. Helmer.

Most Peculiar Suit Yet.

Declaring it has reason to believe the concern, "with the intent, purpose and effect of stifling and suppressing competition" in the sale of evaporated milk throughout the United States, has been pursuing the practice of guaranteeing dealers a specified profit on its milk regardless of declines in prevailing market prices, "in the interest of the public," the Federal Trade Commission to-day issued formal complaint against the Helvetia Milk Condensing Co., of Highland, Ill.

The complaint further alleged that "in all cases during the past year" where the price of its products declined after sale to dealers and before the resale, the concern had actually refunded money to make good the decline in profit.

Bottom Facts From Booming Boyne City.

Boyne City, Dec. 31—The First National Bank has been short both a paying teller and note teller the past week. Both Mr. Wilkins and Mr. D'Arjon have been laid up with influenza, leaving the bank business in charge of the cashier, Mr. Smith, and the three ladies. During the same period our postoffice has been shy four men from the same cause. The flu seems to be taking a fall out of the business men now. Messrs. John and M. E. Bergy, of Bergy Bros., and William Capelin, of the Boyne City Hardware Co., have been laid up and Mr. E. M. Ackerman, Secretary of the Chamber of Commerce, has been confined to the house for three weeks.

The loss of what little snow we had has made a pause in our sawmill work, the mills having difficulty in obtaining logs for operation. These little vagaries of the procession of the elements make for variety in business operations, but it is a variety that is not always appreciated by the responsible parties. To have one's plans knocked galley west by something that is uncontrollable and unprecedented may make for the development of initiative, but it is mighty hard on the nerves. And yet they tell us that man is a free will agent.

The tryout of the Traction Engine Co.'s tractor was so successful the company is working on a perfected model, including a special heavy duty engine that is expected to put the finishing touch on a perfect machine.

We wish the staff of the Tradesman, individually and personally, a happy and prosperous New Year. The reconstruction period will bring its problems and trials, but the American people have always managed to weather every crisis and the same spirit which met the problems of 1917 will be just as efficient in meeting those of 1919. The Tradesman is in a position to be a very large factor in the work. Maxy.

Honks From Auto City Council.

Lansing, Dec. 31—S. B. Potter (John Deere Plow Co.) has recovered from a three weeks' illness brought on by the Spanish influenza.

C. A. Parker (the oyster man) reports a 300 per cent. increase in business over a corresponding period of 1917.

F. D. Engle, who has for several years represented the Republic Motor Truck Co., of Alma, severed his relations with this concern Dec. 1 and will assist in developing the manufacture and sale of the newly-organized truck company of Mt. Pleasant. Mr. Engle has visited nearly every state in the Union and with his wide experience in the truck business well qualifies him for his new undertaking.

Fred Mott (Elliott Grocer Co.) is quarantined out of his home, so far as comfort is concerned. Mrs. Mott and their son, Kenneth, are ill with the Spanish influenza and the big yellow card at the front door forbids Fred from going in. He is permitted, however, to enter the basement whenever the furnace requires attention and to chin with the nurse at a safe distance.

E. H. Simpkins (Perry Barker Candy Co.) is slowly but surely recovering from his two year illness, brought on by complications rarely known to medical science which were finally corrected by an operation at Mayo hospital last summer. Ed. still maintains his cheerful disposition and expects to be fully recovered by early spring.

Every member of our Council is pleased over the financial turn of affairs connected with our fraternal home at the corner of Grand and Michigan avenues. Much credit is due F. H. Hastings for his untiring efforts as business manager and chairman of the house committee, but a

good portion of the real work is being done by the few members of our Council who have gained the reputation of being always ready when called upon for committee work.

For several months Honks have been missing from these columns for the reason ye scribe has been off the job and also because no other member of our Council has had the nerve or disposition to take up the work. Sometime in April or May it dawned upon us that Uncle Sam had a big job on his hands and needed help, so we scraped together all the small change we could borrow and bought some Liberty bonds. This done, we still felt a patriotic duty and, being too old and fat to fight, subscribed for some more bonds (that we couldn't pay for and then took the place of a good man who went to war. We continued to keep his lathe running ten to fourteen hours every day, turning out war munitions until the armistice was signed and the Government cancelled the contract. We now feel at liberty to hit the cushions again and have found a suitable line of goods, the owners of which are foolish enough to give us a chance at spending their money and expect results. Thus we are presuming in the near future to mingle more or less with the traveling fraternity and to pick up now and then a few items which may possibly get by Editor Stowe's blue pencil.

Yes, they made us pay for all the bonds subscribed for because we wore that big V for several days. We had to sell the car to get the money, but didn't care so much about that because we believe bonds are going up and cars coming down. Besides, the blamed thing was pretty well shot anyway. H. D. Bullen.

Court Affirms Jelke Conviction.

A decision was handed down last week by Judges Evans and Mack of the United States Circuit Court of Appeals at Chicago affirming the decision of the lower court and denying a petition for a rehearing in the case against John F. Jelke, butterine manufacturer, and seven other defendants.

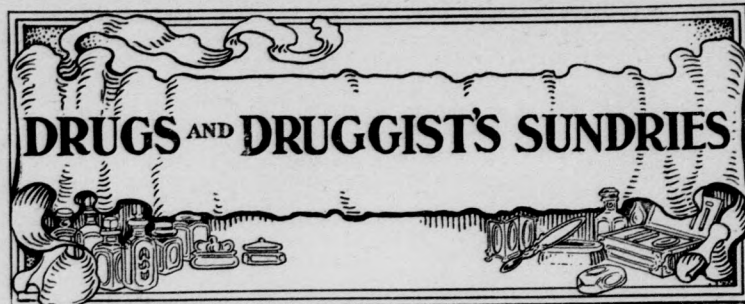
The men were convicted before Federal Judge Ferdinand A. Geiger in 1914 of conspiring to defraud the Government of revenue tax on oleomargarine.

Under the original finding, Jelke was sentenced to serve two years in the Leavenworth penitentiary and pay a fine of \$10,000.

Francis M. Lowry, an employee of Mr. Jelke, was sentenced to serve one year in the penitentiary. The other defendants were fined \$2,500 each. They are: Harry E. Hitchins, William M. Steele, Hugh D. Cameron, William L. Lillard, William C. Jackson, Fred Rapp, L. B. Tullis.

No English Clays for Enemies.

At a meeting of the recently formed Pottery Managers and Officials' Association in England, the subject of the exportation of English clays was considered and, in the interest of the trade generally, a resolution was arrived at whereby the English Government is to be requested to prohibit the exportation of English clays to enemy countries after the peace terms are signed. Before the war the exportation of these clays to Germany enabled the manufacturers there to enter upon sharp competition with the British manufacturers.



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.

Some Strictures on State Board Examinations.

It has often been the subject of comment and enquiry that so many candidates fail in the examinations conducted by our Board. There are various reasons for these failures. The Board arranges its examinations with the greatest possible care, and spends more time in conducting them and marking the results than probably any other board in the country. It endeavors, so far as possible, to avoid questions which necessitate memorizing abstract facts of no particular value, and avoids difficult prescriptions and incompatible preparations. But it is very difficult for a board to frame questions and assign practical work that will fit the mental capacity and mechanical ability of the majority of the candidates who appear before it, unless such board considers its work merely a perfunctory duty, to be disposed of in the easiest manner and in the least possible time.

The prevailing thought among the candidates of to-day seems to be to get through every task with the least possible exertion; and, therefore, it is impossible for these to show even fair knowledge or skill in pharmacy in the length of time they devote to the study of it and the manner in which they use their time.

The idea seems to be general that a thorough knowledge of pharmacy may be obtained by the average student after four years' experience in a modern drug store, or two years in such and two years in a school of pharmacy. Such a feat is not impossible, but the students who burn the amount of midnight oil necessary to its accomplishment are comparatively few.

The young people of to-day, as a class, are not studious; they are pleasure-loving. At school, college, and university they waste a great deal of valuable time in outside activities and social enjoyments, and "cram" for examinations.

I am a firm believer in a proper amount of social enjoyment, but

these should never be allowed to interfere to any serious extent with the course of study. There are, of course, in every school some who can devote a great deal of time to matters outside of the prescribed course and still keep their work up to a high level, but the majority cannot do this. When those who have wasted valuable time in one way or another appear as candidates before a quasi judicial body, such as a Board of Pharmacy, and are given examinations to determine how much of their education has been retained and how much has filtered through, then we hear complaints of the unfairness of the questions, the difficulty of the examinations as a whole, or the objectionable personalities of the examiners as excuses for ignorance, carelessness, or both combined.

In case you may think these strictures too severe, let me give you a few answers, taken at random, from recent examination papers:

"Rhizomes are Mediterranean stems which grow underground."

"Pilocarpus is broom tops."

"Phenol is obtained from the destructive distillation of wood."

"The source of phenol is the mines of Germany."

"Pepsin is taken from the inside of a hog; the pancreas is taken out and dried and kept in air-tight bottles."

"Pancreatin is taken from the calf. It is prepared in nearly the same manner as pepsin."

These last two answers are by the same candidate.

"A fixed oil is an oil that is made by distillation or other process, and an oil made artificially by dissolving in an alcoholic solution, such as perfumes, etc."

"State source of paraffin." Answer: "From the whale."

"Pepsin is found in the lining of the abdomen of the hog."

These last two answers are from graduates in pharmacy.

"Pepsin is found in the bile of a sheep. Pancreatin is from the fat of a hog. Pancreatin is obtained from hops or barley. Linseed oil is obtained from the cotton seed."

All of these are answers from the written portion of the examinations.

Now let me give you a few examples of how the practical work was done. Every candidate is compelled to bring with him a copy of the U.S. P. and N.F., and they have these books before them in all practical work.

"Prepare one dozen compound cathartic pills," was one of the instructions given at the last examination. The completed pills varied in

weight from 22½ to 80 grains. Another example was: "Prepare six Seidlitz powders." Many of the candidates did not weigh the powders, but divided them by eye, with the result that the blue papers varied in weight in the same half dozen from 16 to 53 grains. Several of those who weighed the powders had differences of from 15 to 30 grains, and in one case 9 grains difference in the white papers. This set of Seidlitz powders, which I now present for your inspection, was made by a candidate who has had three year's experience in a drug store, but has never attended a school of pharmacy. He thought he had a good chance to become a registered assistant by examination. He had never seen the inside of a Seidlitz powder. He had never sold one except in the original wrapped packages bought from the manufacturer. The blue papers contain about 1½ grains each and the white ½ grain.

A prescription for an ointment was presented containing one drachm of mercury and two drachms of wool fat. One candidate turned in 4 drachms and 18 grains of finished product, another 3 drachms and 38 grains, and in both cases a considerable quantity was left in the mortars.

Another candidate asked for and obtained nitric acid to extinguish the mercury before adding the wool fat. Another used 1 drachm of mercuric iodide (which had been supplied for making Donovan's solution) instead of mercury.

At an examination some time ago

a candidate was asked to make 12 pills of aloin, strychnine, and belladonna. He took the quantity for 100 pills and divided it into 12. Scores of examples similar to the above could be taken from the results of every examination, but I think I have given enough to account for the percentage of failures being as great as it is.

Such answers show ignorance, carelessness, and lack of reasoning power, yet all of the candidates who wrote these and did the practical work just mentioned believed themselves qualified to act as pharmacists or assistant pharmacists.

What is most needed to raise the percentage of success in our examinations is to rid ourselves of the idea that a knowledge of pharmacy suf-

The Michigan Mercantile Fire Insurance Co.

OF GRAND RAPIDS
will use this space during
1919.
WATCH IT.

NEW YEAR 1919

Drugs, Sundries, Books, Stationery, Etc.

The year 1918 is now a matter of history, whatever we may have attempted and whatever we may have accomplished during the last year can now be put into yearly statements and reviewed at our leisure, but at the same time there have been experiences and lessons which all have passed through and have learned at greater or lesser cost, and we should be better prepared for the year 1919 than for any business year during our commercial lives.

The announcements and the advertising of the past are now thrown into discard and we desire to go before the public and especially our customers with the statement that our representatives will call upon them soon with sample lines of druggists sundries and will be fully equipped to show very complete samples and amply able to give first class service.

Will you please reserve your orders until you can inspect the lines and we are very sure that our salesmen will be favored. We thank you for the liberal patronage during the year that is just past and we bespeak for ourselves the same good relations for the present year.

Hazeltine & Perkins Drug Co.
Grand Rapids, Michigan

ficient to entitle a person to practice it with safety to the public can be obtained in a "catch-as-catch-can" manner. It cannot be obtained by simply putting in the prescribed time in the average drug store without systematic study, or by merely attending classes in a school or college of pharmacy. Pharmacy to-day is more complex than ever. The old order of things has changed. New drugs are being used and more complex preparations are in vogue than ever before. The standards of quality for all drugs are being raised, and the tests for purity increased. The pharmacist of to-day is expected, and rightly so, to be able to determine the quality and purity of the substances he uses; thus the demands made upon the student of pharmacy are constantly increasing and more time and study are required than ever before to meet modern conditions—probably more, you may say, than the remuneration of the calling warrants; but that is the fault of business conditions, not of the practice of pharmacy.

Robert L. Morland.

Increase the Sale.

"I read the story of a little boy who wanted to get bigger eggs," he said, "than those laid by the hens. So he got a football and painted it white and hung it up in the henhouse with the sign, 'Look at this and do your best.' The fact that the hens could sit in the nest with ambition's eye cast on the football exerted a prenatal influence and the eggs became larger."

Joke though this is, the story aptly illustrates a principle in selling that skilful merchandisers long have recognized. The clever retail clerk, shrewdly surmising that the prospect before him is a ten-cent buyer, sets out first a seventy-five-cent package, then a twenty-five-cent package and finally the ten-cent package. Nothing is said to force the sale of the higher value goods, but the presence of the seventy-five-cent seller on the counter tends to trade up the sale. As a result of the subtle influence that has been set or work on him, the buyer probably compromises by taking the twenty-five-cent package.—Nat. Drug Clerk.

One week in the country should make one strong in the city.

A Substitute For Salesmen.

All of the thirty salesmen of a Middle Western drug company take their two weeks' vacations at one time.

When vacation time comes a folder carrying the pictures of all the salesmen at their favorite diversions is sent out to the customers. Only the salesman's face appears, above a sketch showing the artist's conception of the salesman's favorite vacation diversion.

One salesman, for example, who expects to visit Atlantic City is shown in a bathing suit. Another is shown strolling in front of a big hotel on Broadway.

With this vacation folder is sent an order blank, across the face of which are printed in outline letters in red the words "vacation order." With the folder and the order blank is a letter accompanying urging the customer to send in his orders by mail while the salesman is enjoying himself.

"The advantage of this plan is that it enables us to regulate our vacation periods," says the sales manager. "Since all the men are off at one time, we prepare for heavy mail orders; and when they return to work we are prepared to resume work in the ordinary way, without having had the disruption that previously extended throughout the summer."

J. R. Mitchell.

The number of customers a store has is in a direct ratio to the attractiveness of the store's window displays.

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.

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		Eligerson 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 34@ 5		Juniper Wood 4 00@4 25	Colchicum @2 40
Nitric 10@ 15		Lard, extra 2 15@2 35	Cubebs @2 35
Oxalic 53@ 60		Lard, No. 1 2 00@2 15	Digitalis @1 90
Sulphuric 3 34@ 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 75@3 00	Guaiac @1 90
Water, 26 deg. 12@ 20		Linseed, boiled, bbl. @1 74	Guaiac, Ammon. @1 80
Water, 18 deg. 10 1/2@ 18		Linseed, bld less 1 84@1 89	Iodine @1 50
Water, 14 deg. 9 1/2@ 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, artifl. 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		Clive, Malaga, green 6 50@7 00	Opium, Deodor'd @9 50
Tolu 1 75@2 00		Orange, Sweet .. 4 50@4 75	Rhubarb @1 65
Barks		Origanum, pure @2 50	Paints
Cassia (ordinary) 40@ 45		Origanum, com'l @ 75	Lead, red dry 14@14 1/2
Cassia (Saigon) 90@1 00		Pennyroyal 2 50@2 75	Lead, white dry 14@14 1/2
Sassafras (pow. 45c) @ 40		Peppermint 6 50@6 75	Lead, white oil 14@14 1/2
Sassafras (pow. 40c) @ 35		Rose, pure 38 00@40 00	Ochre, yellow bbl. @1 1/2
Soap Cut (powd.) 25@ 30		Rosemary Flows 2 00@2 25	Ochre, yellow less 2 @ 5
35c 26@ 30		Sandalwood, E. l. 18 50@18 75	Putty 4 1/2@ 7
Berries		Sassafras, true 3 50@3 75	Red Venet'n Amer. 2@ 5
Cubeb 1 60@1 70		Sassafras, artifl' 90@1 20	Red Venet'n, Eng 2 1/2@ 5
Fish 1 00		Spearment 6 50@6 75	Vermillion, Amer. 25@ 30
Juniper 12@ 18		Sperm 2 85@3 00	Whiting, bbl. @ 3
Prickley Ash @ 30		Tansy 5 50@5 75	Whiting, white 3 1/2@ 6
Extracts		Tar, USP 45@ 60	L. H. P. Prep'd 2 90@3 10
Licorice 60@ 65		Turpentine, bbls. 80@ 90	Miscellaneous
Licorice powd. .. 1 75@2 00		Turpentine, less 80@ 90	Acetanalid 1 10@1 20
Flowers		Wintergreen, tr. 7 50@7 75	Alum 17@ 20
Arnica 1 20@1 25		Wintergreen, sweet birch 5 50@5 75	Alum, powdered and ground 18@ 21
Chamomile (Ger.) 70@ 80		Wintergreen, art 1 25@1 50	Bismuth, Subnitrate 4 00@4 10
Chamomile Rom. 1 50@1 60		Wormseed 7 50@7 75	Borax xtal or powdered 10@ 15
Gums		Wormwood 7 50@7 75	Cantharades po 2 00@6 50
Acacia, 1st 75@ 80		Potassium	Calomel 2 69@2 75
Acacia, 2nd 65@ 75		Bicarbonate 1 25@1 30	Capsicum 38@ 45
Acacia, Sorts 40@ 50		Bichromate 52@ 60	Carmine 6 50@7 00
Acacia, powdered 60@ 70		Bromide 1 30@1 60	Cassia Buds 50@ 60
Aloes (Barb. Pow) 30@ 40		Carbonate 1 35@1 45	Cloves 77@ 85
Aloes (Cape Pow.) 30@ 35		Chlorate, gran'l 65@ 70	Chalk Prepared 12@ 15
Aloes (Soc Pow.) 1 30@1 35		Chlorate, xtal or powd. 60@ 65	Chalk Precipitated 12@ 15
Asafoetida 4 50@4 75		Cyanide 40@ 60	Chloroform 82@ 89
Pow. 4 75@5 00		Iodide 4 59@4 66	Chloral Hydrate 2 32@2 42
Camphor 3 25@3 35		Permanganate 2 75@3 00	Cocaine 14 30@14 85
Guaiac @2 25		Prussiate, yellow @1 75	Cocoa Butter 50@ 60
Guaiac, powdered @2 50		Prussiate, red 3 75@4 00	Corks, list, less 40% @ 3
Kino @ 85		Sulphate @1 00	Copperas, bbls. @ 2
Kino, powdered .. @1 00		Roots	Copperas, less 3 1/2@ 8
Myrrh @ 85		Alkanet 4 50@4 75	Copperas, powd. 4@ 10
Myrrh, powdered @ 90		Blood, powdered 66@ 70	Corrosive Sublim. 2 85@2 40
Opium 28 50@29 00		Calamus 50@ 55	Cream Tartar 86@ 92
Opium, powd. 31 25@32 00		Elecampane, pwd. 15@ 20	Cuttlebone 95@ 1 00
Opium, gran. 31 25@32 00		Gentian, powd. 27@ 35	Dextrine 10@ 15
Shellac 85@ 90		Ginger, African, powdered 25@ 30	Dover's Powder 5 75@6 00
Shellac, Bleached 90@ 95		Ginger, Jamaica, powdered 22@ 30	Emery, All Nos. 10@ 15
Tragacanth @5 00		Ginger, Jamaica, powdered 22@ 30	Emery, Powdered 8@ 10
Tragacanth powder 3 00		Goldenseal, pow. 8 50@9 00	Epsom Salts, bbls. @ 4 1/2
Turpentine 15@ 20		Ipecac, powd. 6 00@6 25	Epsom Salts, less 5@ 10
Insecticides		Licorice 50@ 55	Ergot @2 75
Arsenic 15@ 20		Licorice, powd. 50@ 60	Ergot, powdered @3 00
Blue Vitriol, bbl. @11 1/2		Orris, powdered 40@ 45	Flake White 15@ 20
Blue Vitriol, less 12@ 20		Poke, powdered 20@ 25	Formeldehyde, lb. 20 1/2@25
Bordeaux Mix Dry 20@ 25		Rhubarb @1 00	Gelatin 1 75@1 90
Heliole, White powdered 38@ 45		Rhubarb, powd. 1 25@1 50	Glassware, full case 58%
Insect Powder 40@ 60		Rosinweed, powd. 25@ 30	Glassware, less 50%
Lead, Arsenate Po 34@ 44		Sarsaparilla, Hond. ground 1 25@1 40	Glauber Salts, bbl. @ 2 1/2
Lime and Sulphur Solution, gal. 20@ 35		Sarsaparilla Mexican ground 1 00@1 10	Glauber Salts less 3 1/2@ 7
Paris Green 48 1/2@54 1/2		Squills 35@ 40	Glue, Brown 25@ 35
Ice Cream		Squills, powdered 45@ 65	Glue, Brown Grd. 25@ 35
Piper Ice Cream Co., Kalamazoo		Tumeric, powd. 25@ 30	Glue, White 30@ 35
Bulk Vanilla 95		Valerian, powd. .. @1 00	Glue, White Grd. 30@ 35
Bulk Special Flavored 1 00		Seeds	Glycerine 26@ 45
Brick, Plain 1 20		Anise 42@ 45	Hops 60@ 75
Brick, Fancy 1 60		Anise, powdered 47@ 50	Iodine 5 60@5 90
Leaves		Bird, is 13@ 19	Iodoform 6 59@6 74
Buchu @3 25		Canary 28@ 35	Lead, Acetate 25@ 30
Buchu, powdered @3 50		Caraway, Po. 95 85@ 90	Lycopodium 2 25@2 50
Sage, bulk 67@ 70		Cardamon 1 80@2 00	Mace 85@ 90
Sage, 1/4 loose 72@ 78		Celery, powd. 1 00@1 00	Mace, powdered 95@1 00
Sage, powdered 65@ 60		Coriander powd 30 22 1/2@25	Menthol 9 00@9 20
Senna, Alex 1 40@1 50		Dill 30@ 35	Morphine 15 45@16 00
Senna, Tinn. 40@ 45		Fennell 1 00@1 20	Nux Vomica @ 20
Senna, Tinn. pow. 50@ 55		Flax 10@ 15	Nux Vomica, pow. 28@ 35
Uva Ursi 45@ 50		Flax, ground 12@ 15	Pepper black pow. 53@ 55
Oils		Foenugreek pow. 22@ 30	Pepper, white @ 50
Almonds, Bitter, true 18 50@18 75		Hemp 11 1/2@ 15	Pitch, Burgundy @ 15
Almonds, Bitter, artificial 7 00@7 20		Lobelia 40@ 50	Quassia 12@ 15
Almonds, Sweet, true 4 00@4 25		Mustard, yellow 45@ 50	Quinine Salts 1 25@1 72
Almonds, Sweet, imitation 75@1 00		Mustard, black 30@ 35	Rochelle Salts 59@ 65
Amber, crude 3 25@3 50		Poppy @1 00	Saccharine @1 25
Amber, rectified 4 50@4 75		Rape 15@ 20	Salt Peter 36@ 45
Anise 2 50@2 75		Sabadilla @ 35	Selditz Mixture 48@ 55
Bergamont 9 50@9 75		Sabadilla, powd. 35@ 45	Soap, green 20@ 30
Cajeput 2 00@2 25		Sunflower 10 1/2@ 15	Soap mott castle 22 1/2@ 25
Cassia 4 50@4 75		Worm American @ 25	Soap, white castle case @35 00
Castor 3 60@3 80		Worm Levant 1 65@1 75	Soap, white castle less, per bar @3 75
Cedar Leaf 1 75@2 00		Tinctures	Soda Ash 4 1/2@ 10
Citronella 1 00@1 25		Aconite @1 65	Soda Bicarbonate 4@ 8
Cloves 4 50@4 75		Aloe @1 50	Soda, Sal 2@ 5
Cocanut 40@ 50		Arnica @1 40	Spirits Camphor @1 50
Cod Liver 5 60@5 75		Asafoetida @2 35	Sulphur, roll 4 1/2@ 10
Cotton Seed 2 05@2 20		Belladonna @2 50	Sulphur, Subl. 4 9-10@ 16
Croton 2 00@2 25		Benzoin @2 50	Tamarinds 15@ 20
		Benzoin Compo'd @3 30	Tartar Emetic @ 90
		Buchu @3 40	Turpentine, Ven. 50@5 00
		Cantharides .. @3 90	Vanilla Ex. pure 1 50@2 00

TALK

Over Citizens Long Distance Lines



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

COPPER METALLIC CIRCUITS

USE CITIZENS SERVICE

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	
Lemon Peel Orange Peel Butter Plates D. C. Salt			
AMMONIA Arctic Brand 12 oz. 16c, 2 doz. box 3 00 16 oz. 25c, 1 doz. box 1 75 32 oz., 40c, 1 doz. box 2 85		Cheese Peerless @42 Brick @39 Lelien @36 Limburger @36 Pineapple @ Edam @ Sap Sago @ Swiss, Domestic	
AXLE GREASE Mica, 25 lb. pail 1 60		Cheese Peerless @42 Brick @39 Lelien @36 Limburger @36 Pineapple @ Edam @ Sap Sago @ Swiss, Domestic	
BAKED BEANS No. 1, per doz. 1 35 No. 2, per doz. 2 25 No. 3, per doz. 3 60		Cheese Peerless @42 Brick @39 Lelien @36 Limburger @36 Pineapple @ Edam @ Sap Sago @ Swiss, Domestic	
BATH BRICK English 95		Cheese Peerless @42 Brick @39 Lelien @36 Limburger @36 Pineapple @ Edam @ Sap Sago @ Swiss, Domestic	
BLUING Jennings' Condensed Pearl Bluing Small, 3 doz. box 2 55 Large, 2 doz. box 2 90		Cheese Peerless @42 Brick @39 Lelien @36 Limburger @36 Pineapple @ Edam @ Sap Sago @ Swiss, Domestic	
BREAKFAST FOODS Cracked Wheat, 24-2 4 60 Cream of Wheat 7 50 Quaker Puffed Rice .. 4 35 Quaker Puffed Wheat 4 35 Quaker Brkfst Biscuit 1 90 Quaker Corn Flakes .. 2 90 Saxon Wheat Food 4 75 Shred Wheat Biscuit 4 50 Triscuit, 18 2 25 Pillsbury's Best Cerl 2 50		Cheese Peerless @42 Brick @39 Lelien @36 Limburger @36 Pineapple @ Edam @ Sap Sago @ Swiss, Domestic	
BROOMS Fancy Parlor, 25 lb. 10 00 Parlor, 5 String, 25 lb. 9 15 Standard Parlor, 23 lb. 9 00 Common, 23 lb. 8 50 Special, 23 lb. 8 25 Warehouse, 23 lb. .. 11 00		Cheese Peerless @42 Brick @39 Lelien @36 Limburger @36 Pineapple @ Edam @ Sap Sago @ Swiss, Domestic	
BRUSHES Solid Back, 8 in. 1 00 Solid Back, 11 in. 1 25 Pointed Ends 1 00		Cheese Peerless @42 Brick @39 Lelien @36 Limburger @36 Pineapple @ Edam @ Sap Sago @ Swiss, Domestic	
Stove No. 3 1 00 No. 2 1 50 No. 1 2 00		Cheese Peerless @42 Brick @39 Lelien @36 Limburger @36 Pineapple @ Edam @ Sap Sago @ Swiss, Domestic	
Shoe No. 1 1 00 No. 2 1 30 No. 3 1 70 No. 4 1 90		Cheese Peerless @42 Brick @39 Lelien @36 Limburger @36 Pineapple @ Edam @ Sap Sago @ Swiss, Domestic	
BUTTER COLOR Dandelion, 25c size .. 2 00		Cheese Peerless @42 Brick @39 Lelien @36 Limburger @36 Pineapple @ Edam @ Sap Sago @ Swiss, Domestic	
CANDLES Paraffine, 6s 17 1/2 Paraffine, 12s 18 1/2 Wicking 65		Cheese Peerless @42 Brick @39 Lelien @36 Limburger @36 Pineapple @ Edam @ Sap Sago @ Swiss, Domestic	
CANNED GOODS Apples 3 lb. Standards .. @1 60 No. 10 @5 00		Cheese Peerless @42 Brick @39 Lelien @36 Limburger @36 Pineapple @ Edam @ Sap Sago @ Swiss, Domestic	
Blackberries 2 lb. @10 50 Standard No. 10 .. @10 50		Cheese Peerless @42 Brick @39 Lelien @36 Limburger @36 Pineapple @ Edam @ Sap Sago @ Swiss, Domestic	
Beans Baked 1 25@2 25 Red Kidney 1 25@1 35 String 1 80@2 50 Wax 1 80@2 50		Cheese Peerless @42 Brick @39 Lelien @36 Limburger @36 Pineapple @ Edam @ Sap Sago @ Swiss, Domestic	
Blueberries Standard @ No. 10 @11 50		Cheese Peerless @42 Brick @39 Lelien @36 Limburger @36 Pineapple @ Edam @ Sap Sago @ Swiss, Domestic	
Clams Little Neck, 1 lb.		Cheese Peerless @42 Brick @39 Lelien @36 Limburger @36 Pineapple @ Edam @ Sap Sago @ Swiss, Domestic	
Clam Bouillon Burnham's 1/2 pt. 2 25 Burnham's pts. 3 75 Burnham's qts. 7 50		Cheese Peerless @42 Brick @39 Lelien @36 Limburger @36 Pineapple @ Edam @ Sap Sago @ Swiss, Domestic	

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

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

Unwashed, med.	@50
Unwashed, fine	@45

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

Per doz.	90
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15lb. pails, per pail	...
30lb. pails, per pail	...

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

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

Per case	4 15
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Fancy Open Kettle	70
Choice	58
Good	58
Stock	58

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	5 65
No. 2 1/2	5 65

1/4 lb. 6 lb. box	30
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Almonds, Terragona	30
Brazils, large washed	34
Fancy Mixed	28@29

Filberts, Barcelona	24
Peanuts, Virginia	18
Peanuts, Virginia	22

Peanuts, Spanish	20
Walnuts California 36@37	...
Walnuts, French	32

Almonds	55
Peanuts, Spanish	19 1/2
10 lb. box	19 1/2

Peanuts, Spanish	17 1/2
100 lb. bbl.	17 1/2
Peanuts, Spanish	17

Pecans	1 00
Walnuts	90

Almonds	55
Peanuts, Spanish	19 1/2
10 lb. box	19 1/2

Peanuts, Spanish	17 1/2
100 lb. bbl.	17 1/2
Peanuts, Spanish	17

Pecans	1 00
Walnuts	90

Almonds	55
Peanuts, Spanish	19 1/2
10 lb. box	19 1/2

Peanuts, Spanish	17 1/2
100 lb. bbl.	17 1/2
Peanuts, Spanish	17

Pecans	1 00
Walnuts	90

Almonds	55
Peanuts, Spanish	19 1/2
10 lb. box	19 1/2

Peanuts, Spanish	17 1/2
100 lb. bbl.	17 1/2
Peanuts, Spanish	17

Pecans	1 00
Walnuts	90

PICKLES

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

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

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

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

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

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

No. 1, 100 lbs.	...
No. 1, 40 lbs.	...
No. 1, 10 lbs.	...

No. 1, 100 lbs.	...
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No. 1, 10 lbs.	...

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No. 1, 10 lbs.	...

No. 1, 100 lbs.	...
No. 1, 40 lbs.	...
No. 1, 10 lbs.	...

SALERATUS

Packed 60 lbs. in box	3 25
Arm and Hammer	3 00
Wyandotte, 100 1/2	3 00

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

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

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

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

SPICES

Allspice, Jamaica	@12
Allspice, lg. Garden	@11
Cloves, Zanzibar	@55

Cassia, Canton	@20
Cassia, 5c pkg. doz.	@35
Ginger, African	@15

Ginger, Cochlin	@20
Mace, Penang	@90
Mixed, No. 1	@17

Mixed, No. 2	@16
Mixed, 5c pkgs. dz.	@45
Nutmegs, 70-8	@50

Nutmegs, 105-110	@45
Pepper, Black	@32
Pepper, White	@40

Pepper, Cayenne	@22
Paprika, Hungarian	@45

Pure Ground in Bulk	
Allspice, Jamaica	@16
Cloves, Zanzibar	@55

Cassia, Canton	@20
Cassia, 5c pkg. doz.	@35
Ginger, African	@15

Ginger, Cochlin	@20
Mace, Penang	@90
Mixed, No. 1	@17

Mixed, No. 2	@16
Mixed, 5c pkgs. dz.	@45
Nutmegs, 70-8	@50

Silver Gloss, 16 3lbs. . .	9½
Silver Gloss, 12 6lbs. . .	9½
Muzzy	

HONORS FOR MARSHAL HAIG.

Field Marshal Haig commanded the British forces for three years in France without receiving any recognition of his work from the Government at home. The deeps have murmured of late. His friends have been disposed to complain that he was being neglected, and they have hinted at friction between the Government and the head of the army as the explanation of a certain coolness in Downing Street toward the victorious soldier. It is, of course, known that he asked for reinforcements which did not come until after the Germans began their supreme offensive in March, but when the reinforcements arrived—Mr. Lloyd George put their number at 350,000 in a speech in Parliament—the tide of battle turned and the advance of the British on their front proved irresistible. Field Marshal Haig's successes made him so popular in England that the Government would never dream of denying him the traditional rewards. His welcome home was a demonstration that no British commander in our times has enjoyed, and it may be assumed the report is true that the new Parliament will lose no time in giving him a vote of thanks, in raising him to the peerage, and making a money grant to him. That is the British way.

The rule or custom in England seems to be that when a soldier returns from a campaign which has saved or enhanced the prestige of the empire in any quarter of the globe, and increased its territory or pacified rebellious elements, he shall be ennobled and enriched. No sounding but empty honors are bestowed upon him. He must have an income sufficient to support his exalted state, and the Government provides the money. Thus when Lord Roberts came back from relieving Kimberley in the Boer war, a success that ensured final victory, the finishing touches of which were left to Kitchener, Parliament created Lord Roberts an Earl and voted him £100,000, in American money about \$500,000. For his Kandahar campaign in 1878, a difficult enterprise brilliantly executed, he had been created K. C. B., G. C. B., and a Baronet. On Jan. 1, 1892, for his services as Commander in Chief in India in a time of little frontier wars he was raised to the peerage as Baron Roberts of Kandahar and Waterford, and three years later he became a Field Marshal.

Earl Kitchener received two grants of money for his successes in war—£30,000 after his return from the Khartum triumph, when he was raised to the peerage, and £50,000 for winding up the Boer war, his part in it being less spectacular than that of Lord Roberts, but more intricate and strenuous. Probably no other soldier of the empire could have accomplished the task. Kitchener was made a Baron after Khartum, a Viscount on his return from South Africa, and an Earl in 1914. Many orders were conferred upon him. His commission as Field Marshal was issued in 1909.

For achievements of less brilliance and importance than those that car-

ried Roberts and Kitchener to the House of Lords and brought them a measure of affluence with more decorations than could be distinguished on a red coat, Garnet Joseph Wolseley was made a Viscount (1885) and received two grants of money, respectively £25,000 and £30,000. His campaigns seem insignificant now; Red River, (the Riel rebellion,) Ashantee, an expedition to Egypt in 1882, and the ineffectual relief of "Chinese" Gordon, who was killed by a native at Khartum. Wolseley, however, was an able soldier of great personal bravery and he was very popular with Tommy Atkins. It must be admitted that he was a politician, very pushing and uniformly successful.

England seems to limit her monetary rewards and peerages to the soldiers who do big things, of which the measure of values varies. Thus General Sir Harry Prendergast, who fought all his life on the India frontier, and at last had an individual command in a successful expedition into disturbed Burma in 1885, was only thanked by her Majesty and the Government of India. Field Marshal Sir Evelyn Wood, who began to fight for England in the Crimea, won the Victoria Cross and served with distinction in half a dozen wars in Africa—he was Sirdar in Egypt for two years and organized its army—has never been a Parliamentary hero and beneficiary. Yet he is one of the grand old men in the British Army and is held in high esteem. General Sir Alfred Gaselee is an Indian and African veteran of many campaigns, and was commander of the British force in the Boxer rebellion in China. He has many medals and clasps and can wear several coveted orders, but he didn't achieve a big thing that brought him into the limelight. Sir Douglas Haig may count on the utmost reward, the highest honors, and the greatest benefits that Parliament can give him. He has not won a Blenheim or a Waterloo, but his victories, although under French command, dwarf the achievements of Roberts or Kitchener. Field Marshal Haig's operations have been on a scale so prodigious, and he has met the test in so many critical emergencies, that his countrymen will probably rank him after Marlborough and Wellington as a soldier. The fact that Sir Douglas Haig saved the empire as commander of 2,000,000 men and kept the field for three terrible years makes an appeal to the imagination of the empire that will be reflected in Parliament's recognition of his merits.

A general merchandise dealer in one of the Western states writes us that his egg-handling proposition is a difficult one. The egg jobbers, of course, are all buying eggs candled at their plants, and, judging from the remittances they send him, he doesn't see how they kept from going broke when they bought case-count. "I have shipped as high as 250 cases a week in the egg season (all candled) and lose on an average of about one-third," he says. "I am at a loss to

know how to handle eggs and get my money out of them." Doubtless there are many other country merchants who feel the same way. Where it is possible to do so the Tradesman believes it is advisable for the country merchant to let the people in his town who make a specialty of handling eggs handle that product. The old-time method of trading produce on merchandise is slowly, but surely, we believe, being done away with. It is unsatisfactory, to begin with, and in basic principle is wrong. The egg business is a distinct business in itself and can, usually, only be conducted successfully by men who make that their business. Doubtless the merchant figures that his eggs are properly candled. Possibly they are, but probably they are not. And, after they are candled they are undoubtedly kept in heated rooms much of the time so that after the work of candling has been done more or less deterioration results. This is more and more becoming an age of specialization.

Jugo-Slavonia, with Czecho-Slavonia and Poland, appear on the Food Administration's official map as lands where famine conditions prevail; Greece and Rumania as lands where the food shortage approaches the famine point; and Italy, Turkey, and Bulgaria as lands of serious food shortage. All except Poland are to be reached through the Mediterranean. Hence the importance of the rapid utilization of the Austro-Hungarian merchantmen for which the

Allied Maritime Council is making preparations. It is stated that its flag has already gone up in the Adriatic beside that of Italy, which is to share with Allied nations and Spain the trusteeship of the tonnage. The total of Austro-Hungarian shipping available can hardly exceed 500,000 tons, but that will be invaluable. It is evident that the Allies expect to make a similar use of German tonnage, placing it under international control until its emergency employment is no longer necessary to relieve famine and destitution. A Paris dispatch represents the Allied food control as about to obtain a million tons of German ships for such service as it desires. The banner of the Allied Maritime Council may prove in its way a forerunner of that League of Nations.

What a Bargain Counter Will Do.

Somewhere in the store put in a bargain counter. It pays because:

It works off dead stock and stick-ers.

It is good for dull seasons.

It enlivens business because it satisfies the cry for cut rates.

It makes quick profits because the goods will go.

It attracts people who have other things to buy.

It has no come-backs. The customer buys on his own judgment.

It shows that you are keeping things moving.

It will sell goods out of season.

It will force sales.

It is a good advertisement.

DWINELL-WRIGHT CO.'S

White House

Coffee

and

Teas



WHEREVER
THEY CAN BE OBTAINED
THEY ARE THE
PUBLIC'S
PREFERENCE

"It's the QUALITY that catches 'em"

Distributed at Wholesale by
JUDSON GROCER CO.
GRAND RAPIDS, MICH.

Co-operation Needed To Maintain Style Restrictions.

The sudden ending of the great war, when it was generally supposed that the conflict would last one or two years longer, has wholly changed the status of trade throughout the world. The restrictions and regulations instituted as war measures are being removed, and a soon as the actual peace treaty is signed the trend will be strongly towards freedom of trade without governmental interference. This is as it should be. There is extreme danger in following the theories of the socialist that industry and commerce can be conducted better by the Government than under individual initiative and control.

There is much difference of opinion as to the length of time which may elapse between the signing of the armistice and the ultimate peace terms. At this writing the thought is that formal peace will be declared without much delay or waiting for the determination of the many complicated questions which may require months if not years to work out.

All the industrial countries, and especially the United States, are making plans for the extension of their foreign trade. The war has been abnormally destructive of raw materials, and the preponderating problem of reconstruction concerns itself with crude products and shipping. The Central Powers are stripped bare of raw materials for manufacturing, but Belgium, France and the lesser countries of Central Europe have suffered the demolition of their factories and machinery. It appears inevitable that it will devolve upon Great Britain and the United States to supply not only food but merchandise and machinery generally to the countries devastated by war.

The War Industries Board will go out of existence January 1, and there is some divergence of view regarding what has been termed "inter-allied control of raw materials." Theoretically it would appear that the control of raw products for manufacturing into finished merchandise might well be allocated by the leading nations which were associated in the victory against Germany and Austria, but there are many difficulties in the way of working out an harmonious arrangement. The laws of the United States were temporarily suspended during the war, but it is improbable that public opinion would sustain the President and Congress in an attempt to set aside permanently the laws forbidding combination in restraint of trade.

Now that actual fighting has ceased it is realized that the United States was not an ally of Great Britain, France and Italy. We were not bound by treaty obligations. Our entry into the war technically was caused by the violation of international law in sinking our ships and destroying lives and property. Of course public opinion in favor of war against the Central Powers was aroused by the menace of German

imperialism and threat of world domination. It is one thing to form a close association of nations for defence against a common enemy but another to set aside National jealousies and prejudices in time of peace. Leading men in the leather industries are not especially confident of the formulation of commercial treaties.

Perhaps the most important effect of the war upon the industry and commerce of the United States will be the changed relation with regard to international trade. The industrial countries of Europe during the past century have been compelled to compete actively for foreign trade. Meanwhile the United States, being a new country separated by three thousand miles of water from the old world was insular and self contained. Manufacturers and merchants had all they could do to keep pace with the increasing domestic demand for merchandise.

During the years immediately preceding the outbreak of the war almost all staple lines of merchandise in the United States were in superabundant supply. The manufacturing capacity had been developed beyond the normal consumptive requirements of the population. A wider export outlet was needed, but many of the oldest and largest concerns were unacquainted with even the rudiments of foreign trading. The entrance of the United States into the world war has already changed the mental attitude of the people regarding exporting and importing. It may be said that the old dispensation has passed away, and hereafter manufacturers and merchants will be vitally interested in foreign commerce and will cease to think of it as a thing remote and detached.

The attitude of all the countries of the world towards the United States will be changed as a result of the great war. The time worn channels of trade have been plowed under, and it has become imperative that new sources of supply be discovered. Importers who never before looked to the United States are now realizing that the tremendous industrial development and great financial strength of our country, in connection with the impaired resources of Europe make this the logical market in which to purchase supplies.

The United States has long possessed the great advantage of intensive industrial development, a large population with purchasing power and inclination to consume immense quantities of merchandise. To these prerequisites to successful exporting we have added as a consequence of the war the power to extend credit. Foreign buyers will hereafter be able to borrow money in the United States to finance their operations. Our leading banks are represented by branches in all the leading countries. Everyone familiar with the export trade has had occasion in former years to observe that inferior goods frequently were sold and our merchandise was neglected because our credit facilities handicapped us in the competition.

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.

FOR SALE—Office supply, stationery and novelty store, to close estate. Write G. F. Friegel, Administrator, Owosso, Michigan. 39

For Sale—Good clean stock of hardware in the best town in Delaware. Established in 1877 and under the same management. Reason for selling, health and age of manager and treasurer. H. B. Wright Co., Newark, Delaware. 40

Clothing Store For Sale—Central location in manufacturing city of 10,000; surrounded by rich farming section. Will sell building also, if wanted. A. S. Burgess, Cortland, New York. 41

For Sale—Fuel and ice business in good growing locality; real estate, stock and all equipment; \$10,500 cash, or Liberty Bonds. Address No. 42, care Michigan Tradesman. 42

For Sale—Grocery store and stock can be bought at a bargain. Address F. J. Winslow, Linden, Michigan. 43

Land will go higher. Merchandise will surely drop. Never was a better time to exchange your business for land than right now. I want to get into business and have 480 acres unimproved Ogemaw County, Eastern Michigan land. Soil is very fertile, being a sandy clay loam. The making of a wonderful stock and dairy farm. Price \$25.00 per acre. Enc. \$3,000. Will trade all or part for good clean mercantile business. Send full particulars in first letter to E. L. Garner, Austin, Minnesota. 44

BARRELS—We buy and sell all kinds, either tight or slack. Single or carload lots. Pay best prices. Start the year right by dealing with Wolverine Barrel & Bag Co., 448 Sixth St., Grand Rapids, Michigan. 45

A fortune is here waiting for the right man, in the furniture business; a three story building that has been occupied as a furniture store for seventy-five years, located in the very best retail center of a city now 40,000 people; rent low. If interested address, Lewis E. Higgins, Taunton, Massachusetts. 37

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

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

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

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

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

1919 Salesmen Wanted—On salary and commission, to call on drug trade with our guaranteed "Tix Ton Line for conserving animal life," or can be taken on as side line with drug sundries, stock-foods, germicides, implements, fertilizers, etc. If you wish this Line of Action write or call at once. Parsons Chemical Works, Grand Ledge, Michigan. 33

COME SOUTH—How would you like to own small drug store away from the climate of snow and ice? Stock and fixtures about \$4,500; cash sales over \$9,000 per year; want to retire from business; half cash; well secured paper, Liberty bonds or War-Savings stamps on balance; railroad town of 1,200, 35 miles from San Antonio, Texas. Address A. B. Gillett, Pleasanton, Texas. 31

Wanted—Position by experienced pharmacist. Address Lock Box 27, Woodland, Michigan. 32

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

PATENTS, TRADEMARKS, COPY-RIGHTS procured. Protect your invention by patent. Protect your business or product by trademark. Book FREE. Sanders, 14 Webster Building, Chicago, Illinois. 34

For Sale—80 acres of good, productive soil, good frame house and barn and other out buildings. A good bearing orchard of 46 trees. Also quantity of good lumber and building stuff. Will sell or exchange for stock of general merchandise not to exceed \$5,000. Geo. T. Kelly, Twining, Michigan. 36

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

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

MAN OF THE HOUR WANTED.

Present Crisis Demands High Order of Statesmanship.

Written for the Tradesman.

More difficult problems confront the American people to-day than those that marked the beginning of the war.

Reconstruction, the building up where so much has been torn down, is of greater importance than war. We have not the waste places to repair as have France and Belgium, yet the world is opening up a new era which bodes good or ill to its people, especially the people of the Great Republic on this side of the Atlantic.

Right now is when we need a statesman of no ordinary caliber to take charge of affairs and see that no false steps are taken in the matter of law making for the future of our country. If we have any strong men, now is the time for them to show up and get into harness, for some of the most important work the world has ever been called upon to perform.

A league of nations is mentioned as the leading question to be settled. Well, what about it? Nobody seems to know exactly what a league of the kind will lead to. Some tell us it will be the grandest combination of nations for the peace of the world that ever was. However, we have yet to see the man who is ready to stand sponsor for this league when it shall be put into operation on the grand scale that it must assume in order to compel the peace of the world.

In the minds of some of the wisest, the thing is impossible of accomplishment. Nations with ordinary degree of racial pride will not consent to bind themselves in a league that may at some future time compel them to suffer humiliation and wrong that the peace of the world may not be broken.

For instance, there is Britain with the largest navy in the whole world, which counted splendidly large for safety of the seas during the four years that Germany raged the main in the role of boss pirate of the universe and whose deeds upon the briny deep have blackened the name of Germany forever. Britain will not in the nature of things consent to cut that navy down to the mere guard-boats of a home squadron. She would be less than human did she so consent. If I were an Englishman there'd be too much pride in my soul for the deeds of Britain's navy to consent to become a third-rate power on the sea, and it will be asking too much of that power to require a dismantling of the navy that saved the world to liberty and law during the lurid years from 1914 to 1918.

A league of nations rolls flippantly from the tongue, but there "ain't going to be no such animal." Folks who imagine wars and rumors of wars are over for all time seem to me to be counting chickens in the egg. It is, however, quite reasonable to suppose that the next hundred years will be years of peace, with only such wars as those of industrial and commercial nature that no amount of bargaining can suffice to obliterate.

In the contests of peace that are to come America must look out for

number one. The man who will not care for his own household before the rest of mankind is worse than an infidel and it is the same with nations as it is with men. America for Americans, with a whole-souled friendliness toward all the other respectable nations of the earth, which, of course, excludes Germany.

But where is our leader in this modern crisis to come from? It is plain as A. B. C. that we can not bargain away our rights as a Nation to self protection under the guise of that misleading, seductive sentence, "A league of nations." The industrial world demands our attention and the rights and best plans for a greater America on sea and on land. "Freedom of the seas" is another much misunderstood phrase. Some interpret it to mean free trade, which, if it does, can not be agreed to by the United States, which has always raised the barrier of tariffs when necessary to exclude the products of illy paid foreign labor against competition with the products of our better paid workmen.

There is much to be considered along this line. President Wilson may be a great statesman in some directions, but he should not be the only mouthpiece in defense of American interests at the reconstruction table. It does seem as though our country was a laggard just at this most important era in her existence because of lack of statesmanship timber. All great crises in our history have produced the man for the hour. We are straining our eyes just now to discern, if possible, the modern Moses who is to lead us out of the wilderness into the promised land. Who is he? Where is he? Echo answers where?

War prices, both wages and products of factory and farm, are bound to come down to a more normal level than during the strenuous necessities of the war period. Supply and demand will in good time exert an influence to bring this about, despite the fact that many are looking for Government ownership of various properties to continue indefinitely with its power used to continue the high prices of a war period right along.

To right thinking men Government ownership is not considered desirable. It is possible that one of the great political parties may take this up, making it an issue for 1920. Nothing could be more acceptable to the free born American citizen who will not consent to paternalism in Government any more than he would hold out an inducement for an autocratic form of management in this country.

We need the man of the hour right now when the big men of the European continent are gathering to make combinations that will secure peace on earth and equity of deal among all men. Government of the people, by the people, for the people, can not exist with Government control of the major part of our industries. It requires some brains to read the stars and bring order out of the chaos that seems to dominate conditions.

Old Timer.

All Honor To Mr. Acker!

W. H. Acker, of Detroit, former proprietor of the Richmond Bank, who to protect depositors began liquidating the affairs of his bank three years ago following the collapse of the Richmond Elevator Co., completed payment in full December 21-24 as a Christmas remembrance to all depositors.

This is said to be an unprecedented event in banking history and fulfills Mr. Acker's pledge to his depositors at the time the elevator company's financial difficulties were revealed. Despite the stir created by the collapse of the elevator company, in which Mr. Acker was a large stockholder, not a single bank depositor placed his account in any attorney's hands and confidence in payment by the bank continued unimpaired.

There were no bankruptcy proceedings of any kind, nor any move to such an end by any creditor of either the Richmond Elevator Co. or the Richmond Bank. Three 25 per cent. dividends were paid to depositors of the bank by Mr. Acker within a year of the beginning of liquidation. Seven months later a 10 per cent. dividend, was paid, a year later another 10 per cent. dividend, and the remaining 5 per cent. has now completed full payment of every depositor.

In addition to fully protecting the depositors of the bank, Mr. Acker took up the preferred stock of the Richmond Elevator Co. except what was held by the late J. A. Heath, secretary and manager of the elevator company. This stock of Heath had been used by the elevator manager as collateral for loans with which to finance his dealings on his personal account. Heath is also declared to have manipulated the books and funds of the elevator company for five years preceding the smash to cover his loss of the company's funds in his marginal trading. In the collapse of the company, \$75,000 in stock, a majority of it owned by Mr. Acker, was rendered worthless, despite the actual profits made by the company. Claims of creditors totaling \$86,000 were settled.

Mr. Acker's personal loss in the collapse of the elevator company and as a result of his own efforts to protect the depositors in his bank and the preferred stockholders of the elevator company totaled \$93,000.

Flour Rules Are Lifted.

All rules and regulations which have been in force since the inauguration of the Food Administration governing the manufacture and sale of flour have been lifted. This sweeping change in the working of the Food Administration is in line with the policy of the Administration, which is directed toward eliminating as far as possible all restrictions during the period between the signing of the armistice and the signing of the actual peace treaties. This is being done in an effort to have the trade practically re-adjusted to peace conditions by the time the treaty is signed so that business can go on smoothly and without restraint.

The removal of the flour regulations means that in the future mills will no longer be required to manufacture the 100 per cent. flour prescribed by the Food Administration as a war measure, and can return to the manufacture of the established grades, common before the war. Moreover neither the mills nor flour merchants and jobbers will be compelled to adhere to the price restrictions formerly in force. It is understood, however, that the Food Administration will maintain a general supervision of the trade and that abnormal or unreasonable profits will not be allowed.

Rules governing the mill feed situation, which have maintained a minimum price for feed, have also been rescinded and it is believed that the price of mill feed will advance sharply to a basis with other feeds. It has been admitted quite generally since the price of feed was established on the new crop, that the figures arrived at by the Government were too low and that as a result mill feed has not moved into its usual channel, but has been consumed by interior markets and has been used very generally where formerly other feeds were utilized. On the first announcement that restrictions had been removed, prices for feed in the West jumped from \$10 to \$20 per ton. As feed is a by-product of the manufacture of flour, many think that if feed advances to a much higher level, it will bring down the price of flour correspondingly.

While the other branches of the Government War Service, pretty generally, are being demobilized, the Food Administration and the Department of Agriculture are calling for a still greater mobilization of the laying hen. This is no time, say the experts, for the laying hen to be mustered out. There is an urgent and immediate need for a record-breaking output of winter eggs. Following a survey of the situation by Government authorities, they are inclined to be of the opinion that, in most territories, there is a larger supply of laying hens and prospective laying pullets on hand than is usual. The efforts of the department everywhere—through its experts, its increased supply of field men, its connection with the State agricultural colleges and the food administrations of the various states, as well as re-enforced by the activities of the National poultry organization of the country, are all toward an increase of supply, believing that much food yet so much needed can be more quickly and profitably produced through the hens on our farms and in our city back lots than by any other method. And there is a strong part that the egg and poultry dealers can play in this propaganda. Don't overlook it.

It not only pays to give customers good service, but they are entitled to it in return for the profit they pay you on your goods.

BUSINESS CHANCES.

For Sale—Stock of groceries, dry goods and shoes. Only store of kind in town of about 500. Good school. Other business to look after. J. D. Locke, Oakley, Michigan.

The Master Cigar



Manufactured only by the

G. J. Johnson Cigar Co.

Grand Rapids, Michigan

Always Wilsnaps—Always advertised

The January Advertisement
Appearing in Vogue and Harper's Bazar

It is a "snap"—

—to sell a fastener that women know will snap!

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



Will they—?

What? Snap properly?

A natural question if you have never used Wilsnaps before!

A "proper" snap, we think you will agree, holds fast through thick and thin. It lets go without coaxing. It is rust-proof, of course.

Yes. On the familiar orange card you will find your proper snaps.

No matter whether your material is light or heavy, Wilsnaps will snap simply because they *are* Wilsnaps. Look for that reassuring name.

Wilsnaps—always Wilsnaps—where ever snap fasteners are used

Always will snap

WILSNAP

REG. U.S. PAT. OFF.
Fashion's Fastener

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


W.F.C.
1910