

**When You Know a Fellow**

When you get to know a fellow, know his joys and know his cares,  
When you've come to understand him and the burdens that he bears,  
When you've learned the fight he's making and the troubles in his way,  
Then you find that he is different than you thought him yesterday.  
You find his faults are trivial and there's not so much to blame  
In the brother that you jeered at when you only knew his name.

You are quick to see the blemish in the distant neighbor's style,  
You can point to all his errors and may sneer at him the while,  
And your prejudices fatten and your hates more violent grow  
As you talk about the failures of the man you do not know,  
But when drawn a little closer, and your hands and shoulders touch,  
You find the traits you hated really don't amount to much.

When you get to know a fellow, know his every mood and whim,  
You begin to find the texture of the splendid side of him;  
You begin to understand him, and you cease to scoff and sneer,  
For with understanding always prejudices disappear.  
You begin to find his virtues and his faults you cease to tell,  
For you seldom hate a fellow when you know him very well.

When next you start in sneering and your phrases turn to blame,  
Know more of him you censure than his business and his name;  
For it's likely that acquaintance would your prejudice dispel  
And you'd really come to like him if you knew him very well.  
When you get to know a fellow and you understand his ways,  
Then his faults won't really matter, for you'll find a lot to praise.

**FREE**  
to  
**Merchants**




**Write**  
for Your  
**Copy today**

## Be Ready for Big Seed Business

Most everyone will plant a "Victory Garden" this year and the demand for seed will be greater even than it was during the war. Good fresh stocks of reliable, well-known brands will earn big profits for many live merchants. You can fill every demand for quality seeds with

**Isbell's Seeds**  
*"As They Grow Their Fame Grows"*

For Garden  For Farm

### Better, Quicker Service — Bigger Profits

Isbell's Red List enables you to fill orders quickly whether you stock all sorts or not. Quotes low wholesale prices on seeds direct from grower to you. Use it for first orders and for quick fill in. It's a Seed Service you and your customers will like. Write us today for Red List and further particulars.

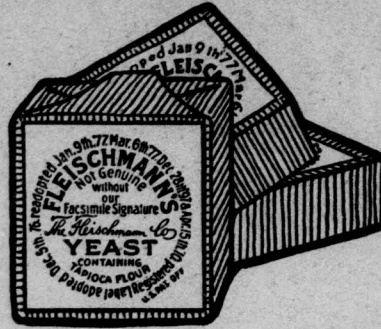
**S. M. Isbell & Co.**

1169 Mechanic St.

Jackson, Michigan

**WHY** — Michigan People should use  
Michigan Flour made from  
Michigan Wheat

- 1—It excels all other flours in flavor.
- 2—It excels all other flours in color (whiteness.)
- 3—It excels all other flours for bread making.
- 4—It excels all other flours for pastry making.
- 5—It requires less shortening and sweetening than any other flour.
- 6—It fills every household requirement.
- 7—Michigan merchants should sell, and Michigan people should buy Michigan flour made from Michigan wheat for every reason that can be advanced from a reciprocity standpoint.



The Tin Foil Cake  
of  
**Fleischmann's  
Yeast**

which physicians everywhere are prescribing for Constipation, Furunculosis, Acne and other diseases.

Send for our book "The Healing Power of Compressed Yeast."  
It will interest you.

NEW YORK  
SEATTLE

THE FLEISCHMANN COMPANY

CINCINNATI  
SAN FRANCISCO

# DIAMOND CRYSTAL

*The Salt  
that's all salt.*

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

## DEAL 1814

## MORE PROFIT

### SNOW BOY WASHING POWDER 24s—Family Size

through the jobber—to Retail Grocers

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

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

Yours very truly,

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

# MICHIGAN TRADESMAN

Thirty-Sixth Year

GRAND RAPIDS, WEDNESDAY, JANUARY 8, 1919

Number 1842

## MICHIGAN TRADESMAN

(Unlike any other paper.)

Each Issue Complete in Itself.

DEVOTED TO THE BEST INTERESTS  
OF BUSINESS MEN.

Published Weekly by  
TRADESMAN COMPANY

Grand Rapids

E. A. STOWE, Editor

### Subscription Price.

Two dollars per year, if paid strictly  
in advance

Three dollars per year, if not paid in  
advance.

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

Sample copies 5 cents each.

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

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

### ALL BOSH.

There is a good deal of bosh in the newspapers nowadays regarding the negligence of employers in not finding places for soldiers who are returning from the battle fronts and encampments.

So far as the Tradesman's information goes, it believes that practically every man who had a job before the war can come back to his own when-  
ever he is permitted to do so.

A man who had no job when he enlisted or was drafted may have to look around a little to find employment, but he will not have to look long.

The greater problem to solve at present is the arrogant position assumed by the undersized upstart in charge of the War Department, who is holding thousands of men in the training camps who are anxious to get back to their jobs and whose employers are making all kinds of sacrifices to keep the jobs open for their old employes. In many cases, these soldiers are undergoing no training whatever. They are loafing around, eating their heads off and drawing \$30 per month, when they could earn nearly that much money every week if permitted to return to their homes. Requests for release receive no attention whatever at the hands of the military authorities, who appear to act on the assumption that their lease of life is short and that they propose to make the most of it while they have a chance. This spirit of indifference to the welfare of the men is doing more to demoralize the business of the country and hamper the return to normal conditions than any other factor in the situation.

### TRADE IN COTTONS LAGGING.

Nothing better shows the instability in the cotton markets than the comparatively wide fluctuations in the quotations for apparently inadequate reasons. This would seem to indicate that the principal factor is

merely speculation, because the size of the crop is determined and there have been no very marked changes in demand nor any promise of any. Neither is there at present any prospect of an enlarged consumption by domestic mills, the indications being rather of the reverse kind because of the slowing up in the demand for cotton fabrics. Buyers are averse to making purchases at present prices, although these represent quite large concessions from what they were, while the mills are seriously considering the proposition of trying to cut down labor costs. Attempts, however, at reducing wages are apt to be followed by strikes. In some instances there has been a curtailment of production because of an indisposition to pile up goods in stock. Relief is hoped for through outlets for export. But the trade in cotton goods is passing through a period of the same kind of re-adjustment as are other trades, and will not settle down until it is believed that values are somewhere near stable ones. What buying there is is for immediate needs and this applies pretty generally to knit as well as woven goods. In a fortnight or so things may become more stable, but no great amount of forward buying is expected even then.

### SURE CURE.

Over in Chicago, a very unusual group of women have undertaken a study at first hand into the causes of the high cost of living. Strange to say, one of the first things they did was to investigate the possible part the "middlemen" might play in it, by going right down into the produce district and looking for "facts" and they expressed surprise when they found the business men there willing to help them get at the truth. When they left, after three or four days of looking about and asking questions, they had concluded that the wicked middlemen weren't as wicked as painted.

Then they did the sensible thing: concluded that if prices were too high for certain things, they wouldn't buy them. They called it a boycott, but after all it is only the application of reduced demand to correct a high price. And, at last accounts, it is reported to be working out nicely with prices weakening.

Linen manufacturers overseas are not pressing the American market for new business. They are confident in the stability of their prices because of the established raw material basis. Linen buying from this side will probably develop in proportion to the success of retailers' white sales, but it is not to be expected that the usual far distant contracting will develop.

### DESPOTISM IN AMERICA.

For the sake of winning the war the American people have submitted to many unusual Government regulations, both wise and unwise, both just and unjust. It is now in order for our legislators, courts and jurists to decide if the same autocratic, despotic methods shall ever again be employed in times of emergency.

Not only have people been deprived of ordinary rights and privileges by authoritative mandates, but they have suffered from the arbitrary decisions of political adventurers who administered the affairs of their office without regard to the explicit provisions of Government regulations. This feature of the case is subject for immediate investigation and adequate punishment.

The District War Boards largely disregard the rules of exemption blanks and questionnaires, paid heed to unanimous recommendations of Local War Boards as to exemption or deferred classification of registrants, and in a high-handed, autocratic manner brushed aside reports, affidavits, rules, etc., bringing to naught much painstaking, honest, earnest labor of local boards and others to whom the Government assigned the task of determining who were or were not entitled to exemption or deferred classification.

Again, the treatment of soldiers in training camps: For the most part the boys have only words of praise for their officers, yet in some cases the exactions were actually cruel and criminal. In a camp where the influenza was at its height, the boys were ordered out before meals, without hats or coats, to stand in the chilly October or November rain for ten minutes or more and go through a drill. Did such abuses or authority as that have anything to do with the 1,800 deaths from influenza at that camp?

Another exhibition of kaiserism was when the War Stamp drive was on. The deferred class men of the whole country were called together and given the opportunity or threatened or forced to pledge themselves to buy, or solicit the purchases of a certain number of War Savings stamps each before a certain date, without regard to their income, wages or dependent relatives.

In other cases, cheap chairmen of War stamp committees caused to be published in the daily papers statements to the effect that those who failed to subscribe for stamps in the amount decided upon by the arrogant committee would be branded as unpatriotic. Of course, this sort of blackmailing tactics missed its mark, because it created so much bitterness in the minds of every fair minded

man that the impudent and hot headed chairmen did not dare to carry out their cowardly programme.

We must all learn to distinguish between privileges which have been permitted because they did not infringe upon the rights or welfare of the general public and our inalienable rights. The former in time may be justly abrogated; the latter must be strongly contested for and never surrendered.

The first full year of the Federal Land Bank system ends with the great total of \$150,000,000 lent to American farmers at 5 or 5½ per cent. The increase in loans is steady, and the sum will reach a much higher figure before it begins to slow up. The cold statistics indicate very imperfectly what a crushing weight is being lifted from needy land-owners who had been wont to pay 6 or 7 per cent. in the Eastern States and up to 11 or 12 per cent. in the West for the use of money. Even in Illinois two decades ago 10 per cent. was an ordinary interest rate. Secretary Houston spoke in his recent report of the Land Bank system as one of the chief factors in reducing the amount of tenancy—which, he said, has aspects that "should cause great concern"—in the United States. A certain incidental benefit in some sections will lie in the encouragement given by the formation of farm loan associations—of which there are nearly 3,500—to other kinds of co-operation.

With Belgium passing a universal suffrage law, it becomes apparent that the "one man, one vote" idea has emerged triumphant out of the war—even if no other human institution has. Central Europe, having learned a lesson as to the value of democracy, is sweeping away the whole antiquated structure of class franchise, which before the war had a strangle-hold on most of the countries between the Baltic and the Adriatic. At last the sneaking suspicion that the masses can not be trusted in the exercise of political rights has been dissipated. The whole world sees now that upper-class minorities were still less to be trusted. When the smoke of battle finally clears away, a Europe will be disclosed in which every man has a vote. And an increasing number of countries will appear on the map which, led by Great Britain, have given women the vote as well. We on our side must hurry if we do not wish to be left behind in the race for democracy.

A man does not have a very tight grip on his job when he works only enough to hold on to it.

## REALM OF THE RETAILER.

### History of Our First Uniform Insurance Policy.

I met a retail merchant in a jobbing house the other day who asked me if I did not think I was a little severe in my strictures on stock fire insurance companies. I replied that I was severe, but not nearly so harsh as I was justified in being, based on the arbitrary action and arrogant attitude assumed by the managers of most of the stock fire insurance companies doing business in this country.

As the man who made the enquiry appeared to be inclined to be somewhat skeptical, I asked him if he would like to listen to a detailed statement I could make in support of my position that the stock fire insurance companies are stumbling blocks in the pathway of progress. He eagerly acquiesced in this suggestion and immediately gave me a willing ear.

I thereupon took him back to the time the Tradesman was started, nearly thirty-six years ago, when the uniform insurance policy was unknown. Every company used a different form and they all vied with each other in seeing how many Chinese puzzles they could introduce in the fine print in their policies which no one ever thought of reading until the morning after the fire. Settlement with one company, in the event of a loss, would form no basis to work on with another company interested in the loss, because the conditions would be different on account of the variation in the fine print regulations. I learned that some states where the insurance companies were not in complete control of the legislatures enjoyed the advantages of a uniform insurance policy and immediately set about the work of securing similar benefits for Michigan policy holders. This involved the introduction of a bill in the Legislature providing for the creation of an insurance policy commission to pass on the measure. Immediately the cloven hoof of the fire insurance combine showed itself. The old line companies fought the proposed legislation, tooth and nail, bringing to bear every argument which cunning or coercion could command to defeat the measure. We won out, however, despite the machinations of the combine and the herculean efforts it made to deprive the insuring public of this great favor.

Then came the appointment of the third member of the commission, which was to be composed of the State Insurance Commissioner, the Attorney General and a third member to be appointed by the Governor. Cyrus G. Luce was then Governor and faced a critical situation. The insurance officials insisted that the third member of the commission should be a representative of the combine. On the other hand, I insisted that he should be a civilian, basing my contention on the ground that the Insurance Commissioner actually represented the insurance companies.

"How do you make that out?" asked Governor Luce.

I showed him that up to that time every Insurance Commissioner Michigan had ever had had graduated out of an insurance office into the Commissionership and dropped back into his old position, or a still better one created for him by the insurance companies, as soon as his term of office expired.

"Your point is well taken," said the Governor, "who would you like to have me appoint?"

"Charles Buncher, of Detroit," was the reply.

"Who is Charles Buncher?" asked the Governor.

He was told that Mr. Buncher had long been connected with the wholesale dry goods house of Edson, Moore & Co., had made a study of fire insurance all his life and probably knew more about the subject than any other business man in Michigan.

The appointment was made and the commission got together, organized and set a date for a hearing. The insurance companies announced that they would be represented by twenty-two attorneys, some of them being the keenest legal twisters in the country. This meant that the business men of the State must also be legally represented before the commission, so I hurriedly passed the hat and raised \$2,000 to secure the services of the late N. A. Fletcher, who had long made a study of fire insurance from the standpoint of the insured. Mr. Fletcher fought single handed against the twenty-two legal representatives of the insurance combine, who contested every paragraph, word, period and comma which was embodied in the uniform form. It required three weeks to accomplish this result, which was fairly satisfactory to policy holders. It has been of lasting benefit to the insuring public of the State. The form adopted in the early eighties remained unchanged until two years ago, when the Legislature replaced the old form with a near duplication of the present New York form.

The insurance companies reluctantly accepted the situation, but they undertook to punish everyone who had anything to do with the inauguration of the uniform insurance policy form. They immediately withdrew all advertising from newspapers which favored the measure and placed them on their black list. They raised the rate of legislators who voted for the creation of the commission. They vilified Mr. Buncher. They withheld business from Mr. Fletcher which was his by right. They slandered and cartooned me in their insurance journals, but I have lived to see my activity in the matter vindicated by the adoption of the uniform policy form by nearly every state in the Union.

"Is that the real reason why the stock fire insurance men have been making slurring remarks about you for thirty years?" enquired the retail merchant. "I have been told repeatedly that their enmity toward you is due to some trouble they had with you in adjusting a fire loss

## 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

## Insurance at Cost

On all kinds of stocks and buildings written by us at regular board rates, with a dividend of 30 per cent. returned to the policy holders.

No membership fee charges. Insurance that we have in force over \$2,000,000.

### Michigan Shoe Dealers Mutual Fire Insurance Company

Fremont, Mich.

One of the strongest companies in the state

## Fire Insurance that Really Insures

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

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

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

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

Wm. N. Senf, Secretary

FREMONT, MICHIGAN

## Bristol Insurance Agency

Fire, Tornado and Automobile

Insurance

Fremont, Mich.

Representing

Michigan Companies Writing General Mercantile Lines, and Allowing 25% to 30% off Michigan Inspection Bureau Rates:

Mich. Shoe Dealers' Mutual Fire Ins. Co., Fremont, Mich.

Michigan Mercantile Fire Insurance Co., Grand Rapids, Mich.

G. R. Merchants Mutual Fire Ins. Co., Grand Rapids, Mich.

Hardware and Implement Mutuals Writing Hardware, Implement and Garage Lines Allowing Dividends at Expiration of 50% to 55%.

Retail Hardware Mutual Fire Ins. Co., Minneapolis, Minn.

Hardware Dealers' Mutual Fire Ins. Co., Stevens Point, Wis.

Minnesota Implement Mutual Fire Ins. Co., Owatonna, Minn.

We inspect your risk, prepare your form, write your policy and adjust and pay your loss promptly, if you meet with disaster.

If your rate is too high, we will inspect your risk and show you how to get it reduced.

We specialize in Fire Insurance, and are in position to handle any fire insurance proposition, large or small, and feel no hesitation in stating that it is no longer necessary for any merchant or businessman to submit to the high rates and unjust exactions of the stock fire insurance companies.

Correspondence solicited. All letters promptly answered.

C. N. BRISTOL, Manager and State Agent.

which originated in your own premises many years ago."

"Such a thing never occurred," I replied. "When the Tradesman was located in the Blodgett building, the Luce block—where the Herpolsheimer building is now located—burned. Water came into the Blodgett building and damaged our stock to the amount of \$1,187. When three of the adjusters interested in the loss called to make a settlement, I handed them my proofs in typewritten form. Every item on which damage was claimed was described at length, together with the number of the shelf on which it could be found and the page in the cost book where its purchase was recorded. The late Fred McBain, Secretary of the Grand Rapids Fire Insurance Co., remarked that the proofs were the most complete and comprehensive he had ever seen. The gentlemen talked the matter over a few minutes and then said to me:

"Mr. Stowe, your loss is settled at \$1,000."

"You are mistaken gentlemen," I replied. My loss is \$1,187—not a cent more and not a penny less."

They withdrew for a brief consultation, when the spokesman again said:

"Mr. Stowe, your loss is settled at \$1,150."

"You are again mistaken," I remarked. "I have shown you plainly what my actual loss is. The amount is \$1,187. It is that or nothing."

The gentlemen then withdrew for consultation. One minute later they returned and said:

"Mr. Stowe, your loss is settled at \$1,187."

There was no friction and no controversy—simply an unsuccessful effort to save a few dollars for the companies by bantering.

We subsequently had two fires in the office which originated in the office. Both were due to the carelessness of employees. I was so chagrined over the fires that I never put in claims to the insurance companies, preferring to stand the losses rather than have to admit that fires could be started by our own carelessness.

"In the light of what you have told me," remarked the retail merchant, "I will never take the word of a stock fire insurance man again. I knew they were scaly when it comes to settling losses, but I didn't think they could make up lies out of whole cloth, as they have done in your case."

In subsequent articles I will undertake to give other reasons for the hostile attitude dishonest stock fire insurance men have assumed toward me. I am proud of their hostility and thrive on their opposition, because antagonisms based on falsehood and fraud never hurt any one.

E. A. Stowe.

The results you get from your newspaper advertising are going to depend upon the amount of work you put into writing it.

There is no particular consolation for a man to know exactly what brought on his baldness.

**BANKRUPTCY MATTERS.**

**Proceedings In the Western District of Michigan.**

Grand Rapids, Jan. 7—Allen J. Swart, 618 Grandville avenue, Grand Rapids, has filed a voluntary petition for adjudication in bankruptcy. The adjudication has been made, but no meeting of creditors has as yet been called. The schedules of the bankrupt show the following: Liabilities, \$307.72; assets, \$150, consisting of household goods and all claimed as exempt to the bankrupt. The creditors all reside in Grand Rapids and are as follows:

Young & Chaffee Furn. Co. ....	\$ 2.00
Dr. C. T. Wolford .....	2.25
R. R. Schmidt .....	6.73
Mrs. A. Cole .....	1.75
Collins-Northern Ice Co. ....	3.98
Dr. Albert Norderwier .....	3.00
Mr. H. Telman .....	25.50
Atlantic & Pacific Coffee Co. ....	3.48
VanderVeen Bros. ....	.60
Mr. Joe Huizingh .....	16.00
J. DeKruif & Co. ....	1.25
J. J. Books, M. D. ....	49.00
J. J. Abrahams Furn. Co. ....	34.05
Winegar Furn. Co. ....	8.00
J. Den Herder & Co. ....	3.52
The Menter Co. ....	5.00
Central Storage & Realty Co. ....	27.25
Van Den Berge Cigar Company ....	7.63
Donker & VanKalker .....	1.02
Robert Westveld .....	6.98
Evert Moordyk .....	8.21
DeYoung, Dirk & Co. ....	17.25
G. H. Mellema .....	.95
August Schuchardt .....	2.49
Dyk's Grocery .....	14.89
H. B. Elhart & Son .....	9.06
K. Boerema's Shoe Store .....	1.60
Lankester Sisters .....	4.00
DeYoung Bros. Fuel Co. ....	5.80
Mrs. J. Groendyk .....	3.90
DeKruker & Agema .....	8.12
J. Jannenga .....	8.07
L. Van Der Hoening .....	1.11
A. J. Stryker .....	13.28

\$307.72

In the matter of Andrew L. Troyer, bankrupt, Muskegon Heights, the first meeting of creditors has been held. It appearing from the bankrupt's schedules and from the examination of the bankrupt at the first meeting of creditors that there are no assets not claimed as exempt to the bankrupt, an order was made directing that no trustee be appointed. The estate will be closed out at the earliest possible date.

In the matter of Joseph J. Klaassen, bankrupt, grocer, Grand Haven, the final meeting of creditors has been held. The trustee's final report was approved and allowed. The balance shown on hand was ordered disbursed to pay administration expenses and a final dividend of 10 per cent. The first dividend declared was also 10 per cent., making a total amount paid by this estate of 20 per cent.

In the matter of Frank E. Slater,

bankrupt, Coopersville, a final meeting of creditors was held. The trustee's report was approved and allowed. An order for the final distribution was entered, ordering payment of administration expenses and a final dividend of 37 per cent., which, together with the first dividend which amounted to 5 per cent., makes a total amount paid by this estate of 42 per cent.

**Fire Proof Safes**

Why pay for fire insurance and then invalidate it by not keeping your annual inventory and record of daily sales and purchases in a fire proof safe, as provided by the policy rider?

We carry a full stock adapted to the use of merchants.

**Grand Rapids Safe Co.**  
Grand Rapids

**The Michigan Mercantile Fire Insurance Co.**

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

**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.

Assets \$2,700,000.00



Insurance in Force \$57,000,000.00

**MERCHANTS LIFE INSURANCE COMPANY**

Offices—Grand Rapids, Mich.

Has an unexcelled reputation for its

**Service to Policyholders**

**\$3,666,161.58**

**Paid Policy Holders Since Organization**

**CLAUDE HAMILTON**  
Vice-Pres.  
**JOHN A. MCKELLAR**  
Vice-Pres.

**WM. A. WATTS**  
President

**RELL S. WILSON**  
Sec'y  
**CLAY H. HOLLISTER**  
Treas.

**SURPLUS TO POLICY HOLDERS \$479,058.61**

**ANNOUNCEMENT!**

**ALLEN G. THURMAN & CO.** announce that they have established separate departments for the handling of all unlisted securities, viz., *Motors, Public Utilities, Sugars and Local Stocks*, with a view of rendering a more prompt and efficient service to the public.

The Department of *Public Utility and Sugar Stocks* will be in charge of **MR. TOD D. THURMAN.**

The department of *Detroit and Local Stocks* will be in charge of **MR. PHILIP J. CORRIGAN.**

Statistical information and quotations on all issues will be available at all times and gladly furnished upon request.

Private wires to all leading markets, quotations furnished and orders executed on New York Stock Exchange and Chicago Board of Trade.

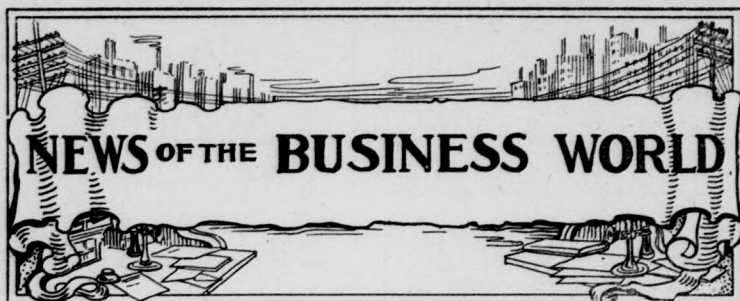
**Allen G. Thurman & Co.**

Ground Floor Michigan Trust Bldg.

Citizens 4480

GRAND RAPIDS, MICH.

Bell Main 4900-1



### Movements of Merchants.

Elmira—Charles Weaver, the hardware merchant, is dead.

Biteley—H. S. Hicks succeeds C. C. Wilkinson in the grocery business.

Conklin—Sam McNitt succeeds "Doc" Sawyer in the meat business.

Big Rapids—Alexander V. Napp succeeds Dennis & Son in the grocery business.

Beljing—B. L. Struck succeeds Chapman & Struck in the grocery business.

Clare—The Gould Undertaking Co. has increased its capital stock from \$2,000 to \$5,000.

Augusta—The Moreau-Aldrich Co. has increased its capital stock from \$12,000 to \$15,000.

Frankenmuth—Carl Ortnier has purchased the Frankenmuth hotel and taken possession.

Petoskey—A new retail shoe store has been opened here by P. M. Salisbury and Glen Hazelton.

Albion—Fire destroyed the meat market of Thomas Slavoff Dec. 28, causing a loss of about \$1,500.

Marquette—Fire damaged the stock of the Union Clothing Co. Jan. 3, which is fully covered by insurance.

Kalamazoo — Thieves entered the store of the Liberal Credit Clothing Co. Jan. 6 and carried away considerable stock.

Coleman—D. J. Lemary has purchased the David store building and will occupy it with his grocery stock about Jan. 18.

Matchwood—John Ferguson, dealer in general merchandise, died at St. Mary's hospital, Marquette, following an illness of a few days.

Bellevue—H. M. Weed, hardware dealer, has fallen heir to \$100,000, which was left him by his uncle, the late J. H. Moores, of Lansing.

Mulliken—John Bender, proprietor of the Durand creamery, has leased the Mulliken creamery and will continue the business as a branch.

Detroit—The Wayne Cigar Co. has been incorporated with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Decatur—Fire destroyed the store building and grocery stock of C. W. Warner, causing a loss of about \$8,000, which is partially covered by insurance.

Paw Paw—The firm of Cooley & Son, who for a number of years have conducted a general store, have sold to Frank Shafer and "Jack" Riedel, who have taken over the management. Mr. Cooley will continue in charge of the office of the express company, which has been conducted from the store.

Port Huron—The R. W. Spike Furniture Co. has been incorporated with an authorized capital stock of \$20,000, all of which has been subscribed and paid in in cash.

Detroit—The Federal Coal & Coke Co. has been organized with an authorized capital stock of \$1,000, all of which has been subscribed and \$250 paid in in cash.

Lansing—The Lansing Oldsmobile Sales Co. has been organized with an authorized capital stock of \$30,000, all of which has been subscribed and \$10,000 paid in in cash.

Bangor—Leslie DeHaven, of DeHaven & Son, dealers of general merchandise here and at Lawton, died Jan. 6, of pneumonia, following a short attack of influenza.

Battle Creek—The Union Steam Pump Sales Co. has been organized with an authorized capital stock of \$25,000, of which amount \$12,500 has been subscribed and paid in in cash.

Ludington—T. W. McIntosh has sold his interest in the fuel, lime and cement business of Vorce & McIntosh to R. L. Vorce and the business will be continued under the style of L. E. Vorce & Son.

Bronson—The stockholders of the First State Savings Bank celebrated the bank's tenth anniversary the first of the year with an extra dividend of 5 per cent. in addition to the regular 2½ quarterly dividend.

Saginaw — Emma Messmer has taken over the bakery and confectionery stock and store fixtures of the late Eenhard Rimmele and will continue the business at the same location, 516 South Harrison street.

Detroit — Charles F. Mann has merged his drug business into a stock company under the style of the Charles F. Mann Co., with an authorized capital stock of \$30,000, all of which has been subscribed and paid in in property.

Traverse City—The Bryant-Sarjeant Co. has been organized to buy and sell farm tractors and farm machinery of all kinds, with an authorized capital stock of \$50,000, all of which has been subscribed and \$10,000 paid in in cash.

Jackson—Samuel A. Schwartz has removed his stock of women's ready-to-wear clothing to a large store building on West Main street, which he recently leased and furnished with modern store fixtures, show cases and a plate glass front.

Jackson—David B. Lewis, of Gallup & Lewis, furniture dealers, died at the Battle Creek Sanitarium, following an operation for an ailment of long standing. Mr. Lewis had been associated with Mr. Gallup in the

furniture business for the past twenty-eight years and a resident of Jackson for more than fifty years.

Oxford—The Detwiler-Reed Co. has been organized to buy, and sell autos, tractors, vehicle engines and accessories, with an authorized capital stock of \$10,000, all of which has been subscribed, \$3,927 paid in in cash and \$3,773 in property.

St. Louis—The Fred A. Bieber Co. has been incorporated to deal in fuel, lumber and flouring mill products, with an authorized capital stock of \$10,000, of which amount \$5,500 has been subscribed and paid in, \$200 in cash and \$5,300 in property.

Sault Ste. Marie—Fred W. Roach & Sons has been incorporated to buy and sell second-hand merchandise of all kinds, with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed, \$100 paid in in cash and \$3,500 in property.

Lawton—Lewis Cameron, formerly engaged in the undertaking business at Hartford, and a veteran of the Kaiser's war, has purchased the undertaking stock and store fixtures of the late James Sylvester and will continue the business at the same location.

Grand Ledge—George M. Stokes, undertaker and furniture dealer for the past twenty-nine years, has sold his undertaking stock to W. E. Strobel, who will remove it to his own undertaking parlors. The furniture stock has been purchased by L. W. Richards, who will consolidate it with his stock of furniture and house furnishing goods.

Lansing—Samuel Elgin Mifflin, one of the most prominent business men of this city, died last Friday at the family residence, 421 Seymour St., following a short illness. Mr. Mifflin was born in Berth Washington, Penn., 58 years ago. He was educated in the public schools of that place and attended college at Worcester. In 1884 he was married to Miss Harriet S. Randall of Ripley, N. Y., who died two years ago. For thirty-two years Mr. Mifflin had been engaged in the ladies and men's furnishings business in this city. He also had numerous other business connections. He was President of Hugh Lyons & Co., a director of the Lansing State Savings Bank, Vice-President of the Duplex Truck Co., director of the Auto Wheel Co. His business capacity was also asked as a director of the Lansing Country Club, and as trustee and treasurer of First Presbyterian church. He was a member of Lansing lodge No. 33, F. & A. M., of Lansing Commandery No. 25 K. T. and a member of the Mystic Shrine. He was a man admired by all who knew him and during his business career in Lansing made many close friends who will keenly feel his loss as a business man and friend.

### Manufacturing Matters.

St. Joseph—The Simpson Truck Co. has increased its capital stock from \$50,000 to \$100,000.

Kalamazoo—The Piper Ice Cream Co. has increased its capital stock from \$25,000 to \$100,000.

Detroit—The General Spring & Wire Co. has increased its capital stock from \$30,000 to \$75,000.

Detroit—The Central Mill & Lumber Co. has been organized with an authorized capital stock of \$50,000, of which amount \$25,000 has been subscribed and paid in in cash.

Muskegon Heights—Manufacturers and business men of Muskegon Heights will call a meeting within a few days to organize a Chamber of Commerce or Board of Commerce.

Bessemer—The Farmers Milling & Elevator Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$3,000 paid in in cash.

Detroit—The Art Stucco Materials Co. has been incorporated with an authorized capital stock of \$30,000, \$15,000 of which has been subscribed and paid in, \$5,000 in cash and \$10,000 in property.

Detroit—The U. S. A. Tailoring Co. has been incorporated with an authorized capital stock of \$5,000, of which amount \$2,500 has been subscribed and paid in, \$400 in cash and \$2,100 in property.

Detroit—The Wilton Tool and Manufacturing Co. has been incorporated with an authorized capital stock of \$100,000, of which amount \$80,000 has been subscribed and paid in, \$1,000 in cash and 79,000 in property.

Detroit—The Harwich Stamping Co. has been organized to manufacture and sell metal products, stampings, etc., with an authorized capital stock of \$10,000, \$5,000 of which has been subscribed and \$1,000 paid in in cash.

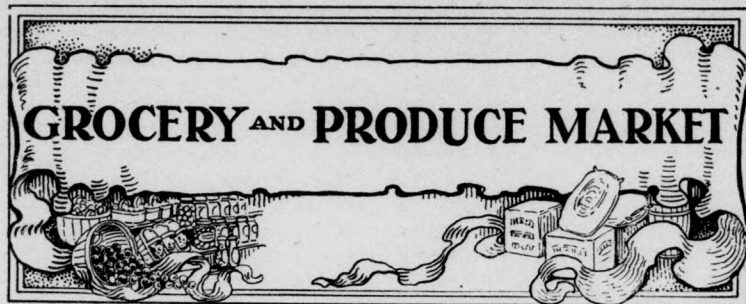
Detroit—The Sherlock Bread Co. has been organized to conduct a general baking business, with an authorized capital stock of \$100,000, of which amount \$50,000 has been subscribed and \$10,000 paid in in cash.

Detroit—The Quali-Motiv Corporation has been organized to manufacture and sell automotive products, with an authorized capital stock of \$50,000, of which amount \$35,000 has been subscribed and paid in, \$5,000 in cash and \$30,000 in property.

Detroit—The Climax Manufacturing Co. has been organized to manufacture and sell parts for internal combustion engines, with an authorized capital stock of \$30,000, all of which has been subscribed and paid in, \$5,500 in cash and \$24,500 in property.

Detroit—The Coupland Saw & Manufacturing Co. has been organized to manufacture and sell cutting tools and machinery, with an authorized capital stock of \$25,000, of which amount \$13,700 has been subscribed, \$847.50 paid in in cash and \$5,902.50 in property.

Port Huron—The Holmes Foundry Co. has been incorporated to conduct foundries at Romeo and Port Huron, with an authorized capital stock of \$580,000 common and \$670,000 preferred, of which amount \$1,250,000 has been subscribed and paid in, \$1,500 in cash and \$1,248,000 in property.



### The Grocery Market.

**Sugar**—No change has been made in the price or method of distributing beet sugar. Edgar's reports that the demand has livened up somewhat and concludes that the lack of supplies in the East indicates that no distribution of cane will be permitted in territory west of the Buffalo-Pittsburg line for some time to come. Michigan and Ohio factories are gradually finishing their operations and only about five of them were running at the end of last week. It is expected that it may be March 1 before the present beet crop is distributed, although a better demand, such as would now be reasonably looked for, might wind it up the middle of next month.

**Tea**—Although the year's business has barely started up, it gives promise of fulfilling the anticipations of dealers which are based upon the greatly depleted stocks in the hands of domestic distributors resulting from the extremely conservative policy of buying they have pursued for months past, and the indicated large requirements of foreign markets. Consequently there is a feeling of confidence manifested in the trade generally and prices rest on a firm basis.

**Coffee**—The market is extremely dull and shows a fractional decline for the week. Nothing has yet been done by the Government to rescue the situation from the clutches of the most extreme scarcity in years. Prices are showing a declining tendency, although everything is still on an extremely high basis. This is not the time to buy any coffee except what is needed in the immediate future.

**Canned Fruit**—Nothing very important is offering in this line at present. There are a few resale offers in the market which do not seem to attract very much attention.

**Canned Vegetables**—The market is on a nominal basis and prices are unchanged. Neither jobbers nor retailers deem it advisable to replenish at this time.

**Canned Fish**—Sardine outlook is not as favorable as it was and some members of the trade are predicting rather sharp declines shortly. So far nothing of this kind has occurred and canners' representatives say it is not likely to. The salmon situation is unchanged.

**Dried Fruits**—The chief feature of the dried fruit market that is absorbing the attention of the trade is transportation, which has proved very unsatisfactory and has caused a great deal of complaint. There have been shipments of prunes on the way for

the past ten or twelve weeks which should have been here before this time but of which there is not the slightest sign. Appeals for tracing these goods have been in vain, or at least have resulted in nothing. The market is very bare of stock and anything that might be available would be eagerly welcomed. Oregon prunes are here in moderate quantities and there has been a larger demand for this variety because of the scarcity of California fruit. Raisins are also arriving rather slowly and are causing considerable inconvenience. A shipment of Amalia currants is due the latter part of this month or the first part of next and is being offered on the basis of 17c for uncleaned in barrels and 19c for cleaned in cartons. Apricots are somewhat easier in tone but are not selling very freely, the prices being considered too high by the general trade.

**Sugar Syrups**—Business is still restricted by a paucity of offerings and prices are nominal.

**Molasses**—The market remains firm under limited supplies and increasing demand, higher grades receiving most attention.

**Corn Syrup**—Manufacturing consumers are showing renewed interest and, although the movement at present is comparatively light, the outlook is for a good business hereafter. The market has a steady tone.

**Cheese**—The market is firm and same conditions prevail as a week ago. The stocks are light and there is a fair demand for all styles. We look for continued high prices in the near future.

**Rice**—With the cessation of the war it has been assumed that there will be a diminishing demand for rice and that possibly prices will recede to some extent. On the other hand, as the peace horizon extends and instead of taking in our Allies in the European war only as consumers of our foodstuffs we now find that all of the enemy countries are apparently in dire distress and are asking for relief. In some instances the suffering, direct and indirect, for adequate food supplies is almost incomprehensible to us who have such ample supplies and even when we are laboring under the greatest degree of restriction, some, if not many, of us find that our own health and activities are promoted by the restrictive measures adopted by the general government in order to permit greater and greater quantities of foodstuffs to go to Europe. Conspicuous among our food supplies has been our rice crop, now attaining very considerable

proportions and recently the delay in the arrivals of American rice out in Porto Rico threatened a local famine there and we are led to infer that for another year and perhaps for several years the prices of rice will rule sufficiently high to induce our rice planters to go ahead with their work and produce all of the rice they can with which to meet the constantly growing demand. During the season of active delivery within the four months all the rice offering in New Orleans has been taken, the Government being the largest customer and others having to take what was left. We have now ahead of us seven full months before we shall have a single bag of rice in the market and we may say eight months before there will be any freedom in the arrivals of rice.

**Provisions**—The market on lard is weak, quotations about 1@1½c per pound lower than previous quotations, due largely to the extra run of livestock and a fair local demand. The market on lard substitute is firm, with quotations ranging the same as last week. There is a good supply on hand and an active demand. The market on smoked meats is steady, with quotations slightly easier than last week, due to slightly better supply and a fair demand. The market on barreled pork is firm, with quotations ranging the same as last week, with a fair demand and a moderate supply. The market on dried beef is firm, with unchanged quotations. There is a light supply and a good demand. The market on canned meats is firm, with quotations unchanged, with a light supply and a good demand.

**Salt Fish**—Mackerel continues firm and high, although the supply is fair for the demand. Cod and haddock both high by reason of scarcity.

### Review of the Grand Rapids Produce Market.

**Apples**—Pound Sweet, \$2.50 per bu.; Hubbardstons, \$2.25; Baldwin, \$1.75; Northern Spys, \$2.50@3; McIntoshes, \$2; Grimes Golden, \$2; Greenings, \$2; Russets, \$1.75.

**Bananas**—\$7.25 per 100 lbs.

**Beets**—75c per bu.

**Butter**—The butter market is very firm and receipts are light. There is an active demand for all grades and we look for continued good trading in the near future—the average quality of fresh arrivals showing up well for this time of year. Local dealers hold fancy creamery at 66c in tubs and 68c in prints. Creamery more than a month old, 62c. Jobbers pay 48c for No. 1 dairy in jars and sell at 50c. They pay 35c for packing stock.

**Cabbage**—\$3 per 100 lbs.

**Carrots**—75c per bu.

**Celery**—35c per bunch.

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

**Eggs**—The market is easier and lower, due to increased receipts of fresh. Local dealers pay 58c 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**—\$4.50@5.25 per box for all sizes Floridas.

**Grapes**—California Emperor, \$10 per keg.

**Green Onions**—Charlotts, \$1 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, \$3.75 per bu. hamper: hot house leaf, 22c per lb.

**Onions**—\$2 per 100 lb. sack for either Red or Yellow.

**Oranges**—Floridas, \$5@5.50 per box; California Navals, \$4.50@7, according to size.

**Pineapples**—\$6 per crate.

**Pop Corn**—15c per lb.

**Potatoes**—Have advanced to \$2.25 per 10 lb. sack. There is every indication of still higher prices.

**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 for Jerseys.

**Tomatoes**—California, \$1.50 per 5 lb. basket; hot house, 35c per lb.

**Turnips**—65c per bu.

The annual round-up of the branch managers, department heads and sales managers of the two houses of M. Piowaty & Sons will be held in this city Saturday and Sunday, Jan. 18 and 19. The Grand Rapids house represents ten branches and the Chicago house—which, by the way, is a separate corporation—represents about thirty houses. One entire floor of the Pantlind Hotel has been reserved for the accommodation of the 125 men who are scheduled to be present. Luncheon will be served Saturday noon at the Association of Commerce and a banquet will be given the guests Saturday evening at the Pantlind Hotel. This is the first time the joint round-up has ever been held in this city, previous gatherings of the kind having been held in Chicago.

J. Langdon McKee was elected Secretary of the Valley City Building and Loan Association, at the meeting of the board of directors, Monday, to take the place of Oscar E. Belden, who had resigned on account of continued poor health.

Samuel R. Evans, well-known tea and coffee salesman, left last week for his annual trip to the Pacific coast. He will cover all of his regular customers between St. Paul and Seattle, returning to Grand Rapids sometime during the month of April.

Chas. P. Reynolds (Judson Grocer Company) is forced to remain in for a few days on account of the serious illness of his wife with pneumonia. His route is being covered in the meantime by Frank Toot, house salesman.

### Gabby Gleanings From Grand Rapids.

Grand Rapids, Jan. 7.—The annual dinner and re-union of the traveling salesmen, officers and directors of the Worden Grocer Company will be held at the Peninsular Club Saturday noon of this week.

The McMullen Machinery Co. will be represented by the following sales force during 1919: W. G. Foot, wood working department; J. E. Monahan, sales manager; Joseph Hager, machinery and supply department; J. F. Smith, Grand Rapids and Northwestern Michigan; C. M. Bradfield, Southwestern Michigan; A. M. Comey, Central and Eastern Michigan.

The usual New Year party which has for several years been held in the home of Mr. and Mrs. John D. Martin was not pulled off this year. There were several reasons, but the main one was that John celebrated the going out of old 1918—the bloody year of war—with a fire in his home that burned off the back end, putting out of commission the kitchen and two sleeping rooms. Aside from the minor inconvenience caused by water, smoke and chemicals, the home is still in livable condition.

The January furniture market opened Thursday, Jan. 2, with about 100 arrivals, but some lines were not yet in condition, but the manufacturers who have showrooms in their factories were all in good shape to receive the visitors. Monday, Jan. 6, brought over 200 buyers, largely from the East and South, and the reports came from the different spaces of good orders being placed. The crest of the market will be the week of Jan. 13.

Jess L. Martin, a former Grand Rapids boy, son of John D. Martin, and a member of Grand Rapids Council, No. 131, who left his business in Mount Pleasant, Iowa, and enlisted in the service, the branch Field Artillery, in the training camp Zachary Taylor, at Louisville, Ky., received his discharge and is back to his home at Mount Pleasant, Iowa.

Horace J. Cummings, of Muskegon, who has represented the S. C. Smith Co., of Cleveland, in Western and Southern Michigan for the past twelve years, has signed with the Phelps-Krag Co., of Detroit, for 1919 and is already out on the warpath for his new house. Mr. Cummings was born at Shelby Basin, Orleans county, N. Y., Jan. 26, 1842, being the only survivor of nine children. When he was eight years old the family removed to Hadley, Mich., where he attended school and learned the blacksmith trade from his father, who was an expert smithy. At 14 years of age he was able to make a better steel trap than could be purchased at any store. Nov. 26, 1861, he enlisted in Co. I, First Michigan Engineers and Mechanics, serving the full term of three years. He was honorably discharged at Jackson in the fall of 1864, when he went to Lapeer and conducted a blacksmith shop for five years. He then engaged in the retail grocery business in Lapeer, continuing in trade there twelve years. He then removed to Muskegon and conducted a first-class grocery store for eleven years. He then went on the road for the J. G. Flint Co., of Milwaukee, selling teas, coffees and spices in Western Michigan territory for eleven years. He subsequently traveled for the Telfer Coffee Co. one year in the same territory, when he transferred himself to the S. C. Smith Co., with which house he was associated twelve years, as above stated. Mr. Cummings was married in 1866 to Miss Nancy Catherine Cramton, of Lapeer. An only child died at the age of 6 months. Mr. and Mrs. Cummings thereupon adopted a 2 year old boy and reared him with much care. They sent him to college and gave him a medical course in one of the best medical colleges in the

country. To their great grief, he died three years after establishing himself in practice. Mr. Cummings is a Mason as far as the Chapter degrees and an Elk. He has but one hobby—tea and coffee—and attributes his success to the fact that he understands the goods he sells and treats every customer right.

Grand Rapids Council enjoyed a well-attended businesslike and snappy session last Saturday night—one of the kind held in the older days when Burns, Ryder, Hondorp, Compton, etc., held the gavel. After the smoke had passed over and everything once more assumed a normal condition, it was found that ten new names were added to the roster. By initiation: Harry Chick, Chas. H. Wiese, John B. Linsley, William G. McKinley, Gilbert H. Moore and Vincent M. Johnson; by re-instatement: Joseph S. Albertson, Albert E. Johnson and William J. Liebler; by transfer: Grant Wierchell from Jackson council.

To the end that the biggest and best banquet held by Grand Rapids Council in years may be given in March, the following committee was appointed: Jas. Bolen, temporary chairman, A. E. Atwood, F. C. Croninger, W. S. Cain and R. A. Waite. The committee, we understand, will endeavor to hold the banquet at the Pantlind Hotel and the best speaker obtainable will be secured. You will notice we say speaker, as we believe it is the sense of the committee that one good snappy speaker who believes in the philosophy of Josh Billings who said, "It don't make no difference how much you say, so long as you say it in few words" will make a bigger hit than half a dozen speakers who drag out the evening until everybody is tired out. Past Counselor E. J. MacMillan was elected a trustee of the Building Fund Committee in place of H. W. Harwood, resigned.

We wish to compliment our new Sentinel, James Bolen, on the efficient manner in which he does his work by seeing that the Council chamber is in readiness, the paraphernalia taken care of at the close of the session and, best of all, by committing his part of the ritual as it should be done—a feat which, we are sorry to note, some of our officers seem unable to accomplish.

John Schumacher starts out the New Year with a new job. He was in Milwaukee last week, where he signed up with the Ziegler Candy Co. to cover his old Michigan territory.

You are not insured if your Council dues are not paid.

Next U. C. T. dance Jan. 25. The holidays being over, we again get down to business. As we look back into the Venerable 1918 we recall a good many instances which in after years we can remember with pleasure, such as licking the Kaiser—the biggest coward at large in Europe to-day. His seemingly invincible army has been vanquished. We as Americans, however, must not take too much credit. We must remember the siege at Verdun and pay homage to the French lads, who inspired by a noble purpose, laid down their lives and sacrificed their all that principles held dear to every heart throughout the civilized world might live.

We must also remember the English boys who have faced the fire of the murderous Hun and gave back as good as he sent, with a little interest to boot. Also heroic little Belgium who with her small but valiant army held back the worst foe to mankind and made it possible for France to mobilize her army and make the stand that she did.

We must also remember our brother Canadians who, through the entire war, have made a record for themselves, and we can thank them from the bottom of our hearts that with their help democracy shall live!

Also the Australians and Italians—brave heroes that they are. Time only will bring reward to these people.

Then, after three years of warfare, our Uncle Sam came into the fray, but still those French, the English, Belgians and Italians fought on that we might have the opportunity to get ready.

This getting ready was some job. It was a regular Uncle Sam's job, but it was accomplished in record time and it was not long before we were sending troops over there by the boat-load every day.

To be sure, the troops were hastily trained, but they were aware of the fact that they carried with them the confidence of a civilized world. They were bound to make good, and they did make good, and served as the turning point in the greatest battle that has been fought since the beginning of time, the echoes of which were heard in the most remote corners of the earth. Now all the dark clouds have passed, or are passing, and in their place we see the rising sun, indicating the birth of a new era—an era which will bind the nations closer. We will think of the people of other nations as brothers and sisters, each with a desire for co-operation in building up the great family of civilization, ruled by the hand of democracy.

As we traveling salesmen go about our duties, carry on in part the commerce of the United States, let us perform our duties in such a manner that we, as American people, may not fall from the high esteem in which we are regarded by other nations who have helped in the winning of this great war.

John Zoet, of Fillmore, is wearing a 14-karat smile, occasioned by the safe return of his son, Private Joe Zoet, to civil life. As Joe is the favorite, not only with his father, but also with the commercial men who call at the store as well, his father's smile has increased, per the old adage, to "miles and miles of smiles."

D. F. Helmer.

### To Release Butter From Government Control.

A concerted effort is being made to have the restrictions removed relating to fresh butter. As enforced by the United States Food Administration they constitute a most serious and unjust burden and unwarranted and of no possible benefit to the country as a whole or to consumers in particular. Both in New York and in Chicago steps have been taken to secure if possible an early cancellation of all rules applying to fresh butter. Julius D. Mahr, president of the New York Mercantile Exchange, has sent the following letter to the Food Administration at Washington:

"Owing to the Government commandeer of 60 per cent. of June and July creamery butter to supply the needs of the army and navy, and orders for the British Ministry of

Food, the price of fresh creamery butter during the past several months has been abnormally high, and at the same time, worked great hardship upon the consuming public.

"Inasmuch as war conditions do not now exist, and, furthermore, because of the probability of an increase in the make of fresh butter and the likelihood of steadily declining markets, we respectfully request the United States Food Administration to immediately rescind all restrictions and regulations applying to transactions in fresh made butter. This reasonable request, in our opinion, will greatly aid in the distribution of the goods and will be advantageous to the consuming public.

"You are well aware of the fact that dealers in dairy products have been heavily restricted in trade by war conditions, and readily and cheerfully complied with all regulations of the Dairy Division of the United States Food Administration.

"This request is an important one and worthy of immediate consideration."

This letter tends to strengthen the position taken on this matter by the Chicago Butter & Egg Board, which recently forwarded the following request to the Food Administration:

"In view of the fact that within the next few months the price of fresh creamery butter must decline fully 20c per pound, thereby entailing large losses to all manufacturers and distributors, it is our firm conviction that the Food Administration should aid in reducing these losses by withdrawing the limitations of trading and of profits upon all creamery butter manufactured from this day forward, and we earnestly urge you to do so."

**Democracy Catering To Royalty.**  
Written for the Tradesman.  
So democrats now ride with kings—  
Sure it's a day of wondrous things  
When democracy will cross the sea  
Go four in hand with royalty.  
It looks like someone had thrown the  
switch.  
We must go slow or in the ditch  
We'll find our engine and caboose  
And folk will sigh for the old bull moose.  
But now we're wondering how Woodrow  
feels  
With pert out-riders at his heels,  
King George his host in cloak and crown,  
All on parade in old London town.  
Democracy erst crossed the sea  
To find a home for Liberty;  
Wouldn't it be funny if it went back  
From the stars and stripes to the British  
jack—  
'Twould only prove as the adage calls:  
Who boasts he stands most surely falls.  
Charles A. Heath.

Don't be afraid to go ahead and try out some of the plans you dream over. It is no use to dream great plans unless you are enough a man of action to put them to the test.

## The Valley City Bent Knee Bob Sleighs



For Pleasure, Delivery, Express, Grocery or, in fact, any work where a light, strong sleigh is needed.

Bobs, finished and painted (no body) 1½ inch, \$17.00; 1¼ inch \$18.00; 1½ inch, \$21.00.

Bodies now in use can be changed to these Bobs and you have a first-class sleigh.

**SHERWOOD HALL CO., Ltd.**

30-32 Ionia Ave., N. W.

GRAND RAPIDS, MICH.



### Kansas Grocers Seek Board To Supervise Trade.

Putting the corner grocery store almost on the same plane as a bank, limiting the number and providing for an examination of the prospective grocer on his knowledge of the business has precipitated one of the biggest fights Kansas has had in the legislature in many years.

The state retailers' association is standing sponsor for the plan to license the grocers of the State and the anti-organization grocers, with some within the organization, aided by a lot of folks who are opposed to regulations of any kind on any thing, are fighting the plan. The two crowds have stirred up a fuss that seems likely to overshadow anything else the legislature may have to consider during the session.

Axel Johnson, president of the retailers, is the active fighter for the law to create a state grocer board of three members, one representing the grocers, one the general public, and one the state board of health. This board would conduct an examination of all the present grocers in business as to their financial responsibility and sanitation and give them instructions in the paths they should follow. But when a man wanted to start a new grocery then the board would have a real examination.

Under the law authorizing the establishment of national banks the controller of the currency may refuse a charter when he believes there isn't sufficient business for another national bank in the community. The same rule applies to state banks in Kansas and the state bank commissioner may refuse a charter to a bank where he does not believe the business will justify a new bank. The law creating the grocery board gives it the same plenary powers to refuse to permit the opening of a new grocery.

One of the things the bill specifically provides for is that the prospective grocer must make a conclusive showing to the board on the absolute necessity of the new grocery being opened and if this showing is good then the board will proceed to examine into the fitness to open the business. The enquiry will be conducted to learn the knowledge of the grocer regarding stocks of goods, credits, sanitation and to discover the prospect's fitness for the business, his experience and financial responsibility. Then the license may be issued and the store can be opened.

"The object of the law," says a statement issued by the retailers, "is to protect the legitimate grocer from the man who starts up a business, runs a little while and then fails. It is also for the protection of the public as the prices of most goods should be less with well regulated business because the public will not have to pay the debts of the fly by nights who attempt the business."

The grocers disclaim any intention of conducting any enquiry into the knowledge of a man in the mixing of sand with sugar or the tinkering with the scales or similar matters as these are all now carefully regulated by

laws and watched over by state and local inspectors.

### Read Your Trade Paper Carefully.

One of the greatest helps to the retailer who is ambitious to grow and prosper is a well edited trade paper.

Through it he may keep himself posted on prices, on tendencies in his trade, on things to buy, on what should be pushed.

But these are of much less importance than the information which he may receive from reading about the means by which other retailers in his line have become successful.

The average retailer gives altogether too much attention to the matter of buying his stock, as compared with the time he gives to consideration of methods by which he may dispose of his merchandise to the best advantage.

While it is true that a retailer must buy his goods right if he is to make a profit, he must not forget that the profit can not be realized until he has sold the goods, and enough of them to pay his overhead expenses.

And in the well conducted trade paper he will find plans described which can be used in the same manner or else with very little change and which will increase his sales and profits.

But, strange as it may appear, the fact is that there are thousands of retailers who will pay their two or three dollars a year for subscriptions to one or more trade papers, and then let them accumulate from week to week and month to month, without even so much as removing the wrappers, to say nothing of glancing them over or letting the clerks read them.

The writer has visited numerous stores and found piles of trade papers in the wrapper, and the peculiar thing is that both excellent and poorly edited publications receive this treatment.

The retailers would make the excuse that they were so busy that they did not have time to read, but if you observed how their time was spent you would soon make up your mind that it was not the lack of time but the lack of ambition that caused the wrappers to stay on the papers.

There isn't a retailer—no matter how prosperous and successful he may be—who can afford to do without a trade paper. He should subscribe for at least one—he should read it carefully and see that his clerks read it.

He will be a better and more efficient merchant for reading a good trade paper, and his employes will be able to render him better service, sell more goods, make more profits for him, if he lets them read it.

The testimony of the most progressive retailers shows that a good trade paper fills a want, and the retailer who claims that he is too busy to read trade papers proves by his very statement that he is lacking in ambition and enterprise—that he really does not wish to improve his business or to make himself more efficient and thus entitled to greater profits.

## Does Your Fire Insurance Policy Protect You?

One of our customers had a fire and has been unable to collect his insurance on his stock of merchandise.

Like many others he has appealed to us to help him collect his insurance, and as usual we are trying to be helpful.

The Insurance Company has disclaimed any responsibility although he had bought an insurance policy and paid his premium. His policy was for \$1,000, and his stock was worth \$3,000. The Company does not dispute these facts, *but*

The Insurance Company claims his policy to be void because he failed to take an annual inventory, and keep a record of daily sales and his books of account in a fire-proof safe.

Does your policy show that you have agreed to do these acts?

Did your insurance agent call your attention to this iron safe and inventory clause when he delivered your policy? (He should do so if you are located in a town of class 5 or 6.)

Do you keep your part of this fire insurance agreement?

Is your insurance really protecting you, and could you collect if you had a fire?

Let us investigate today!

**WORDEN GROCER COMPANY**

GRAND RAPIDS—KALAMAZOO

THE PROMPT SHIPPERS

### ENTER ANTI-TRUST LAWS.

Exactly what the effect will be of the abolition of the maximum price fixing on many commodities, which went into effect with the opening of the new year, is of a good deal of concern to many business men. Just so long as set maximums are in force will the disposition be to try to obtain them. This condition was possible while the demands of the Government for military purposes were so imperative, but a decided change was noticed as soon as the armistice was signed. Then buyers were strikingly impressed by the fact that the maximum prices had no logical reason for existence, and had been merely a makeshift designed for the purpose of securing the highest possible production regardless of expense. As the structure was a merely artificial one, it was bound to totter once the props began to be removed. It did not, therefore, take long for reductions to come and for manufacturers and producers to get back again to the old plan of trying to solicit needed business from the trade. This kind of effort is in progress in all kinds of lines with the result that markets have shifted rapidly so that sellers, instead of buyers, are the more anxious to do business. The condition is something of a novelty after several years of the reverse order.

An added complication is afforded by the fact that the concert of action with regard to prices, which was enjoined during the war period, is now not only at an end, but that any attempt to continue it will subject persons to pains and penalties. The anti-trust laws were suspended by the war provisions, but they were not repealed and now revive in full force, as the United States Attorney General has taken pains to announce. Certain lines of business have "open price" conferences, but these are designed for the purpose of letting members know what kind of prices others have been obtaining, and not with any idea of establishing or fixing prices in advance. They are merely precautionary, intended to prevent unscrupulous buyers from playing off one seller against another. During the war, however, competitors in business acted in unison both in having prices fixed at certain levels and in thereafter living up to them. The experiences under the circumstances appear to have been satisfactory to the participants, who are rather loath to return now to the old competitive ways. But the exigencies of the case now require individual hustling for new business, and competition somewhat along former lines is only to be expected. A reduction of profits must follow, but this is anticipated, no one believing that those possible in war-time could be maintained.

There was, in the Government scheme, an effort to limit the percentages of profit which could be taken by the various intermediate agencies between the manufacturers or producers and the ultimate consumers. The percentages were fixed all along the line with regard to food-

stuffs as well as other commodities. They did something toward preventing too great exploitation of the public by middlemen. That they accomplished so little, however, was due to the fact that the basic prices were altogether too high. This plan is now dispensed with and the former trade methods will come into play. So far as concerns the ultimate consumer, there is not likely to be much comfort all at once as to reductions in price of quite a number of articles. This is especially applicable to made-up goods intended for wear, because the components had to be bought long in advance and when prices had about reached their peak. So it is quite possible that buyers in the stores will find their spring and summer goods come high excepting in those cases where there happen to be some left-overs bought before the greatest advances were made. The fact that some of the highest prices may be in vogue after the war is over may strike some with the same kind of astonishment as it does many that taxation after hostilities have ceased is to be greater than it was while they were in progress. But, as in the case of taxation, the reductions in prices promise to come very soon after the greatest height has been reached.

This circumstance is one of many which make uncertain the predictions of merchants for the next ninety days or so. They are practically agreed as to the bright prospects for the period thereafter. But between now and spring will come the twilight zone, so to speak, when all kinds of things may happen. There is, on the one hand, a cessation of the high wages and bonuses to many thousands of workers in the strictly war industries. These persons did a great deal of the buying which so stimulated business during the past year not only in essentials but in many luxuries. They include a large percentage of women as well as men. The curtailment of their incomes is sure to reduce their buying inclination no less than their ability to purchase. Then will come the effect, on persons of fairly moderate incomes as well as of the well-to-do, of the higher income taxes. As against these factors, which will work toward reducing the amount of buying, is usually offset the effect of the purchases which will have to be made by those who are being rapidly released from military service. Not too great emphasis is placed on this, however, because an extremely large percentage of the rank and file is composed of men who were in poor or moderate circumstances, and who, before the war, were in receipt of wages or small salaries. Many of them, on finding out how high prices are, are likely to take advantage of the offer permitting them to purchase Government-owned articles of wear which are suitable for use in civilian life.

The man who meets with failure in business has one consolation—the public never accuses him of unfair methods.

### WOOL AND WOOLENS.

Even less success seems to have attended the Government's second auction sale of wool, held during the last week at Boston, than was the case with the first. Certain fine varieties were in demand, as before, but there was a large and discouraging lot of withdrawals because buyers are unwilling to bid up to the upset prices. At the present rate of progress it would seem an interminable proceeding for the Government to get rid of the stocks which it holds. But while it does hold them they will continue to be a menace. There is a proposition before Congress to keep out foreign wool by means of a tariff and so uphold the prices of the wool which the Government owns as well as give higher value to the domestic clip of this year. It has, of course, no chance of succeeding. But, just as long as the price of wool is kept on an artificial and inflated basis, there will remain uncertainty with regard to fabric values. This has been a source of uneasiness to the manufacturers of woolen fabrics, who are in need of all the business they can get. They are through with military orders which kept about 60 per cent. of their looms in operation, and will henceforth have to depend on orders from the trade for activity. But even these at their maximum are not sufficient to keep busy the woolen machinery of the country. There has been the expectation that, after the war was ended, quite a sizable business might be done in woolems for export. This, however, would be well-nigh impossible if the inflated prices of the raw material are kept up, because the products would come in competition with British-made fabrics composed of wool secured at lower prices. The uncertainty as to wool values may have the effect of postponing the openings of cloths for the next heavyweight season, which should take place shortly. As it is, there may be private offerings to the larger garment manufacturers on some basis of future adjustment. There ought to be a better showing of fancies than within the last year or so, when staples were most in evidence. And style as a factor promises to loom up larger in the near future than it has for a long time.

### CANNED GOODS SITUATION.

While the canned goods market is naturally very quiet at this period of the year, there are prospects of steady business later on with the further prospect that any slack that may appear in the domestic demand will be taken up by exports. In fact, this export situation is one that is commanding the attention of the trade, although no very important results have as yet been attained. It is only within the past two or three weeks that it has been discovered that export business is possible and there has been a good deal of cabling going on in the meantime. The question is, however, as to where supplies are coming from to satisfy any important demand and it is thought that in case anything of this kind does develop on an extended scale it

will be at the expense of stocks originally intended for domestic use. There is no change in the market in one particular, however, and that is that tomatoes form the weakest item on the list. These have been priced too high from the start and have had the effect of checking a good part of the demand even in times of high wages. Consequently there is a considerable surplus that must find an outlet.

### STOP NEEDLESS SACRIFICE.

Ten million protests should go up at once against the needless sacrifice of our sick and wounded soldiers by subjecting them to the dangers of a sea voyage at this time of year. Many need weeks and months to recuperate before it will be safe to take an ocean trip.

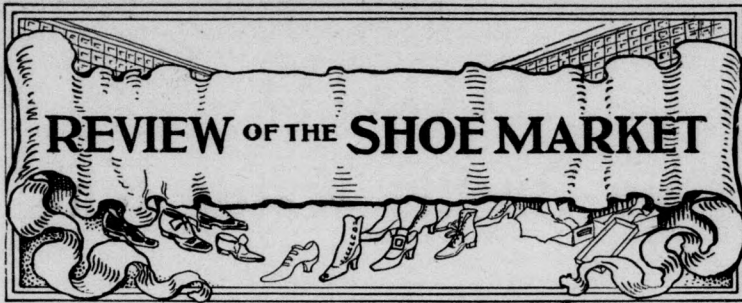
The extreme care in transporting our soldiers overseas for the war seems to have been replaced by a reckless endeavor to get them home as fast as possible—sick or well. Full publicity of the number of deaths on each incoming transport would quell the apprehension of friends or justify the prevalent belief that due consideration of soldiers' physical condition is not given.

The tax on hospitals and attendants in Allied countries has so diminished that there is no longer any necessity of discharging patients at the earliest possible moment.

The anxiety of the boys to be home should be controlled by careful and considerate physicians. Better stay a while longer and get home alive.

Official announcement that Mr. Hoover is to be head of the inter-allied food-relief organization simply brings the real and nominal situations into harmony. It has been evident that this would be the net result ever since, two months ago, President Wilson asked Mr. Hoover to represent the United States in the general formulation of relief measures. America is to furnish twenty million tons of food to war-stricken lands in 1919, an amount which dwarfs other contributions; the American who directs its disposition must dominate affairs. But apart from this and the fact that an American is less likely to be the object of international antagonisms than an European, Mr. Hoover's tried ability and long experience designate him for the post. He is still in charge of the supply of food to Belgium and Northern France, the governments having proved unable yet to take over the work; he is receiving the applications of the Central Powers; and his organization is stretching out over Eastern Europe. His latest statements have shown him laboring under a sense of the immense difficulties before him, but what he can not do can hardly be done.

There is a growing desire on the part of knit goods manufacturers and others for facts regarding the knit goods situation throughout the world and it is hoped that the coming jobbers' convention will develop something along this line.



**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.

**Some Changes for Ultimate Good of Shoe Industry.**

A certain manufacturer came to me a few days ago and said: "I want your advice as to what I shall do. Only six weeks ago my workmen came to me with demands that amounted to 40 cents a pair. I didn't feel that I could afford to fight them and then again, I felt that there was some justification for their demands on account of the high cost of everything, so I gave them what they asked. Now they have walked out without making any demands, their purpose no doubt being to make the best bargain they can before they will return. What would you do?"

"Well," I replied, "are these men being paid a fair wage? How does your scale compare with others in your grade?"

"I am paying the highest scale in the city," he replied.

"In that case," I said, "I would let them stay out until they get tired. If you are paying the highest scale already, they will come back to you rather than go elsewhere for less money."

"But," he replied, "I am crowded with orders and they know it. They know perfectly well that I cannot afford to have them idle, even for a few days, without getting into difficulties with my customers. I wish my customers would only give me half their orders so far in advance, and then re-order, then I wouldn't have this trouble."

I am afraid that such advice as I gave him will be of little value, but the conversation set me thinking, and I hereby give these thoughts for what they may be worth.

First let me say, in a general way, that if the experiences we have gone through during the past year and a half have taught us anything, it is that we can do many things that we would have thought impossible before the war.

We have accepted economies and restrictions and adapted ourselves to them in an astonishingly short time. I believe also that industry, as whole, no less than individuals, has found new ways of meeting problems, and has uncovered many wasteful and inefficient methods that will not be permitted again.

But more than all else, it has taught us, as business men, that the old ways are not necessarily the best

ways. So many things have been done differently, so many precedents have been disregarded, so many hitherto unheard of things have been undertaken and put through successfully, that the industry as a whole will be tolerant of new ideas, more ready to listen to suggestions, less ready to say, "It can't be done."

With these few preliminary remarks, I wish to review some of the practices that have prevailed in the shoe business, and suggest some changes that I believe will be for the ultimate good of the entire industry, but of that I leave you to judge.

The past procedure, from manufacturer to retailer, has been something like this: About September first and March first the salesmen have taken the road, laden with a line of samples limited only by the salesman's imagination and his willingness or that of his firm to pay excess baggage. Each season he has a perfectly plausible reason why retailers should buy heavy and early.

When he, the collective salesman, gets back home, there is great rejoicing over the fact that more shoes have been sold for delivery before April first than can possibly be made before June.

This practice brings about a condition every year well known to all retailers, namely, that fall shoes are not completed until December, and spring shoes until June. So that at the time the retailer should have full stocks he is getting excuses instead.

Another practice is that of shipping an order incomplete, and apparently without any regard to the fact that shoes are sold by size and width. How often it happens (more often than otherwise in the average factory) that of an order for 500 pairs, say, you receive a third of the order and find that you only have widths AA and E, with delivery of the remaining widths stringing out from three to six weeks.

There are other practices I might mention, not all of them the fault of the manufacturer or salesman by any means, but the two mentioned are sufficient for the purpose I have in mind. I want to state briefly how these two practices work out to the disadvantage of the whole shoe industry.

First. When the manufacturers are oversold, the fact is quickly known throughout the plant. Organized labor is frequently on the alert for just such conditions, and quick to take advantage of it. Hence the increased likelihood of strikes or labor disputes, with the outcome either a loss of all or part of the profit, or

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.

**Mayer's**

**WAR** times have taught people to be more thrifty and also that true economy does not lie in buying "cheap" merchandise.

That is why you will find it easy and profitable to sell Honorbilt Shoes. Their sterling character is well known.

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

**HONORBILT SHOES**

badly delayed deliveries with their consequent disappointment of customers, or cancellations.

Second. The manufacturer who is oversold, and is being hounded by the dealers to whom he has sold, in his effort to increase his output too often resorts to unfair practices to obtain help and so upset the labor market.

Third. Late deliveries make clearance sales, which rob the retailer of his legitimate profit, and certainly do not help him to meet his obligations promptly.

Fourth. Not only does this practice of overselling tend to create or to encourage labor troubles, but as every manufacturer must go into the leather market at the same time to cover for six months, they boost the market on themselves, so that we have a stiff leather market when everybody is buying, and an easier market when the average manufacturer cannot take advantage of it.

Fifth. The value of a line of shoes, or any other commodity, is only what the public is willing to pay for it at the time it wants it—and bear in mind that the public fixes that time—not the maker or the retailer. The retailer must study his public and know when it will demand certain merchandise. If his merchandise is not on his shelves at that time it has, by the most simple of economic laws, lost a part, at least, of its value. In other words, shoes bought for \$5 a pair to meet an October need or demand are positively not worth \$5 a pair if delivered in December, because two months of opportunity to dispose of them at a profit have been lost.

Sixth. Every shoe dealer accumulates a sufficient number of broken lines without having them foisted upon him at the beginning of the season. Shoes are sold by size and width, and when an order calls for sizes from 2½ to 8, AA to E, they should be shipped that way. If they are not then the same reasoning applies as to shoes shipped late, namely, that they are not worth their original price. The price agreed upon is based upon a complete range of sizes delivered in time for profitable selling.

A line with one or two widths missing cannot be advertised, in fact, should not be brought to the selling floor at all. As a matter of fact, these incomplete lines are brought forward to the selling floor in the effort to show all the new or seasonable styles, with the result that they sell out unevenly, and so add to the number that have to be sold at a loss.

Not only this, but the manufacturer expects his bills to be paid in time, and makes no exemptions for the invoice that carries AA of one style, C of another and E of a third, all of which are practically worthless until the line is completed.

There are other reasons that might be given, but you can fill them in yourselves, for the conditions I have mentioned are so general that everyone is familiar with them.

As I said at the beginning, we have

learned many things in the last four years, and particularly in the past 18 months. Many abuses have been uncovered, and if we are wise, reconstruction is going to mean not only the turning back of organizations and labor from war products to those of peace, but it is also going to mean the elimination of waste and habits that are destructive of good business.

So far I have had most to say of the manufacturer and the salesman, but the retailer has been equally to blame, for without his acceptance of these conditions and his seeming eagerness to buy up all the shoe leather in the universe, these things could not have happened. So, any action to remedy these conditions must originate with the retailer, and right now is a good time to begin. I therefore suggest:

First. That advance orders be for not exceeding 60 to 80 per cent. of the season's needs, varying with the character of goods and distance from source of supply. To do this the dealer must know three things:

He must know his present stock condition.

He must know with certainty his needs, based on sales of the previous season.

He must know with a great deal of certainty the style trend of the coming season. In this there is, of course, always an element of uncertainty, which is only an added reason why he should not buy too heavily on initial orders.

Second. If he has not already a system for the purpose, he should immediately install some means of checking sales from week to week, so that he may know how his lines are selling and be in a position to anticipate his needs by re-ordering.

Third. He should adopt a budget system of buying. That is, lay out in advance his needs in boots, pumps, slippers, tans, blacks, etc., so that the selections from sample are merely a matter of detail, and when any particular group is covered it should be checked up and the buying stopped.

Fourth. He should be careful in scheduling deliveries, so that he has stocks up to the needs of his business, but not bringing into his store in March shoes that are not salable until April or May. This will help not only himself but his manufacturer also.

Fifth. When placing re-orders, he should bear in mind that the goods are to come in when the season is partly gone and order accordingly. Re-orders are a fruitful source of overstocks to be sold at a loss.

Sixth. He should insist upon deliveries at the time specified, and if all dealers would buy as here suggested, I believe he would get them.

Seventh. He should not accept shoes delivered on the installment plan, one width at a time. It should be an understood part of every order that if the shoes are delivered incomplete in size range that all bills for them are to date with the final shipment completing the line, of sizes and widths ordered.

## HOOD Four-Buckle Kattle King All Rubber



Red  
or  
Black  
On  
the  
Floor  
@  
\$3.27

**Grand Rapids Shoe & Rubber Co.**  
The Michigan People Grand Rapids

## A Good Year Ahead

*Every indication points to a record breaking business year.*

*Good crops are needed and good prices assured. The enormous requirements of the stricken European countries to rebuild means that big demands will be made on the business of this country and they will be met.*

*Great demands have been made on our factory during the past few years. To meet these demands we have moved to our new location with more room and much better facilities. We are organizing for a much greater production. All our enlisted employes find their old position open to them and we are taking on more workmen as our plans require.*

*H. B. HARD PAN and BERTSCH Shoes will be produced on a bigger and broader scale. Increased production and larger buying power will give better values for the money. The business building qualities for you in these lines are becoming stronger day by day. Capitalize them to their fullest extent.*

**Herold-Bertsch Shoe Co.**

Manufacturers of Serviceable Footwear GRAND RAPIDS, MICH.

Eighth. As the retailer is in the closest contact with the general public, and as he is the one upon whom the greatest loss must fall in the event that any new style proves unsuccessful, he should be the deciding factor in the introduction of any new styles. Just at this particular time he should not endorse or support any style that would tend to reduce production or increase costs that are already burdensome and threaten to become more so.

Now, in conclusion, let me say that I do not believe I have suggested a single thing here that is either unreasonable or impracticable. I can see no good reason why these things cannot be done or any sensible reason why they have not always been done. The conditions complained of are only bad habits that began in a small way, a few years ago, and have reached the malignant stage in the last six or eight years.

I know there will be the question of getting delivery of re-orders, but if initial orders are sanely placed it will be possible for manufacturers to organize on a four weeks' basis, or better, for re-orders. I know that this can be done because it has been done, and is almost being done even with the abnormal labor conditions of to-day.

I also know that manufacturers will say they cannot put through mixed runs, but must run shoes through one width at a time, or to a lot, and then they can not always get these lots through in sequence. I know this is not so, and the reason I, a retailer, know that it can be done is that it is being done. It is just simply a matter of factory organization with which we have nothing to do. We are not concerned if they are put through in mixed lots or in widths so long as we get delivery of the order in the manner in which we place it—in complete range of sizes.—H. T. Dougherty, Manager of Shoes for John Wanamaker.

**Going Backwards.**

Then forth they march to the banquet hall—  
The Princess, Queen, the King and all  
His ministers from the Colonies  
A gorgeous party it really is.  
Since Alexandrian days the Great  
There ne'er was seen such pomp of  
state:  
Had Solomon a guest there sat  
He'd been amazed and wondered at  
That golden plate from the sunken ships  
Of the Armada. With speechless lips  
The Queen of Sheba and Dido too  
Would strangers be; such wealth none  
knew  
In ancient time; nor modern men  
May ever see the like again.  
Among the sumptuous lustrous rare  
The Royal code was functioned there  
Formality—without a doubt—  
For three hundred years was carried out.  
Such a banquet never has occurred  
As the Woodrow feast by George the  
Third.  
A garnered and gleaned Aristocracy  
Thus honors its guest Democracy;  
Was it prophetic at the feast—  
An augury to say the least—  
That the palace officials waving wands  
And making obeisance with their hands  
There backward walked? I'll ask of you  
Do you suppose it's coming true  
That from our state of Democracy  
We'll tip-toe back to Royalty.  
Charles A. Heath.

The selling of goods is not an easy task, for often the customers' prejudices must be overcome and their opinions changed to meet your own, but once their confidence is gained the work becomes a pleasure and not a task.

**Claims the Right of Free Speech.**

If, now that the fighting has ended and the time for settlement has come, some of us object to the President's attitude on some of the questions that will be discussed at the Peace Conference, it does not seem as if our desire for self-expression ought to be suppressed, particularly when we may be just as sincere in our wish to further the ushering in of the dawn of world peace as is the President. If it is his purpose, as many seem to think, to attempt to dominate the conference, Mr. Wilson will in all probability come back home a much wiser man. And to that extent it does look as if his departure from the tradition of his predecessors will prove beneficial to him and to us.

It is doubtful if there is really as much concern "over the terrible mistakes that Mr. Wilson is going to make" as that he should want to be the "organist" at all. Surely, to write the "music" and direct the "choir" ought to be glory enough for even a man of destiny. When it is remembered how many "discordant notes" the President has struck in his numerous appeals for support, and that he was elected to his great office on the "He-kept-us-out-of-war" slogan, one is inclined to believe that, like most mortals, even the President's hindsight is much superior to his foresight, and to surmise that he will have to do a lot of practicing and improvising before his world-wide audience will accept him as the "master organist."

While "to err is human, to forgive divine," some of us poor creatures are not generous enough to forget even when we do forgive. And why many of us are inclined to "yap" at Mr. Wilson is that we have not forgotten his many indiscreet phrases, such as, "The Republican party never enacted one bit of constructive legislation," "Neutral even in thought," "Peace without victory," "Too proud to fight," "No indemnities," "With the remote causes of the war we have no concern," etc. Added to this is his estimate of his own mental equipment when he said that he had "a single-track mind." Does not his treatment of anybody who has the temerity to oppose him suggest narrow-gauge as well as single-track? Had Mr. Wilson been as big a man as his admirers think him to be there would have been at least one eminent Republican in his War Cabinet, Gen. Leonard Wood never would have been humiliated because he was wise enough to advocate preparedness at the right time, and it would not have been necessary for him to go into seclusion when questions of great moment were to be decided. Be a man ever so wise, he can learn something from even his mental inferiors, and surely Mr. Wilson's is not the only great mind we have in this country.

However, now that our President is "on the firing line," so to speak, as patriotic Americans we must all wish him well and not begrudge him any honors he may receive at the hands

of our associates and their people. That he may acquit himself with credit we sincerely hope and pray. Surely, Woodrow Wilson will come back to us a broader-minded man than when he left us, and for this we can also give thanks, even if the majority of his countrymen do doubt the wisdom of his going and are not in accord with his views on the settlement of the war, the President to the contrary notwithstanding.

No, it is doubtful if any of his fellow citizens wish to either "shoot at" or "shoot up" the "organist," but do hope that he will render his selections with such consummate skill, such perfection of technique and expression, such marvellous melody and exquisite harmony, that on his return to the homeland we all of us can sing his praises and rejoice exceedingly that our President had the keenness of vision to discern and the tenacity of purpose to do that which many of us doubted was for the good of our beloved country.

J. H. Ketcham.

Confidence begets confidence, and those who profess to believe in the economy of distribution through the established trade channels must prove their faith, by active co-operation with each other.

**HARNESS OUR OWN MAKE**  
Hand or Machine Made  
Our of No. 1 Oak leather. We guarantee them absolutely satisfactory. If your dealer does not handle them, write direct to us.  
**SHERWOOD HALL CO., LTD.**  
Ionia Ave. and Louis St. Grand Rapids, Michigan

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

**TAKING INVENTORY**  
Ask about our way  
**BARLOW BROS.** Grand Rapids, Mich

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

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

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

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

**Inventory Time**

Yes, we have just finished and no doubt you have done the same. This is the time of the year we find where we are long and short. You may be short where we are long. If so, it is your gain. We offer the following at reduced prices to balance up our stock:

- No. 586—Men's Gun Calf Bal Eng Last Welt Single Sole. Our best grade. Regular price..... \$5.15
- We offer 25 dozen at ..... 4.50

Write for complete list of Close-Out Numbers for January Sale.

**Hirth-Krause Company**  
Tanners and Shoe Manufacturers  
Grand Rapids - - Michigan



### Forecasts of the Future by Two World Leaders.

Probably there has never been a time in the history of the United States, possibly never a time in the world's history in modern times, when the problems of the immediate and longer economic future contained so many elements that make for uncertainty, perplexity, confusion of influences, and diametrically opposite prediction. The great economic associations of England, France, and the United States are already wrestling with these mighty and world-wide problems; in due course we shall have their formal studies of the situation and its probable results. It hardly need be said that the policies of governments will be profoundly affected by the conclusions reached by public men on the probable course of the financial and economic future. Political developments and social movements will be determined by the actual event. Any one who could surely read this economic future would be able to predict a good deal of the world's history in the next ten years.

In advance of the reaching of conclusions on these momentous questions by the statesmen and the economic bodies, the Tradesman recently put a series of searching questions to the heads of the steel trust and the largest bank in the Western Hemisphere, as follows:

1. In the larger view, do you look for continuing prosperity or for industrial reaction in the United States as a result of termination of the war? Will the immediate future differ from the longer future?

2. What is your expectation as to the course of prices in the commodity markets?

3. How far will disappearance of the war orders be offset by the filling of postponed commercial requirements for home consumers and neutral markets, and by demands for purposes of reconstruction in the damaged districts of Europe? How soon ought these to materialize? How far will they depend on prices, and, in the case of foreign orders, how far will they depend on our advances of credit to such markets?

4. Can wages be maintained at the present level? If they can, then how will the market for the products be affected? If not, what will be the labor situation?

5. Is there a prospect of reducing the present volume of bank loans and of Federal reserve notes? Have we ahead of us easy money or high money?

6. What do you consider the most

encouraging facts in the financial, economic and political outlook for this country during the period which will follow peace? What are the chief dangers, and how may they best be avoided?

New York, Jan. 4—I do not look for continuing prosperity up to the maximum of the last year. A diminished trade during the next few months would be natural. We cannot expect to immediately change from a war basis to a peace basis without some business reaction and disturbance. With a continuance of reasonable assistance by the Administration and different departments of the Government, and with level-headed courageous, and wise effort on the part of the business interests, there should be a protraction of fair business, with an increasing volume tending toward great success and prosperity.

2. We are on a high level of prices. It would be a good thing for the country if all could be somewhat lowered. As it is impracticable to secure re-adjustments in all departments at the same time by affirmative and concerted action, we may expect there will be a gradual, and it is hoped orderly re-adjustment in different branches of business from time to time until a basis shall be reached which is normal and calculated to advance the interests of business enterprise and the general public as well. From the present outlook we shall not soon, if ever, return to the low prices heretofore experienced. If we do, it will be the fault of those in charge of business or of others who, by their unwise or unfair action, may bring it about.

3. Question 3 relates to percentages, dates and various contingencies concerning which I have no definite opinion.

4. I should like to see wages maintained at the present level. Whether or not this is possible will depend sooner or later upon the selling prices of materials and the volume of trade. Labor should, and will, cheerfully bear its fair proportion of adversity, and must reap its fair share of the benefits arising from prosperity.

5. I think the volume of bank loans and the Federal Reserve notes will gradually, though not rapidly, be reduced: in this country money should be plentiful and rates somewhat lower than they are at present.

6. More than one-third of the wealth of the world is in this country. The bank deposits are enormous, and probably much larger than ever before. Our resources are the largest in our history, our production is at its height, and by fair, reasonable, and competent management on the part of the governmental administration, and a wise, decent, and reciprocal attitude on the part of all the people, this Nation will hold and maintain a leading economic position among the nations of the world. We ought, in the comparatively near future, to enter upon an era of great prosperity. Facts and circumstances furnish us the opportunity for great success and influence. I see no excuse for failure to receive our fair proportion in the

further development of the world's resources.

If there are dangers ahead of us they will grow out of the action of demagogues who, for selfish purposes, successfully appeal to the passions and prejudices of others. It behooves every one, rich or poor, or in medium circumstances, to maintain an attitude which is just, intelligent and honest.

E. H. Gary.  
Chairman United States  
Steel Corporation.

New York, Jan. 4—No one can expect the industries to continue under the stimulus of war times or to turn a short corner from war conditions to peace conditions without a halt. Of course business is slowing down during the re-adjustment. We must stop comparing conditions with the top notch of war activity. The fact is that as compared with the beginning of 1914 or 1913 there is a larger volume of business in sight for the new year than there was then. Full activity upon construction work is not to be expected until costs are believed to be established on a fairly permanent basis and the railway question is settled. In the long view I look for a great period of good business, and it is good policy to plan for that.

2. The tendency of commodity markets should be downward as industrial activity is resumed in all countries and as the difficulties which have obstructed international commerce are overcome. A contrary influence on prices is inflation. The war has ended, but inflation has not ended.

3. The place of war orders in particular industries of course will not be directly offset by commercial business. Business will be redistributed into the old channels. People will go back to spending and investing about as they did before. In most lines of expenditure and investment we have fallen behind and there will be a need to make up, with the tendency held in check by the prospect for lower prices later. The sections of the country where agriculture is the dominant interest are immensely prosperous and their prosperity will be reflected everywhere.

We have always counted on good times in this country when the buying power of the farming districts was large, and that will be an important factor in the year to come. There will be a good demand for our products in neutral markets and in the countries which have been at war, but the latter business will depend almost wholly upon our willingness to lend on long time. This is not because of the exhaustion or poverty of would-be buyers, but because the means of payment—gold or goods—will not be available. Europe cannot buy even the foodstuffs, of which Mr. Hoover estimates we must supply 20,000,000 tons, without credit. The maintenance and development of our export trade is not simply an agricultural, industrial and commercial problem, but even more significantly a financial problem.

4. The wage problem must be regarded as a part of the general price problem. A decline in wages with equal pace, with a decline in general prices, would involve no real loss to the wage-earner. A decline in food products and clothing materials is to be expected when normal conditions are restored in production. In some lines abnormal conditions have raised wages to figures that are out of line with the general level, and in such instances re-adjustments are inevitable. Taking the general level of wages, I do not look for changes that will make the wage-earner worse off. More clearly than heretofore wages are going to be dependent upon the rate of production. It is possible to maintain wages even at the present level, if we can have the highest effi-

ciency in production. That is going to be the watchword in the future.

5. I hope the volume of bank loans and of Federal Reserve notes has passed the crest. We must remember, however, that the Government still has large financial needs. I look for easier money and a gradual liquidation of the banking position, although the immediate needs of the Treasury will make large demands upon the banks, and may delay liquidation.

6. The most hopeful aspect of the present situation is the spirit of our people. We have worked together for a common end, and we must strive to preserve the feeling of common interests and carry it over into our industrial life. We have had a demonstration of the enormous productive powers of this country when we work harmoniously together. Now we must direct those powers to providing for the common welfare. That is the end to which our industrial organization is working. The chief task of our industries is to turn out the goods and provide the services wanted by the masses of the people. We want efficiency and economy in the management and all up and down the line. Everybody is interested in securing large and economical production. The chief danger is from ignorance upon economic subjects, even where intelligent leadership might be expected. We have to fear the steady pressure to put the Government into business on its own account and the disposition to overtax and regulate business for the reduction of profits. It is not sufficiently understood that profits furnish the capital for industrial improvements and expansion.

Frank A. Vanderlip,  
President National City Bank.

### Experience of Grand Rapids Grocer In California.

Long Beach, Calif., Jan. 2—I take pleasure in informing you of our experiences since leaving our home city. Arriving in Chicago we were transferred to the Sante Fe depot, where we were met by relatives who entertained us until time to leave for California. The trip was pleasant, as we found congenial fellow travelers. On Thursday morning we were delayed at Majavo, in Arizona, for more than six hours on account of a freight wreck, and the next morning at about the same hour on California soil, we met with the same trouble. Later, after the track was cleared we passed along the wreckage. Consequently, instead of arriving in Los Angeles in the morning, it was late in the afternoon. We were met again by relatives who entertained us for some days before starting for Long Beach, where we hope to spend much of the winter season, feeling thankful for our Heavenly Father's protecting care to arrive at the end of our journey in safety. We are making our home at present on 725 East Ocean avenue in full view of the great Pacific ocean. This is, as you doubtless know, a tourist town, yet, away from the busy parts, it is a city of homes. The streets are asphalt paved and broad, mostly lined with palm shade trees, which gives them a tropical appearance. While in Los Angeles the Guaranty Trust & Savings Bank, where H. Van Dugteren is employed, gave me a letter of introduction to the President of the National Bank of Long Beach, where we were most cordially received by the officers, who extended every courtesy, offering all the help we should need in a strange country; in fact, everything but the keys to strong box. That, of course, would have been rather flighty. We find here a fine temperature, bright sunshine from the day we came and a calm sea. I am writing this sitting on the porch in the morning sun, the great ocean before me. We attended the daily band concert yesterday

afternoon. The music is of a very high order. It was rendered in the pier auditorium, playing in the afternoon and evening. They also have a place for out-of-door music next to this building on the beach. There are many chances for those who wish to get free trips in different directions to attend land sales, with dinners thrown in. I could not give you any idea how many real estate offices there are here. They look to me all out of proportion. This is a strictly dry town. The pike on the shore is quite a feature. The main things sold here are eatables, from barbecue to hot dog, dinner lunches of all description, in stalls provided with counters, besides curious candies and some other confection for amusement. There are some nice churches here. The first Sunday we worshipped in the First Presbyterian Church—fine preacher. After service he took my name. A few days later he came to call on us. He told me that Prof. Gerard Vos, formerly from Grand Rapids, was his professor at Princeton. Well knowing you are a busy man, I must draw this to a close. It is somewhat of a rambling sort of a letter. I therefore trust you will accept it as such, I imagine now that I am just calling on you in the office for a little chat.

Frank Dyk.

**Live Notes From a Live Town.**

Owosso, Jan. 6—Roll P. Bigelow, who has been confined to his home for several months, is improving and we hope will soon be out doing business at the old stand. What seemed to be a very efficacious prescription was the Christmas home coming of his children. Chester, who had been gone three years in the navy, and Eugene, two years, together with his daughter and family from Detroit, furnished a good old home Christmas. Here's hoping Bigelow will enjoy many more of the same.

Mr. and Mrs. Fred Hanifin have been confined to their home for the last two weeks, but are better at the present writing. The writer called on them last evening and Fred told us he had read everything in the house through, excepting the Bible and the cook book.

E. M. Lott, of North Star, has moved his meat market into a new building which he recently erected on North Main street.

B. R. Allen has opened a restaurant, lunch room and ice cream parlor in Perrinton.

B. R. Allen, of Middleton, has sold his restaurant to W. Todd, of Ashley, who will conduct it as a bakery, lunch room and ice cream parlor.

W. L. Lamb, of Vernon, has rented his store and fixtures to W. W. Barlow, who will conduct an up-to-date grocery. New clean stock. Everybody knows Bill and Bill knows everybody else, which makes it a winner right now. Besides, he bought his new stock of

Honest Groceryman.

**Ain't It Fine To-Day?**

Sure the world is full of trouble—  
I ain't said it ain't.  
Lord, I've had enough and double  
Reason for complaint.  
Rain and storm have come to fret me,  
Skies were often gray;  
Thorns and brambles have beset me  
On the road—but say:  
Ain't it fine to-day?  
  
What's the use of always weeping—  
Making trouble last?  
What's the use of always keeping—  
Thinking of the past?  
Each must have his tribulations—  
Water with his wine;  
Life, it ain't no celebration,  
Trouble, I've had mine—  
But to-day is fine!

It's to-day that I am living  
Not a month ago.  
Having, losing, taking, giving,  
As time wills it so:  
Yesterday a cloud of sorrow  
Fell across the way;  
It may rain again to-morrow  
It may rain—but say:  
Ain't it fine to-day?

PASSED BY THE CAPITAL ISSUES COMMITTEE AS NOT INCOMPATIBLE WITH THE NATIONAL INTEREST,  
BUT WITHOUT APPROVAL OF LEGALITY, VALIDITY OR SECURITY. OPINION NO A2529.

**\$200,000**

**Alfred J. Brown Seed Co.**

GRAND RAPIDS, MICH.

(A MICHIGAN CORPORATION)

**8% Cumulative First Preferred Stock**

(TAX FREE IN STATE OF MICHIGAN)

Par Value of Shares \$10.00

Grand Rapids Trust Co. { Transfer Agent  
Registrar

Dividends payable 2% quarterly, on first day of January, April, July, October

**CAPITALIZATION**

8% Cumulated First Preferred (Par Value \$10.00) Authorized 20,000 shares to be issued ..... \$200,000

Common Stock (Par Value \$10.00) Authorized 50,000 shares—less 30,000 shares in Treasury Outstanding ..... 200,000

**NO MORTGAGE OR FUNDED DEBTS**

Summarizing from a letter received from Mr. Alfred J. Brown, President of the Company, we are pleased to quote the following salient features:

**HISTORY**

"Established in 1885 with an original capital investment of less than \$2,000, this business has enjoyed a steady and healthy growth from year to year, until today ranks about fourth largest of garden seed producers in the country, doing a volume of business of some \$1,000,000 and selling to between 8,000 and 10,000 responsible concerns located throughout the United States, Canada, England and France.

**BUSINESS**—"The nature of our business is the growing of and dealing in agricultural and garden seeds at wholesale. We aim to produce our seeds in localities where soil and climate is most adapted to their culture. Our acreage this year of garden seeds in the States of Michigan, Ohio, Illinois, Nebraska, Colorado, Montana, Idaho, Washington and California will amount to more than 12,000 acres.

**PROSPECTS**—"Our prospects for the season of 1919; will be 30 to 50 per cent. more and with the additional capital we propose to take into the business at this time, it should enable us to double our volume during the next two or three years, all of which can be done along the same safe lines under which the business has been conducted for so many years.

**MANAGEMENT**—"The management is in the hands of competent men who have grown up with the business and who are responsible for its past record and success.

**PURPOSE OF ISSUE**—"The purpose of the issue of Preferred Stock at this time is mainly to give the Company sufficient capital to carry out the wishes of our Government—namely to grow more seeds that will produce more food for home consumption as well as supplying our Allies abroad. All the money received for the sale of this stock will be used to increase our acreage.

**PROTECTION**—"As additional protection for the Preferred Stockholders, aside from the large margin of assets in back of the stock, the company has taken out corporation life insurance on the principal heads of this business, Alfred J. Brown and T. Herschel Brown, to the amount of two hundred thousand dollars or enough to cover the full issue of the Preferred Stock.

**SAFEGUARDS**—"The provisions safeguarding the Preferred Stock are as follows:

1. The Preferred Stock shall be preferred both as to dividends and as to assets up to the redemption price of said stock.

The legality of the above issue has been approved by Messrs. Butzel & Butzel, Detroit, Mich.

Write our Grand Rapids office, 522 and 523 Mich. Trust Bldg., for prospectus giving full particulars regarding this exceptional investment.

**MERRILL, LYNCH & CO.**

NEW YORK

GRAND RAPIDS

CHICAGO

CLEVELAND

The above information, while not guaranteed, has been obtained from sources which we regard as reliable.

### Buyers of Liberty Bonds Can Make Big Profit.

Written for the Tradesman.

One of the phases of greatest financial interest to a large proportion of the people, even outside of the investing class is the market position of U. S. Liberty loan bonds. Compared with some of the speculative issues such as Mexican Petroleum, U. S. Industrial Alcohol preferred, etc., the weakness of United States and other bonds is attracting universal attention. With U. S. 4s down to 93 and the 4½s down around 94, one can see what bargains these bonds are. However present buying may be premature if the purchaser wishes to get in on rock bottom, judging from precedent, as it took seven months after the close of the civil war before United States bonds touched their lowest prices. Then the distribution was narrower than it is now. Besides that, our war bonds between 1865 and 1870 found a ready market in Europe, whereas now European investors have about all they can do to take care of their own war bonds.

This should not prove discouraging, as the best financial opinion is that these bonds, especially the 4½s, will sell again around par, if not above that figure, within a period of from two to three years. It is possible that during the next three months they may go lower than they are now, but it should be remembered that the lower they get the better the bargain they will be. It is generally believed that the investor who consistently buys them during the winter, coming spring, and summer has a good chance, if he will hang on to them, of making 8 to 10 points profit on his deal. Attention is called to one factor that is bound to put up the prices later, and that is a scarcity of attractive investments and an accumulation of uninvested capital. After the war inventories and war industries have been liquidated, there is a strong likelihood of a short period of very cheap money. Liquidation of this character amounts to the return of capital from the borrower to the lender; and the return occurs when most stocks and bonds look rather unattractive because of the temporary depression of business, a universal sequel to such liquidation. Therefore, after this liquidation has been largely accomplished and before the reconstruction boom gets well under way, money is likely to be so cheap as to make United States bonds look very attractive.

From the above there should be no pessimistic view taken regarding the future. The resources of the country are so vast, its growth rapid and steady and its recuperative powers so great that such period of possible business depression will be brief, and we will again turn from the detour into the broad highway of great prosperity.

Many, without due consideration of the matter, have predicted an immediate boom in the building industry. Looking facts in the face, it will be seen the mere removal of

Government restrictions will not cause the rebound. There may be a demand for houses to shelter an increase in the working population, or for factories by means of which to increase the production of some article or commodity which is having a large sale, or for stores and office buildings wherein to handle the business of some city whose commerce has shown a great increase, but for the main normal line of building construction to again hold sway, construction costs must come down—and come down they will. These costs have practically doubled and are now at their highest point. And unless necessity compels it, men are not going to invest their capital in buildings unless there is a prospect of profit. The reduction of construction costs—both materials and labor—is one of the problems of the readjustment from a war to a peace basis yet to be solved.

One feature of the situation marking a guide post on the road back to our prosperity highway showing a pleasing decrease in the mileage to that point is the state of our foreign commerce. The export trade of the United States continues in remarkably full volume. The necessity of feeding a large part of continental Europe has by no means ended by the cessation of hostilities. On the contrary, it will continue urgent for some time to come, decreasing gradually as the devastated lands are reclaimed to crops. In the meantime, however, the vast amount of material required for reconstruction will, to a large extent, fall upon us to supply. That being the case and with more tonnage available for its transportation, there is little prospect of a contraction in shipments for some time to come. Notwithstanding the restrictions, but recently removed by the Government, the export figures for the eleven months of 1918 have gone to a new high mark over the similar period of 1917. The value of exports for November, 1918, was \$522,000,000; for the five months since July 1 the total has been a little over \$2,610,000,000, a new high mark, and for the eleven months of the calendar year \$5,585,000,000; these comparing with \$487,327,694 and \$2,345,000,000 and \$5,633,000,000, respectively, in 1917.

As a dreamer of dreams financial,

## Kent State Bank

Main Office Ottawa Ave.  
Facing Monroe

Grand Rapids, Mich.

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

Resources  
10 Million Dollars

3½ Per Cent.

Paid on Certificates of Deposit

The Home for Savings

## Are you ready for 1919?



When the reconstruction wave strikes your business, will you be drifting or will you be anchored to some strong, friendly bank?

Our Resources of  
**\$15,030,383.31**

stand as evidence of the business friendships which this bank has earned since 1853.

F. A. Gorham, Jr., will be at this bank Tuesday of each week prepared to give service to any customer on matters relating to the Income Tax.

We Have Every Banking Service You Need

THE OLD NATIONAL BANK  
GRAND RAPIDS MICHIGAN



**A** TRUST Company never dies; never takes a vacation; is never out of town. It serves you while you are living and faithfully executes every provision of your will when you have passed away.

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

THE MICHIGAN TRUST CO.  
OF GRAND RAPIDS

Safe Deposit Vaults on ground floor.  
Boxes to rent at low cost.



Postmaster General Burleson appears pre-eminent. His latest "vision" is the plan outlined by him to a member of the lower house of Congress for the acquisition of the telegraph and telephone lines of the country by the Government, without the expenditure of a dollar from the United States Treasury, said lines to be run under the supervision of his office. In his letter to Congressman Moon, advocating permanent acquirement by the Government of these properties, Mr. Burleson shows how (in his opinion) this can be done—"without the expenditure of a dollar from the Treasury and by a system of amortization which, he maintains, will pay for the lines in twenty-five years. And that it may be done, a fifty year old Act of Congress is resurrected to authorize the purchase.

As a proposal of finance, the scheme is not likely to appeal to the average business man. Under this plan National stocks are to supplant these multiform private stocks. The Government can borrow money at 4½ per cent., while private owners expect to make 7 or 8 per cent. on their investments, which the people must pay. Thereupon amortization, setting aside the difference, will pay for the lines in, say, nineteen to twenty-five years. "Very simple" and "very easy," but not absolutely sure. In the first place the Government through operation will have to earn the money at 7 or 8 per cent. income and the people will have to pay it. Nothing, it will be noted, is said about upkeep, increased wages, and rates, so conspicuous in the case of the railroads. Extensions and betterments are ignored, or if not, obscured in an assumed case which takes no account of possibilities or even probabilities. It is even regarded feasible at this time, when the country is literally groaning under war debt, to add more adlibitum without disturbance or danger to the public credit.

This appears the hair brained scheme which would incidentally capitalize every little private line on

the prairies into Government stocks. It sounds ridiculous, and is ridiculous and yet the matter is one for serious consideration, due to the socialistic trend of the times. There is no question of the good intentions of the Postmaster General, but it is well to remember the old saying that Hades is paved with good intentions. It looks very much as if Postmaster General Burleson is attempting to take advantage of the situation to accomplish a personal pipe dream and desires. The conviction of business interests is that these lines should go back to their owners; and we, as a people, should approach and consider this vexed problem of Government ownership free, unbiased and unhurried. We owe it to those who will come after us to use the utmost care in the settlement of the question, to the end that justice shall be done to all. Business men, as a duty, should study the question and inform their representatives in Congress of their final opinion in order that our National law makers have public opinion to guide them. It is a people's question and the people should rule. Paul Leake.

The powers that be too frequently sit down upon an evil as if it were an inverted tack.



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

**33,000**  Satisfied Customers

know that we specialize in  
*accommodation and service.*

THE BANK WHERE YOU FEEL AT HOME



WE WILL APPRECIATE YOUR ACCOUNT TRY US!

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



CAMPAU SQUARE

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

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

Combined Capital and Surplus .....\$ 1,724,300.00  
Combined Total Deposits ..... 10,168,700.00  
Combined Total Resources ..... 13,167,100.00

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

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

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

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

**GRAND RAPIDS TRUST COMPANY**

OTTAWA AT FOUNTAIN BOTH PHONES 4391

Safe Deposit Boxes at Three Dollars Per Year and Upward

**Fourth National Bank**

United States Depository



Savings Deposits

Commercial Deposits

**3**

Per Cent Interest Paid on Savings Deposits  
Compounded Semi-Annually

**3½**

Per Cent Interest Paid on Certificates of Deposit  
Left One Year

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

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

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

# We Are Going Back *to* Our Pre-War Co-operative Sales Plan. Here Are *the* Details— You'll Profit *by* Reading Them.

The total number of barrels of flour shipped you during a calendar month (January for example) determines the rate of commission.

5 Bbls. of Flour per Month Earn You 10c per Bbl. or \$ .50  
10 Bbls. of Flour per Month Earn You 15c per Bbl. or 1.50  
25 Bbls. of Flour per Month Earn You 20c per Bbl. or 5.00

Credit memorandums or checks, which ever you desire, will be mailed the first of the month following the one in which shipments are made. In other words, if we ship you a total of ten barrels of flour during January, a credit memo or check for \$1.50 will be mailed to you the first week in February.

You do not have to take any particular number of barrels at a time, nor all of one kind. For instance, one 2 bbl. shipment of Lily White, one 2 bbl. of shipment of Harvest Queen and one 1 bbl. shipment of White Roll Flour made you during a calendar month, on different dates, earns you the 5 bbl. rate.

Orders must reach us in time for shipment in January if you want them to apply on January business. In other words, if the order was mailed in January, but did not reach us in time to ship in January but goes forward in February, it will be figured as February business.

## All Freight Paid By Us

This means we pay all freight here. You pay nothing to your freight agent.

You have no freight to figure, no freight to pay, no freight overcharges, no freight bills to bother with in any way, shape or manner.

We do all that work for you.

Your invoice from us shows you the actual cost of the goods laid down at your station.

Our Claim Department will settle all loss and damage claims for you without cost to you.

Our Advertising Department will assist you in creating a still bigger consumers' demand for Lily White Flour.

Our Sales Department stands ready to co-operate with you at all times.

**WE THOROUGHLY BELIEVE THIS IS THE BIGGEST AND BEST CO-OPERATIVE PROFIT SHARING SALES PLAN EVER OFFERED MICHIGAN DEALERS.**

**Valley City Milling Company**  
Grand Rapids, Michigan

# Good News for the Housewife!

Wartime Flour is a relic of the past!

Delicious, Nutritious, Wholesome White Bread is again on the menu.

How good it tastes!

And how easy it is to make good bread from good flour compared with the effort required to produce just ordinary bread from War Flour.

Of course we were all perfectly willing to use war flour as a wartime necessity. It helped our boys over there gain the Glorious Victory.

But everybody is delighted to have it all over and mighty proud of the amazing record our own precious America has made.

It is also good news to the particular housewife to know she may again obtain the good old-fashioned, high-quality

## Lily White Flour

*"The Flour the Best Cooks Use"*

for no better flour has ever been made or sold than LILY WHITE.

No flour has ever given the housewife better satisfaction for either bread or pastry baking than LILY WHITE.

There have been mighty few flours that even equalled it.


We are making LILY WHITE in the same old way, exercising just as much care in the selection of grain, being just as particular to see that exactly the right blend of the different varieties of wheat is secured to produce the best flour it is possible to mill.

Your dealer will cheerfully refund the purchase price if you do not like LILY WHITE FLOUR as well OR BETTER than any flour you have ever used for either bread or pastry baking; in other words, if LILY WHITE does not completely satisfy you for every requirement of home use.

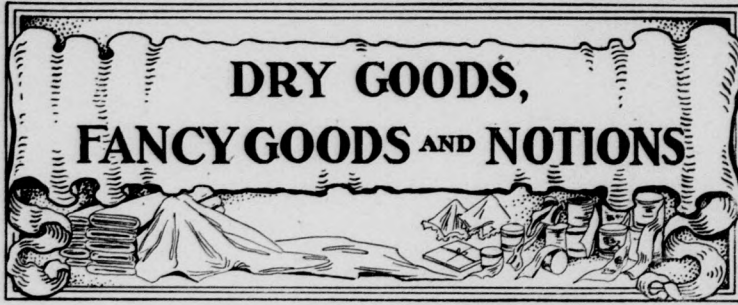
Be certain to specify you do not want war flour but the real old-time high-quality LILY WHITE FLOUR now on sale.

### This Advertisement is Being Published in Every One of This Big List of Michigan Newspapers Given Below:

Albion Evening Recorder	Marion Osceola Press	Chesaning Argus	Mecosta News
Alma Evening Recorder	Saline Observer	Clarksville Record	Minden City Herald
Battle Creek Moon-Journal	Hastings Banner	Mt. Pleasant Times	Zeeland Record
Battle Creek Enquirer-News	Holland City News	Marshall Chronicle	Hemlock News
Bay City Times-Tribune	Holland DeGrondwet	Midland Sun	Gaylord-Otsego Co. Herald-Times
Bay City Polski Publishing Company	Howard City Record	Muskegon Chronicle	Grand Rapids Herald
Belding Banner	Ionia Weekly Sentinel	Nashville News	Grand Rapids News
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Big Rapids Pioneer	Jackson Citizen-Patriot	Newaygo Republican	Grand Rapids Christian Journal
Boyer City Citizen	Kalamazoo Gazette	Owosso Argur-Press	Grand Rapids Standard Bulletin
Cadillac Evening News	Kalkaska Leader	Petoskey Evening News	Grand Rapids Polish Echo
Charlotte Republican	Lake City Plain Dealer	Reed City-Osceola Co. Herald	Ann Arbor Times-News
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Frankfort Patriot	Ludington Daily News	St. Joseph Herald-Press	
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Constantine Advertiser-Record	Gladwin Record	Coopersville Sun	Parma News
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Grayling-Crawford Avalanche	Grand Haven Daily Tribune	G. R. Grandville Record	Schoolcraft Express
Grand Rapids Observer	Scottville Enterprise	G. R. Northwestern Weekly	St. Charles Union
Grand Rapids Chronicle	United Weekly Press	G. R. Progress	Tekonsha News
Lowell Ledger	Albion Leader	Hart Tribune	Thompsonville News
Lawton Leader	Alto Solo	Hopkins Leader	Tustin News
Lawrence Times	Augusta Beacon	Lewiston Journal	Warren Watchman
Marcellus News	Burr Oak	Lyons Herald	Wayland Globe
St. Charles Union	Caledonia News	Mancelona Herald	Weidman Messenger
Sparta Sentinel Leader	Casnovia Herald	Martin Review	White Cloud Star

 Suggest That You Stock Immediately the High Quality LILY WHITE FLOUR and be in Position to Supply the Big Demand That is Bound to be Created.

**Valley City Milling Company**  
Grand Rapids, Michigan



### History of the Dry Goods Trade In 1918.

The history of the textile year has been one of increasing mobilization of the industry to a point such as few dreamed possible, to be succeeded by a diametrically opposite condition and a demobilization accomplished for the most part in record time. Textile manufacturers had had experience in producing Government goods before the year started, but there was no large proportion of the machinery of specific plants engaged in this work until the year had well started. It is difficult even now to give the amount of textile machinery that has been engaged during the year on contracts for the Government, for different branches of the industry were engaged to different extents, and more complete records were kept in some than in others. In the wool-manufacturing division the average did not reach much more than 60 per cent. at its height, and this proportion was not maintained any length of time. In cotton manufacture it is probable that the average percentage has been higher, but here records have not been as widely published and the information is more or less vague.

It may be said, however, that with regard to certain important factors in the cotton-manufacturing industry the contracts taken for Government work have been larger and have extended over a longer period of time than probably any other division of the textile field. In knit goods the proportion of machinery devoted to Government orders has been very large, and while the volume has necessarily been smaller because of the smaller capacity of the industry, yet it has occupied the attention of practically all producers of this class of goods for nearly the entire year.

This turning over of machinery to supply the requirements of the Government necessarily has had a most marked effect upon the conduct of civilian business. It has made necessary a practical revolution in the conduct of trade, turning the market from a buyer's paradise into one that has been dominated exclusively by the seller, in which he has dictated the amount of goods that each individual buyer could have, the prices which he must pay for them and the deliveries which he would be obliged to accept. These conditions, of course, apply only up to the time of the signing of the armistice, for almost overnight at that time there was a complete reversal of conditions and a return in a surprisingly

short period to a status very similar to and yet differing in many respects from that before war was anticipated.

It is remarkable that the buyer in the midst of all these changes has been able to adapt himself to the changing conditions with so little apparent disturbance to his business. He has accommodated himself to prices that were acknowledged to be radical in the extreme, has been able to adjust himself to delayed deliveries, to conservation conditions, and to the practice of economies, all in the name of patriotism, and although it may be too early to estimate the effect upon individual enterprises, yet upon the surface at least there has been a minimum of unsettlement that is surprising when the developments and the radical departures of the year are taken into consideration.

In the matter of price changes alone, the buyer has had a problem to solve that, forecast, seemed almost insurmountable. As prices began to appreciate, the buyer, long before the present year, was very apprehensive as to their effect. Yet, notwithstanding the practice of economy and of conservative methods of living, as well as the absence of a large volume of buyers in the service of their country, the distributors' trade became educated to the ever increasing cost of merchandise with remarkable rapidity and it became easier and easier for him to pay the required advances with the assurance that he would be able to secure a profit on their turn-over.

One of the most disturbing things to the buyer of textile merchandise during 1918 has been the impossibility of securing the deliveries on contracts that he had expected. With such a large volume of machinery tied up in supplying the war requirements of the Government and with priorities in favor of war orders, the ordinary buyer was given scant consideration in the great majority of instances. This was not voluntary on the part of the producer, but he was forced to such treatment by the demands of the largest buyer with whom he had ever had to deal. The final result of these unprecedented delays in delivery has been witnessed in the cancellation of orders still undelivered at the time of cessation of hostilities. Buyers have felt that they had a sufficient warrant in declining to receive further shipments of merchandise, where they were far behind the contract date and have also taken the cue from the action of the Government itself, which has cancelled a large volume of war or-

ders for which it had no need after the war had come to a close.

It has been said that the war was a war of raw materials and waged for their control. In no country and in no industry is this more pertinent than in the American textile industry. The exigencies of war have made it necessary to adopt a control policy that has been burdensome and irksome at times, but to which all have submitted with as much grace as possible, knowing that it was for the best interests of all. The only raw material which has not come under absolute Government control and on which prices were not regulated has been the cotton staple. While the question of regulating the price of cotton has been agitated from time to time in Congress and out of it, actual steps were never taken to fix the levels at which the producer might obtain his material of this character.

On wool, however, the fact that practically half the needed supply for American consumption is grown outside the confines of this country and controlled largely by England made some regulation of the supply necessary. The imports of wool were regulated by the establishment of the Textile Alliance at the beginning of the war, and the lines were drawn

closer and closer with the decrease in shipping and the increased submarine danger, finally resulting in the control of the domestic clip by our own Government and the fixing of prices at which these wools were allotted to manufacturers. This regulatory action was inspired by the fear that military needs for wool would cause prices to go unduly high. The result was that early in April the Price Fixing Committee of the War Industries Board held a series of conferences with growers, dealers, and manufacturers, and the price to be paid for the 1918 clip was established on the basis of values prevailing in Boston, the wool center of the country, on July 30, 1917, for the various grades of wool.

It was further arranged that in the

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.

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.

## Watch for Our Salesman

Our traveling men will again make their appearance on the road with a very complete sample line of SPRING GOODS.

We start the new year with the old *MOTTO*—

**Quality Merchandise—Right Prices—Prompt Service**

**Paul Steketee & Sons**

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.



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

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

Catalog—to merchants

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

**Made In Grand Rapids**

territory sections where practically two-thirds of the wool grown in this country is raised wool growers should not sell their product locally, but should consign it to concentration points. In the Middle West, East, and Southeast, comprising what is known as the fleece-growing section, growers were allowed to sell wool locally, but the profits of the local purchaser were limited to 1½ cent a pound, and these purchasers were requested to consign their takings to the larger concentration points. Here dealers were allowed a commission of 4 per cent. on fleece wools and territories, provided the wool was sold in the original bags, and 3½ per cent. if graded, the commission to be paid by the Government and added to the price of the wool. When the raw material arrived at concentration centers it was appraised by valuation committees appointed by the Government, and allocated to the various mills for military or civilian purposes.

Not until a late date, however, was it found expedient to allow any of this wool to be used for civilian purposes, for fear that there would not be sufficient material to satisfy the Government requirements. This meant great uncertainty, as to what could be undertaken to supply the civilian trade, and a situation that was unprecedented from the standpoint of assurance. It was also suggested that the Government take over the 1919 wool clip, and in all probability, had the war continued, this would have been done; but the

armistice intervened to check such action and to make the next season's clip available in the ordinary way.

It was necessary also for the Government to secure foreign wool, the movement of which to this country was prevented in large measure by the lack of shipping and the danger of U-boat interference. Arrangements were made early in the year for a commission to go to England to negotiate for wool supplies, and as a result of this commission's work outright purchases of a large quantity of Australian wool were made from Great Britain. It is now reported that the Government is negotiating to cancel all or part of these purchases, in view of the changed conditions. Government buyers were also sent to South America, and large purchases made there which are yet to come into this country.

Two new uses for pine needles have been discovered. One is the manufacture of a substitute for cotton and jute, and the other, the manufacture of brushes and brooms.

It is reported that in Germany the spinning mills produced 88,000,000 pounds of paper yarn during the past year, this yarn being used in the manufacture of bed and table linen, clothes, curtains, imitation leather, etc.

One of the advantages in selling regular patrons small quantities is more frequent calls and more chances for developing interest in other lines.

#### Round-Up of the Grand Rapids Dry Goods Co.

The annual round-up of the office and road forces of the Grand Rapids Dry Goods Co. was held last Friday and Saturday, with a full attendance. The annual banquet was held at Elk's club Friday evening, being participated in by the following:

E. A. Stowe, President.  
G. W. Rouse, Vice-President.  
Harold Sears, Manager.  
F. J. Neuman, credit man.  
John A. King, house salesman.  
R. C. Parker, manager piece goods department.

Charles W. Sergeant, manager hosiery and underwear department.

George G. Sergeant, manager notion department.

F. J. Siebel, manager men's clothing department.

Stewart McBain, Belding, Greenville and adjacent territory.

Charles Greig, Muskegon, Kalamazoo and adjacent territory.

Herman Duyser, Grand Rapids suburban territory.

Lloyd Bovee, Pere Marquette south to Benton Harbor.

Leo Schmidt, Lansing sales room.

Leon Liesveld, Jackson sales room.

W. H. Goodfellow, Pere Marquette north territory.

P. J. Behan, Petoskey sales room.

Timothy Temple, Traverse City sales room.

Leo Collins, Mt. Pleasant sales room.

R. V. Pfeffer, city salesman.

L. J. Pylman, city salesman.

J. A. Berg, city manufacturers' salesman.

John E. Boon, Bay City sales room.

A. Richard Sergeant, assistant to the manager notion department.

Byron Helsler, assistant to the manager hosiery and underwear department.

John E. Boon, who has been employed in the house for the past eighteen months, has taken the position of Eastern Michigan salesman, covering all available towns from Cheboygan to Port Huron. He will take up his residence in Bay City and maintain a sample room at that market.

J. E. Berg, who specialized on piece goods and furnishing goods on the road for some months before going to war, has been honorably discharged and resumed his connection with the house. He has been assigned the work of looking after the manufacturing accounts in Grand Rapids.

Timothy Temple, who clerked several years in the dry goods stores of Traverse City, has taken the position of Grand Traverse representative for the Grand Rapids Dry Goods Co.

Due to chemical action caused by electricity, the U. S. Bureau of Standards states that concrete, in which heavy iron bars are imbedded for reinforcement purposes, may result in cracking or disintegration.

The days are "short" now because there is less time in them—and time is money.

#### SERVICE

#### QUALITY

## IS IT IN STOCK?

The shrewd buyer, this season, will put first emphasis on this vital question and not be put off with a promise of early delivery.

Labor was never so uncertain in the history of the world and there is a general shortage of raw materials of almost every kind.

The merchant who would be sure he is going to get the merchandise necessary to keep up his volume of business will want the best assurance that the goods he orders are already in stock, ready for delivery.

For months past we have advised the trade to—Prepare! Prepare!—so you can rest assured we are prepared ourselves. Our stocks were never so complete. We are ready for the crucial test.

From one end of our line to the other

## IT IS IN STOCK!

### 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.

#### Decrease Spoilage and Increase Profits.

To prevent a repetition this year of heavy spoilages of dressed poultry that have occurred in previous seasons, because shippers did not pre-cool properly before sending off their products, specialists of the Bureau of Chemistry, United States Department of Agriculture, urge greater care than ever before. They warn that, with the strain of traffic on the railroads, heavy losses of foodstuffs are likely unless measures are taken against them. Shippers should view the additional care necessary to prevent waste and decay as an insurance as well as a duty.

Here are some timely suggestions resulting from investigations by the Bureau of Chemistry in handling and transporting dressed poultry:

"1. Be sure the chicken's crop is empty before killing. 'Cropy' birds 'green' easily.

"2. Begin the cooling just as soon as the feathers are off, whether it is done in iced water or in cold air. Don't let the birds pile up in the picking room waiting for a convenient moment to transfer to the chill room or the ice tank.

"3. If you ice pack, quick cooling is very essential. The old idea that animal heat must come out slowly is all wrong. Quick cooling—the quicker the better—gives best results. In the first cooling tanks, the birds should be left for 12 hours. Have the water inlet at the bottom of the tank and let the water flow constantly. If the water comes in from the top only, the birds in the upper part of the tank are cooled quickly, whereas those at the bottom are cooled so slowly that they are likely to become green-struck. After taking the birds out of the first tank, place them, backs up, in a layer over the bottom of the ice tank. Cover them completely with crushed ice, and continue this procedure until the tank is filled. Pack out just before shipping. Put a layer of crushed ice in the barrel and then a layer of poultry, and thus alternate layers of ice and poultry until the barrel is filled, allowing space for an ample header.

"4. If you dry cool, and that's what you should be doing because dry-cooled poultry keeps better than

water cooled, have your chill room between 28 degrees and 35 degrees Fahrenheit. It will take about 24 hours to bring the birds down to the temperature of the room. Poultry flesh will not freeze until below 28 degrees Fahrenheit. If you take more than 24 hours to get the temperature down below 35 degrees, you are losing some of the resistance to decay that every pound of shipped poultry is entitled to start out with.

"5. Don't hold poultry for shipment one day longer than you must unless you have a quick freezer available. Undue holding is especially hard on wet-cooled poultry. This should never be held more than two or three days before shipping. Dry-cooled poultry can be held a week if the chill room temperatures never go much above 32 degrees Fahrenheit.

"6. As soon as the poultry is chilled pack it in boxes, kegs or barrels. Don't let it stand for days waiting until you get the whole shipment. By doing so you will have an unnecessary amount of loss by shrinkage. The loss is almost nothing when the birds are tightly packed in good packages.

"7. Don't put fresh-killed poultry into the chill room with birds that are chilled until the latter are packed. It is better to have two chill rooms to be used alternately, or to keep one for a packing room. However, if you have but one chill room, boxed or barreled birds will suffer but little from incoming warm stock. Unpacked birds will often be so warmed that they lose quality.

"8. Long holding is apt to result in a growth of mold unless the room is kept below 35 degrees Fahrenheit and unless it is very clean. It is a good plan to disinfect the chill at the beginning of the season. This can be accomplished in the following manner: Brush and wipe the walls and ceiling to remove dust. Then disinfect by means of potassium permanganate and formaldehyde solution (formalin). For each 1,000 cubic feet use 12 ounces formaldehyde (40 per cent. strength) and 6½ ounces potassium permanganate. Place permanganate in dish or large earthenware vessel and pour formaldehyde on quickly and depart instantly. The fumes are very irritating to eyes and throat. Use separate vessel for each 1,000 cubic feet. Close all openings and cracks in room. Leave room closed for at least 24 hours, then enter cautiously. Air thoroughly, using a fan. If the odor of formalin persists after room has been aired, spray lightly with aqua ammonia.

## SERVICE PIOWATY QUALITY

Largest Produce and Fruit Dealers in Michigan

All Nut Margarines are NOT alike.  
 Farrell's A-1 brand has stood the supreme test.  
 (The summer test.)

M. Piowaty & Sons of Michigan  
 MAIN OFFICE, GRAND RAPIDS, MICH.

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

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## Miller Michigan Potato Co.

WHOLESALE PRODUCE SHIPPERS

Potatoes, Apples, Onions

Correspondence Solicited

Wm. Alden Smith Bldg.

Grand Rapids, Mich.

## Onions, Apples and Potatoes

Car Lots or Less

We Are Headquarters

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The United Agency System of Improved Credit Service

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

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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

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Moseley Brothers,

GRAND RAPIDS, MICH.  
 Pleasant St. and Railroads

**E** We Buy **E** We Store **E** We Sell  
**EGGS EGGS 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

**Legislative Plan To License Retail Grocers.**

Lansing, Jan. 6.—Food legislation promises to play an important part in the present session of the senate and the house, and there is every indication that one of the battles, perhaps a series of them, will be staged over proposed measures having to do with public health.

The bills for a county health officer in all counties over 20,000 and a state health commissioner instead of the state board of health have already been mentioned and were approved by Gov. Sleeper in his inaugural message. But there is every indication that the legislature will be asked to go much farther, with the backing not only of the state board of health but the United States Government.

Sen. James Henry of Battle Creek has a bill in preparation which will cause every person who handles food in any way in the State to pass a physical examination, and unless their condition is approved by the doctors they can not work in any place where they are called upon to come in contact with food. The idea is to include food product factories, all public kitchens and eating places. The examination is to be very rigid, chiefly for blood and skin diseases and for tuberculosis and kindred ills, which are considered as infectious or contagious through the medium of stuff handled by the victim.

The plan of Mr. Henry is the direct outgrowth of the inspections and resultant closings of public eating houses by the United States army officials in Battle Creek and at Mt. Clemens, where army cantonments were located. In watching the results of this work on the part of the Government, Mr. Henry got the idea which he wants to embody into a State law. Exact details of the measure have not yet been decided upon, but it is expected that the proposed bill will be stringent as it is to be looked over by Government officials before being introduced.

Already there is some opposition being found to the county health officer bill, the kicks against it being on the ground of too much expense. This bill is not yet introduced but it has been given enough advertising to be well known throughout certain sections of the State. Four years ago when a district health officer bill was before the legislature, the different religious elements which do not believe in the modern medical ways, put up a bitter fight against the proposition, and aided by those who did not want to see the money spent, they were able to kill the bill in committee. It is generally expected that the same tactics will be followed at this session with the new bill.

Open Letter To Senator Henry.  
Grand Rapids, Jan. 6.—I note you have in preparation a bill providing for the licensing of those who handle food products and trust your ideas may find expression in our statutes, providing you see any way of keeping the enforcement of the law out of the slimy hand of party politics.

I have advocated the licensing system for forty years—in my paper, in public addresses before both merchants and consumers and in argumentative appeals to legislators. I enclose herewith an address I prepared for the Grand Rapids Retail Grocers' Association about a month ago, in which I earnestly advocated the licensing plan to which you are apparently committed.

I probably did more than any other man in Michigan to create sentiment in favor of the inspection of foods and the creation of a Dairy and Food Department to enforce the laws enacted for that purpose. I worked in season and out of season for years to accomplish this result. Then came the disappointment of my life. The Department was dragged into the mire of party politics by Governor

Rich and has never gotten out the mire. When Republicans are in power, Democratic merchants only are prosecuted, and when the Democrats are in power, Republican merchants only are prosecuted. The food inspectors devote one day a week to looking up violations of the food laws and five days a week to keeping in repair the political fences of the ruling Governor. I do not believe any Food Commission has ever made the appointment of an inspector without the approval of the ruling Governor. Most of the inspectors have been selected by the Governor himself and the appointments made by the Commission as a matter of form. I suppose you are aware that ex-Commissioner James Helm is still on the staff of the Food Department and that he draws \$100 per month simply to keep him silent. This action was taken at the request of Governor Sleeper and Justice Bird. Helm boasts that he has never turned his hand over to earn the State one penny and never will and that the Republican administration dare not dispossess him of the sinecure he enjoys.

I assume you are a Republican. I have been a Republican all my life, but experience has taught me that party politics and efficiency in office are incompatible and that any measure which creates a large body of men to be appointed by the Governor, or whose appointment is dictated by the Governor, will prove to be a grievous disappointment. If you can devise any way to keep your proposed county inspectors out of the clutches of the political machine, you will certainly be entitled to a high place in the legislative history of the State, but unless you have such a panacea, I am afraid the enactment of your measure will result in the creation of a large political working force which will chiefly be occupied in maintaining the supremacy of the party in power—at the expense of the taxpayers.

I shall be pleased to have you send me a copy of your bill when it is ready.

I have made a careful study of food topics more than forty years, having published a food trade journal more than thirty-five years.

E. A. Stowe.

**Arsenate of Lead, Paris Green,  
Arsenate of Calcium, Dry Lime Sulphur.**  
Our prices will interest you.  
**Reed & Cheney Company**  
Grand Rapids, Michigan

Money Saved by Buying Your  
**EGG TESTER**  
of  
S. J. FISH CO.,  
Write for catalogue. Jackson, Mich.

**Knox Sparkling Gelatine**  
A quick profit maker  
A steady seller Well advertised  
Each package makes  
FOUR PINTS of jelly

**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



**Bel-Car-Mo  
Peanut  
Butter**

Guaranteed quality of  
delicious Peanut Butter  
in 1 to 100 lb. tins.

**MOORE'S**  
**D.U. Brand of Vanilla and Lemon Flavoring**

Is one of the many grades of Vanilla and Lemon Extracts or Flavors we make. For general use we recommend you to consider our D. U. BRAND for the following five Big REASONS—

- (1) The largest bottle consistent with quality.
- (2) Tastes "Just a little better."
- (3) Positively guaranteed against heat or cold.
- (4) Consumers get into the habit of asking for this brand.
- (5) Grocers find it increases their sales and attracts new customers to the store.

If you are selling this brand, you know the above is true. If you have never sold our line, try it and you will be convinced.

**THE MOORE COMPANY, Temperance, Mich.**

**Peace** Mr. Hoover's Peace Gift— **Happiness**

**Back to a Pre-War Basis  
Snowy White Bread Again**

**The Wheat**

The wheat that goes into the making of New Perfection is the finest that Michigan can produce. We take great care to buy only the very choice grades. Then after it reaches our mill it is again sorted and only the best—the select grades are used in the milling of New Perfection Flour.



**The Milling**

The finest wheat obtainable would make only fair flour if it were not for our supreme methods of milling. Every step of the complicated process is under the watchful eye of experts and the greatest care is practiced in order that New Perfection Flour may retain its famous name as the finest of all flours made.

**Watson-Higgins Milling Co. Grand Rapids, Michigan**



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.

### Resolve To Make the New Year Count.

Written for the Tradesman.

The brief life of New Year resolutions is one of the oldest of our popular jests. The frequency of the jest and the wide variety with which it recurs is the best evidence that a lot of people are impelled by the advent of the New Year to make some sort of effort toward bettering their lives.

The jesters would have us believe that these efforts are usually failures.

As a matter of fact, no effort made in a worthy cause can ever be a failure. It may not accomplish the object hoped for, but at least it paves the way for better things.

Rather unusual conditions confront the hardware dealer in the New Year. There is an element of uncertainty as to what effect the return of peace will have on business. Many people anticipate that the trend of prices will be downward. A study of present world conditions, however, would indicate that the inevitable re-adjustment will be gradual.

In times of uncertainty the hardware dealer should be able to count with positive certainty on at least one element in business—himself. Periods of re-adjustment such as that on which we are now entering present unusual difficulties, even where the re-adjustment is gradual; and the merchant will do well to see to it that all his faculties are at their best. The merchant who keeps his head, keeps cool, abstains from panicky reflections not justified by the facts, keeps pegging away, does each day's work the best way he knows how—that merchant will come through all right, whatever difficulties the reconstruction period may develop.

Right now, at the start of the New Year, is an excellent time to take stock of oneself, and to review the lessons of the year just closed in order the better to map out the plans for the coming year.

Every hardware dealer who pauses to look back will find some mistakes charged against him. He will see instances in the past year where he could have got much better results by pursuing different methods. He will see, too, instances where he got much better results than he ever dared expect by keeping up his courage, pegging away, and refusing to quit. And from both sorts of experiences the shrewd hardware dealer will draw the lesson of planning his work and work-

ing his plan—of refusing to be lured aside from the necessary things by petty distractions or petty annoyances.

There is one big resolution that every hardware dealer should renew at the beginning of January, 1919, and stick to resolutely throughout the entire year. That resolution reads:

I will be more than ever a factor in my business.

I have found that in retail business the tendency is very strong to get into a rut, and to stay there.

Now, ruts are very good in their way. They make fairly easy traveling. It is a lot easier to run in a rut than to pull your vehicle up on new ground and strike out a bumpy new path for yourself. But in business it is the difficult path—the new path—that leads to better things. In business there is danger in doing things constantly in the same old way.

It is the business man who keeps his initiative—who never loses sight of his problem—who keeps in view always the wide perspective—who accomplishes the big things. That's why it pays a man every now and then to get away from his business—to holiday for a week or two in summer, or to sit down right now and try to get a different perspective of what he is doing.

I know one small town which has a board of trade. The less said of that board of trade the better. The other day a new arrival in town said: "What's the matter with your board of trade anyway. None of the people in town seem to take much interest in it. Why, there were only a dozen at the meeting the other night—"

He named over the dozen. And ten out of the dozen were newcomers to town. When we canvassed the situation, we found that what little work had been done by the board of trade in many years had been done by new arrivals to the community. They saw the wider perspective because their vision was fresh. They believed that things could be done for the town and tried their best to put their belief into act. But the native-born, or the people that had been there for one or two decades, had lost their perspective. They had got into a rut. They refused to do anything, or even to try.

Well, it's much the same in business. I've heard say that in big department stores the "suggestion boxes" get most of their hints from comparative newcomers. Salespeople after a few weeks or months get used to the everyday way of doing things, and cease to see any room for improvement.

If you are a hardware dealer, or if you are a hardware clerk, don't let yourself get used to anything. Keep out of the rut. Try always to see some way to improve your selling and advertising methods, your window displays, your store arrangements.

I know a merchant who had maintained in his store the same interior arrangements for years. The cutlery case just inside the door, the paints across the way, the stoves and ranges set a little toward the back, down the middle of the store—that man's average customer even could have found his way about that store blindfolded, so few had been the changes.

### 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

## The Goods! Net Prices!

When you receive "OUR DRUMMER" catalogue regularly you always have dependable answers to these two important questions:

*What is the lowest net price at which I can buy goods?*

*Where can I get the goods?*

Items listed in this catalogue have the goods behind them.

The prices are net and are *guaranteed* for the time the catalogue is in force.

## Butler Brothers

Exclusive Wholesalers of  
 General Merchandise

New York Chicago  
 St. Louis Minneapolis  
 Dallas

## Michigan Hardware Co.

Exclusively Wholesale

Grand Rapids, Mich.

## Foster, Stevens & Co.

Wholesale Hardware

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

Grand Rapids, Mich.



One day the merchant took a holiday trip—an unusual thing for him. He intended to stay away a week. He was back at the end of three days, and the first thing he did was to re-arrange that store until its own mother wouldn't have known it.

"I dropped into some other stores," he said, "and talked with a few hardware chaps, and then I got thinking and—well, I figured it would pay me to get right back and make some changes before I lost any more trade."

That is one of the great things at all times in the hardware business—to keep yourself wide awake and your mind on the job. Shun self-satisfaction as you would the devil. If the temptation comes to put things off or to say "Well, I guess that's good enough for to-day"—just kick temptation right out the door, and get busy. Watch for new ideas, keep your mind open to new plans and suggestions, talk things over with other men, see what other merchants are doing. Make yourself the biggest factor in your own business. That is the best New Year's resolution you can make.

Victor Lauriston.

**Challenges the Veracity of Honest Groceryman.**

Owosso, Jan. 6—Looking over my last copy of the Tradesman, I find where you pay a fulsome tribute to your self-styled Honest Groceryman. I don't doubt his honesty, but his word does not go very far with me. I have been confined to my home for two weeks and have read everything in sight. He called on me and offered to bring me some books right after dinner. That was a week ago. Evidently he does not get a dinner very often. Then last Thursday night he got me out of bed to tell me that he had something he wanted to pull off and that he would call at 8 in the morning. He has not showed up yet, but I have a suspicion that what he wanted to pull off was my bed clothes, and after he had done it did not dare to come and tell me. So you see he performs a few other stunts besides sending dope to the Tradesman. Here is one that he pulled on our popular tonsorial artist. Gene Robertson conceived the idea, in addition to his war garden, of furnishing his larder with a barrel of pork, so he bought a pig, which he proceeded to raise and fatten on his premises. Some of the neighbors who were not accustomed to having a pig under their bedroom windows raised a "holler" and our Honest Groceryman was sent to investigate and turn his report over to the health officer. His report came out in our local paper a few days after the hog had been butchered. I enclose same to you for publication, simply to expose the versatility of your correspondent.

Fred J. Hanifin.

Gene Robertson's Pig Joins Majority. It is with unutterable pathos and some gloom, that we learn of the demise of Gene Robertson's pig. That pig, like Bill Kaiser, has a past tacked on to its career. Back in the springtime of its existence, there were many unfavorable comments around the neighborhood regarding its excuse for living. Some of the inhabitants of that particular part of our fair city complained of an odoriferous odor emanating from the location in which that pig made its home. Some claimed the smell permeated north and south for two blocks, and east and west at intervals for some more blocks and the Lord only knows how high, and some of the residents were obliged to go up on the hill near the sugar factory for fresh air.

The writer visited the home of Mr. Pig about this time by request of a few nice old ladies, whose oldfactory organs seemed to have been perturbed by the aroma. Our visit was timed in the absence of Gene because we didn't just know for certain whether he was leaving his razor at the shop, or had it in his pocket.

But we found that these reports were more misapprehension than pig.

We found the pen, or properly sty, white washed inside and out, also a bunch of clean straw in the corner, the floor clean and white, in fact a broom and mop hung on an adjacent wall. The pig at the time was asleep in a hammock. We found a barrel of corn meal and a bushel of acorns in the store room; on a neat little shelf we noticed 2 cans of talcum powder, a bottle of Florida water and a tooth brush. We also found a box containing charcoal and sand. We did not understand this at the time but afterwards learned that it was a water filter. We took a piece of charcoal and marked on the door "Not Guilty."

We are told that Ed. Cady says that when Gene bought the pig its weight was 60 pounds, and that Gene had purchased all told 200 pounds of pig feed and that when the porker was butchered and dressed it tipped the beam at 360 pounds. We don't just understand where this 100 lbs. of extra pork came from, but are forced to accept it on the scientific principle according to Solomon, that Cleanliness next to Godliness will make a good pig, together with the old adage that great oaks from little acorns grow.

And we wish to call attention

To all the passers by  
That the neighborhood is quiet  
And empty is the sty,  
Can be rendered to the music  
Of Root Hog or Die.

**New Era of Altruistic Competitive Co-operation at Hand.**

We are entering upon a new era in the history of humanity and of business—the era of community interest; attainable only through co-operation. The individual must now learn to play his part in the teamwork, or by the process of elimination he will eventually fall out of the game.

The new era will open with the beginnings of the reconstruction of civilization, and business as a part of it must also undergo not only reconstruction, but lifting. Individual initiative always has and always will set the pace for progress, but must now be altruistic if to be effective. The old initiative had too much lost motion about it, handicapped by selfish, secretive and inconsiderate individualism. Such will not win in the new order of things, nor will it be tolerated.

Competition will and must always remain; not, however, the vicious, back-biting, wasteful method of the past, but a competition based upon merit, originality and progressive initiative. It will not be the question of price, in the coming era, so much as of efficiency.

R. H. Bennett.

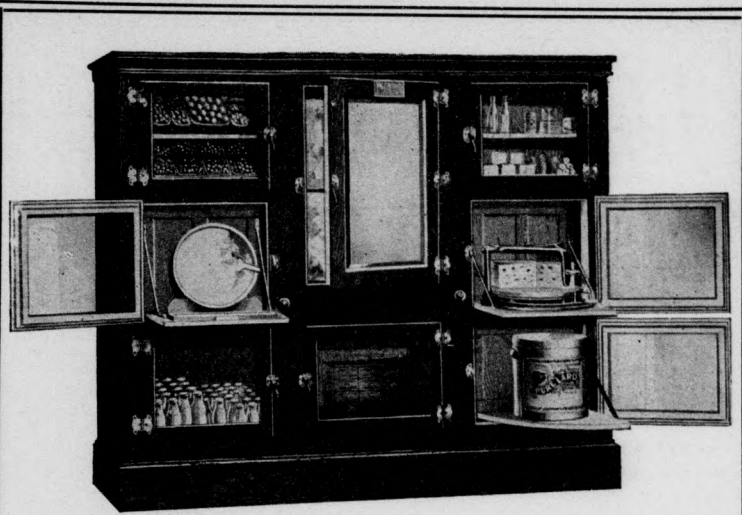
**Stevens & Co.  
Special Sales**

Men who know how to raise money for you.

Telephone 8655 or write

927 Dorchester Ave.,

Grand Rapids, Mich.



**We Are Always Willing To Rest Our Case With The McCRAY Owner**

Especially is this true in the grocery trade. We urge you to ask any grocer, who is a McCRAY User. Ask him what he thinks of the McCRAY from the standpoint of sanitation, food conservation and display of goods.

For more than 30 years McCRAY has been building refrigerators. During these years our constant aim has been to make refrigerators that satisfy from the standpoint of health—convenience—durability—economy.

**McCRAY  
Sanitary Refrigerators**

assure positive, cold dry air circulation—the walls are constructed of materials that have the greatest heat repelling qualities.

Remember! The handsome appearance of McCRAY will add to the attractiveness of your store. The McCRAY is more than a refrigerator it is a fine display case for food products. The economy feature makes the McCRAY an investment that pays big dividends in increased profits—it stops waste. Every McCRAY is fully guaranteed.

Ask about our easy payment plan. Let us send our catalog that describes a great variety of designs to suit every requirement. No. 71 for Grocers and Delicatessens No. 62 for Meat Markets and General Stores. No. 93 for Residences. No. 51 for Hotels and Restaurants.

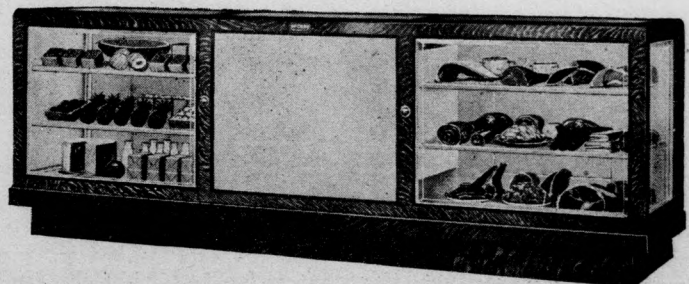
**McCray Refrigerator Co.**

"Refrigerators for All Purposes"

944 Lake Street

Kendallville, Ind.

Salesrooms in All Principal Cities





### Who is to Blame for Higher Prices?

We have all been grumbling about the high prices we must pay for everything we buy, and yet, in one respect we, ourselves, are to blame for these higher prices, because of the attitude we assume when some one tries to sell an article to us.

This negative attitude of our—this fear of having something “put over on us”—this refusal to listen to the presentation of a selling argument—all act as a stimulus on the price; for the extra time which is consumed by the salesman, the extra effort which is put forth, must be paid for, and the only way in which this can be done is to add the extra expense to the selling price.

For instance, a traveling salesman calls at a retail store with a line of shoes. He may or he may not be a new man on the territory. That doesn't make any difference, for his reception by the average retailer is the same. The retailer sees him enter and says to himself: “Here's one of these fellows again. He wants to sell me something. I'll have to be careful, or he may do it.” So he studiously avoids the salesman; he becomes extremely busy; he finds a lot of things to do that “simply must be done,” although five minutes before it didn't matter whether they were done to-day or to-morrow; he must greet Mrs. Jones who is coming in, although at any other time she may spend an hour in his store without making it necessary for him to pass the time of day with her, and he rushes down the center aisle, without so much as indicating by a nod that he has even noticed Mr. Traveling Salesman.

Then he must needs find out how the sick cow is getting along, how the chickens are laying, how the little pigs are growing, how the corn looks and hundreds of other “important” matters.

It must not be understood that these questions are not perfectly proper. They are. But why all this fervor at this particular time? Why this studied neglect to notice the traveling man?

For no other reason than that the retailer is a “weak sister” and hasn't the moral courage to give the traveling man a fair chance to present the matter which, for all the retailer may know, is of real importance to him. He is afraid that if he doesn't tire the salesman out waiting he may be induced or “talked into” buying what the salesman has to offer. He fails to realize that the great majority of salesmen present opportunities to him for making profits. He looks

upon them as a class of men who are there to get his money—and does all he can to make it difficult for them to tell their story.

Who pays for this waste of time? The retailer himself—and after him, the consumer.

Every call of the salesman which is thus unnecessarily lengthened, by this negative attitude of the retailer, means a greater selling expense for the wholesaler or manufacturer whom the salesman represents. This extra expense must be included in the selling price which the retailer pays, and if the retailer must pay a higher price the consumer necessarily must follow suit.

If the salesman were in position to make a direct extra charge to the retailer who wastes his time it would be only fair, but he can't do this because of competition. So the firm which employs him simply averages up and puts enough extra margin on to make up for the time wasted, and every retailer—fair and unfair—has to pay a higher price than would be necessary if the retailer we have been talking about would have done the decent thing.

The retailer, however is not the only class of buyers who act in this manner. We find the same type represented among the manufacturers, among the wholesalers, among the consumers. Everywhere this attitude of defense, of negativism, of weak-kneedness, of fear, of borishness, of unwillingness to give the seller a fair show.

The other day a newspaper man called at a wholesale house to get some information which the owner was very anxious to have published. He carried a portfolio under his arm in which were some catalogues and other books relating to the matter. He may have looked like an advertising solicitor, and possibly the owner thought that he was—at any rate, he kept the newspaper man waiting for the better part of a half hour outside of his office.

The newspaper man who was there to do a favor for the wholesaler was getting impatient and was on the point of leaving when a real salesman stepped up and asked “if there was something he wanted,” so he told him what he had come for. The salesman happened to know something of the case and gave him such information as he had, and the newspaper man left.

The wholesaler succeeded in sidetracking him, but he didn't succeed in getting the story told in the manner which he desired—because the salesman didn't know all the cir-

cumstances—and the only reason he failed to obtain his wish was this negative, borish, offish attitude that so many buyers assume when a man calls on them they “suspect” of being a salesman.

The average traveling salesman can be made a source of extra profit if the buyer will only allow him to be one. He may not find it possible to buy from every salesman who calls on him, but he could and would obtain useful, helpful, profitable information from every salesman if he would only treat them decently.

It would do some retailers a lot of good to listen to a group of traveling salesmen on the train or in the hotel talking about the various kinds of people they have to meet on their journeys.

Traveling salesmen who carry similar lines do not look upon each other as personal enemies, as many retailers regard their competitors. They exchange confidences. They give each other pointers on the various characteristics of the men on whom they call. One is put down as an “easy mark;” another is described as a “grouch;” a third as one who never pays the first price asked; a fourth as a fellow “who knows it all”—the “easiest goat in the bunch;” a fifth as a man who can't be hoodwinked, but who is “square;” a sixth as a plunger; a seventh as a pretty decent sort of a man; an eighth as a crook; a ninth as “a prince”—and so on.

They are all classified, and the classification is fairly well done; there are few mistakes, and the manner of approach, the manner of showing the wares, the prices that are quoted, are all based upon this classification: The square, the decent fellow and the “prince” get the best the traveling man has to offer; the grouch and the “know-it-all” pay for the grouch and the self-importance in the shape of higher prices; the fellow who wants to “jew down” never gets the best price.

There isn't anything that pays a buyer so well as fair treatment of the men who call on him to sell the things out of which his profit must be made.

The traveling salesman can help the retailer in so many ways that it is a wonder so many fail to accord them decent courtesy and a fair

chance to tell their story and show their goods.

And yet, after all, it isn't so strange when you stop to consider. For the retailers who adopt this negative attitude as a rule are not sellers of merchandise but keepers of stores. They do not know the first principle of the business in which they are engaged—which is that proper relations must be established and maintained with the person who buys from them as well as with the person from whom they buy.

Only Brick Hotel in the City

## Whiting Hotel

Traverse City, Mich.

Hot and Cold Running Water and Telephone in All Rooms

Rates \$2.50 and \$3.00

American Plan

Light Sample Rooms on Lobby Floor Free

J. P. OBERLIN, Prop.

Two Blocks From All Depots

## HOTEL HERKIMER

GRAND RAPIDS, MICHIGAN

European Plan, 75c Up

Attractive Rates to Permanent Guests

Popular Priced Lunch Room

COURTESY SERVICE VALUE

## CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION



## OCCIDENTAL HOTEL

FIRE PROOF

CENTRALLY LOCATED

Rates \$1.00 and up

EDWARD R. SWETT, Mgr.

Muskegon :: Michigan

# TALK

## Over Citizens Long Distance Lines



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

COPPER METALLIC CIRCUITS

# USE CITIZENS SERVICE

### Late News From the Metropolis of Michigan.

Detroit, Jan. 7.—The city is suffering from the ravages of youthful bandits.

After he had been bound and gagged by two youthful bandits who entered his store at Hamilton boulevard and Kanada avenue late in the evening John Black lay in a rear room until he was released by two customers at 10 o'clock the next morning. The bandits took \$40 from the cash register. Black told the police that the two young men, both holding pistols, entered the store just before the closing hour and commanded him to step into the rear room. There they tied him securely to a chair and placed a gag over his mouth.

Robert Greenblatt, 320 Gratiot avenue, reported to the police Thursday that a window in his clothing store had been broken by thieves at an early hour and clothing worth \$31 had been stolen.

Stockholders of the American Forging & Socket Co., at their annual meeting in the company's general offices in Pontiac, Jan. 15, will vote on a recommendation by the directors that the company's capital stock be increased from \$250,000 to \$350,000, the new stock to be issued at the discretion of the directors. Proposed changes in the company's by-laws are also to be considered. Directors of the company have declared a dividend of 6 per cent. payable from surplus net earnings prior to Dec. 31.

The last three miles of Oakland county road on the route to Flint, between Holly and Fenton, have been completed with gravel. This completes a good road from Detroit to Flint.

Officers for the ensuing year were elected at the ninth annual meeting of the Veteran Traveling Men's Association, at Hotel Cadillac Saturday afternoon. Fred Stockwell, Vice-President of Edson, Moore & Co., is the new President, with the following Vice-Presidents: T. L. Backus, Richmond Backus company; M. M. Smith, Mt. Clemens; J. C. Merrill, Utica, and George O'Rourke, Flint. Samuel Rindskoff of elected Secretary and the executive committee consists of S. O. Brooks, A. F. Hoyt, G. P. Cogswell, J. F. Cooper and Grant Smith.

### Bottom Facts From Booming Boyne City.

Boyne City, Jan. 7.—H. F. Staley, who has very successfully held the position of master mechanic of the B. C., G. & A. R. R., will terminate his connection with that road on Jan. 15. Mr. Staley took charge of the shops at the beginning of the Michigan Trust Co. receivership and has discharged the very difficult duties of his position in a manner creditable to himself and profitable to his employers. His many friends wish him a continuation of his useful career. It might be said that Mr. Staley has remained true to his first love and all the wiles and blandishments of our Michigan could not keep him from pining for the blue hills of "Ole Virginia."

No one seems to be immune from the consequences of breaking dame Nature's laws. Mrs. S. A. Fleming met with a very painful if not serious accident last week by falling down stairs in her residence. On hastily investigating the cause of a feline disturbance, downstairs, she missed her step at the top of the stairs and made the descent a-la meal bag, with the result of a very bad cut on her head and forehead and severe bruises on various other parts of her anatomy, which confined her to the house for several days. Mrs. Fleming, beside being a very active part of the Boyne City House Furnishing Co., is a prominent member of our Local War

Board, Red Cross and Monday Study Club.

It is rumored that the disbanding of the A. E. F. will result in a very sad (?) depletion of the membership of our local order of Bachelor Girls. If we are any judge, the question of "What are we going to do with the returning soldiers?" is answering itself so fast that the preachers can't keep up with the procession. If we were to hazard a suggestion it would be that our dealers in house furnishings—and wedding rings would better get a move on, if they don't want to be swamped—and don't forget the baby carriages.

The Michigan Tanning & Extract Co. is very seriously hampered by the burning out of one of its main generators. Despite the doubling of its power plant five years ago, the addition of equipment had so overloaded the generators that one went out of business. The Boyne City Electric Co. has been able to supply them by starting their long unused steam auxiliary plant, the original lighting plant of the city. The glutted condition of the manufacturers of electric machinery will prevent the repairs necessary for a month or six weeks.

Upon the assumption of the duties of County Prosecutor E. A. Ruegsegger has removed his office from that of Harris & Ruegsegger, where he has lived so long the mind of man runneth not to the contrary, and has fitted up a suite in the First National Bank building for the especial reception of those who think to get by in the infraction of laws made to promote the peace and dignity of the State. If Shannahan and his cohorts of anarchy, over in the West end of the county, think they are coming over here and pull one over on Ruegsegger we'll show 'em the best supper and the best time they ever had.

Nurko doesn't like sprinkling. He wouldn't make a good Presbyterian. He has his store room as nearly fire proof as possible, but forgot to have it water tight, so he has met with a very serious loss by a fire which started in residence apartments over his store. The fire did not amount to much in itself, although the young people who occupied the rooms lost all they had, but the damage to the stock of dry goods by smoke and water is very heavy. Mr. Nurko is a progressive, up-to-date merchant and is indefatigable in combing the market for goods to meet the wants of his customers. Maxy.

### Late Mercantile News From Celery City.

Kalamazoo, Jan. 7.—David Cavera is the new manager of M. Piowaty & Sons' local branch, coming here from the Grand Rapids house, where he has been associated with the firm for the past five years. Charles H. Todd, having resigned as manager, has gone to Kokomo, Ind., where he will engage in other business. H. J. Dwillard is also a new man with the company and is city representative.

Frank J. Warner has resigned his position as traveling salesman for the Worden Grocer Company and C. B. Cook has taken his position.

Mrs. Clarence Boekhout (nee Robinson) has resumed her duties at the Baldwin & Hickok grocery, after spending a two weeks' honeymoon, she being a Kalamazoo Christmas bride.

Orrin Hayes, more familiarly known to his friends as "Pug," has resigned his position with W. O. Harlow and accepted a similar position with Thomas Orrell. "Pug" is one of the best auto mechanics and salesmen in Kalamazoo, as he has made his line of work a life study and knows a car from a to z.

The annual round-up of the Worden Grocer Company's sales and office force will be held at Grand Rapids, Saturday, Jan. 11.

An explosion which resulted in a considerable loss of window glass occurred at the Peck Iron & Steel Co. late Tuesday afternoon, when one of the welding machine tanks let loose. Workmen in the shop were thrown in various directions, but, fortunately, no serious accidents resulted other than damage to the property in the vicinity of the plant.

Wednesday, Jan. 8, is the Big Smiles film day in Kalamazoo and merchants have made big preparations for special sales to attract trade from the rural districts. The boys in France and on the Rhine will expect to see their friends in the film and if the weather man is good every one will have a chance to give their boy a "smile" over there.

H. M. Collins, of Collins & Lamb, has been spending a two weeks' vacation in the Eastern part of the State. Frank Saville.

### Late News From the One-Time Sawdust City.

Muskegon, Jan. 7.—Seeing our name in the last issue of your paper listed as a correspondent, we were surprised, as we thought we were black listed.

Milton Steindler has returned from the Great Lakes training camp and will manage the Steindler Paper Co. affairs this winter, the elder Steindler having gone South on a honeymoon trip.

Talk soon will not be cheap if the Bell Telephone Co. has its way.

W. E. Dewey (Butler Bros.) has gone to Chicago for a few days.

We wonder where the fellow is now who predicted no snow this winter.

The so-called Hotel Association has at last gotten its beer and wine amendment ready to submit to the voters. We predict defeat. Surely after the men of Michigan voted the State dry, the women voters will vote to keep it so. A man drunk on beer or wine just as big a nuisance as on whisky. Surely every loyal American will vote to keep down the Hun brewery and saloon.

Come again, Brother Bullen! We hail you back with glad acclaim.

Glad to see the Grand Rapids Herald come across and admit their mistake in regard to Secretary Daniels. There is going to be a lot of such apologies soon from fair minded people who have been finding fault.

Now that Edsal Ford has become manager of the auto plant, we suppose Henry will have more time to devote to research into the private and public lives of some of our Michigan editors who gave him so much attention in the boodle senatorial campaign conducted by his friends. E. P. Monroe.

### Mr. Packard Goes To a Larger Field.

Alfred G. Packard has resigned the position as sales manager for M. Piowaty & Sons to accept the position of office manager for Rothenbert & Schloss, of Kansas City.

Mr. Packard was born in Racine, Wis., July 16, 1881. When he was one year old his parents removed to Milwaukee, where he received a public school education. He entered upon his business career at the age of 17, starting as clerk in the Carpenter-Underwood branch of the National Biscuit Co. He reported for duty at 6:45 a. m. to admit the help and clean up the office and at 7:30 got down to business at his desk. He worked up to the position of cashier in this establishment, when he was transferred to Watertown, Wis., as office manager of the branch there. One year later he was transferred to Toledo, where he acted in the same capacity for four years. He was pro-

moted to the same position in the Grand Rapids plant, which he held ten years. On the retirement of Harold Sears as manager, he succeeded to that position. A year later he was transferred to the large office in Chicago as office manager. Not liking the climate of Chicago and preferring Grand Rapids as a place of residence, he gladly accepted the position of sales manager for M. Piowaty & Sons, who conduct a chain of ten produce houses from the head office in this city. His reason for leaving Grand Rapids is wholly financial. Rothenbert & Schloss have an opening for a high salaried man and Mr. Packard appeared to be just the man to fill the position. The business is claimed to be the largest wholesale cigar distributing house in the United States. It was started in 1874 with a capital of only \$4,000 and has shown a remarkable growth every year. On the face of things it looks as though Mr. Packard has "struck his gait" and would soon trot in a very fast class, because there are no limitations in his capacity for growth and expansion.

Mr. Packard is a gentleman of pleasant personality and gracious demeanor. He makes friends easily and holds them with bands of steel. He enters upon the duties of his new position with the cordial good will and hearty best wishes of hundreds of men who have done business with him in his various positions and found him trustworthy and reliable.

### Preliminary Planning For the Saginaw Convention.

Saginaw, Jan. 7.—Your communication of recent date regarding convention activities received, I am very sorry that the flu epidemic has thrown a sort of haze about the entire convention situations to make planning utterly impossible.

Fortunately, the situation is improving every day and we are having a meeting of all the merchants in the city this evening to appoint all our committees and decide upon methods of handling the entire proposition.

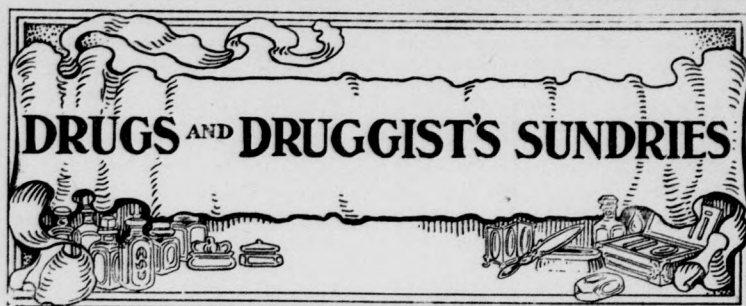
Last Thursday evening Secretary Bothwell, Mr. Schwemer, Mr. Rohda and the writer met at the Bancroft for dinner and to complete the entire programme, copy of which you will receive in due time.

Please clear up the nebulous atmosphere that might have been created by our long silence. Write us up as a bunch of "real fellows" and we will make good absolutely.

Personally, Mr. Schwemer and I have been exceedingly busy during the war. Then the tremendous holiday rush. Now inventory and then convention, convention, convention.

I thank you for rousing us from our apathy and will again thank you if you will say things in your worthy Tradesman that will help to make this year's convention at least among the best. Chas. G. Christensen.

Louis P. Henkel, formerly connected with the grocery establishment of Smith & Lake, at Petoskey, has taken the position of Northern Michigan traveling representative for M. Piowaty & Sons, taking the place of Harry Piester, who died early in December. Mr. Henkel is a Michigan University man and also served in the late war. He will make Petoskey his headquarters, the same as his predecessor did.



### Druggists Should Keep the Money at Home.

Every large city has certain business establishments which could not exist in a small town. A city maintaining two hundred drug stores, for instance, will only support two or three "animal stores. These "animal" stores, dealing in birds, dogs, and pets of various kinds, can not flourish without a lot of territory. One of them will manage to do very nicely in a city of the first magnitude, but it could not possibly exist in a small town. In such a town there are not enough people to create a sufficient demand for the goods. The same applies to music stores, dealing in pianos, band instruments, mandolins, guitars, sheet music, and so on. In a large city you will find four or five such establishments, but not one could exist in a village. The entire patronage of a village, provided the store got every dollar of it, would not be sufficient to support an establishment dealing exclusively in musical supplies. You can drop a grocery almost anywhere and pick up some business, but a book store is a different proposition. Florists are not looking for locations in small towns. Any establishment dealing in novelties or luxuries needs to be situated where there is a good population from which to draw business.

These things, which go very well in the large cities, become side lines in the smaller towns. They need not be neglected on that account, however, and should not be neglected.

We have seen druggists selling canaries, books, toys, and sheet music, and doing very well at it. In fact, druggists in the smaller towns have many opportunities not enjoyed by druggists in the very large centers of population. No side line should be neglected, and if all the business men in the small town would perfect a working agreement, they would find the mail order houses getting less custom, and taking less money out of town. There is something to work for, keeping the money at home. The inhabitants of a small town do not confine their purchases strictly to coal and staple groceries, with a suit of clothes once a year and a pair of shoes now and then. They buy graphophones, books, toys, music, games, and other luxuries according to their means. Who gets this business? The town gets some of it, through dealers who carry attractive side lines. The mail order house gets out an exhaustive and exceedingly interesting catalogue, which enables it to capture an immense amount of business. Then some of the trade goes to nearby cities through occa-

sional shopping trips, and we find this business split up in several directions. Druggists should get a goodly proportion of it, and can do so by going after it.

Every town, no matter how small, should have a Board of Trade. The local business men, working together, can accomplish many things for the general good. If you have a Board of Trade, this matter of keeping the money at home should be brought before it. It is easily seen that the money spent at home keeps circulating locally and thus benefits the town in many ways. Money sent away, on the other hand, is lost to the town. Local spirit could be aroused and this might be adopted as a slogan—Keep the money at home. With the leading business men working together it would not take long to educate the public, and much good should ensue. The average citizen takes pride in his town, wants to do something for its welfare, and is quick to respond to a well-worded appeal. But the average citizen does not always stop to think.

"You earn your money here. Spend it here for the general good."

This was the slogan adopted in one of these educational campaigns, and it worked well. It might be a good idea to appoint a committee to ascertain just what articles are being bought away from home, if any. It would also be perfectly feasible to divide the field among the local business men. One merchant could handle musical supplies, another books, another flowers, and so on through the list. The idea is to fix things so that the town people have no excuse for shopping away from home. The mail order catalogue is attractive, but is anything quite so attractive as a view of the actual goods? In a very small town, it would not be feasible, perhaps, to stock pianos, but you can stock most things. Large articles you can arrange to sell by catalogue. Not all the business may be rounded up in this manner, but you can annex a goodly part of it, and there is nothing like making a trial.

If a prospective customer can see an actual stock at home, he has less incentive to visit some other town. If he can see part of a stock and consult a catalogue, he has something to go on. The local dealer can make a trip away occasionally, see the actual goods, and thus be in a position to talk intelligently about them. Most people would rather place orders in this way.

You can tell a man better what you want by word of mouth than you can in a letter, and besides the

average citizen is not very strong for writing letters. The local dealer has every advantage. He can show the goods in his window, talk over matters with the customer, and advise helpfully in many ways. Add to this the appeal to local spirit, and you have a good chance to get the larger part of the business. Of course, there is the inclination to take an occasional trip, and the customer who does take such a trip is likely to do some shopping in the city. But most of this shopping is of a desultory nature, and the articles purchased are generally small, something in the way of a souvenir, perhaps. You can't stop people from taking trips, but you can fix things so that they will be more apt to do most of their real buying at home.

A traveling man was trying to get a druggist in a prosperous small town to handle books.

"I don't like to do that," the druggist demurred, "because Blank, the dry goods man on this block, carries a small line of books and he buys all his drugs from me. If I put in books, he may think I'm trying to cut into his line, and then I may lose his drug business, and I wouldn't like to do that."

"You said something when you said Blank carries a small line of books," was the come-back on the part of the knight of the grip. "He does carry a small line, a mighty small line. He isn't interested in the line, isn't getting the business—the fact is that nobody is getting any book business in this town, that is, not to amount to

anything. Now if you stock a good line of books, the business will come to you. Or Blank may wake up. If he does, you will get some business and he will get more business than he has been getting. A little competition will mean more business for both of you. Put it up to Blank in this way, and there is no reason why you should lose his drug trade."

But the druggist didn't care to do it, and there the matter rested for awhile. Some months later Blank and the druggist had a tiff, the result being that Blank did take his drug business elsewhere. The druggist immediately put in a stock of books. He had window displays, did some advertising, kept in touch with the supply dealers in the city, picked up plenty of pointers and began to get business. Business was created. People bought books who had been taking their book trade to the city. People bought books who had never bought books anywhere before. Blank noticed these activities, and he got busy, too. He furnished up his book line, added a line of magazines, and began to get much more business from that department than he had been getting before.

The traveling man, arriving on the scene again, called on Blank and told him all about his original conversation with the druggist.

"You have all been letting the book business go by the board in this town," the traveling man declared. "You have been letting good money get away from you. Keep the money at home. I told our druggist friend

# 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

to start something, but he was afraid of offending you. Now you are both on the job and both making more money than you were before. Competition has done you both good. Isn't that the truth?"

Blank had to admit that it was. Soon there was a reconciliation. Blank again bought his drugs at the old stand they agreed to continue selling books in harmonious competition, and also divided the territory on some other profitable side lines. Business should not be allowed to get away from a town.

If the merchant carrying a certain side line plays it up strongly he will get the trade, and be so well entrenched that he need not fear competition. If the line is paying him little or nothing, he should not object to competition. As a rule, competition will wake him up, and he will soon be getting more business in that line than he ever got before. If he does not care for the line, he should not object to seeing somebody else stir up the trade and keep the money at home. Every dealer profits by the money kept in local circulation.

Consider first certain lines in constant demand, but not sufficiently so to justify an entire establishment devoted to them exclusively. So-called "sporting goods" afford an excellent example. These include guns, ammunition, skates, tennis racquets, golf clubs, fishing equipment, baseball supplies, Indian clubs, dumbbells, gymnastic accessories of all kinds, boating equipment, croquet sets, any appurtenances required in games or sports. The line is a long one and some of its departments are apt to be neglected. The local hardware store usually stocks guns, skates, and ammunition, but other things are often overlooked. Yet the young men of the community want baseballs, bats, gloves and masks. The young women go in for croquet and tennis, while plenty of people buy boating supplies and fishing equipment. Look around and see which of these articles enumerated are being overlooked by local dealers. Much profitable business is to be had here, and it is axiomatic that goods which young people buy are ready sellers.

Every small town has its quota of camera enthusiasts.

Why should this business get away? You can stock a fair line of cameras without tying up too much money. Chemicals are in demand and this makes the line fit in naturally with the drug business. Every home wants a graphophone these days. A few may be kept on hand as samples and you can easily take orders by catalogue. There is a steady demand for records. Musical instruments, too, are very attractive to young people.

Nearly every youngster wants a banjo or a mandolin at some stage of his career, and he generally manages to get that which he has set his heart upon. There is always something new coming along and we know the current craze concerning the ukulele. Sheet music has always been a good seller. Every pianist wants some of the latest songs. Who

caters to this trade in your community? Many druggists are handling this line successfully.

Toys, games, books, and art supplies are especially valuable. They are in themselves good sellers and they brighten the store in a remarkable manner. The young folks enjoy looking at them, even when they are not prepared to buy, and a youngster given a prescription to have filled is very apt to take it to the store with the attractive interior. Such an establishment is a delight to him, and an unending source of entertainment. We have seen such drug stores become the chief center of interest in a small town, and the business results were both tangible and gratifying to the proprietor. If you will look over the field, a great many suitable side lines will suggest themselves. Sometimes a new game comes along and takes the country by storm, or the same may apply to an art novelty. The goods fairly sell themselves.

It pays to be on the lookout for such articles. They not only bring you a direct profit, but they advertise your store, and this is a point worth remembering. Above all, do not forget your original slogan—Keep the money at home.

William S. Adkins.

**Urgent Appeal To Attend Lansing Convention.**

Jackson, Jan. 7.—Have you made your arrangements to be at the big meeting in Lansing March 18, 19 and 20? This is going to be one of the most important meetings in the history of the Association.

Matters of vital importance to every retail druggist are coming up for our attention at this time and it is not only essential, but it is your bounden duty to yourself and the profession, that you be in attendance and give the convention your aid in the solution of these problems.

While the big problems of business are going to occupy the main floor of the convention, we are going to devote a goodly portion of our time to giving you something different in the way of entertainment.

This part of the programme is left with the travelers and the Lansing druggists. Those of you who have been in the habit of attending the conventions in past years know what the travelers can do, and when you stop and think that they are going to be re-inforced by one of the liveliest bunch of retail druggists in the State, you can draw your own conclusion as to what that part of this convention is going to be.

If you miss any part of this convention you are going to be sorry, so Mr. retail druggist, you had better decide to grab off those three big days in March and go with the bunch. Tear yourself loose from the eternal grind and come over to Lansing, where there will be things doing every minute.

All railroads, automobile and electric lines will lead to Lansing March 18, 19 and 20. We shall expect to see you all on the above dates.

Yours for the biggest and best meeting ever. F. J. Wheaton, Sec'y.

**WHOLESALE DRUG PRICE CURRENT**

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

<b>Acids</b>	Cubebs ..... 10 50@10 75	Capsicum ..... @2 15
Boric (Powd.) .. 18@ 25	Eigeron ..... 4 50@4 75	Cardamon ..... @2 10
Boric (Xtal) .. 18@ 25	Eucalyptus ..... 1 25@1 35	Cardamon, Comp. @1 60
Carbolic ..... 61@ 64	Hemlock, pure .. 2 00@2 25	Catechu ..... @1 60
Citric ..... 1 48@1 55	Juniper Berries 16 00@16 25	Cinchona ..... @2 35
Muriatic ..... 3% @ 5	Juniper Wood .. 4 00@4 25	Colchicum ..... @2 40
Nitric ..... 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% @ 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
	Lemon ..... 2 75@3 00	Guaiac ..... @1 90
	Linseed, boiled, bbl. @1 74	Guaiac, Ammon. @1 80
	Linseed, bld less 1 84@1 89	Iodine ..... @1 50
	Linseed, raw, bbl @1 72	Iodine, Colorless @2 00
	Linseed, raw less 1 82@1 87	Iron, clo. .... @1 60
	Mustard, true, oz. @ 2 95	Kino ..... @1 65
	Mustard, artifi'l, oz. @1 65	Myrrh ..... @2 50
	Neatsfoot ..... 1 80@2 90	Nux Vomica .... @1 75
	Olive, pure ..... 8 80@10 60	Opium ..... @7 50
	Olive, Malaga, yellow ..... 6 50@7 00	Opium, Camph. @1 35
	Olive, Malaga, green ..... 6 50@7 00	Opium, Deodor'd @9 50
	Orange, Sweet .. 4 50@4 75	Rhubarb ..... @1 65
	Origanum, pure @2 50	
	Origanum, com'l @ 75	<b>Paints</b>
	Pennyroyal .... 2 50@2 75	Lead, red dry ... 14@14 1/2
	Peppermint .... 6 50@6 75	Lead, white dry 14@14 1/2
	Pure, oz. .... 38 00@40 00	Lead, white oil 14@14 1/2
	Rosemary Flows 2 00@2 25	Ochre, yellow bbl. @ 1 50
	Sandalwood, E. l. .... 18 50@18 75	Ochre, yellow less 2 @ 5
	Sassafras, true 3 50@3 75	Putty ..... 4 1/2 @ 7
	Sassafras, artifi'l 90@1 20	Red Venet'n Amer. 2 @ 5
	Spearment ..... 6 50@6 75	Red Venet'n, Eng. 2 1/2 @ 5
	Sperm ..... 2 85@3 00	Vermillion, Amer. 25 @ 30
	Tansy ..... 5 50@5 75	Whiting, bbl. .... @ 3
	Tar, USP ..... 45 @ 60	Whiting, 3 1/2 @ 6
	Turpentine, bbls. @ 76	L. H. P. Prep'd. 2 90@3 10
	Turpentine, less 80 @ 90	
	Wintergreen, tr. 7 50@7 75	<b>Miscellaneous</b>
	Wintergreen, sweet birch ..... 5 50@5 75	Acetanalid ..... 1 10@1 20
	Wintergreen, art. 25@1 50	Alum ..... 17 @ 20
	Wormseed ..... 7 50@7 75	Alum, powdered and ground ..... 18 @ 21
	Wormwood ..... 7 50@7 75	Bismuth, Subnitrate ..... 4 00@4 10
		Borax xtal or powdered ..... 10 @ 15
<b>Potassium</b>	Bicarbonate .... 1 25@1 30	Cantharides po 2 00@2 50
	Bichromate ..... 52 @ 60	Calomel ..... 2 69@2 75
	Bromide ..... 1 30@1 60	Capsicum ..... 38 @ 45
	Carbonate ..... 1 35@1 45	Carmine ..... 6 50@7 00
	Chlorate, gran'l powder, xtal or powder, 60 @ 65	Cassia Buds ..... 50 @ 60
	Cyanide ..... 40 @ 60	Cloves ..... 77 @ 85
	Iodide ..... 4 59@4 66	Chalk Prepared .. 12 @ 15
	Permanganate 2 75@3 00	Chalk Precipitated 12 @ 15
	Prussiate, yellow @1 75	Chloroform ..... 82 @ 89
	Prussiate, red 3 75@4 00	Chloral Hydrate 2 32@2 42
	Sulphate ..... @1 00	Cocaine ..... 14 30@14 85
		Cocoa Butter ..... 50 @ 60
<b>Roots</b>	Alkanet ..... 4 50@4 75	Corks, list, less 40% Copperas, bbls. .... @ 3
	Blood, powdered 66 @ 70	Copperas, less .. 3 1/2 @ 8
	Calamus ..... 60 @ 70	Copperas, powd. .. 4 @ 10
	Elecampane, pwd. 15 @ 20	Corrosive Subm. 2 35@2 40
	Gentian, powd. 27 @ 35	Cream Tartar .... 86 @ 92
	Ginger, African, powdered ..... 25 @ 30	Cuttlebone ..... 95 @ 1 00
	Ginger, Jamaica 35 @ 40	Dextrine ..... 10 @ 15
	Ginger, Jamaica, powdered ..... 22 @ 30	Dover's Powder 5 75@6 00
	Goldenseal, pow. 8 50@9 00	Emery, All Nos. 10 @ 15
	Ipecac, powd. .. 6 00@6 25	Emery, Powdered 8 @ 10
	Licorice ..... 50 @ 55	Epsom Salts, bbls. @ 4 1/2
	Licorice, powd. 50 @ 50	Epsom Salts, less 5 @ 10
	Orris, powdered 40 @ 45	Ergot ..... @3 50
	Poke, powdered 20 @ 25	Ergot, powdered @3 60
	Rhubarb ..... @1 00	Flake White .... 15 @ 20
	Rhubarb, powd. 1 25@1 50	Formeldehyde, lb. 20 1/2 @25
	Rosinweed, powd. 25 @ 30	Gelatin ..... 1 75@1 90
	Sarsaparilla, Hond. ground ..... 1 25@1 40	Glassware, full case 58%
	Sarsaparilla Mexican, ground ..... 1 00@1 10	Glassware, less 50%
	Squills ..... 35 @ 40	Glauber Salts, bbl. @ 3 1/2
	Squills, powdered 45 @ 60	Glauber Salts less 4 @ 8
	Tumeric, powd. 25 @ 30	Glue, Brown ..... 25 @ 35
	Valerian, powd. .. @1 00	Glue, Brown Grd. 25 @ 35
		Glue, White ..... 30 @ 35
		Glue, White Grd. 30 @ 35
		Glycerine ..... 26 @ 45
		Hops ..... 60 @ 75
		Iodine ..... 5 60@5 90
		Iodoform ..... 6 59@6 74
		Lead, Acetate .. 25 @ 30
		Lycopodium ..... 2 25@2 50
		Mace ..... 85 @ 90
		Mace, powdered 95 @1 00
		Menthol ..... 8 50@8 75
		Morphine ..... 15 45@16 00
		Nux Vomica ..... @ 30
		Nux Vomica, pow. 28 @ 35
		Pepper black pow. 53 @ 55
		Pepper, white ..... @ 50
		Pitch, Burgundy .. @ 15
		Quassia ..... 12 @ 15
		Quinine ..... 1 28@1 72
		Rochelle Salts .. 59 @ 65
		Saccharine ..... @1 25
		Salt Peter ..... 36 @ 45
		Seidlitz Mixture . 48 @ 55
		Soap, green ..... 20 @ 30
		Soap mott castile 22 1/2 @ 25
		Soap, white castile case ..... @35 00
		Soap, white castile less, per bar ..... @3 75
		Soda Ash ..... 4 1/2 @ 10
		Soda Bicarbonate 4 @ 8
		Soda, Sal ..... 2 @ 5
		Spirits Camphor .. @1 50
		Sulphur, roll ..... 4 1/2 @ 10
		Sulphur, Subl. 4 9-10 @ 16
		Tamarinds ..... 15 @ 20
		Tartar Emetic ..... @ 30
		Turpentine, Ven. 50 @6 00
		Vanilla Ex. pure 1 50@2 00
		Witch Hazel ..... 1 35@1 75
		Zinc Sulphate .... 10 @ 15

# 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

<b>AMMONIA</b>	
12 oz. Arctic Brand	3 00
16 oz. 25c, 2 doz. box	1 75
32 oz., 40c, 1 doz. box	2 85
<b>AXLE GREASE</b>	
Mica, 25 lb. pail	1 60
<b>BAKED BEANS</b>	
No. 1, per doz.	1 85
No. 2, per doz.	2 00
No. 3, per doz.	3 15
<b>BATH BRICK</b>	
English	95
<b>BLUING</b>	
Jennings'	
Condensed Pearl Bluing	
Small, 3 doz. box	2 55
Large, 2 doz. box	2 90
<b>BREAKFAST FOODS</b>	
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 Cer'l	2 50
<b>Kellogg's Brands</b>	
Toasted Corn Flakes	4 20
Toasted Corn Flakes	4 20
Toasted Corn Flakes	
Individual	2 00
Krumbles	4 20
Krumbles, Indv.	2 00
Biscuit	2 00
Drinket	2 60
Peanut Butter	4 40
Bran	4 30
<b>BROOMS</b>	
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
<b>BRUSHES</b>	
Scrub	
Solid Back, 8 in.	1 00
Solid Back, 11 in.	1 25
Pointed Ends	1 00
<b>Stove</b>	
No. 3	1 00
No. 2	1 50
No. 1	2 00
<b>Shoe</b>	
No. 1	1 00
No. 2	1 30
No. 3	1 70
No. 4	1 90
<b>BUTTER COLOR</b>	
Dandelion, 25c size	2 00
<b>CANDLES</b>	
Paraffine, 6s	17½
Paraffine, 12s	18½
Wicking	65
<b>CANNED GOODS</b>	
Apples	
1 lb. Standards	@ 1 60
No. 10	@ 5 00
<b>Blackberries</b>	
2 lb.	
Standard No. 10	@ 10 50
<b>Beans</b>	
Baked	1 25@2 25
Red Kidney	1 25@1 35
String	1 90@2 50
Wax	1 80@2 50
<b>Blueberries</b>	
Standard	@
No. 10	@11 50
<b>Clams</b>	
Little Neck, 1 lb.	
<b>Clam Bouillion</b>	
Burnham's ½ pt.	2 25
Burnham's pts.	3 75
Burnham's qts.	7 50

### DECLINED

<b>Corn</b>	
Fair	1 85
Good	2 15
Fancy	2 30
<b>French Peas</b>	
Monbadon (Natural)	
per doz.	
<b>Gooseberries</b>	
No. 2, Fair	
No. 10	7 75
<b>Honey</b>	
Standard	1 25
<b>Lobster</b>	
¼ lb.	2 10
½ lb.	3 35
Picnic Flat	3 75
<b>Mackerel</b>	
Mustard, 1 lb.	1 80
Mustard, 2 lb.	2 80
Soused, 1½ lb.	1 60
Soused, 2 lb.	2 75
Tomato, 1 lb.	
Tomato, 2 lb.	
<b>Mushrooms</b>	
Buttons, ½s	@30
Buttons, 1s	@40
Hotels, 1s	@44
<b>Oysters</b>	
Cove, 1 lb.	
Cove, 2 lb.	
<b>Plums</b>	
Plums	2 50@3 00
Pears in Syrup	
No. 3 can per rdz.	3 25@3 75
<b>Peas</b>	
Marrowfat	1 75@1 85
Early June	1 90@2 10
Early June siftd	2 15@2 30
<b>Peaches</b>	
No. 10 size can pie	@ 6 00
<b>Pineapple</b>	
Grated	
Sliced	
<b>Pumpkin</b>	
Good	1 50
Fancy	1 65
No. 10	4 50
<b>Raspberries</b>	
No. 2, Black Syrup	3 00
No. 10, Black	12 50
No. 2, Red Preserved	
No. 10, Red, Water	12 50
<b>Salmon</b>	
Warrens, 1 lb. Tall	3 65
Warrens, 1 lb. Flat	3 75
Red Alaska	2 85
Med. Red Alaska	2 60
Pink Alaska	2 20
<b>Sardines</b>	
Domestic ¼s	6 75
Domestic, ¼ Mustard	6 50
Domestic, ¾ Mustard	6 80
Norwegian, ¼s	15@18
Portuguese, ¼s	30@35
<b>Sauer Kraut</b>	
No. 3, cans	1 65
No. 10, cans	
<b>Shrimps</b>	
Dunbar, 1s doz.	1 80
Dunbar, 1½s doz.	3 40
<b>Succotash</b>	
Fair	
Good	
Fancy	
<b>Strawberries</b>	
Standard	2 50
Fancy	2 90
<b>Tomatoes</b>	
No. 1½	1 40
No. 2	1 75
No. 10	8 00
<b>Tuna Case</b>	
¼s, 4 doz. in case	
½s, 4 doz. in case	
1s, 4 doz. in case	
<b>CATSUP</b>	
Van Camp's, ½ pints	1 80
Van Camp's pints	2 70
<b>CHEESE</b>	
Peerless	@42
Brick	@39
Leiden	@
Limburger	@36
Pineapple	@
Edam	@
Sap Sago	@
Swiss, Domestic	@

<b>CHEWING GUM</b>	
Adams Black Jack	70
Adams Sappota	75
Beeman's Pepsin	70
Beechnut	70
Doublemint	70
Flag Spruce	65
Juicy Fruit	70
Sterling Gum Pep.	70
Spearmint, Wrigleys	70
Yucatan	70
Zeno	70
<b>CHOCOLATE</b>	
Walter Baker & Co.	
German's Sweet	
Caracas	35
Walter M. Lowrey Co.	
Premium, ¼s	35
Premium, ½s	35
<b>CIGARS</b>	
Johnson Cigar Co. Brands	
Dutch Masters Club	
Dutch Masters Banq.	
Dutch Masters Inv.	
Dutch Masters Fan.	
Dutch Master Grande	
Dutch Master Special	
Dutch Master Lond	
El Portana	
Gee Jay	
Dutch Masters Six	
Dutch Masters Hand	
Made	
Dutch Masters Baby	
Grand	
Little Dutch Masters	
S. C. W.	
Dutch Masters	
Seconds	
Exemplar	
<b>Peter Dornbos Brands</b>	
Dornbos Single Bndr.	42 50
Dornbos Perfect	42 50
Van Dam, 5c	37 50
Van Dam, 6c	42 50
Van Dam, 7c	49 00
Van Dam, 10c	70 00
<b>Worden Grocer Co. Brands</b>	
Boston Straight	42 00
Trans Michigan	42 50
Court Royal	48 00
Hemmett's Cham- pion	46 00
Iroquois	42 50
Qualex	46 00
La Qualatinia	70 00
Worden's Hand Made	40 00
B. L.	42 50
Royal Major	45 00
La Valla Rosa	30 00
La Valla Rosa, Kids	45 00
Valla Grande	42 50
Kuppenheimer, No. 2	43 00
First National	33 00
Knickerbocker	42 50
<b>CLOTHES LINE</b>	
Per doz.	
No. 40 Twisted Cotton	2 00
No. 50 Twisted Cotton	2 50
No. 60 Twisted Cotton	3 00
No. 80 Twisted Cotton	3 25
No. 50 Braided Cotton	2 50
N. 60 Braided Cotton	3 00
No. 80 Braided Cotton	3 50
No. 50 Sash Cord	3 40
No. 60 Sash Cord	4 00
No. 60 Jute	1 75
No. 72 Jute	2 00
No. 60 Sisal	1 85
<b>Galvanized Wire</b>	
No. 20, each 100ft. long	1 90
No. 19, each 100ft. long	2 10
No. 20, each 100ft. long	1 00
No. 19, each 100ft. long	2 10
<b>COCOA</b>	
Baker's	39
Bunte, 10c size	88
Bunte, ½ lb.	2 20
Bunte, 1 lb.	4 00
Cleveland	41
Colonial, ¼s	35
Colonial, ½s	33
Epps	42
Hershey's ¼s	32
Hershey's ½s	30
Huyler	36
Lowney, ¼s	38
Lowney, ½s	37
Lowney, ¾s	37
Lowney, 5 lb. cans	37
Van Houten, ¼s	12
Van Houten, ½s	18
Van Houten, ¾s	36
Van Houten, 1s	65
Wan-Eta	36
Webb	33
Wilbur, ¼s	33
Wilbur, ½s	33

<b>COCOANUT</b>	
¼s, 5 lb. case	38
½s, 5 lb. case	37
¾s, 15 lb. case	36
¾s, 15 lb. case	35
¾s & ½s, 15 lb. case	35½
6 and 12c pails	4 35
Bulk, pails	27
Bulk, barrels	25
70 8c pkgs., per case	5 25
70 4 oz. pkgs., per case	5 25
Bakers Canned, doz.	1 20

<b>Chocolates</b>	
Assorted Choc.	32
Amazon Caramels	32
Champion	31
Choc. Chips, Eureka	35
Klondike Chocolates	38
Nabobs	38
Nibble Sticks, box	2 25
Nut Wafers	8 38
Ocoro Choc. Caramels	34
Peanut Clusters	38
Quintette	32
Regina	30

<b>Pop Corn Goods</b>	
Cracker-Jack Prize	5 60
Checkers Prize	5 60
<b>Cough Drops</b>	
Boxes	
Putnam Menthol	1 50
Smith Bros.	1 50

<b>COFFEES ROASTED</b>	
Rio	
Common	12
Fair	13
Choice	14
Fancy	15
Peaberry	32
<b>Santos</b>	
Common	17
Fair	18
Choice	19
Fancy	20
Peaberry	32
<b>Maracaibo</b>	
Fair	20
Choice	24
<b>Mexican</b>	
Choice	20
Fancy	24
<b>Guatemala</b>	
Fair	18
Fancy	19
<b>Java</b>	
Private Growth	34
Mandling	34
Ankola	34
<b>San Salvador</b>	
Good	22
<b>Mocha</b>	
Short Bean	31
Long Bean	31
<b>Bogota</b>	
Fair	21
Fancy	23
<b>Package Coffee</b>	
New York Basis	
Arbuckle	24 50
<b>McLaughlin's XXXX</b>	

<b>Hooks-Kirby</b>	
Size 1-12, per 100	8
Size 1-0, per 100	9
Size 2-0, per 100	10
Size 3-0, per 100	11
Size 4-0, per 100	14
Size 5-0, per 100	15
<b>Sinkers</b>	
No. 1, per gross	60
No. 2, per gross	60
No. 3, per gross	65
No. 4, per gross	75
No. 5, per gross	80
No. 6, per gross	90
No. 7, per gross	125
No. 8, per gross	165
No. 9, per gross	240

<b>FLAVORING EXTRACTS</b>	
Jennings D C Brand	
Pure Vanilla	
Pureness	
Pure Lemon	

<b>COOKING COMPOUNDS</b>	
<b>Crisco</b>	
36 1 lb. cans	10 25
24 1½ lb. cans	10 25
6 6 lb. cans	10 25
4 9 lb. cans	10 25

<b>Mazola</b>	
5½ oz. bottles, 2 doz.	2 60
Pints, tin, 2 doz.	8 00
Quarts, tin, 1 doz.	7 50
½ gal. tins, 1 doz.	14 25
Gal. tins, ½ doz.	13 80
5 Gal. tins, 1-6 doz.	19 60

<b>CREAM TARTAR</b>	
Barrels or Drums	84
Boxes	86

<b>DRIED FRUITS</b>	
<b>Apples</b>	
Evap'd Choice, blk	@16
Evap'd Fancy blk.	@
<b>Apricots</b>	
California	@22
<b>Citron</b>	
California	@36
<b>Currants</b>	
Imported, 1 lb. pkg.	
Imported, bulk	
<b>Peaches</b>	
Muir's—Choice, 25 lb.	
Muir's—Fancy, 25 lb.	
Fancy, Peeled, 25 lb.	
<b>Peel</b>	
Lemon, American	30
Orange, American	32
<b>Raisins</b>	
Cluster, 20 cartons	
Loose Muscatels, 4 Cr.	
Loose Muscatels, 3 Cr.	11
L. M. Seeded 1 lb.	13@13½

<b>OREGON PRUNES</b>	
90-100 25 lb. boxes	
80-90 25 lb. boxes	
70-80 25 lb. boxes	
60-70 25 lb. boxes	@14
50-60 25 lb. boxes	@16
40-50 25 lb. boxes	@17½
30-40 25 lb. boxes	@17½

<b>FARINACEOUS GOODS</b>	
<b>Beans</b>	
Pet, Tall	15½
Med. Hand Picked	10
Brown, Holland	
<b>Farina</b>	
25 1 lb. packages	2 65
Bulk, per 100 lb.	

<b>Original Holland Rusk</b>	
Packed 12 rolls to container	3
3 containers (36) rolls	4 32
<b>Hominy</b>	
Pearl, 100 lb. sack	6¼
<b>Macaroni</b>	
Domestic, 10 lb. box	1 30
Imported, 25 lb. box	
Skinner's 24s. case	1 37½
<b>Pearl Barley</b>	
Chester	5 00
Portage	
<b>Pear</b>	
Green, Wisconsin, lb.	11½
Split, lb.	9½
<b>Sago</b>	
East India	15
German, sacks	15
German, broken pkg.	
<b>Tapioca</b>	
Flake, 100 lb. sacks	16
Pearl, 100 lb. sacks	16¼
Minute, Substitute, 8	
oz., 3 doz.	3 55

<b>CONDENSED MILK</b>	
Carnation, Tall	7 50
Carnation, Baby	6 80
Pet, Tall	7 50
Pet, Baby	5 50
Van Camp, Tall	7 50
Van Camp, Baby	5 50

<b>MILK COMPOUND</b>	
Hebe, Tall, 6 doz.	6 10
Hebe, Baby, 8 doz.	6 00

<b>CONFECTIONERY</b>	
Stick Candy Pails	
Horehound	25
Standard	25
Jumbo	26
<b>Cases</b>	
<b>Mixed Candy</b>	
Broken	25
Cut Leaf	26
Grocers	20
Kindergarten	29
Leader	25
Novelty	35
Premio Creams	24
Royal	24
Special	24
X L O	23
<b>Specialties</b>	
Pails	
Auto Kisses (baskets)	28
Bonnie Butter Bites	30
Butter Cream Corn	32
Caramel Bon Bons	28
Caramel Croquettes	26
Cocoanut Waffles	28
Coffy Toffy	28
Fudge, Walnut	32
Fudge, Choc. Peanut	30
Iced Orange Jellies	27
Italian Bon Bons	27
AA Licorice Drops	
5 lb. box	2 25
Lozenges, Pep.	32
Lozenges, Pink	32
Manchus	27
Molasses Kisses, 10	
lb. box	28
Nut Butter Puffs	33

<b>FLOUR AND FEED</b>	
Valley City Milling Co.	
Lily White	12 25
Rowena Rye, ½s	9 75
Graham 25 lb. per cwt.	5 90
Rowena Bolited Meal,	

HIDES AND PELTS

Table listing various hide and pelt types such as Green, Cured, Calfskin, and Horse, with their respective prices.

Table listing Pelt types like Old Wool, Lambs, and Shearlings with prices.

Table listing Tallow types like Prime, No. 1, and No. 2 with prices.

Table listing Wool types like Unwashed, med., and Unwashed, fine with prices.

Table listing HONEY types like A. G. Woodman's Brand and 20 oz. per doz. with prices.

Table listing HORSE RADISH per doz. with price.

Table listing JELLY types like 15lb. pails and 30lb. pails with prices.

Table listing JELLY GLASSES 8 oz. capped in bbls. per doz. with price.

Table listing MAPLEINE types like 2 oz. bottles, 1 oz. bottles, 16 oz. bottles, and 32 oz. bottles with prices.

Table listing MINCE MEAT per case with price.

Table listing MOLASSES New Orleans Fancy Open Kettle with price.

Table listing various Stock items like Red Hen, Uncle Ben, and Ginger Cake with prices.

Table listing MUSTARD 1/2 lb. 6 lb. box with price.

Table listing NUTS—Whole items like Almonds, Brazils, and Walnuts with prices.

Table listing Shelled items like Almonds, Peanuts, and Pecans with prices.

Table listing OLIVES types like Bulk, Stuffed, and Pitted with prices.

Table listing PETROLEUM PRODUCTS like Perfection, Red Crown Gasoline, and Winter Black with prices.

Table listing various Iron Barrels and other petroleum products with prices.

PICKLES

Table listing Pickles Medium and Small types like Barrels, Half bbls., and 5 gallon kegs with prices.

Table listing Gherkins types like Barrels, Half barrels, and 5 gallon kegs with prices.

Table listing Sweet Small types like Barrels, Half barrels, and 5 gallon kegs with prices.

Table listing PIPES types like Clay, T. D. full count, and Cob with prices.

Table listing PLAYING CARDS types like No. 90 Steamboat, No. 808, Bicycle, and Pennant with prices.

Table listing POTASH Babbitt's, 2 doz. with price.

Table listing PROVISIONS types like Italian Bon Bons, Clear Back, Short Cut, Brisket, Pig, and Clear Family with prices.

Table listing Dry Salt Meats types like S P Bellies with price.

Table listing Lard types like Pure in tierces, Compound Lard, and various tubs with prices.

Table listing Smoked Meats types like Hams, Ham, dried beef, Picnic Boiled, and Bacon with prices.

Table listing Sausages types like Bologna, Liver, Frankfort, Pork, Veal, Tongue, and Headcheese with prices.

Table listing Beef types like Boneless, Rump, Pig's Feet, and Kits with prices.

Table listing Tripe types like Kits, 15 lbs., 1/4 bbls., and 3/4 bbls. with prices.

Table listing Casings types like Hogs, Beef, and Sheep with prices.

Table listing Uncolored Oleomargarine types like Solid Dairy and Country Rolls with prices.

Table listing Canned Meats types like Corned Beef, Roast Beef, and Potted Meat with prices.

Table listing Deviled Meat, Ham, and Deviled Tongue with prices.

Table listing RICE types like Fancy, Blue Rose, and Broken with prices.

SALERATUS

Table listing Saleratus types like Packed 60 lbs. in box, Arm and Hammer, and Wyandotte with prices.

Table listing SAL SODA types like Granulated, 100 lbs. cs., and Granulated, 363 pkgs. with prices.

Table listing SALT types like Solar Rock, Common, and Medium with prices.

Table listing SALT FISH types like Large, Small, Strips or bricks, and Pollock with prices.

Table listing Holland Herring types like Standard, Y. M., and Y. M. kegs with prices.

Table listing Herring types like Full Fat Herring, Spiced, and Trout with prices.

Table listing Mackerel types like Mess, 100 lbs., Mess, 50 lbs., Mess, 10 lbs., Mess, 8 lbs., and No. 1, 100 lbs. with prices.

Table listing Lake Herring 8 lbs. with price.

Table listing SEEDS types like Anise, Canary, Cardamon, Celery, Hemp, Russian, Mixed Bird, Mustard, white, Poppy, and Rape with prices.

Table listing SHOE BLACKING types like Handy Box, large, Handy Box, small, Birby's Royal Polish, and Miller's Crown Polish with prices.

Table listing SNUFF types like Swedish Rapee, Swedish Rapee, Norkoping, Norkoping, Copenhagen, and Copenhagen with prices.

Table listing SOAP types like James S. Kirk & Company, American Family, Jap Rose, and Lautz Bros. & Co. with prices.

Table listing Swift's Pride, White Laundry, Wool, and Wool with prices.

Table listing Tradesman Company types like Black Hawk, one box, Black Hawk, five boxes, and Black Hawk, ten boxes with prices.

Table listing Scouring Powders types like Sapollo, gross lots, Sapollo, half gro. lots, Sapollo, single boxes, Sapollo, hand, Queen Anne, Queen Anne, Snow Maid, and Snow Maid with prices.

Table listing Washing Powders types like Snow Boy, 100 pkgs., Snow Boy, 60 pkgs., Snow Boy, 24 pkgs., and Snow Rev. 20 pkgs. with prices.

Table listing Soap Powders types like Johnson's Fine, Johnson's XXX, Rub-No-More, Nine O'Clock, Lautz Naphtha, Oak Leaf Soap Powder, Oak Leaf Soap Powder, Queen Anne Soap Powder, Old Dutch Cleanser, and 100s with prices.

Table listing various Soap Powders and Cleansers with prices.

SODA

Table listing Soda Bi Carb. Kegs with price.

SPICES

Table listing Whole Spices types like Allspice, Cloves, Cassia, and Nutmegs with prices.

Table listing Pure Ground in Bulk types like Allspice, Cloves, Cassia, and Nutmegs with prices.

STARCH

Table listing Starch types like Kingsford, Muzzy, and Argo with prices.

MUZZY

Table listing Muzzy types like 48 lb. packages, 16 8lb. packages, and 12 6lb. packages with prices.

SYRUPS

Table listing Syrups types like Blue Karo, Red Karo, and Fair with prices.

Pure Cane

Table listing Pure Cane types like Fair and Good with prices.

TABLE SAUCES

Table listing Table Sauces types like Halford, large, and Halford, small with prices.

TEA

Table listing Tea types like Uncolored Japan, Medium, Choice, and Fancy with prices.

Gunpowder

Table listing Gunpowder types like Moyune, Medium, and Moyune, Choice with prices.

Young Hyson

Table listing Young Hyson types like Choice and Fancy with prices.

Oolong

Table listing Oolong types like Formosa, Medium, Formosa, Choice, and Formosa, Fancy with prices.

English Breakfast

Table listing English Breakfast types like Congou, Medium, Congou, Choice, Congou, Fancy, and Congou, Ex. Fancy with prices.

Ceylon

Table listing Ceylon types like Pekoe, Medium, Dr. Pekoe, Choice, and Flowery O. P. Fancy with prices.

TWINE

Table listing Twine types like Cotton, 3 ply, Cotton, 4 ply, Hemp, 6 ply, and Wool, 100 lb. bales with prices.

VINEGAR

Table listing Vinegar types like White Wine, 40 grain, White Wine, 80 grain, and White Wine, 100 grain with prices.

Table listing Oakland Vinegar & Pickle Co.'s Brands types like Oakland apple cider, Blue Ribbon Corn, and Oakland white picklg with prices.

WICKING

Table listing Wicking types like No. 0, per gross, No. 1, per gross, No. 2, per gross, and No. 3, per gross with prices.

WOODENWARE

Table listing Woodenware types like Baskets, Bushels, Market, Splint, and Splint with prices.

Butter Plates

Table listing Butter Plates types like Wire End, 1/2 lb., 250 in crate, 1 lb., 250 in crate, 2 lb., 250 in crate, 3 lb., 250 in crate, and 5 lb., 250 in crate with prices.

Churns

Table listing Churns types like Barrel, 5 gal., each, and Barrel, 10 gal., each with prices.

Clothes Pins

Table listing Clothes Pins types like 4 1/2 inch, 5 gross, and Cartons, 20-36s, box. with prices.

Egg Crates and Fillers

Table listing Egg Crates and Fillers types like Humpty Dumpty, No. 1 complete, No. 2 complete, and Case, medium, 12 sets with prices.

Faucets

Table listing Faucets types like Cork lined, 3 in., Cork lined, 9 in., and Cork lined, 10 in. with prices.

Mop Sticks

Table listing Mop Sticks types like Trojan spring, Eclipse patent spring, No. 1 common, No. 2, pat. brush hold, Ideal, No. 7, and 12oz. cotton mop heads with prices.

Pails

Table listing Pails types like 10 qt. Galvanized, 12 qt. Galvanized, 14 qt. Galvanized, and Fibre with prices.

Toothpicks

Table listing Toothpicks types like Ideal with price.

Traps

Table listing Traps types like Mouse, wood, 4 holes, Mouse, wood, 6 holes, Mouse, tin, 5 holes, Rat, wood, and Rat, spring with prices.

Tubs

Table listing Tubs types like No. 1 Fibre, No. 2 Fibre, No. 3 Fibre, Large Galvanized, Medium Galvanized, and Small Galvanized with prices.

Washboards

Table listing Washboards types like Banner Globe, Brass, Single, Glass, Single, Double Peerless, Single Peerless, Northern Queen, Good Enough, and Universal with prices.

Window Cleaners

Table listing Window Cleaners types like 12 in., 14 in., and 16 in. with prices.

Wood Bowls

Table listing Wood Bowls types like 13 in. Butter, 15 in. Butter, 17 in. Butter, and 19 in. Butter with prices.

WRAPPING PAPER

Table listing Wrapping Paper types like Fibre, Manila, white, Fibre, Manila, colored, No. 1 Fibre, Butchers' Manila, Kraft, Wax Butter, short c't no, and Parchm't Butter, rolls with prices.

YEAST CAKE

Table listing Yeast Cake types like Magic, 3 doz., Sunlight, 3 doz., Sunlight, 1 1/2 doz., Yeast Foam, 3 doz., and Yeast Foam, 1 1/2 doz. with prices.

YEAST-COMPRESSED

Table listing Yeast-Compressed types like Fleischman, per doz. with price.

SPECIAL Price Current

AXLE GREASE



25 lb. pails, per doz. .18 80

BAKING POWDER CALUMET



10c size, 4 oz. .95, 20c size, 8 oz. 1.90, 30c size, 1 lb. 2.90, 75c size, 2 1/2 lb. 6.25, \$1.25 size, 5 lb. 18.00

KITCHEN KLENZER



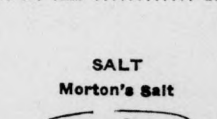
80 can cases, \$4 per case

PEANUT BUTTER



6 oz. 1 doz. in case 2.90, 12 oz. 1 doz. in case 2.50, 24 1 lb. pails 5.25, 12 2 lb. pails 5.00, 5 lb. pails, 6 in crate 5.70, 10 lb. pails 18, 15 lb. pails 17 1/2, 25 lb. pails 16 1/2, 50 lb. tins 16 1/2

SALT Morton's Salt



Per case, 24 2 lbs. 1.80, Five case lots 1.70



### Male Parent Should Share Some of Mother's Privileges.

A conversation that I overheard not long ago set me off on a long train of thought, about what the average father loses in not having to take close care of the children. The conversation came about oddly. A woman was insisting that after death the soul has to complete its education, and acquire those essential traits and experiences which it misses on earth.

"I shouldn't mind that," remarked a business man who had been listening with much interest, "provided I'm not required to take care of children. I believe I'd rather stay unfinished."

"Ah, but you won't be allowed to stay unfinished," said the spiritualist. "You'll have to go on, and you'll want to go on."

"Like as not," observed the wag of the company, "you'll have to get all your heavenly joy out of running a kindergarten for the little souls that you ought to have taken care of on earth. They'll just about be waiting over there in a condition of suspended education, for you to come and attend to the business you've neglected in this life."

"I've always believed," said the school teacher, "that the biggest benefit of education comes to the educator. The school-ma'am gets every bit as much out of the school as the pupils do."

"Yes," interposed a quiet mother, "I know from experience that the mother gets more out of mothering than the children get. They could get along better without her than she could without them."

"Do you mean to say," the business man asked, "that indifferent and negligent fathers are the ones that lose, rather than the children that they neglect?" I thought a new idea had struck him.

"Just that," said the teachers. The mother smiled and nodded.

It was for me a somewhat new angle of the subject. I was used to emphasizing the great rewards that mothers get from devotion to their business. And I had not forgotten the duty—far too often neglected by very good men—that fathers owe to their children, and the benefit that comes to sons and daughters through having wise, loving, and devoted fathers. But what of the things that fathers lose when they leave all the "mothering" to Mother?

It was a potent thought. There is some comfort in the belief that in the Hereafter one may have opportunity to make up for losses and neglects; but one need not wait for that—what is there right at hand to make Father

wake up to his present privileges?

I know so many women who have thought it their duty to shield their husbands as much as possible from contact with the children. "Father is so nervous," they say, "you must not bother him when he comes home so tired." Mother is tired, too—she has had the children all day—but of course that doesn't matter; that is Mother's business!

Then there is the other kind of mother, who saves up for father all the unpleasantness of the day, and brings before him as before a judge, all the little culprits, for conviction and punishment. The children dread father's homecoming as men under indictment dread a term of court, and from early days learn to hate and fear him with a feeling not always unjust.

Either of these things is bad for the children, and especially bad for father. To begin with, it makes him selfish. He gets the idea that his weariness is a special and privileged kind of weariness, different from that of Mother. His rest and relaxation come to seem to him something more precious than hers. She is up again and again in the night, preparing food, caring for the little sick folks, and all that interminable kind of mother-service; but father's sleep is very important, and must not be broken! When the first child comes, it breaks up his old companionship with his wife. She stays home after that, and he perhaps goes forth alone to seek—his own amusement.

Allowing all you please for the necessities of the situation, and something really is to be said for father along these lines—upon his ability to bear his daily burden the family support does depend—the fact remains that in this process the average father not only becomes selfish and detached but loses something that he needs. The whole family loses. Father loses most of all.

He loses the bond of sympathy with mother. In the extreme case he loses—he never gets—the bond of sympathy with the children who might be the light of life for him. The family somehow unwittingly comes to conspire against him; he gets to be a sort of outsider who is in the home at times, but not really of it.

Fortunate are you, O man now reading these words, if you have managed to preserve your Active Membership in your own home. It is easy to be the Autocrat, coming home at night to lay down the law and administer what you are pleased to call justice. It requires very little ability or bravery of any kind to make your

children fear your homecoming and be glad when you leave in the morning. They early learn to assess you at just what you are really worth. You do not deceive them much. Presently they will be big enough to let you know what they think of you—quite often with a dignified silence that speaks far more eloquently than any words—if you only had the wit to see it!

If you are wise, you will have kept in touch with those children from the very beginning. There is no training in knowledge of human nature like the study of little children. The reading of just one book, like Elizabeth Harrison's "Study of Child Nature," or Kate Douglas Wiggin's "Children's Rights," would give you an insight into the human mind and the basic principles of fair play that would keep you straight in many a business affair.

You would learn patience and self-control. If you haven't those, the children will run over you like little steam-rollers, or slip through your fingers like little eels, and be laughing at you just when you flatter yourself that you are really the boss of the place. You would learn justice, too; there are no people whose instinct for fair play and justice is so keen and unerring as that of children—until grown folks poison and pervert it.

If you were to undertake to lead intellectually in the training of your children's minds, you would find it necessary to widen your interests, study many things that you don't know anything about, and discover the sorry limitations of your own intelligence and information.

It would do your soul good, too. Would you dare submit to the verdict of those clear eyes and straight-forward minds the ethics—the right and wrongness—of half the things you do from morning until night? How will it be with you in the days to come before so very long, when you trudge to your place in the chimney-corner and give way to these youngsters? Have you established a bond, a common understanding with them? Have their hearts been interwoven with yours? Have you been playmate; leader, confidant, idolized example and inspiration? When you die will something real go out of their lives, no matter what their age? Have you been gaining from their association something that has made you bigger and better? Or have you sat detached, busy with your own affairs and amusements, now and then condescending to pontificate from your lofty Olympus while mother sat with inscrutable face, and the children winked at each other, and all of them knew you through and through?

Prudence Bradish.

### Colors in Knit Goods.

Through color standardization as proposed by the Textile Color Card Association of the United States it is hoped to reduce the number of colors used annually in sweaters and other knitted textiles to twenty-five or thirty shades, which will effect a considerable saving in stocks, yarns, etc., and, it is expected, avoid the production of unsalable shades. The stand-

ard shades to be used during the coming season are now in the hands of the Sweater and Knitted Textile Manufacturers' Association, and are under the consideration of the committeemen representing the various sections of the country.

Each year it has been shown that the large consumption really falls upon very few colors, the demand for a large variety of shades being very small. The present plan is to determine a set of standard shades, subject to the elimination or addition of not more than three or four shades each year. Such an arrangement generally specified in the trade, it is felt, will not only result in the saving of much money, but will assist in increasing the sale of goods by producing color harmony in general stocks.

### May Sell High-Cut Shoes.

It is now possible for the retail shoe dealers in England to again sell women's high-cut shoes if they are held in stock. This applies to all such shoes with the uppers exceeding seven inches in height if made of leather, and eight inches in height if made of any other material. It is no longer necessary for individual retailers to apply for a permit to sell them. The removal of the embargo on the retail sale of women's high-cut from stock on hand was primarily caused by the granting of licenses to import and the arrival in England of several hundred thousand pairs of women's shoes of similar character which were made over a year ago by factories.

**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

**Fiegler's**

**Chocolates**

Package Goods of  
Paramount Quality  
and  
Artistic Design



**OUTLOOK FOR THE GROCER.**

**Relation of Finance To Reconstruction Transition.**

Now that the war is over, and prospects are that the wholesale grocery business will soon pass from under Governmental regulation, the question of proper management of our business during the period of transition from the inflation of war time to the normal affairs of peace, is paramount.

Are we going to have lower prices, and if so, on what particular commodities, and when? And to what extent are salaries going to decrease? And again, what will be the relative value of our merchandise on hand, under the broader call for food, as it will come from our former enemies and our Allies, as compared with present and immediately past values where the call for our stocks in America were more restricted.

Economists claim that the rapidity of decline in prices of war commodities will depend upon the degree of the reduction in the volume of paper money in circulation. Prices need not decline to any great extent in any country which is willing to suspend gold payment and conduct trade on a strictly paper money basis, just as the United States did after the Civil War.

Let us consider the outlook in the United States. At the present time the banks in the Federal Reserve system, including the reserve banks themselves, hold over \$4,000,000,000 of Government securities and over \$11,000,000,000 of commercial bills and other securities. Their gold holdings amount to \$2,360,000,000.

Now that the war is over can these banks continue to maintain the credit now extended? As the bank statement stands at present the banking position seems very secure. In fact it would be absolutely normal if the other countries of the world were also in a healthy financial position. It cannot be said that international finance is on a sound basis, however, until other countries where there is now a deficit of gold have secured large sums of the metal from the United States.

Our credit situation will not be healthy until investors with accumulated savings shall have purchased most of the Government securities now carried by the banks. The assets of the banks should be mainly trade paper based upon merchandise—movable goods—liquid. Their purchase of Liberty Bonds was necessary to finance the war, but they should promptly sell most of them to the public now that the war is over.

Considering that we shall be receiving over \$400,000,000 interest from England, France, and other Allies every year, it is difficult to see how they can sell us enough goods to pay us the interest they will owe us and take away gold. Meantime, there must be a considerable restraint upon business promotion at home.

There is no doubt in my mind of a public need as well as an institutional need of a Government authority in the regulation and standardization of the wholesale grocery business, just

as was necessary in the affairs of the railroads, also as is being exercised by the United States Comptroller of the Currency over our National banks wherein a central authority speaks in elimination of banking abuses.

Many abuses in practice have crept into the affairs of the wholesale grocery business as we have had to witness in the affairs of the retail grocery business, wherein stimulated by desire to meet competition and please their patrons, they have offered a degree of service not necessary and of a nature to add materially to the cost of conducting their business, while the wholesale grocers have multiplied the services which were previously common by too frequent calls made by traveling salesmen and an excessive number of competitive salesmen making common territory.

The frequency of the calls influenced orders in smaller quantities, broken cases, etc., which also had a tendency to increase the cost of the merchandise. Unreasonable extension of credit extended in competition for business, having in effect the responsibility of financing the retailer and thereby dividing volume with the retail element able to pay. The acceptance of local checks not at par in banking centers, reckless acceptance of returned goods, shipped without due authority, the old practice of rebating obsolete in most sections, and many other abuses too numerous to mention, seem to be waiting for a government authority in abolishment—such as was necessary to aid the railroads to abolish the old time practice of railroad rebates, which we know they could not have done excepting a central authority gave them assistance.

I am impressed that our trade situation is desirable enough, and of a nature not to be dangerous to our better welfare, providing our dealings from now on are of a conservative nature, seeing to it that we do not engage ourselves in any sort of speculation or undue extension of credit. I mean, that we should deal conservatively, sit steady in the boat, directing our attention to the betterment of our service and that strictly along economical lines.

O. J. Moore,  
Vice-President National Wholesale Grocers' Association.

**Harrison Drug Act Hard on Use of Narcotics.**

Every sale by a druggist or store keeper of paregoric, Bateman's drops, soothing syrups, or cordials containing narcotic drugs in quantities too low to make them subject to the Harrison Drug Act, would have to be registered as the sales of poisons are now recorded, according to a provision of the new revenue bill which the Internal Revenue Bureau is preparing to enforce. Dealers' records would have to show the name of the purchaser, the date, quantity bought and purpose.

If you don't treat a customer fairly in the matter of one price to all, you won't long have the chance to treat him at all.

**BUSINESS WANTS DEPARTMENT**

Advertisements inserted under this head for three cents a word the first insertion and two cents a word for each subsequent continuous insertion. If set in capital letters, double price. No charge less than 25 cents. Cash must accompany all orders.

**BUSINESS CHANCES.**

**Special Sales** To reduce merchandise stocks personally conducted for retail merchants anywhere. Write for date and terms stating size stock. Expert serv. ce.

A. E. GREENE, Sales Promoter, Jackson, Mich.

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. 46

Wanted to hear from owner of good general merchandise store for sale. Cash price, description. D. F. Bush, Minneapolis, Minnesota. 35

For Sale—Variety store, location good, rent \$22 per month, electric lights, city water, business good, clean stock. Write owner for full particulars. 15 East Main street, Cuba, New York. 47

For Sale—TWO GROCERY STOCKS WITH FIXTURES. One inventories \$7,700. Other inventories \$1,600. Located in Muskegon, Michigan. Nice clean stocks doing cash business, location the best, good reason for selling. Muskegon is booming and this is a good opportunity. Write or call, R. J. Prendergast, care Worden Grocer Co., Grand Rapids, Michigan. 48

FOR SALE—On account of the death of the proprietor, complete stock of groceries and fixtures. Mrs. F. W. Downing, Byron, Michigan. 49

Wanted—PARTS FOR FORDS. If you manufacture parts to be sold to the jobbing trade and want them placed in Texas, Oklahoma, Arkansas and Louisiana by reliable salesman, write PAUL B. GREEN, MFGRS. AGT., Southland Hotel, Dallas, Texas. 50

Wanted—Meat man of experience with capital to join leading grocery in city. Address No. 51, care Michigan Tradesman. 51

For Sale—Grocery stock and fixtures. Splendid location. Sales for year \$40,000. For particulars write, No. 52, care Michigan Tradesman. 52

For Sale—The Wm. J. Stephens' residence, basement under house and porch; hard and soft water; electric lights; all modern improvements. Also store building and old established harness business with stock and fixtures, including shoe, harness and auto tire repair equipment; all stock inventoried at old prices. W. J. Stephens, Elkton, Michigan. 53

For Sale—Shoe stock and repair outfit to close estate. J. N. Gilman, Special Administrator, Springport, Mich. 54

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. Burress, Cortland, New York. 41

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

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

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

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

1919 Salesmen Wanted—On salary and commission, to call on drug trade with our guaranteed "Fix 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

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, COPYRIGHTS 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.

**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.



**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.

### FIRE INSURANCE FEATURE.

The Tradesman launches a new feature this week—a department devoted to the exposition of fire insurance topics in general and mutual fire insurance matters in particular. This feature has long been under consideration, having received the sanction of many patrons of the Tradesman many months in advance of its actual appearance. It was deemed the part of wisdom, however, to defer the inauguration of this feature until such time as the insurance companies which would be vitally interested in the presentation were in shape to do their part in making the department profitable to all concerned.

The time has now arrived when it is no longer necessary for any retail merchant to confine his patronage to the stock fire insurance companies, with their abnormally high rates, their arbitrary methods, their tricky policies and their shyster adjusters. There was a time when the retailer was forced to submit to the exactions of those highwaymen, but so many reliable mutual companies have come into the field during the past half dozen years that merchants of any class can now transfer their entire fire insurance protection from the monopolistic monsters of the Eastern cities to the mutual companies of the Middle West. Michigan mutuals are now writing nearly all classes of mercantile risks at from 25 to 30 per cent. less than stock rates and some of the large outside mutual companies (authorized to do business in Michigan) are carrying mercantile risks as low as 55 per cent. less than stock rates.

How can they do it?

By reducing the expense ratio two-thirds and the loss ratio more than one-half, by accepting only good risks and not too many in a single block or group. Competition among stock companies is so strong that they will accept any kind of risk offered, but mutual companies write only such risks as come up to a certain standard.

Inasmuch as the acceptance of an advertisement by the Tradesman is equivalent to a recommendation, we feel no hesitation in commending to our readers as entirely trustworthy any company which makes a bid for public favor and patronage in this department, because no company will be admitted which has not been subjected to the most rigid scrutiny and which courts investigation and supervision.

### Why Retailers Must Take Careful Inventories.

Never in the history of the retail business have so many merchants taken stock at this season as in the past week. It has been an annual custom with some for many years but the vast majority failed to do so and as a consequence never knew what their conditions were. With the activity of the Government, however, through the Internal Revenue Department, thousands have undertaken the task this year compared to hundreds heretofore.

Under the income tax schedules

which must be filed the retailer is called upon to show the value of his inventory at the beginning of the year, how much merchandise was purchased during the year and what the amount of the stock was at the end of the year. In this way the Government gets at the facts as to the volume of business as also the actual assets when taken in consideration with other expenses and revenues derived during the year. By taking stock, too, the retailer frequently discovers merchandise that he did not know he had.

Some dealers figure the value of stock on hand at the retail price although it should be based on the cost. That is the basis on which stocks are sold when stores change hands and is the actual value. If for any reason a dealer wants to know the retail value he could show, both by carrying out the extensions as to the wholesale and retail worth, although it is unnecessary.

By taking stock it means merchandise for sale as well as store fixtures and other investments in the way of delivery vehicles, automobiles, etc. Not a large proportion understand this yet fixtures and other equipment are as much an asset as merchandise. Moreover, most dealers do not understand that fixtures and equipment depreciate in value and that such depreciation should be charged against the business as a source of expense to provide against the time when the delivery trucks must be replaced.

The failure to do this has crippled many merchants when the store equipment was worn out and unless figured in a dealer pays income tax on what should be an expense. Moreover, by not doing so he is prevented from knowing exactly what his full expenses are and consequently his overhead on sales shows less than what it really is. This, in connection with failure to charge rent if building is owned by proprietor, and to pay himself a salary, oftentimes accounts for the low operating cost which they speak of in connection with their business.

Just how much to charge off to depreciation puzzles many dealers. The Government allows depreciation in proportion to the life of a fixture. Under ordinary conditions the life of a fixture placed at ten years, therefore 10 per cent. of original value can be charged off yearly. In the case of an automobile delivery truck its life is not estimated at more than five years, consequently 20 per cent. is deducted yearly for depreciation, and the amount charged against the expense of the business. It is quite easy, therefore, to figure what percentage should be deducted as depreciation if the life of the fixture is taken into consideration.

If the dealer should own stocks or bonds and the same is kept in connection with his business, the value at the time of taking inventory should be given as that is their actual value. By the same rule, if the value of stock increases, the increased value should be shown.

In making income tax returns the

Government assumes the year to mean from January 1 to December 31, although one has the right to have his own fiscal year to conclude at any of the other twelve months. In such instance, however, it is necessary to inform the Internal Revenue office having jurisdiction when the fiscal year closes and thereafter income tax returns will be made accordingly.

If returns are made from January to December, inclusive, the schedule must be filed by March 1 following, unless prevented because of sickness or other good reason, when an extension can be obtained from the Revenue Collector for the district. The taxes are then payable by June 15, a bill being issued by the Government in due form.

The schedule which a dealer makes out must show the gross sales and income from the business. In addition the total amount paid out for labor or salaries, the amount of supplies, such as butter trays, paper bags, twine, wrapping paper, etc., the total of all merchandise bought for sale and any other costs. The inventory at the beginning of the year must be shown, the inventory at the end of the year, what was paid out for rent, interest on business indebtedness, taxes on business property, repairs, bad debts and other expenses. From these figures the net income of the business is obtained and on this amount the tax is calculated.

Income tax returns are not required unless the gross income is \$2,000 or more. Nevertheless, the retailer must be prepared with his figures to prove that none should be made when the revenue agent comes around to ascertain why a schedule was not filed. As the Commissioner of Internal Revenue of Washington stated, the purpose hereafter will be to check all returns closely and the one filing same must be prepared to show the accuracy of his figures.

### Lid Off on Flour and Mixed Flour.

The following information was transmitted to the National Wholesale Grocers' Association by the United States Food Administration for promulgation to members last Friday.

"Please advise the trade that the specific maximum margins and all other special license regulations governing dealers in wheat flour and mixed flours have been withdrawn. However, the general license regulations still apply.

"Both the wholesaler's and retailer's maximum margins on wheat mill feeds have also been repealed. Attention is called to the fact, however, that the dealer is still subject to the general license regulations, and that the wholesale dealer in mill feeds is not permitted to make an average net profit of more than 4 per cent. on his annual gross sales of feedingstuffs and the retail dealer is not permitted to make an average net profit of more than 6 per cent. on his annual gross sales of feedingstuffs."

When you meet a customer who likes to shop around for bargains, spend more time talking quality than talking prices.

### Manufacturing Matters.

**Caro**—About fifty men are now employed at the plant of the Miller Auto Top Co. This concern makes automobile tops and bodies. Among some of the contracts on hand are those from the E. A. Nelson Motor Car Company, of Detroit; also some special contracts for winter tops for the Ford Motor Co.

**St. Louis**—The Bollstrom Motors Co. has been organized to manufacture the new type of four wheel drive trucks and has purchased the old Whitney farm on the road between Alma and St. Louis, on which it will erect its plant of steel and concrete. Work has already commenced on laying out the grounds for the buildings.

**Thorice**—The Barton-O'Gorman Co. has been incorporated to manufacture and conduct a general mercantile business in timber products, with an authorized capital stock of \$40,000, of which amount \$25,000 has been subscribed and paid in, \$5,000 in cash and \$20,000 property. The business office of the company is at Saginaw.

**Mt. Pleasant**—The Transport Motor Truck Co., has now entered into active production and has completed arrangements for distribution in practically all of the large centers of the country. The company, which is headed by M. A. Holmes, formerly of the Republican Motor Truck Co., of Alma, will market a two and one-half-ton internal gear drive truck equipped with Continental engine, Eisemann magneto, Stromberg carburetor, Fuller clutch and gearset, Columbia front axle, Jacox steering gear and Prudden wheels.

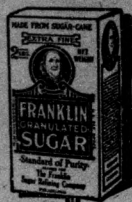
**Houghton**—The copper mines of the Michigan district produced during 1918 235,000,000 pounds. This compares with 275,000,000 pounds in 1917, and is the lowest in fifteen years, with the exception of the period of the Western Federation of Miners' strike. Calumet & Hecla and subsidiary properties show a total output of 135,000,000 pounds. This compares with an actual output of the same properties of 155,268,317 in 1917. The decrease in output is due entirely to the labor situation, influenced by abnormal situations brought on by the war. There has been no complaint as to working conditions, nor with regard to compensation.

Attention is directed to the announcement of the preferred stock of the Alfred J. Brown Seed Co., published on page 13 of this week's edition. The offering is an exceptional one and the stock is rapidly being absorbed by conservative investors.

The advertisement of the Porter Pottery Co., published on page 23 of last week, should have carried an illustration of the Phoenix engraved chimney, instead of the illustration of a plain chimney.

### BUSINESS CHANCES.

Fine large modern residence in Mt. Pleasant. Location the best. Just across from court house. Fourteen rooms and bath; two toilets; three laboratories. Two large lots; two garages; fine shade. Property in pink of condition. For sale cheap or trade for stock of general merchandise up to \$4,000 or improved unencumbered 40 acre farm with buildings. S. E. Francis, Mt. Pleasant, Mich. 55



## Package Sugar Means Efficiency

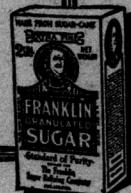
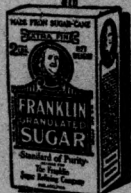
Grocers who handle Franklin Package Sugars are enabled to have cleaner, neater, more attractive stores because of the elimination of bulk containers, spillage and waste. They save the clerks' time which can be devoted to window dressing and other store work of the kind that helps sell goods.

**The Franklin Sugar Refining Company**

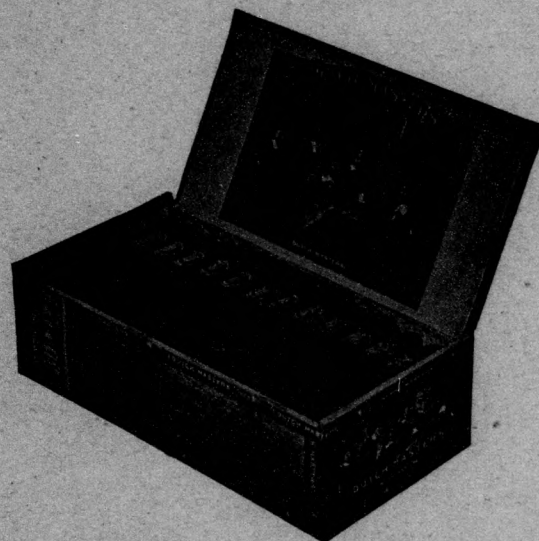
PHILADELPHIA

*"A Franklin Cane Sugar for every use"*

Granulated, Dainty Lumps, Powdered,  
Confectioners, Brown



## DUTCH MASTERS CIGARS



Made in a Model Factory

Handled by All Jobbers

Sold by All Dealers

Enjoyed by Discriminating Smokers

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

# Ceresota Flour

Always Uniformly Good

Made from Spring Wheat at  
Minneapolis, Minn.

**Judson Grocer Company**  
The Pure Foods House

Distributors

GRAND RAPIDS, MICHIGAN

WE ARE ACCEPTING CONTRACTS NOW FOR  
1919 DELIVERIES OF

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

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

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

We also carry a full line of Soda Fountain Accessories.

**Putnam Factory** Grand Rapids, Michigan

Manufacturers of

Putnam's "Double A" Chocolates

## Yearly Invoice Record

The contract you enter into when you purchase fire insurance requires you to retain all invoices or keep a record of all purchases during the current year. Merchants who have small safes sometimes find it inconvenient to preserve all invoices intact. To meet this requirement, we have devised an Invoice Record which enables the merchant to record his purchases, as set forth in his invoices, so as to have a complete record in compact form for use in effecting a settlement in the event of a loss by fire. This Record is invaluable to the merchant, because it enables him to ascertain in a moment what he paid for and where he purchased any article in stock. Price \$2.

**Tradesman Company**  
Grand Rapids

PORTER'S  
**"TUFF-GLASS"**  
 LAMP CHIMNEYS



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.

**"Everything in Shop  
 Equipment"**

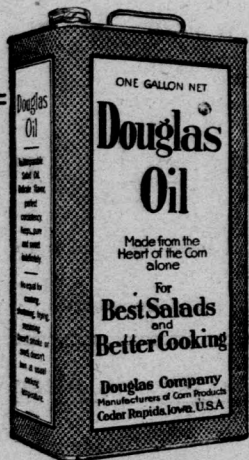
Electric Motors  
 Wood Working Machinery  
 Metal Working Machinery  
 Pumps, Compressors  
 Power Transmission  
 Machinists' Supplies



**McMullen Machinery Co.**

64-66 Ionia Avenue, S. W.

Opposite Union Depot GRAND RAPIDS, MICH.



**No Effort  
 to Sell Douglas Products**

**DOUGLAS** specialties move automatically, without the need of pushing. The name is accepted as the guarantee of the finest possible quality. Both buyer and seller know that there will be no comebacks.

Douglas Oil has won the enviable reputation of being the finest salad and cooking oil. There are millions of packages of Douglas Corn Starch sold every year. Douglas Gloss Starch sends the user back to demand more of the same. One package, one trial, makes a permanent customer.

Thus it would seem only well-balanced business judgment to handle these three great products. Your stock is not complete without them.

**Douglas Oil**

**Douglas Corn Starch—The Value of an Advertised Name.**

In addition to quality, the name Douglas is made familiar to the best American trade by continuous national advertising in the leading monthly and weekly publications. Such publications as the Saturday Evening Post, Ladies' Home Journal, Good Housekeeping, Pictorial Review, Woman's Home Companion, McCall's and many more take the Douglas message into more than 10,000,000 prosperous homes month after month.

The readers of these magazines—many times ten million—will ask for Douglas when they want Oil or Corn Starch or Laundry Starch.

**Douglas Gloss Starch—Backed by Standardized Quality.**

This great volume of selling publicity would have no value unless it was backed by supreme quality. This quality was achieved by the Douglas Company before introducing Douglas products. Thus every article and each package proves every statement.

Such a combination insures popularity which results in general demand. You must be able to fill it. Don't send customers somewhere else asking for Douglas—Order today from your jobber.

**THE DOUGLAS COMPANY, Cedar Rapids, Iowa**  
 Manufacturers of Corn Products