

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS. E. 1883

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Thirty-Fourth Year

GRAND RAPIDS, WEDNESDAY, MAY 30, 1917

Number 1758

Stop Cranking Your Ford! To You it May Be Dangerous

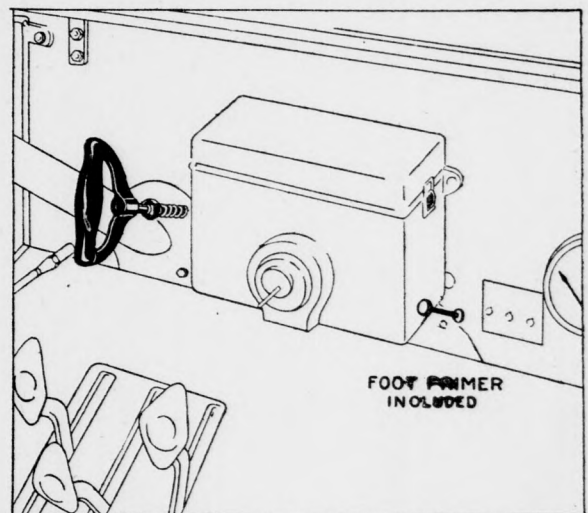
We Have Solved this Problem Perfectly Through the M. M. & E. Starting System for Ford Cars

Let Us Tell You About This Starter?

Simplest thing in the world! You simply take your seat—use the foot primer furnished with starter to close carburetor, give one or two pulls on the handle (a 10-inch operation, that's all) thereby turning motor one-half revolution. No matter who pulls the handle, the motor has got to start, if it is startable; you can not hurt yourself in case of back-fire for automatic release is provided in the construction. The starter is durable, effective and reliable, simplicity is the keynote and made from high carbon forged steel. We know we have the most practical starter made for the Ford car.

Now, Then—It's Strictly Up to You—

We realize that we have a certain amount of prejudice to overcome. Unfortunately there have been mechanical starters which have not been satisfactory. But the same is true of electric starters and air starters. The reason for the success of the M. M. & E. System is the fact that it is the only starter that has worked out the principle of hand cranking in a mechanical starter; we have fought this problem out to a conclusion. The M. M. & E. Starting System gives the same snap, the same whip, the same effect as hand cranking, its the only mechanical starter of this kind that will turn the motor a one-half revolution at each operation.



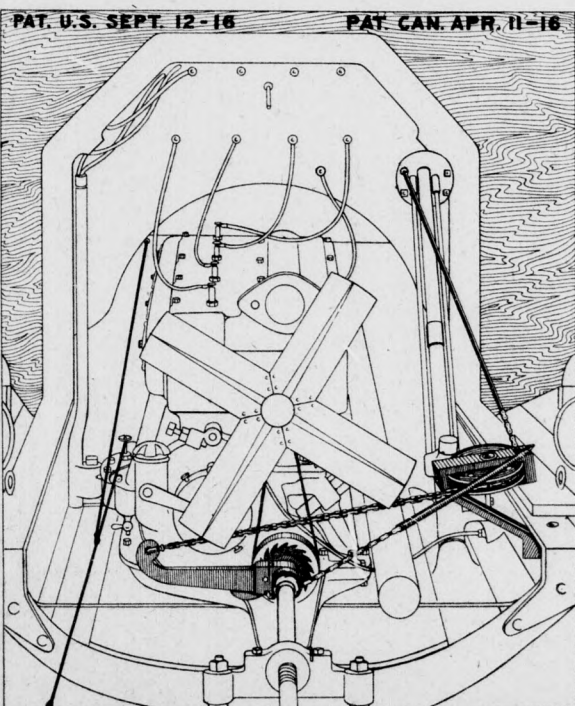
A Mighty Small Sum to Pay for Freedom from the Dangers and Bothers of Cranking

The M. M. & E. Starter \$12.50
Less Installation Fee 1.00

Send Money Order or Draft for ... \$11.50

Weight 10 Lbs. Shipped by Express

Send Order Today. State Model of your car when ordering



Order Your Starter Today!

Your Investment is Safe-Guarded Every Step of the Way

We stand ready to meet and satisfy you on every point—when the small sum of \$11.50 is involved you can't afford to take chances on back-fire and a broken arm another day—you can't afford to risk the lives of dear ones by your engine being "stalled" on the railroad crossing with no time to get out and crank—you can't afford to wade in mud and slush to spin the detestable crank—you can't afford to spoil your clothes by undue exposure in the showers. Decide to-day to equip your car with this Starting System.

The M. M. & E. Starting System

Manufactured by

The Page Woven Wire Fence Co.

For

The M. M. & E. Sales Co.
ADRIAN, MICH.

Send your order to the M. M. & E. Sales Co. today

AGENTS WANTED EVERYWHERE

Write for State Distributors Contract

County or Local Agencies

Salesmen Wanted to Travel—Commission Basis

Our Sales Agency Includes Ford Accessories That Can Not Be Duplicated For Price Or Service. "Quality Products"

- Foot Accelerator \$ 1.25
- Light Regulator 5.00
- Air Pump with Steel Drum Attachment ... 3.50
- Tire Savers (Set of 4) .. 3.50
- Safesteer 2.50
- Rear Axle Brace 1.50
- Front Radius Rod Brace 1.50

(Windshields)

- Filler Board Shield ... 13.00
- Universal Shield 13.00
- Conover Cowl Shield 25.00

Bread is the Best Food

It is the easiest food to digest.
It is the most nourishing and, with all its
good qualities, it is the most economical food.
Increase your sales of bread.

Fleischmann's Yeast

secures perfect fermentation and, therefore,
makes the most wholesome, lightest and tastiest
bread.

Sell Bread Made With

FLEISCHMANN'S YEAST

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DUDLEY E. WATERS, PAUL H. KING, Receivers

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The Pere Marquette Railroad runs through a territory peculiarly adapted by Accessibility
excellent Shipping Facilities, Healthful Climate and Good Conditions for Home Life, for the
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First-class Factory Sites may be had at reasonable prices. Coal in the Saginaw Valley
and Electrical Development in several parts of the State insure Cheap Power. Our Industrial
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quiries will receive painstaking and prompt attention and will be treated as confidential.

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Detroit, Michigan

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This is size No. 5

THE POPULAR SHAPE

Handled by all jobbers—sold by all dealers

G. J. JOHNSON CIGAR CO.

Grand Rapids

Stand Behind the Men Behind the Guns

Buy

A Liberty Loan Bond

and

Help Win the War

Interest 3½%

Issued by the United States Government

Denominations—\$50, \$100, \$500, \$1,000, \$5,000
\$10,000, \$50,000 and \$100,000

First payment as low as One Dollar

You have until August 30, 1917, to pay in full
for your bonds

Ask any Banker, Postmaster, Express Company
or Merchant for an Official Application

Blank and—

Apply for Your Liberty Loan Bond Today

A Tribute to the Flag

and

The Safest Investment in the World

“Wars can not be conducted without money. It is the first thing to be provided. In this war it is the most immediate help—the most effective help that we can give. We must not be content with a subscription of two billion dollars—we must over-subscribe this loan as an indication that America is stirred to the depths and aroused to the summit of her greatness in the cause of freedom. Let us not endanger success by complacent optimism. Let us not satisfy ourselves with the reflection that some one else will subscribe the required amount. Let every man and woman in the land make it his or her business to subscribe to the Liberty Loan immediately, and if they can not subscribe themselves, let them induce somebody else to subscribe. Provide the Government with the funds indispensably needed for the conduct of the war and give notice to the enemies of the United States that we have billions to sacrifice in the cause of Liberty.

“Buy a Liberty Bond to-day; do not put it off until tomorrow. Every dollar provided quickly and expended wisely will shorten the war and save human life.”—Secretary W. G. McAdoo.

**A Liberty Bond is Uncle Sam's Promise to Pay
and he is worth \$225,000,000,000**

MICHIGAN TRADESMAN

Thirty-Fourth Year

GRAND RAPIDS, WEDNESDAY, MAY 30, 1917

Number 1758

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OUR NEW FOOD DICTATOR.

It appears to strike some observers of the developments at Washington as surprising and mysterious that there should be no opposition on the part of the food trades to the proposition of having a governmental food "dictator" interjected into our scheme of things. In fact some of the daily papers are so reluctant to believe it possible, that they still persist in talking about opposition from the "speculators" and "gamblers."

It may be that there will appear opposition to the Government control of foodstuffs, and some of it may be from "speculators," whoever they may be, but the fact that none of the organized trade associations are found in opposition ought to ultimately soak into the minds of some of the yellow critics as a demonstration of the fact, well known in trade circles for a long time, that the distributive end of the grocery trade is not "speculative" in the sense commonly used and welcomes the advent of official supervision, both as a relief from unhealthy price agitation and as a haven of refuge from much of the loose recrimination which has been floating about.

Some day demagogues will learn something about the necessary machinery of food distribution and reformers will have run their course and proved the fallacy of their pet hobbies. Mr. Hoover as a practical business man knows the necessity for co-ordinated channels of distribution, and the Lever bill, manifestly framed through his suggestion, indicates a disposition to make intelligent use of an efficient "going" machine, rather than to resort to untried theories and hobbies. It is this that gives the business man confidence in governmental control, as it is suggested. It is the sincere desire of the grocers to patriotically aid the Nation in this hour that eliminates all the bogies of opposition which imaginative agitators have been conjuring up.

Control of an intelligent sort furnishes no ground for opposition, when the "dictator" is a man who can state

his views in the following words attributed to him:

If it falls to my lot to control the food supply of the United States I shall begin at once to cut off every official and every theorist. There must be, above all, no professors on this job. The commercial interests of this country are the only people who know anything about food that is practical, and to them I shall look exclusively for aid in helping me solve the big and complex problems which are involved in this work. I will not be shackled by anybody in the Department of Agriculture, and will not allow a single job hunter or profit-monger to help.

Some of the opposition to the proposed food control measures is manifestly designed to please the farmers. Not content with being specifically exempted from the penalties for hoarding, combining, conspiring, forestalling and withholding, nor with being protected against a decline beyond a minimum price—even of having the Government guarantee the price—farmers are apparently opposed to the whole idea of having any limitation placed upon prices. The lamentations of their champions over the interference with the law of supply and demand is ludicrous.

No one denies that the proposed food administrator and allied agencies of control are an interruption of the law of supply and demand, nor that a democratic country is introducing a highly autocratic system. Autocracy is the very essence of martial law and other control measures of allied purpose. In time of war normal conditions are admittedly suspended; in fact, it is one of the commentaries on our system of free government that in time of supreme trial, we must revert to monarchical things in the interests of efficiency. But since it is the free act of democracy to temporarily abrogate its rights, it need not necessarily deny the general fundamental soundness of the democratic idea.

And as for the law of supply and demand there are times when the public welfare demands that it be interrupted, just as every other natural law must at times be suspended. In times of public scare, or panic, or famine—and recent times have been tinged with all these things—demand runs riot and has to be curbed for the public safety. Water has a natural right to run down hill, but that does not justify a disastrous flood as a desirable thing because it happens to be natural law.

If the palpable selfishness of some of the objectors were not so manifest, there might be some sympathy with their views. No one doubts that this is a time to encourage the farmer to produce, but when he has already been given the widest freedom from all the restrictions that hamper every other factor of food

supply, how much further must we go? Is not the farmer proving how uncompromising a tyrant he can be when given a chance? Some day his extreme exactions will react.

One effect of the Food Administrator's operations which will be very welcome if it eventuates will be the demonstration that Uncle Sam's buying machinery is deplorably out of date, superannuated, expensive and inefficient; not to mention a great nuisance at times.

While the patronage of Uncle Sam is welcome to large jobbing houses, there is a general feeling that if the Government was really progressive it would have long ago resorted to the methods of other large buyers of food, to "buy on the market" and at the season of prudence. Of course, that would force Uncle Sam into the "speculator" class, but it would save him several million dollars a year and prevent his becoming such a "bull in a china shop" as the army and navy buying departments have proved of late by drawing on secondary markets for amounts of food which can ill be spared.

Why should not the Government have ordered its canned foods months ago, its dried fruits, its flour, meats, etc., from the first hands, just as the jobbers do now? At least one large municipal unit has evidently seen daylight, for it is reported that city of Boston officials have awarded a contract for 20,000 dozen fresh eggs at 42 cents per dozen, to be put into cold storage along with some 10,000 dozen purchased a few weeks ago, to be drawn out as needed for public city institutions.

Contrasted with Mr. Hoover's breadth of view, quoted above, one turns with very different emotions toward the quoted assertions of Uncle Sam's Department of Justice (?) and its frenzied determination to convict someone as a sort of consolation offering to the element who will never rest content until they smoke out the "wicked malefactors." Of course, if there are any real "corners" in food or any pernicious "operators" or speculators everyone wants them punished, but much of the stuff recently printed in this direction has a distinctly "fishy" flavor to one really familiar with business methods.

It is reported, for instance, that George W. Anderson, United States Attorney at Boston and special assistant to Attorney General Gregory in food investigations, has informed the House Agricultural Committee that under the law there is no way to punish food gamblers.

One of the daily papers of New York is led by this to declare editorially that the interests responsible for putting such "jokers" into the law

should be strung up to lamp-posts. To a less agitated mind, it is evident that the trouble is in no wise "jokers" in the law, but the mere discovery by an overambitious prober that what has been done is not contrary to any law. Is it justice to start out with certain legal acts done in the ordinary exercise of business prudence, and, because on test they are found to be perfectly legal and ethical and established good practice, demand a change in the law so as to make them illegal, just to pacify an unwarranted public clamor? Why not adopt the much happier suggestion that a few business men may still be honest, and that perhaps a frenzied lot of critics are misinformed?

He is also reported to have said: "My assistants cannot ascertain what is being held in storage in New York, Chicago, Boston, Duluth and other cities until witnesses are brought before the grand jury and examined and the delay elapsing in that procedure gives full opportunity of shifting stock or otherwise getting rid of the evidence of violation of the law."

Mr. Anderson may be correct in his charges, but there are many men in the food trades who will not believe him for a minute.

The country is just realizing what an asset it has in its highly adaptable college undergraduates. Considerable numbers of the older students are in training for officers; thousands, especially in the Middle West and West, have gone to the farms; thousands more have been enrolled for aviation training at the six institutions where aviation camps have been established. Great numbers are en route to France in ambulance corps. Now the Government announces that it is enrolling large bodies—2,500 have come forward from two universities and one polytechnic institute alone—of the technically trained below conscription age as apprentices in the yards in which hundreds of wooden ships are to be rushed through. Taking our colleges as a whole, they can furnish veritable armies of men with agricultural training, with engineering training, with chemical training, and the material for these armies is so fluid and easily controlled that they can be furnished when and where they are wanted. In the effort of both sides in the Civil War the colleges played a considerable part, but it will be nothing to the role they will play in this one.

The smart man knows when to quit the game, but the fool keeps everlastingly at it until he succeeds in advertising his failure.

UPPER PENINSULA.

Recent News of the Cloverland of Michigan.

Sault Ste. Marie, May 29—Charles Farm, well known manufacturer of soft drinks for the past fifteen years, closed a deal whereby he takes over the Soo Bottling Works and will consolidate the two plants. Mr. Farm has been very successful in his venture, while the Soo Bottling Works also enjoyed a large trade. With prohibition going into effect in the near future, it will probably mean the enlargement of his factory to care for the increased demand for goods in his line.

James Royce, the City Assessor, has been doing a land office business in potatoes the past week. The city has purchased a number of cars of potatoes which it is selling to farmers for seed at actual cost—\$3 per bushel. From all accounts there will be no potato famine next year if the weather permits. Many lots which have been heretofore vacant will be under cultivation this year.

One of the busy summer resorts already opened is the hotel at Albany Island. Mrs. Hill, proprietress, has been getting an early start and, now that the roads are in good condition, the automobiles are heading that way. Up to the present time Mrs. Hill has been able to care for the crowds, especially on Sunday, and is making preparations to accommodate many more as the season advances. Albany Island is considered one of the busy spots of Cloverland situated as it is, in the neck of the Les Cheneaux Island, and those who have not visited this famous spot would do well to avail themselves of the opportunity this summer.

Even the salvation army is having opposition now, as there are more war cries sold now since the newspapers have all entered into the war cry.

John France, the court stenographer, in his eagerness to fit up his commodious private launch, caught a bad cold, which laid him up for the past week. John says it is anything but pleasure and assures his friends, however, that everything will be in readiness as soon as the ice is out of the river and they can take their annual fishing trip in the near future.

Joseph E. Bayliss, our former townsman and ex-sheriff, but now holding a responsible position with the Midland Chemical Co., was a visitor here last week. His many friends were pleased to meet him.

There is no necessity for buying farms now, as L. Winkelman, the merchant at St. Ignace, who owns two lots of land in Garfield township, has donated same to anyone who wants to use them for agricultural purposes. The tracts are eighty acres in section 10 and fifty-seven acres in section 15, all in township 44, range 9. Parties who wish to use this land can do so by applying to Superintendent James McGraw, of Engadine.

Ed. Fenlon, the well-known merchant of Hessel, was a St. Ignace visitor last week.

John Pollock, superintendent of the Les Cheneaux resort is making preparations for the entertainment of a large number of guests this summer and if favorable weather conditions prevail they expect a record breaking crowd this season.

J. W. Gilligan, well-known merchant at Rexton, is showing his patriotism by planting potatoes in his fine garden at his home in the village.

E. L. Smith, the hustling grocer of Trout Lake, has been obliged to add a new horse and wagon to his delivery service. This will be a blow to Mr. Ford, undoubtedly, and it would be well to jack up his agent at Trout Lake, as this is the first case that he has missed for some time.

Clyde Hecox, well-known editor of the St. Ignace Enterprise, has been a busy man of late. It took him some time to figure it out on account of

his being a married man. The rule may not apply to single men. He says if you wish to know when the war will end, add together the year in which you were born, the year in which you were married, your age in years now, and the number of years you have been married, and divide the number by two.

S. B. Martin, the well-known quarry man at Ozark, was a business visitor here last week. He states that everything is coming along fine at the quarry.

"I say," says Ted to Oscar, "how ever do you use such an enormous quantity of fruits?"

"Well," replied Oscar, "we eat what we can and what we can't, we can."

"Indeed," said Ted, "we do about the same in our business."

"How is that?"

"We sell an order when we can sell it and when we can't sell it we cancel it."

Friendly Tribute to the Muskegon Candidate.

Muskegon, May 29—At the request of our good natured scribe, E. P. Monroe, the writer will try to add a few lines. As it has been some days since we contributed our mite to the columns of your popular paper, we ask the subscribers to overlook our mistakes.

Our candidate for Grand Sentinel, A. W. Stevenson, is the proud owner of a brand new honest to goodness ford.

At this time it is fitting to say a few words for A. W. Stevenson, or Steve, as he is known throughout the State. A. W. Stevenson was the organizer of Muskegon Council eight years ago. He gathered a bunch of eighteen travelers and organized our Council. He has never sat back and said, "I think I have done my share, let the other fellows do theirs." He has worked hard; in fact, the records

and thereby benefit all travelers. A man of this caliber will be a credit to Michigan U. C. T. Now, boys, get out and do your best. If you have a friend who does not know how fine a man is running for Grand Sentinel, get out and tell him about it. Work hard and we can bring home the bacon. By the way, Muskegon headquarters are at the Wenonah Hotel, where we will meet you.

Nick Luloff, better known as Old Nick, has resigned from the Grand Rapids Notions and Crockery Co. and accepted a position as book-keeper for the Moulton Grocer Co., of this city. We all unite in wishing Nick success in his new place.

John Sharp, of the Hume Grocer Co., and Herman Anderson, of the Walker Candy Co., are on Muskegon's roll of honor. Both of these gentlemen have disposed of their ford cars and are going to invest what they received in Liberty bonds.

Ruling Prices of Mess Pork, Young Hyson Tea and Lard Oil the Second Year of the Civil War.

Peter F. Ostema, the well-known grocery salesman, favors the Tradesman with the original invoice of which the following is a fac simile, showing the cost of pork, tea and lard oil, October 14, 1862—nearly fifty-five years ago:

Chicago, Oct 14 1862

Mess Pork Bought of DURAND BROS. & POWERS, Wholesale Grocers and Provision Dealers, NO. 131 SOUTH WATER STREET.

Terms Cash.

25 Bbls Mess Pork	11.50	262.50
2 Hchs of N. Sea "Parasitic" #18	1.4	2.8
	1.5	3.0
2 Bbls of Lard Oil #30	8.1	16.2
	5.1	10.2
		1.14
		\$ 422.70

Lance Linkerman, of Cedarville, is now one of the hustling clerks in the Central Grocery Co.

If the rapids were inhabited with whales, we might be enjoying whale steaks at 9 cents per pound the same as Seattle is doing.

The Great Lakes Laundry has added a new auto truck to its present delivery system.

"Attending to one's own business gives one a good steady job." William G. Tapert.

Grocery Salesmen's Vacation Week.

Detroit, May 28—At the annual meeting of the Michigan Wholesale Grocers' Association, held last week in Bay City, the usual grocery salesmen's vacation week was unanimously adopted and the merits of the plan set forth most enthusiastically.

Uniform Vacation Week for Salesmen—June 29 to July 9.

This plan will be more universally observed this year than ever before. It certainly proves a trouble saver and we are pleased to announce its observance another year.

C. C. Ward, Sec'y.

Do you know any public officials who devote their entire time to the welfare of the public?

show that Stevenson's name appears on more than 50 per cent. of the applications received to date. He can take any office in the U. C. T. and recite the work without the aid of a



A. W. Stevenson.

ritual. This goes to show the capability of the man. He is ever aiming to better himself in U. C. T. work

Ernest Welton, of the Hume Grocer Co., has gone into the hotel business as a side line and has purchased the Shelby Hotel, at Shelby. Ernie has only purchased the building. The hotel is being run by the same management.

Ernest Hentschel is laid up with a bad finger, having the misfortune to have blood poisoning in his mit. Ernest is a true blue U. C. T. He informs the writer that while it will be impossible to drive his car to Bay City, he is going by train and do his bit for Steve.

Milton Steindler.

Plant Something.

Plant something: seed, or bulb, or bud; Plant bean or melon, vine or spud, A pumpkin seed for pumpkin pies— No matter what your garden's size, Plant something!

Plant something: peas, or corn, or wheat; Who does not work he shall not eat. Plant things to grow beneath the ground, Above, on arbors, all around— Plant something!

Plant something, or I'll tell you what You ought to plant if you do not; Go get the gun from off the shelf And dig a hole and plant yourself— Plant something!

Douglas Malloch.

BUYING MOTIVES.

Systematic Effort to Ascertain Women's Preferences.

A great deal of interest has been occasioned in certain trade circles in the results of a questionnaire conducted by Raymond B. Callahan of the New York University in an effort to ascertain the average housewife's attitude toward advertised and non-advertised goods. While there appear to be many opinions in trade circles as to the conclusions of Mr. Callahan, his figures are full of possibilities for mercantile study. They are the result of 141 answers to a list of questions submitted to 400 typical housewives of New York City. Some reference has been made to his general conclusions in these columns, but the figures are presented herewith as a basis for study by any grocer with whom the advertised specialty is still an uncertain commodity.

1. When you go to a grocery store and find two articles of similar nature for sale at the same price, one of which is a Nationally advertised article and the other an unadvertised article, which article do you purchase?

Answers—87.6 per cent. buy the advertised article; 3.6 per cent. buy the unadvertised article; 8.8 per cent. non-committal.

2. When you find two articles of similar nature for sale at different prices, the unadvertised article being priced lower than the advertised article, which do you buy?

Answers—60.6 per cent. buy the advertised; 24.2 per cent. buy the unad-

vertised; 15.2 per cent. non-committal.

3. Are you more inclined to purchase an advertised article when the retail price thereof is stated in the advertisement than when no price is stated?

Answers—71.2 per cent. more inclined to purchase when the price is advertised; 26.5 per cent. not more inclined to purchase when the price is advertised; 2.3 per cent. non-committal.

4. Do you find that advertised articles are better quality as a general rule than unadvertised articles selling at the same price?

Answers—66.2 per cent. find the advertised articles to be better quality as a rule than unadvertised articles; 26.8 per cent. do not find advertised articles to be better quality as a rule than unadvertised articles; 7 per cent. non-committal.

5. When some Nationally advertised article which you use is advertised by the manufacturers as being on sale in retail stores at a certain price, and some grocery or department store offers the article for sale at less than the advertised price:

(a) Does it lower your estimation of the value of the article?

(b) Do you continue to purchase the article at the place where you have been purchasing it, or do you go and purchase it at the store which offers the article at less than the standard price?

(c) Does the cut in price cause you to increase your consumption of the article?

(d) If later the cut price is raised

back to the standard price, do you stop using the article and use another brand in its place?

Answers—(a) 3.7 per cent. cut in price does lower estimation of the article; 96.3 per cent. cut in price does not lower estimation of the article; (b) 29.9 per cent. continue to purchase the article at their regular purchasing place; 67.9 per cent. purchase the article at the store which offers it at a reduced price; 2.2 per cent. non-committal; (c) 36.3 per cent. cut in price causes increased consumption of the article; 60.7 per cent. cut in price does not cause increased consumption of the article; 3.0 per cent. non-committal; (d) 8.3 per cent. discontinue using the article when price is raised to its former level; 89.5 per cent. do not discontinue using the article when price is raised to its former level; 2.2 per cent. non-committal.

6. Do you find that stores which sell Nationally advertised articles at less than the advertised price also sell other articles cheaper than the stores which do not cut the prices on advertised articles?

Answers—17.0 per cent. find that the cut price stores do sell unadvertised articles cheaper; 44.8 per cent. find that cut price stores do not sell unadvertised articles cheaper; 8.2 per cent. non-committal.

7. At what class of grocery stores, as classified below do you purchase most of your groceries?

(a) Small grocery store in your neighborhood?

(b) Large retail grocery store?

(c) Chain grocery store?

(d) Department store?

Answers—12.6 per cent. scatter their purchases among the four classes of stores; 87.4 per cent. purchase most of their groceries at one class of stores.

The 87.4 per cent. of the women who have a regular purchasing place report that they purchase most of theirs as follows: 50.3 per cent. purchase most of their groceries at a small neighborhood store; 28.0 per cent. purchase most of their groceries at a large retail grocery store; 16.1 per cent. purchase most of their groceries at a chain store; 5.6 per cent. purchase most of their groceries at a department store.

Forty-six of the women who purchase most of their groceries at one place also told where they made occasional purchases. The percentages are as follows: 10.9 per cent. make occasional purchases at small neighborhood stores; 34.8 per cent. make occasional purchases at large retail grocery stores; 26.1 per cent. make occasional purchases at chain stores; 28.2 per cent. make occasional purchases at department stores.

8. Do you believe that the manufacturers of articles which they put out under a trade name should be empowered by law to designate the price which the retailer must charge you for the article?

Answers—25 per cent. are in favor of a price maintenance law; 72 per cent. are not in favor of a price maintenance law; 3 per cent. non-committal.

Make Sure of Your Butter Sales

by insisting that the butter you sell be colored with Dandelion Brand Butter Color, which gives the butter that deep, rich golden color your customers want.

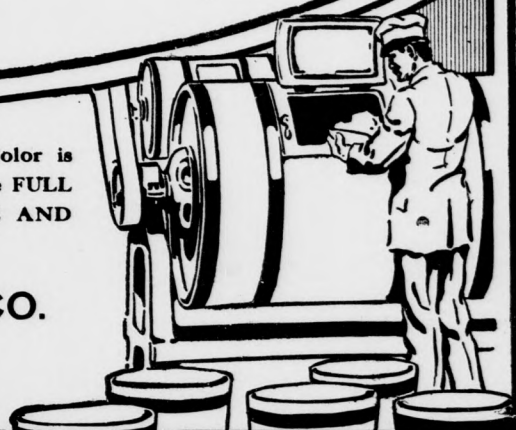
Remember,

Dandelion Brand Butter Color



We guarantee that Dandelion Brand Butter Color is PURELY VEGETABLE and that it meets the FULL REQUIREMENTS OF ALL FOOD LAWS, STATE AND NATIONAL.

WELLS & RICHARDSON CO.
BURLINGTON, VERMONT
And 200 Mountain St., Montreal, Canada



Dandelion Brand  **Butter Color**
The color with the Golden shade



Movements of Merchants.

Concord—J. E. Dixon has installed a soda fountain in his bakery.

Lansing—J. L. Harris succeeds W. E. Stocker in the grocery business.

Manistee—Frank Mucha succeeds John Bradshaw in the grocery business.

Charlotte—Bledan & Costa succeed Marco & Akas in the restaurant business.

Holland—Burns & Cole succeed Ed Van Drezer in the restaurant business.

Clare—The Wilson-Davy Co. has increased its capital stock from \$35,000 to \$50,000.

Detroit—The Duprey Faulman Co. has increased its capital stock from \$5,000 to \$10,000.

Jackson—The Imperial Sales & Parts Co. has changed its name to Universal Parts Co.

Port Huron—The South Park Lumber Co. has changed its name to South Park Mercantile Co.

Dowagiac—The Bishop Hardware Co. is closing out its stock and will retire from business.

Detroit—The C. B. Smith Hardware Co. has increased its capital stock from \$10,000 to \$30,000.

Luther—Henry Stout has purchased the Henry Caine restaurant and will continue the business.

Detroit—The Parkview Auto Garage & Repair Co. has changed its name to Parkview Sales Co.

Midland—M. M. Day lost his hotel by fire May 24 and the town is now without hotel accommodations.

Cheboygan—Ray Matthews has engaged in the fruit, vegetable and flower business in the Gerow block.

Bay City—Thieves entered the Dennison Hardware Co. store and carried away considerable stock May 25.

Flint—The Symons-Moffett Co., wholesale grocer, has increased its capital stock from \$100,000 to \$150,000.

Rockford—Bert Miller has sold his lunch counter and billiard parlor to Carl W. Hyde, who has taken possession.

Chelsea—The William Bacon-Holmes Lumber Grain & Coal Co. has increased its capital stock from \$5,000 to \$30,000.

Cedar Springs—J. D. Pierce has sold his stock of jewelry to E. B. Culver, recently of Ashley, who has taken possession.

Muskegon—Fred G. Neumeister, who has conducted a drug store at 117 West Western avenue for the past thirty-five years, has sold his stock and store fixtures to Torbeson Bros., who conduct a chain of stores throughout the State.

Clinton—R. H. Thompson, of Leipsic, Ohio, succeeds Miss Eleanor Mohr in the management of the Clintonian Hotel.

Howard City—The Larry Hardware Co. store was entered by burglars May 28 and the contents of the safe carried away.

Flint—Smith, Bridgman & Co., engaged in the general store business, has increased its capitalization from \$100,000 to \$200,000.

Saugatuck—James A. Aliber is closing out his grocery and crockery stock and will devote his entire attention to his shoe business.

Lapeer—Stephen A. Lockwood, dealer in general merchandise, has changed the policy of his store from a credit to a strictly cash basis.

Kalamazoo—Fire damaged the millinery stock of Miss Mae Tackaberry, at 116 East South street, May 23, entailing a loss of about \$800.

Ishpeming—D. C. Raphael, manager of the Style Shop, in the Pascoe building, has installed new show cases and fixtures throughout the store.

Grand Ledge—William Schavey & Sons are erecting a modern fire-proof garage on River street which they will open for business about July 20.

Dowagiac—Thieves entered the dry goods and clothing store of Israel Oppenheim May 26 and carried away stock to the amount of about \$400.

Port Sanilac—Dunlap, Burgess & Co. have purchased the general merchandise stock of the estate of William Thompson, Jr., and will continue the business.

Cadillac—F. Vandermarks has sold his interest in the bazaar stock of Nichols, Mertz & Co. to Walter Williams, who has assumed the management of the business.

Detroit—The Gaylord Stores Co. has been organized with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$1,000 paid in in cash.

Detroit—The Cosmopolitan Dispensary has been organized with an authorized capital stock of \$2,000, of which amount \$1,200 has been subscribed and paid in in cash.

Detroit—The Tractor-Truck Sales Co. has been organized with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$1,000 paid in in cash.

Hillsdale—L. D. Keyes, wholesale and retail baker, has closed his retail bakery on Howell street and removed the stock to his bakery at 25 Broad street, where he will continue the business.

Bay City—S. J. Skaff & Co. has been organized to handle rugs, carpets and textiles with an authorized

capital stock of \$10,000, all of which has been subscribed and \$6,000 paid in in cash.

Charlotte—Warren P. Wilkinson and C. A. Murray, who conducted two grocery stores under the style of Murray & Wilkinson, have dissolved partnership, each partner taking a stock.

Leslie—Mrs. Delia Barlow has sold her store building and harness stock to Jay DeLamater, who will remove his jewelry stock to the building and continue the business in connection with the harness store.

Detroit—The Michigan Tile & Mosaic Co. has been organized to furnish, install and deal in cement products with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and paid in in cash.

Manufacturing Matters.

Kalamazoo—The Acme Paper Curing Co. has changed its name to Acme Products Co.

Cadillac—The Cadillac Auto Truck Co. has increased its capital stock from \$200,000 to \$330,000.

Traverse City—The Helen Brick Machine Co. has increased its capital stock from \$15,000 to \$25,000.

Detroit—The Witchell-Sheill Co., shoe manufacturer, has increased its capital stock from \$75,000 to \$150,000.

Detroit—The J. C. Wilson Co., manufacturer of Wilson power truck and auto tops, has increased its capitalization from \$225,000 to \$1,000,000.

Caro—The Miller Auto Top Co. has been incorporated with a capitalization of \$20,000 to manufacture all year tops for ford automobiles.

Caro—The Miller Auto Top Co. has been incorporated with an authorized capital stock of \$20,000, all of which has been subscribed and \$2,000 paid in in cash.

Houghton—The Burns Cigar Co. has been incorporated with an authorized capitalization of \$5,000, all of which has been subscribed and paid in in property.

Allegan—The Blood Bros. Machine Co. has installed machinery which will enable it to do all of the work which it has had to have done for it in Chicago heretofore.

Marcellus—The Marcellus Milling Co. has been incorporated with an authorized capitalization of \$75,000, of which amount \$50,000 has been subscribed and paid in in property.

Detroit—The Picard Carburetor Corporation has been incorporated with an authorized capital stock of \$100,000, all of which has been subscribed, and \$25,000 paid in in property.

Vermontville—The Vermontville Co-Operative Elevator Co. has been organized with an authorized capital stock of \$25,000, of which amount \$4,000 has been subscribed and \$2,000 paid in in cash.

Holland—The Poole Bros. Ticket Case Co. has been incorporated to manufacture ticket cases, office furniture and fixtures for railway stations and will open its factory on North River avenue June 4.

Detroit—The Adams X-Ray Co. has been organized to manufacture X-ray machines, fire extinguishers, etc., with

an authorized capital stock of \$25,000, of which amount \$15,000 has been subscribed and paid in in cash.

Detroit—The Clark Electric Meter Co. has been organized at 1330 12th street with an authorized capital stock of \$10,000, all of which has been subscribed, \$1,000 paid in in cash and \$9,000 paid in in property.

Detroit—The Burton Motor Truck Co. has engaged in business to purchase, assemble, manufacture and sell motor vehicles with an authorized capital stock of \$5,000, all of which has been subscribed, \$2,000 paid in in cash and \$3,000 paid in in property.

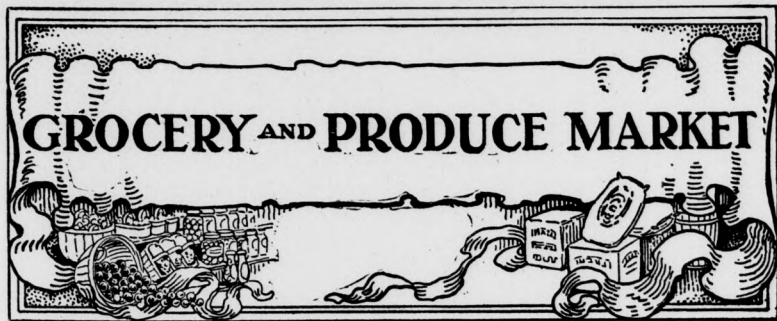
Pontiac—The McDowell Specialty Manufacturing Co. has been organized to manufacture self winding hose reels and other specialties with an authorized capital stock of \$30,000, of which amount \$16,310 has been subscribed, \$150 paid in in cash and \$16,000 paid in in property.

Detroit—The H-B-W Manufacturing Co. has been organized at 702 Gas building, with an authorized capital stock of \$100,000, of which amount \$51,000 has been subscribed and paid in in property. The company manufactures rotary motion clutch, rotary pumps, auto accessories, etc.

Small speculators all over the country are much concerned as to how Mr. Rockefeller is going to fare in his Government loan subscriptions. By asking for \$5,000,000 worth more Liberty Bonds, Mr. Rockefeller's subscriptions now total \$15,500,000. The speculators assume that Mr. Rockefeller, in order to get this amount, sold or will sell \$15,000,000 in securities yielding 5 per cent.—anyway, he could have gotten 5 per cent. interest by investing the amount in reasonably safe investments securities; therefore, buying Government bonds, 3½ per cent., he loses the difference in interest, 1½ per cent., or \$225,000. It is not difficult to say what his income tax rate will be: it will be the highest, say, conservatively, 50 per cent. If he had held his \$15,000,000 in ordinary securities, at 5 per cent., his income from that source would have been \$750,000. On this he would have been taxed \$375,000. But the income from the 3½ per cent. Government bonds is tax exempt. Therefore, his net gain would be \$150,000 for the year. Mr. Rockefeller is expected ultimately to subscribe for at least \$25,000,000 of bonds. The more he gets the more he saves.

The action of the Federal Court in Boston in indicting Henry J. Vinckelmulder and Moses Dark because of their connection with the alleged union trust will probably result the same as nearly all such prosecutions by Government officials usually do—in a fiasco for the Government and a large bill of expenses for both parties. The affair is an unfortunate one for all concerned. The Tradesman is confident that the Grand Rapids defendants will be able to prove that the claims of the Federal sleuths are wholly unfounded.

If every man could have his own way, how quickly others would get out of it.



The Grocery Market.

Sugar—The market during the week has merely marked time, the tone, if anything, being a shade easier, which is only logical when dullness prevails. June shipment sold at 4½c, but spot sugars brought 1-16c higher, so that it could hardly be said that Cuba pressed offerings. Refiners have no incentive for buying raws on a large scale at present since it looks as if the situation favored their viewpoint. Supplies are ample to cover the meltings the next few weeks, and new business in granulated is not large, thanks to the heavy deliveries which have filled up many empty places in the country. Moreover, the uncertainty as to what the duty will be and whether an internal tax will be imposed keeps sentiment unsettled. The House has stuck to the ad valorem on most of the free list, but the Senate may change it to an addition to the specific duty. In view of the opposition and influence of the South and West, it is doubted whether the consumption tax advocated in some quarters will obtain much of a hearing in Washington, although furnishing an equitable and profitable source of revenue. Food control is bulking large in the discussion of trade circles, it being believed that the Government will regulate the sugar industry in some such way as is being done in the United Kingdom. Taking over the refineries and beet factories would be less efficacious than purchasing the raws from Cuba and turning them over to refiners who would be allowed a certain margin of profit, thus stabilizing the price to the consumer. Of course, the effect might be to force the producer to take a lower figure since the competition of the British Commission would be to eliminate under this plan. Refiners quotations on granulated vary from 7½@8½c.

Tea—The situation locally shows little change. Business is practically at a standstill, pending developments in Washington, but there is no pressure to sell, stocks being exceedingly light and prices steady to firm. It is pointed out that the new crop teas will be late in arriving. American buyers not taking hold actively in the Far East to date. Cables report settlements of 35,000 half chests in Hankow, suggesting Russian buying. Owing to the high exchange and freights the Chinaman is not reaping any harvest.

Coffee—The market is still disappointing, there being a light demand from the country and prices ruling merely steady. The heavy tone to futures and free offerings from Brazil had some sentimental effect, but the

chief trouble with the market is the uncertainty as to the outcome in Washington which brings business practically to a standstill.

Canned Fruit—There is a good demand for apples, but offerings are light. Other fruit is in light supply and firm.

Canned Vegetables—At the moment there are no further offerings of spot tomatoes below \$2.05, largely because the market is at a standstill. A jobber who really wanted any might have no difficulty in buying below these figures. Futures have been offered as low as \$1.40, although most canners are asking \$1.50. Spot corn and peas command a premium for the small lots available from time to time.

Dried Fruits—Changes have taken place in the dried fruit situation during the week that are not without their significance. Probably first in importance is the announcement by the California Associated Raisin Company that they have sold out their 1916 pack, with the exception of negligible remainders. Following so closely upon the clean-up of peaches, it marks the 1916-1917 season as an exceptional one in every respect and one particularly profitable to the growers by reason of their strong organizations. In other years such conditions would undoubtedly have been of great profit to the packers; but the growers would have received little, if any, of the additional gains. If the supply of peaches in jobbers and retailers' hands does not last until the new crop, the country will hardly starve, and the same may be said of raisins, except that the latter will be missed a little more, as raisins have a more popular hold than peaches. Now comes the Prune Association preparing for the new crop. It is said that there are scarcely 2,000 tons of old prunes remaining in growers or packers' hands, so that virtually the new crop will come onto a bare market. How much of a benefit to the consumer the new Association may be remains to be seen. That it may be of some benefit is possible for the reason that at present future prune prices quoted by outside packers are about on a 7½c bulk basis, which is not considered justified by the present supply outlook, and the Association declares that it will name prices on the basis of supply conditions. Estimates as to the 1917 crop of prunes run well in excess of 200,000,000 pounds, even as high as 300,000,000, against about 165,000,000 pounds in 1916, so that a low price would seem to be justified and probable were it not for the fact that growers have had their ideas inflated by the tactics of the independent pack-

ers in naming high prices to the buyers.

Rice—The market continues quiet and prices rule steady. There is little interest shown by the domestic trade for the moment, the tendency being to await developments in Washington in the matter of food control. Exports are lighter at present owing to lack of shipping space. In the South the markets are quiet as there are limited offerings from the mills. The new crop is progressing favorably and the outlook is good for a large yield if the acreage planted is any criterion.

Soap—The market appears to be utterly devoid of any stability. Quotations have been advanced by Fairbanks and Kirk. Fels Naptha has been advanced 60c. Lautz Bros. sent out an advanced price list, which is reproduced in this week's price current.

Molasses—The market continues quiet and steady. There are moderate supplies but, on the other hand, the demand is lighter owing to the duty uncertainty, the reaction in syrups being also a factor. Arrivals of foreign molasses are small.

Cocoa—There is a quiet dragging market for cocoa, buyers still holding off for developments in Washington. There is some business doing in low grades, prices ruling fairly steady, although in some cases concessions are made to move stocks.

Tapioca—There is no feature to this market and it is ruling quiet and steady. No future sales were reported.

Sugar Syrups—The offerings of sugar syrups attract less attention and buyers are bidding low for the same, owing to the recent break in price. The export demand for the time being is light.

Corn Syrup—There is no change in the price of corn syrup. Cash corn shows no marked reaction and hence the comparative stability of the syrup. There is a fair demand from the various consuming interests, but exports are slow.

Spices—There was still considerable interest shown in peppers in sympathy with the firm cables, freights being high and primary supplies scarce.

Cheese—The market is a shade weaker for the week, due to heavier receipts and the hesitancy of export buyers to buy very much cheese to go abroad. Export buyers have been buying right along with the market, but have grown more discriminating as to what they buy, now that prices are so high. It is expected that prices may shade off a little soon, but one of the strongest influences just now is export buying.

Provisions—Pure lard is steady, prices being about the same as last week. Receipts are light and the home consumption moderate. No change is looked for in the immediate future. Compound lard for the week was only steady, with light offerings from the manufacturer and a good consumptive demand. The Government is a large buyer of cottonseed oil, out of which it makes glycerine, and this will undoubtedly affect the compound lard situation. Smoked meats are firm and unchanged, with

a fair consumptive demand and moderate supply. Barreled pork is firm and unchanged, with a light supply and a light demand. Dried beef is firm at ruling quotations. Canned meats firm, with a fair supply and moderate demand.

Salt Fish—The market is dull. The only mackerel on the market now are the large sizes, which are not in active sale, although some are selling every day. The Government asked for bids on 1,000 barrels of mackerel, but have not gotten any bids up to date, because nobody seems to have as much as 1,900 barrels. Cod, hake and haddock have taken a back seat for several months, and the situation is entirely unchanged.

Two Notable Flags.

Among the many beautiful displays of flags in the city the most noteworthy are those of the American Laundry and the Evening Press. The former is made up of electric lights and is one of the most artistic accomplishments in that line ever undertaken. Traveling men who visit hundreds of cities insist that this exhibition is the most successful electrical effect they find anywhere.

The Evening Press accomplishment is just an ordinary flag kept in motion by a concealed fan and lighted up at night by the rays from a powerful electric lamp which is not visible from the street level. The effect is most remarkable and the maintenance of such a contribution to the patriotic sentiment of the community is at once an inspiration and an example.

This is the last opportunity the Tradesman will have to appeal to its readers to devote as much time as possible next week to the programme prepared for the Merchants Congress. The topics selected are live ones and their presentation will be by men who have had actual experience along the lines they will discuss. The first Congress, held last year, was well attended, despite the unfavorable weather which prevailed every day the Congress was in session. It is hoped that the excitement incident to the war will not preclude a still larger attendance this year, because several of the subjects selected have particular bearing on the unusual conditions which prevail in the mercantile world at the present time.

There never was a time when the trade journal was as necessary to the merchant as at present, when markets are wild and excited and prices possess no suggestion of stability. To part company with any good trade journal in times like these, when conditions are critical and the future obscured by doubt, is to make the mistake of a life time.

Glazat & Balgooyen have leased the Thomas Welsh & Son store at Highland Park and put in a grocery stock, furnished by the Worden Grocer Company.

Nick Bouma & Sons, implement dealers at Byron Center, have added a line of groceries. The Worden Grocer Company furnished the stock.

KILLS HIS OWN CHANCES.

Lazy Salesman Wastes Time, Money and Energy.

The "Jobbers' Lazy Salesman" is a funny fellow, or rather he is amusing to some people. However, the jobber who has to foot the bills is entirely unable to see that funny side of his salesman. It is, indeed, a very serious problem to him.

It is really a pity that some men are so constituted that they must play the part of the jobbers' lazy salesman. And this is all the more of a mystery when one stops to consider how easy, pleasant and profitable it is to perform some really constructive piece of work—to stand upright and be a man among men.

If the jobbers' lazy salesman was vindictive and malicious it would be but proper to give him a good roasting—in fact to abuse him considerably, but he is neither. Aside from being a thorn in the side of his employers, as well as a source of necessary expense, he is more or less harmless.

He is not offensive. Merchants treat him with tolerance but do not buy his line. True, his indolent tactics work a real injury to his house, but in the end he hurts himself more than he does anyone else. Watching him at work one is at first aggravated, then amused by his antics.

A Hook Worm Victim.

The jobbers' lazy salesman seems to be just one of those unlucky chaps which the Hook Worm has claimed for its very own. He laughs some, grumbles a little and works a bit too, but he has never been known to suffer nervous prostration because of zealous devotion to his duties.

Most people would say he is worthless and then dismiss the subject. But he is not altogether worthless. One feels at times that there are some virtues lurking in him, and it is this feeling—this hope of uncovering these good qualities, which keeps him on the pay-roll for a while.

He is neither a chronic kicker nor a grouch. Frequently he emits a ray of sunshine and occasionally displays a flash of speed which makes his future loom up bright and promising. Then he subsides—gets back into his normal stride, and plods along on his weary way until some faint spark of ambition again goads him into a little faster pace for a brief time.

His conversation generally consists of the most commonplace topics. He figures it is too much trouble to keep up with the news of the day, and as a rule he is about a mouth behind. Even then he has but a smattering knowledge of what is going on about him, and most of this sifts into his system from hearsay sources.

Let us pick out a typical specimen of the jobbers' lazy salesman, christen him "Bill" and go along with him while he calls on the trade so we can ascertain how he operates. "Bill" will not object to our accompanying him. He desires company because he really has a conscience, and when he can talk to someone it furnishes him a good excuse for slowing up. So we will go along with him for a day or so anyway.

Let us say that "Bill's" assignment is such that he can get back home every other Saturday night, at least the house is perfectly willing that he do so. But Bill does not wait for Saturday night before hiking for home. No sir-e-e! It is not at all uncommon for him to arrive a full day ahead of schedule time. And something is wrong when he is not headed in that direction Saturday morning.

Bill will tell you there is no use in trying to sell goods on Saturday. He will explain that the merchants are all too busy, and that a salesman wastes his time fooling with them. He can prove it to you too. "Of course" he will say, "if I wanted to make a nuisance of myself, and annoy some dealers to death I might scare up a little order here and there, but life is too short for me to do that."

Well, anyhow, Bill has been lounging around home for at least thirty-six hours or more when Monday morning arrives, and he looks forward to the week's work with just about as much pleasure as a condemned man does to his execution. "My, if I could stick around here a bit I'd be one happy man," he says as he slowly prepares for breakfast. And he digs in to that breakfast just as if he was not to have another one for a full week. He will say with confidence, "I simply can't work on an empty stomach," and then proceed to gorge himself with a quantity of food that would kill a hungry boa-constrictor.

Starts on His Trip.

He reaches his first stop on his route at 10 a. m. and finds that his competitor, who left home on an earlier train, had covered the ground and gone on to the next town on the very train on which he had arrived. He will not admit it but he realizes that had he done without breakfast at home, and caught the early train, he would have had ample time to eat it in this particular town. He knows, too, that this would have put him on an equal footing with his competitor because he would have at least had a chance to divide the business with him.

He silently bemoans his fate—calls himself unlucky, but makes a stab at getting some business anyway. He ambles into the first store he comes to, gives the merchant one of those limpy, fishtail hand shakes, and says—"Well, Bo, what do you know?"

"Not a thing, Bill; how's tricks with you?" replies the merchant.

"Oh, everything's on the fritz proper; you know, just one little old thing after another to worry the life out of a fellow," Bill says as he eases down into a handy chair.

"Been down to the home office lately?" asks the merchant.

"Yes, I ran down on some important business a week ago—they wired me to come in and help 'em straighten out some tangles. I ends the trip up with a big fuss with the boss, and believe me, Bo, what I told him was a good and plenty."

The merchant had not come in contact for many years with a few salesmen like Bill without getting a pretty good slant on them, and down in his heart he knew full well that what Bill really told the boss consisted of excuses and promises.

He Roasts the Boss.

"You know," continued Bill, "he is getting so nobody can please him; he's more fretful these days than a sick child. He thinks I should sell all the goods shipped into my territory and get more for them than anybody else; guess he believes I'm some sort of a wonder worker."

"That's the way things go these days," responds the merchant. He will not commit himself in anyway because the house has always been most reasonable and considerate of him.

Bill leans back, crosses his legs, and continues:

"Another thing that gets on my nerves down there is that little old dried up, pigeon-toed book-keeper. Man, Oh man, but I burnt him up this last time. If I ever hear so much as a mild little murmur from him again I'm going to make it necessary for him to annex a new face. Honest, I am! If I ever do shove one across at him he'll think an army mule kicked him sure."

Here Bill pauses for a minute, looks dreamily out of the door, beats a little tattoo with his foot, and resumes:

"Why, do you know that every time I go in he slips a few whispers in the boss' ear, and then the old man gets me on the carpet and log-rolls me about a bunch of puny little balances which have been left open on a few accounts; wants to know why I didn't get 'em settled up and all that sort of thing. And another thing—he had the crust to flash all my expenses, said they were running higher than any of the other men."

Bill leans forward, begins to emphasize his remarks with a pointed finger, and his eyes sparkle a little because the book-keeper had really tipped off his true colors to the boss.

Won't Work Himself to Death.

"He's got nothing to do with my expenses, or how much I sell," Bill says, "I'm gettin' dog-tired of this road game anyway, and I won't stand for a little rat like him shoving his face in my affairs. I'm wise to the whole shebang, and I've got too much sense to work myself to death for anyone and get no thanks for it. Yes, you bet I have."

After a dull pause of a few moments Bill asks—

"What you got on your list?"

"Not a thing to-day, Bill!"

"What, ain't there nothing on the log for the lizard?"

"No, Bill, I really don't need a thing to-day; I'm sorry."

"I'm bound to have an order of some sort. Don't you need some sugar, coffee, meat or lard? And how about some tobacco?"

"What kind of deals can you make on tobacco?"

"Oh, we can give you the very best deals; what was you thinking about?"

"Never mind—I don't need any; I was just asking."

The merchant knew at once that Bill was just bluffing, and was totally unable to figure simple deals. He made up his mind right then not to waste his time with Bill, but would wait and buy his tobacco from some one who was able to give him intelligent information about deals.

The jobbers' lazy salesman never bothers his head with deals on this much used commodity.

Finding that he could not even sell the merchant the staples he indifferently eases him a statement of a past-due account. The merchant quickly notes the lack of interest and firmness in Bill's manner, so says: "I'll see you next week about this, Bill, in fact, I'll give you a big check and may even wipe out the whole account."

"All right," replies Bill as he gets up, yawns, stretches and continues: "Now, don't forget me next week—save me some kind of an order anyway," he says as he shuffles to the door. He feels that he has done his full duty, and figures that if he was to insist upon the payment of the bill he would incur the merchant's ill will and, after all, it was square up to the firm to worry about collections, and no concern of his.

Dinner Most Important.

Bill walks out, glances up at the sun and says to himself, "Well, one thing sure, it's not long until dinner." He goes into the next store. The merchant knows Bill of old, and knowing him to be easy he says: "I'm a little busy now, Bill. Suppose you see some of the rest of them and come back after dinner?"

"All right, I'll see you later," answers Bill.

The merchant has no intention of buying anything from him, and this is just an easy method of stalling him off.

After having about the same experience at three other stores he shows up at the hotel without a single order or collection.

"Say, boy, how long before dinner?" "One o'clock sir," promptly replies the boy.

He casually scans the register, and glances over some old out-of-date newspapers to kill time until dinner is announced. And he is the very first man at the table too. In less than five minutes the food looks as if it had been gone over with a lawn mower for an arm's length in every direction from him. After dinner he takes a nap.

Close to 3 p. m. he walks into a store and, realizing that he sold nothing, he strives hard to land an order for a barrel of sugar. Finally, he sells it and one or two other staple articles at a reduced profit, which was less to his house than if he had sold a pound of nutmegs, or a caddy of tobacco.

He goes to the next town where he spends the night. Before retiring he sends in three small orders, and reports two collections amounting to twenty-five dollars.

The Day of Reckoning.

When that inevitable day of reckoning finally arrives Bill shows up at headquarters one Saturday afternoon. He delays reporting at the office until the last minute. When he gets within a hundred yards of the office his heart grows a trifle faint. The enquiring eyes of the boss and the book-keeper make him wonder for the first time if he has really delivered the goods on this last trip?

He braces himself and takes courage by remembering how impossible it is to please the boss even if he sold

everything in the store for cash, and got a bid on the building. And as for the gimlet-faced book-keeper—he would certainly fix later if he continued to butt in. He told himself that any fool could sit behind a desk and scribble over a set of books all day, but that it required a real man to sell goods.

"Come in Bill; how did you find things this trip?" enquired the boss pleasantly.

"Not much," answers Bill. "Things are in pretty bad shape all along the line. The merchants are not buying a thing on account of the war. I ran across a bunch of salesmen this week who hadn't even scratched. We are selling more goods than anybody else, but it's an uphill business—keeps a fellow moving early and late."

"How about Farmer & Planter's big store in Grovetown—I noticed you didn't sell them anything?"

"No, I called on them but Mr. Farmer who does all the buying, was out of town, so I didn't waste any time fooling with Planter; he's merely a figurehead you know."

"How about the commissary at Milltown?"

"Well, they would have given me a big, juicy order, but they had just decided to cut down their force, and may even shut down altogether, so they were not buying a thing."

"How about that old account of Stringum & Long down at Stonebottom?"

"I saw Mr. Stringum and had a good talk with him. He said it wouldn't be long before he would settle up in full. You don't have to worry about them—they are just as good as gold."

"Why, Bill, that's all you know about it—they're on the verge of bankruptcy."

Bill kept excuses and explanations on tap. He could prepare an alibi as quick as a wink. The interview finally ended, and he headed homeward, relieved and glad that the following day was to be Sunday so he could rest up a bit.

Loses His Job.

One Monday morning Bill did not go out on his trip because he claimed he was sick. During the first week of his absence, and following an investigation, the boss became convinced that something was wrong with the class of work Bill had been putting up, so he gave him his marching papers.

Sore and sarcastic Bill proceeded to make the rounds of the specialty men whose goods he had "pushed," and told the division managers for coffee, tobacco and soap manufacturers what "a dirty deal" his house had handed to him. All the satisfaction he received from this source was: "I'm sorry, Bill, but I haven't a thing open. Wish I could do something for you."

After five years of unsuccessful and ever changing business ventures Bill secured a job back of a retail grocery counter. He now wears a white apron, and realizes that it is a far call from a can of salmon and a dry cinnamon bun to the table of the rural hotel groaning under its weight of steaming viands, and with all expenses paid.

To-day Bill considers himself a victim of circumstances, and a martyr to

hard luck. He marvels at the workings of fate and the doings of Providence.

It never occurs to him that a golden opportunity came to his door in the days of his youth, and knocked loudly, but vainly. Neither does he appreciate that he then had health and strength, and that it was the very time to have made himself solid for life.

The jobbers' lazy salesmen exist to-day but fortunately not in large numbers. There are some who seek what they believe to be the pleasant pastures. And unless they awake to the full realization that only through honest, intelligent and energetic effort can they even hope to come into a permanent reward they will have the same finish as Bill.—Open Door.

The Economy of the Grocery Jobber.

As wholesalers we believe that in the present system of distribution of merchandise through jobber, to retailer, to consumer, we have certain responsibilities toward the public.

As an important agency in the service of distribution from the producer to the consumer each of our members renders an indispensable service to the other links in the chain, including the manufacturer, the retailer and the consumer. The more real, the more efficient we can make this service, the more indispensable it must become to all.

However, it is one thing to render a real service and quite another to have that service clearly appreciated by those benefited. It is clearly a part of our responsibility to see that the extent and character of our service is properly impressed upon all concerned; that the general public as well as each factor in the distributing service realize the futility of the plans to take incomplete and impractical schemes of distribution and graft them on to the present long established system.

No fault could be found with such schemes if they were in any degree complete, in the sense of being able entirely to displace the service rendered by the jobber and local retailer. The danger lies in the lack of a more general and specific realization of the true nature of these extraneous agencies of distribution, whose only effort is, in fact, to "skim the cream" of the trade in profitable items and on bulk purchases by big consumers, leaving the handling of the more unprofitable lines largely in the hands of the jobbers and retailers of the regular system.

The fact that the wholesale grocer carries under one roof everything that the retail grocer sells is in itself a great service. The wholesale grocer buys in large lots and gets the benefit of carload freight rates, as well as the very lowest price on quantity purchases for cash.

Instead of giving orders to twenty or thirty manufacturers each week the retailer groups the items and gives them to his jobber and actually pays less for them than if he had to deal directly with each of the various manufacturers. He gets his goods quickly with the least possible amount of bother and delay and always knows

just where he can get anything he wants.

Without the service of the wholesale grocer, each manufacturer would have to be his own sales agent to the retailer. This would add greatly to the cost of goods because of the higher expense of selling them. The retailer would then have to buy his supplies from many concerns located in all parts of the world. That would mean a great deal of work in giving out separate orders and keeping track of them.

Other difficulties would be the delay in getting the goods from so many sources. The comparatively small lots in which the retailer would necessarily have to buy from each firm would increase the cost of the goods and the expense of having them shipped from many different points.

The well organized wholesale grocery house renders another service which is perhaps more important than any of the foregoing. That is in the selection of goods suitable for the needs of the retail customers. The jobbing house employs specialists, who know intimately the items in their particular department, and the retailer has the benefit of their expert judgment.

Anyone who will investigate along these lines must be impressed with the fact that without the service of the wholesale grocer the work of the retailer would be vastly increased and complicated. Goods would cost more, and this would have to come out of the pockets of the dealer and the consumer.

Much of the success of the retail dealer, and consequently of the wholesale grocers who supply him, depends upon what people think about the service rendered by these distributing agencies. If the general public gets the idea, that the present system is wasteful and inefficient it must tend to divert a considerable volume of business. No doubt such false impressions as have gained acceptance have been inspired to a great extent by those interests antagonistic to the present system. If these extraneous systems of distribution were to attempt to give the same service as rendered by the retail dealer they would not be able to equal his prices nor the quality of his goods.

I do not believe it pays to complain to those who do not co-operate fully

with us. What they need is to have the truth of the real situation brought more forcibly to them. Every link in the chain needs to understand more clearly the real service it is performing as well as the possibilities for greater service.

Up to date no better or more economical plan has ever been devised than the present plan of distribution from manufacturer to wholesaler, to retailer, to consumer method.

O. C. Mattern.

Personality Portraiture.

Nothing is so fundamental in creating a real and noble personality, as the choice of a high ideal. Let a man choose such an ideal, and follow it loyally, and he may give up all concern for his character; it will form itself. Such a man is emancipated, not only from the temptation to be selfish in his friendships, but from most of the fears that beset men of less clearness of purpose.

Such a man is much less affected by the happenings of outward fortune, by material disaster of every kind, than is a man who has not this inward guidance and the constant pressure of the ideal upon his own nature. He is emancipated from the fear of men, because men can neither make nor mar his career; he is emancipated from fear of disaster because conditions can neither make nor mar his career; his only source of fear is disloyalty to his own purposes, and that is a fear which guards and protects rather than depresses.

Such a man discards, one by one, all those things which belittle human life and fill it with weakening and corroding anxieties.

He is not disturbed by the confusion of aims which he finds in the world about him; he is not concerned about his enemies, for he has none whom he has consciously made; he thinks generously and fearlessly of his friends, and he is lifted above all outward changes of fortune by the spirituality of the end which he has chosen. Hamilton Wright Mabie.

Bad Business.

Deaf and Dumb Beggar—"Do you think it looks like rain, Bill?"

Blind Beggar—"I didn't look up to see, here comes one o' my best customers!"

DIAMONDS FOR GRADUATION

The Herkner collection of Diamond Jewelry is the largest display shown in Western Michigan.

Prospective buyers of Diamonds should consult us before making a purchase.

Our Quality and Values should interest you.

J. C. Herkner Jewelry Co.

114 Monroe

121 Ottawa

MICHIGAN TRADESMAN

(Unlike any other paper.)
Each Issue Complete In Itself.

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OF BUSINESS MEN.

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Three dollars per year, if not paid in advance.

Canadian subscriptions, \$2.04 per year, payable invariably in advance.

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Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

May 30, 1917.

HOW TO HELP.

The United States Department of Agriculture says the statement made at the recent agricultural conference at St. Louis that the poultry products of the United States could be doubled within a year means that if everybody in a position to help did their part six hundred million dollars' worth of food would be added to our supply this year.

This includes both meat for the table, and eggs. Very few farmers practice a systematic plan of disposing of their fowls after they have ceased to be productive, although it is well known that fowls of the heavier breeds, such as the Plymouth Rocks, cease to produce a profitable number of eggs at the end of their second laying year, and that this holds true of the lighter breeds, such as the Leghorns, at the end of their third laying year. Consequently, if efforts were made to dispose of all females when their best laying days were over, a large quantity of poultry meat would be placed on the market. All poorly developed chickens should likewise be culled out and used as meat. This way of disposing of unprofitable fowls would allow the farmer to feed his grain to younger and more productive fowls.

Caponizing the cockerels that are not intended for breeding purposes will not only increase their size but will place a more desirable poultry meat on the market. Another practice that should be adopted more widely is that of fattening all chickens that are to be marketed before they leave the farm. This can be done easily by confining the birds for a week or ten days and feeding them a good fattening ration. They will come to market then in better condition, and the farmer will receive a profit for their added weight.

The greater production of turkeys, ducks, geese and guineas, all of which can be profitably raised and a ready market found in most sections, would increase the supply of poultry meat considerably. The production of ducks especially should be emphasized at this time, because of the rapidity with which they grow. Ducks of most of the meat breeds, properly fed and managed, frequently weigh from five to six pounds at ten weeks of age. It is estimated by poultrymen mak-

ing a specialty of growing ducks that the feed cost per pound of producing duck meat ranges from 8 to 12 cents, depending upon the current prices of grain and feed.

The number of marketable eggs can be increased by following a few practical suggestions. Among the most important of these are the production of the infertile egg after the breeding season is over, and the proper handling of eggs by the farmer before sending them to market. The production of the infertile egg and the proper handling and marketing of eggs by the producer would increase tremendously the number of marketable eggs each year by diminishing the quantity that are rendered unfit for food.

An increased production of ducks' eggs is advisable where available markets are found.

CURTAILING ONE ABUSE.

That the executives of large department stores may by concerted action endeavor to check one phase of the return goods evil is a possibility of the near future.

The angle of the situation referred to is c. o. d. buying as it affects purchases under \$1. Not only are purchases totaling amusingly small amounts requested sent to the customer's home collect, but very frequently such merchandise, when delivered at the purchaser's residence, is refused. The store, in addition to going to the expense and trouble of sending home these very small packages, in such cases also must have them brought back, unpacked and put back into stock.

The return goods evil has had reams written concerning it, and many a writer and store executive has set forth means for eliminating it altogether—or at least remedying it and reducing the percentage of unfair returns. It is a very difficult phase of retail merchandising to combat, and admittedly leads to many unfair tricks being practiced on the different stores—but the only thing found so far to do is to make the best of it, for it is rather hard to make a customer keep something she does not want, and hope to retain her patronage at the same time.

With these small c. o. d. purchases, however, it is different. If the stores get together and agree not to make any c. o. d. deliveries of goods amounting to less than \$1 it will stop such requests as having a 55c neckwear sent c. o. d., and perhaps refused, and also a paper of pins, hairpins, button molds and similar small purchases.

Often when a woman enters a store, looks around from counter to counter in the different departments, she feels after she has been in the store a while that she ought to buy something. She consequently orders a small purchase sent home c. o. d. Then, on getting home and thinking it over, she decides she does not need the purchase after all—and it frequently is refused.

If wishes were automobiles, beggars might kick for airships.

AN ALL STAR CAST.

The Merchants' Congress to be held in Grand Rapids on June 5 to 7 will be the most important gathering of retailers in Michigan this year and should be attended by the largest possible number of progressive retailers.

Questions of the most vital importance to the retailers will be considered and discussed. These questions are more important this year than they were last year because war conditions have so changed the problems of retailing that many merchants are confronted with a situation they are facing for the first time.

The market price of nearly every commodity has advanced. Has it reached the top? Shall the retailer buy long or short? Will present prices keep up for long? Will merchandise be plentiful or scarce. These and many others are the questions of the day. These are the questions which retailers are perplexed about. These are the questions which will be considered by the best men in the business to-day who will be in attendance at the Merchants' Congress.

Every speaker on the programme is a strong man. It would be difficult to pick out the "star" attraction. This fact is true, however, the first day's programme is an exceedingly strong one. Mr. Garver, of Strasburg, Ohio, is a man who has fought and won a wonderful fight. What he has accomplished has brought him National recognition to such an extent that National publications have vied with each other in presenting his story. The first day's programme is an attraction in itself and well worth the trip and expense to Grand Rapids, and then, after the retailer is in Grand Rapids, he couldn't afford to go home, because the second and third days' programme are just as strong as Tuesday's.

The average retailers' convention has one or two prominent speakers and, as a rule, much time is devoted to pleasure, elections and other matters. Here is an event with an "all star cast." Not a dull moment on the entire programme and no wasted time. Every retailer who is anxious to serve his customers better, every retailer who wishes to reduce his worries, decrease his losses and increase his profits, should attend the Merchants' Congress.

CANNED VEGETABLES FIRM.

With the exception of tomatoes, there is a growing possibility of a clean-up in canned goods in jobbers' hands before the new pack is available. As a matter of fact, this has already happened in many lines, and jobbers all declare that their stocks are full of holes. In addition to heavy private buying there has been an enormous demand from unusual sources, such as the Belgian Relief, the Red Cross and the army and navy, to say nothing of an enlarged South American trade fostered by the Government and the big financial institutions. The one hope is that the heavy buying by consumers, who have been hoarding canned goods in the fear of a panic, coupled with the advent of fresh foodstuffs, will check the de-

mand from retailers sufficiently to allow remaining supplies to last until the new pack. Most of the jobbers have delivered their quota to the navy under the recent requisition on the understanding they were to be paid 50 per cent. of the bid price immediately and the remainder to be determined by the President. This means that some jobbers have more than \$100,000 tied up, as thus far not even the 50 per cent. has been paid for a number of the items. According to one large jobber, any careful investigation by the Government will reveal the fact that the prices bid were correct and based on actual supply and demand conditions prevailing at the time. Now there is the army requisition in the market and it is an open secret that some of the jobbers will not attempt to bid, while, all told, it is not believed that the Government will be able to buy all the goods it asks for. Even so, it will mean that in a number of instances private buyers will have to go without.

On the question of tomatoes, the situation is becoming quite interesting. Throughout the season buyers declared that there were enough tomatoes to go around, and if not, what has become of them? Speculative holdings are believed to be considerable, which would indicate that present prices are inflated. There is no demand for tomatoes at the present time, as retailers appear to be well stocked up and, furthermore, it is reported that the public is not buying, being undoubtedly influenced by the high prices. In other words, the present prices are just a little more than the traffic will bear, a contingency that seems to have been overlooked by the large operators.

Developments of the past week in this city have shown that there are some people in this community who are posing as leaders who are not worthy to be tolerated in their present positions. This refers to the disclosures which have been made regarding the movement—evidently inspired by German influence—to hinder registration, hamper enlistment and precipitate peace before the great object of the war—defeat of the Kaiser and the destruction of the things he stands for—has been accomplished. Among the people implicated in this movement are two clergymen of liberal faith, a public school teacher who has been a most pronounced pro-German ever since the Kaiser started the war and several others who ought to realize that there is a line beyond which citizens of the Republic should not go in times like these.

The retail merchant who is not making money in these times of rapid advances in merchandise, so that he is able to liquidate his indebtedness, pay himself a good salary and make his associates very happy over their investment in his business, is either a back number or a "no good." The merchant who cannot make a record showing this year might as well come to the conclusion that he is not adapted to pursue a mercantile calling.

He is anything but a good barber who cuts an acquaintanceship.

Michigan, Wake Up!

Help Our Nation Win This War!

Show our enemies we are a united people—Show our allies we are loyal to humanity—Show our soldiers we are with them **Buy Liberty Bonds** and keep the wheels of industry turning—that all may work and none may want.

BUY LIBERTY BONDS TODAY

\$1.00 TODAY IS WORTH \$1,000,000 TOO LATE

If this war lasts one year a million of our boys will be in the trenches. If it lasts two years another million must go to follow them to unmarked graves. After that—what?

The Liberty Loan Will Shorten the War

You have the chance to loan your surplus to the richest nation on earth, at good interest, for bonds, United States Government Bonds, that will be worth more every day you own them. Your bond will help to bring peace to America and all the world—FOREVER.

This Money Will Be Spent

in this country—every dollar. It will keep business going—it will hold your job. The country asks you to loan only what you do not need. If you fail now and the country is forced to demand, you will have nothing to give—it will be too late. America and her allies must win this war—but when?

You would give to save one life—you must loan now to save a million.

**Shall we Loan our money to our Nation? Or shall we hoard it for our enemies?
We have our choice—the call has come!**

Any Bank, Trust Company, Bond House or Postoffice will tell you how. Any man, woman, boy or girl can help end this war.

Put Your Name on the Roll of Honor

Don't think that those who invest millions in these bonds can take care of this loan.

They Will Help Mightily

But the \$50.00 and \$100.00 lenders are the ones who will swing this **BIG LIBERTY LOAN!**

This is Not a Rich Man's War—It is Not a Poor Man's War—It is a World War to a Finish!

Our soldiers give their lives. Shall we refuse our dollars? We are prosperous—yet.

So were our allies—three years ago.

Our women and children are safe—yet.

So were the women and children of France, Belgium and Poland—three years ago.

They and their fathers and brothers have given life and more than life, standing between us and the enemy.

Canada, across the lake from us—could she have done more than she has done for us? England, Ireland, Scotland, Wales, France, Italy, Russia—all our allies—are in the last fight for humanity.

**Our Country Asks That THOSE WHO CANNOT FIGHT—LOAN DOLLARS
“Choose You This Day Whom Ye Will Serve”**

Information and Liberty Bonds May Be Secured of the Undersigned:

The Old National Bank—Fourth National Bank—Grand Rapids National City Bank—Grand Rapids Savings Bank—Kent State Bank—Peoples Savings Bank—City Trust & Savings Bank—Commercial Savings Bank—Grand Rapids Trust Company—Mich. Trust Company—R. E. Coleman & Co.—Kusterer, Hilliker & Perkins—Thurman, Geistert & Co.—Howe, Snow, Corrigan & Bertles.

PIGGLY WIGGLY.

Most Unique Grocery Store in the World.

The Piggly Wiggly, of Memphis, Tenn., is one of the most extraordinary grocery stores in the United States.

Its name is copyrighted, so no one can steal that unique possession.

But it is a safe bet that within six months there will be a good many imitators of the unusual "grocerteria" system which the Piggly Wiggly has adopted, and of the still more unusual system of advertising.

The Piggly Wiggly advertising, like the Piggly Wiggly name, is absolutely unique. Nothing like it has ever appeared before.

The keynote of the Piggly Wiggly system was set forth in its first page advertisement in the Memphis Commercial-Appeal, Sept. 10, as follows:

"If you want to trade with a store that has cut out all the frills of merchandising and a store that offers food products to you minus the expense of credit, minus credit, minus book-keeping, minus clerks as salesmen, minus useless waste of paper and twine, minus delivery expense, minus all this wasteful expense, then the Piggly Wiggly will suit you."

Thus far, the Piggly Wiggly plan is about the same as the California plan. There are many of these grocerterias, where the customer waits on himself, in California.

But here are some of the very unique ideas which have been adopted by the Memphis Piggly Wiggly:

A charge is made for paper bags, according to size.

If the customer wants a basket to carry home his or her purchases, the price is 3 cents.

No one is allowed to enter the store with packages of any kind. The packages must all be left at the door.

If you bring your own basket, it must be empty when you go into the store.

A price list pamphlet, quoting prices on all goods is distributed free to the public.

Everything ready wrapped in packages, so the customer is not delayed in waiting for goods to be put up for him. Even the lard is sold in cartons.

Store closes from 1 to 2 o'clock for lunch.

There are only a few of the unique and interesting features of the Piggly Wiggly.

The Danger of Theft.

One of the first things that occurs to the average person is that there will be a lot of people who, if turned loose in a grocery stock, will slip articles into their pockets. The store discusses this question with its usual frankness in one of its page advertisements. It says:

"They said they would steal from us.

"We said they wouldn't, and we meant it. There may be some downright thievery in the world but we don't hold the average opinion that everybody is a thief except ourselves. On the contrary we know that most everybody is honest and we are willing to take our chances on the hon-

est folks being in such a large majority over those that are dishonest that we are not worried a bit over losing anything through dishonesty.

"We place every person on his or her honor who enters this store and we believe that if you look deep enough into any sane person's make-up you will find an honor spark that will blaze into flame.

"What will you do if you catch anybody stealing," was the next question. We answered:

"We will tell him or her to go home and pray."

"Don't Blame the Grocer."

The attitude of the Piggly Wiggly toward the other grocery stores is rather interesting. It damns them with faint praise. It urges the public not to blame the grocers, and says that the grocers are not making any money, and the public ought to expect to pay good prices when they demand so much service. And it points the moral by adding that the sensible thing to do is to quietly quit your regular grocer and bring your trade to the Piggly Wiggly. Here is the section:

"A complete price list will be handed to anyone who requests it. Ask us for one.

"Of course we can sell cheaper than the ordinary cash grocery because we have eliminated twice as much of our overhead expense as they are able to do.

"There is not a single store in town charging you more for groceries than their customers make it necessary for them to charge. None of them are getting rich on the prices they are charging. They, on the other hand, are getting poorer for the service demanded of them by their customers.

"Don't 'bawl out' your groceryman because he can't sell you as cheap as we can. Don't make his life any more miserable by heaping your wrath upon his already burdened shoulders. Spare him, please, all the pain that you can. You can do this by quietly making your purchases at the Piggly Wiggly."

The Rules of the Store.

Here are the rules for playing the Piggly Wiggly game, as published in one of the first advertisements used by the company:

"Our Rules—Read Them!

"Every customer must wait upon himself. A basket can be purchased at the entrance to the first aisle for 3 cents or you can bring your own basket if it is empty. No one will be allowed to go into the 'entrance' aisle with packages of any kind. If you have packages with you they must be left with the boy who sells the baskets before you enter the first aisle. When you have finished making your selections and come out of the 'exit' aisle to the checker's desk you may, if you choose, purchase a paper bag from the checker and return your basket to the 'basket' boy, who will refund you the 3 cents you paid for same. If you want to use the basket to carry to your wagon, buggy or automobile, the article selected by you and then return the basket for your refund this also will be permissible.

"If you don't care to use a basket that also will be your privilege, but you will not be allowed to use a paper bag inside any of the aisles. You can bring a paper bag with you if you want to, but it must not be used until you reach the checker's desk. The checker will give you a sales slip after inspecting the packages selected by you and you will then pay the cashier for what you have purchased. The transaction ends at the cashier's desk.

"This is how you are to purchase case goods:

"Sugar in 100-pound bags. Barrel of flour or large package of lard.

"Go to the checker's desk; tell the checker what you want. He will make out an order on the 'Case Goods Man' after you have paid for the articles wanted. You will then present your order at the side door of the Piggly Wiggly and receive what you have paid for.

"Every article is priced and conveniently displayed for your inspection and selection. All you have to do is to pick up what you wish to take home with you, carry same to the checker's desk, pay the cashier and go away with your purchases."

More Piggly Wiggles.

The Piggly Wiggly was established and is owned by United Store No. 20, one of a chain of cash, no free delivery stores at Memphis.

"If you don't like the Piggly Wiggly style," says one of the Piggly Wiggly advertisements, "let the new United Store No. 20 serve you.

"Piggly Wiggly Junior will make its advent into the world in about two weeks at the corner of Poplar avenue and Dunlap street. The Junior Piggly Wiggly expects to have other brothers as fast as the stork can bring them into the world, and they will be known as Piggly Wiggly the Third, Piggly Wiggly the Fourth and so on."

Large Average Sales.

According to the reports which the Piggly Wiggly makes of its own progress since it was started on Sept. 10, it has been making an unusually big "per capita" average on its sales.

On the day the store opened, there were about 900 customers in the store during the day, and they bought nearly \$900 worth of goods.

On Saturday, Sept. 22, the gross sales were \$1,163.33, and the number of customers was 1,200—which is practically \$1 per capita. Grocers who run cash stores will realize that this is an unusually big average for stores situated as the Piggly Wiggly is situated.

If this average can be maintained, it seems as though the success of the Piggly Wiggly is assured.

Cultivating a Harvest of Vain Regret.

Sez I, "Father Malone, what's your opinion of a perfectly good, healthy wife and two full-grown, corn-fed daughters, who when hot weather comes, get together a real sporty bunch of duds and hike off to a cute little summer resort in the cool north woods, leaving the old man to plug away at the job of earning a living in his stuffy old store, six days and six nights a week, boarding luxurious-

ly the while at a near-by lunch counter for weeks at a stretch?"

"Tis the way of the world, Mike," sez he, "and so old that it antedates the most far reaching memory of the race not universal, but so common that it is monotonous. The man is simply 'weaving the Rope of Ocnus.'"

"I don't get y', Father Malone," sez I.

"The Rope of Ocnus, Mike," sez he, "is an old, old story, but it has a point."

"Tell it to me, Father Malone," sez I.

"Well, it's something like this—Ocnus was a Greek, hard working, frugal and counted tolerably successful, all things considered. His ambition was to save enough to ensure a comfortable old age. His wife, on the other hand, had extravagant ideas and spent his money as fast as he earned it.

"Ocnus bore with her as patiently as possible, but finally, in despair, he told his troubles to his friend and neighbor Polygnotus.

"Polygnotus was a famous Greek artist and while he could give Ocnus neither advice nor help, his sympathies were so aroused that he painted a picture which he named 'The Rope of Ocnus.'

"The picture was of a poor man industriously weaving a rope of straw, while behind him stood an ass, eating the rope as fast as it was woven.

"Good dope!" sez I, "did Mussus Ocnus tumble to it?"

"According to the story she did and was so sincere in her repentance and so earnest in her efforts to make amends that together, they not only saved enough to keep them comfortable in old age, but attained to great prosperity."

Spending is easier than saving. Many a man, with fond indulgence, permits his productive years to drift by, unfruitful save for the present pleasure of those dependent on him. He conceals his secret anxieties, perhaps his failing health, in his unwise desire to give his family luxuries he cannot afford. He stints himself, labors unceasingly and consoles himself with the cherished belief that he is being a good husband and father.

And all the while, he is merely cultivating in those he loves a spirit of providence, a habit of living beyond their means, which, sooner or later, will inevitably bring down upon him and them, a harvest of barren regrets.

William Penn once said: "He that is taught to live upon little, owes more to his father's wisdom, than he that has a great deal left to him, owes to his father's care."

Don't make the mistake this merchant is making. Spend less than you earn. Live with, not for your family. Teach them the proper relation of pleasure to prudence, and you'll be storing up, not pelf, but happiness for all.

Everybody wants something for nothing, yet very few people are satisfied with things they get that way.

Your Attention

Is called to the

Second Annual Merchants Congress

to be held in Grand Rapids

June 5-6-7

Business sessions every afternoon and evening at the Pantlind Hotel.

Please do not overlook the importance of this Congress or the value you can obtain from attending it.

If there was ever a time when it was absolutely necessary for the manufacturer and retailer to work together to the best possible advantage, it is now.

This Congress is for the sole purpose of instruction and exchange of ideas. It has no amusement features, although provision has been made for enlarging your acquaintance with the jobbers and manufacturers.

Automobiles will be provided to carry you from one business place to another during the forenoons of the days in question.

Here is a rare opportunity to enlarge your business education, and, if it is possible for you to attend, you should certainly do so.

We extend to you a cordial invitation to make the Valley City Milling Company your headquarters, and shall be pleased to render every possible service to make your stay in the City pleasant as well as profitable.

VALLEY CITY MILLING CO.
GRAND RAPIDS, MICH.

Manufacturers of
LILY WHITE FLOUR
"The Flour the Best Cooks Use"



Bankers Everywhere Setting a Good Example.

The fact has already been brought home that in this National crisis food is the most needed commodity. The necessity for increased production has been impressed upon the minds of the public and steps have been taken by the Michigan War Preparedness Board to perfect an organization which will follow a plan of concerted and harmonious action to bring about increased production. According to this plan, the banks of Michigan are to play an important part. As a communication from the Food and Farm Committee states, in some localities the banks have not in sufficient funds to care for all demands which may be made upon them. Arrangements have been made, however, whereby these banks can secure additional funds. There is no doubt but that the banks will be subject to many demands from persons whose credit would not warrant them in taking unsecured notes. To take care of these, the following plan has been adopted and is working satisfactorily at Charlotte and Manistee.

A note of from five to fifteen thousand dollars is made directly to the local bank by five or more citizens, composed of manufacturers, merchants and farmers, the proceeds of which are to take care of applications of persons desiring seed, etc. The needy person, who cannot secure an endorser makes his note to the committee which has given the blanket note to the bank. The banker cashes the note which he retains as trustee for the committee. This note may be renewed at the option of the committee. The local banker is supposed to be one of the signers of the committee note. To take care for this class of loans he should be no more and no less patriotic than the other citizens of the community. In case of loss on any of these subsidiary notes, the loss is borne pro rata by the signers of the main note. It is believed this loss would not exceed 5 or 10 per cent. of the aggregate loaned.

It is understood that the plan thus outlined is to take care only of those whose financial condition is such that they could not secure a loan on their individual responsibility. It would seem the plan could be advantageously adopted in every farming district in the State. It would not only greatly assist in solving the food shortage problem, but it would aid in placing many men on their feet who would later become financially responsible through the aid thus extended.

Bankers, merchants, manufacturers,

farmers, professional men and wage earners must understand, individually and collectively, that we all must make sacrifices for the preservation of our country. This, to those apparently far removed from the scene of actual conflict, may seem far fetched and somewhat hysterical. It is not. It is the solemn truth which will later be brought home to us.

Preparedness through the stimulation of agricultural activity and through the widespread purchase of Liberty Loan bonds, will help to shorten the war. This is not a rich man's war, nor a poor man's war; nor a political war. Neither is it a war of conquest. It is a world war for the liberty, independence and happiness of the universe; a war for humanity, for which our young men are going to the front and offering their lives. It would be criminal for any of us to fail to do all we could to furnish all the nourishment, equipment, supplies and munitions they need to carry the war to an early and successful conclusion, thereby establishing a permanent world's peace. Every dollar subscribed to this Liberty Loan is a patriotic tribute to our brave fellows at the front and an actual participation in the struggle by the man who, while he cannot fight in the trenches, helps to make it possible for those who do, to go on to victory. The banks, trust companies and bond houses of the large cities of the country, including Detroit and Grand Rapids, have virtually set aside—suspended—all other security business in order to help dispose of this \$2,000,000,000 Liberty Loan, needed at once and needed badly. They receive no cash reward; no financial remuneration of any kind from the purchase of the bonds or from the Government. They have given, and are giving, of their time, their money and their energy at a financial loss to further the cause of their country and are making it easy for willing wage earners to secure the most gilt edged securities in the world—United State Government 3½ per cent. bonds on very small payments. The banks and trust companies of Grand Rapids go further than this. If the wage earner who, unaccustomed to buying and owning securities, fears he may lose his bond because of its negotiable value, or that it might be stolen from him, they will place the bonds in their safe deposit vaults subject to withdrawal at any time the owner may desire and will perform this service free of cost. Surely this example of real patriotism upon the part of the financial institutions should find an echo in the quick purchase of the \$50

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CAMPAU SQUARE

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

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

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

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The Need of the Hour

Michigan Must Help Feed the Country

FARMERS—Make every acre of your farm produce; and produce more than ever before.

CITY PEOPLE—Make your Garden feed your family and others if possible.

VACANT LOT OWNERS—Make every vacant space produce food product of some kind.

U. S. Agricultural Department is mobilizing the agricultural interests of the country—Government report estimates large shortage in wheat crop.

“Means must be devised promptly to insure the largest possible production of food supplies. It must be recognized that the man or boy who puts all his energies into the increased supply of food is as truly a soldier of the republic as he who, in uniform, fights in the ranks.”

Will You “Do Your Bit?”

THE MICHIGAN TRUST Co.

OF GRAND RAPIDS

or \$100 Liberty bonds by wage earners and persons of small means.

In many instances manufacturers have bought the bonds and are selling them to their employes on even easier terms than those offered by the Government or the terms arranged for the partial payment plan by the banks and trust companies. Another evidence of patriotic service on the part of Grand Rapids banks is the announcement that if a person who is keeping up a Christmas club book so desires, he can turn in this account as part payment on a \$50 or \$100 bond. The bank will purchase the bond and hold it, allowing the Christmas club depositor to pay for it in the same installments as the Christmas club book, the bank holding the bond until paid for and crediting the depositor with interest on all payments made on bond. In case the buyer on the installment plan cannot complete the purchase, the money paid in on account of the bond will be returned to him.

Michigan banks are still performing most valuable services through the formation of calf, pig and poultry clubs, following out the suggestions made by the Agricultural Committee of the Michigan Bankers Association. A sample of this plan can be given in the case of the Allegan State Bank, which through educational advertising has started several farmers of the future in business early. The Bank offered, if the boys of Allegan county are interested, to purchase a carload of Holstein calves and sell them to the boys at just what the calves cost the Bank. The Bank takes the boy's note, if his father will sign for him, the note to run one year at 5 per cent. At the expiration of the year, the Bank will hold an auction sale at Allegan and sell the calves for the boys, who can pay the notes out of the proceeds of the sale of the calf, and all above the purchase price of the calf received from the sale belongs to the boy; or if the boy prefers, he can pay the note and keep the calf. Of course, during the year the calf will increase greatly in value and will be in greater demand, due to the present shortage of cattle. This will not only be profitable to the boys who take advantage of the offer, but will introduce them to business methods early in life. It will arouse their ambition by showing them the possible results of well directed efforts. The results of this kind of activity on the part of the banks of Michigan will be of far reaching benefit to the State.

The Michigan Tradesman has repeatedly urged the necessity of thrift, and has done what it could to aid thrift; but it must be remembered that economy means something besides not spending money. To borrow an expression, "It is not economy for the farmer to refuse to spend money for fertilizers, nor for him to use old and inefficient farm implements or decrepit horses." It is not economy for the housewife to buy poor food for her family. This is "saving at the spigot and wasting at the bung hole." Real economy consists in the use of money which will produce the best and most permanent

results. Every one must spend, but at this time he should be careful to view the probable results of his spending. He should cut down his luxuries, but increase his investments or savings in order that the general business of the country should be carried on efficiently—a condition necessary to our well being, whether in peace or war. As President Wilson said in an address on thrift:

"Security is the basis of prosperity in National life. You must make your foundation of hope the foundation of confidence, and so every enterprise must be conducted in the spirit of trustees for the welfare of the Nation." Paul Leake.

Employ Historians to Record the Truth.

Ithaca, N. Y., May 28—The United States will play a prominent part in the final settlement of the war. And it will be necessary for the American people to have a thorough knowledge of the situation in Europe and to be familiar with the many desperate racial and religious conflicts which are part of the national inheritance upon the European continent.

The war has now been going on for almost three years. To the average American, however, the situation is far from clear. There appears to be a conflict between an autocratic form of government headed by a Kaiser who is the embodiment of all the evil and wickedness which has accumulated since the creation of the world—a fiend incarnate intent upon the murder of helpless people at sea and on the land, and a number of democracies fighting for the freedom of the individual and the right of small nations. The thousand and one wheels within wheels, the hopelessly complex nature of rival ambitions in the older parts of the continent, are either unknown or neglected.

We have many committees. We have committees on defence and committees on food and inventions and committees to provide our soldiers with recreation. The field of European politics, however, has been left to the tender mercies of the special correspondent. In nine cases out of ten he has tried to write something which would appeal to the average reader who wishes to be entertained. Persons whose ignorance of the German people was only surpassed by their lack of knowledge of the German language have told us all about the aspirations of the German socialist. Others who cannot read the signs in a Russian street are engaged upon the delicate task of explaining the Slavic soul. The future of Poland and Turkey and Greece and Holland is the topic of articles written by ladies and gentlemen who are densely ignorant of the immediate and distant past of these countries.

I beg to make a suggestion. Our historians have expressed their desire to help the good cause. Here they have a chance to do useful work for an excellent purpose. Let the Government ask them to edit a volume of reliable and readable historical essays giving the approximate truth about the conflicting political, social, economic, and religious problems in each of the different belligerent countries. This will be of the greatest assistance to the American people.

Hendrik Willem Van Loon.

German Efficiency.

Detroit, May 28—"Germans taught to eat grass," says the morning paper. Preparing already, I suppose, against the day when they shall have to bite the dust. Optimist.

The Adjustable Table Co. has increased its capitalization from \$58,000 to \$158,000.



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BUTTER AND CHEESE.

Tentative Definitions and Standards to Be Discussed.

The Joint Committee on Definitions and Standards announce a public hearing on tentative standards for milk and milk products to be held in Chicago on June 12 and 13, 1917. The joint committee consists of representatives of the U. S. Department of Agriculture, the Association of Official Agricultural Chemists, and the Association of American Dairy, Food and Drug Officials. All persons interested are invited to attend. Those who desire may present their views in writing to the Secretary of the Committee, Bureau of Chemistry, Washington, on or before the dates set for the hearing. Copies of the tentative standards suggested by the committee may be obtained upon application to the Secretary of the Committee at the above address.

The committee desires to obtain from the trade and others the views as to the fairness of the suggested definitions and standard and also information as to what should be the basis of a standard for butter. Shall it be butter fat; or moisture; or butter fat and moisture; or butter fat, moisture, and casein; or butter fat, moisture, casein and salt? The discussion will cover the following subjects: Milk, standardized milk, adjusted milk, skimmed milk, cream, sweet cream, heavy cream, pasteurized milk or cream, buttermilk, mogenzized milk or cream, cheeses and butter. The hearings will be held at the Hotel Sherman.

Standards for Cheese.

1. Cheese is the sound product made from whole, part skimmed, or skimmed milk, goat's milk, or the milk of other animals, with or without added cream, by coagulating the casein with rennet, lactic acid, or other suitable enzyme or acid, and with or without the further treatment of the separated curd with ripening ferments, special moulds, or seasoning.

A cheese bearing a varietal name indicating a special process and foreign origin, when made in America by the same process is designated as American Camembert, American Emmenthaler, American Swiss, or American Roquefort cheese, as the case may be and, except for the place of manufacture, conforms to the definition and standard of the foreign cheese.

American cheeses made from cow's milk to resemble European varieties made from the milk of other animals are designated in such a manner as to indicate that they are made of cow's milk.

2. Whole milk cheese is cheese made from whole milk.

3. Skimmed milk cheese is cheese made from skimmed milk.

(In the case of cheese normally made from whole milk, when milk is used from which any of the fat has been removed the approximate amount of this fat removal is stated in connection with the varietal name of the cheese; e. g., "one-quarter skimmed milk," "one-half skimmed milk," "three-quarter skimmed milk," etc., as the case may be.)

4. Cream cheese is the soft cheese

made in America by the action of lactic acid or rennet on cream or on milk with the addition of cream, and without further treatment with ripening ferments or special moulds.

5. Whey cheese is a product made from whey, separated from casein by means of rennet, lactic acid, or other suitable enzymes or acids.

6. American cheese (American Cheddar cheese) is the cheese made in America from whole milk by the Cheddar process. It contains not more than thirty-nine per cent. (39 per cent.) of water, and, in the water-free substance, not less than fifty per cent. (50 per cent.) of milk fat.

7. Limburger cheese is the soft cheese made by the Limburger process, from curd obtained by the action of rennet on whole milk and ripened in damp atmosphere to a strong characteristic odor. It contains in the water-free substance not less than fifty per cent. (50 per cent.) of milk fat.

8. Brick cheese is the semi-hard, ripened cheese made in America by the American brick cheese process, from curd obtained by the action of rennet on whole milk. It has an elastic, more or less open texture and a strong sweetish taste.

9. Stilton cheese is the hard cheese made in England by the Stilton process, from curd obtained by the action of rennet on fresh whole milk with or without added cream. The unheated and unpressed curd is ripened by special blue or green mould.

10. Stirred curd cheese (sweet curd cheese) is the hard cheese made in America by the Cheddar process, from whole milk in which cutting and cooking of the curd are done rapidly without regard to development of acid.

11. Neufchatel cheese is the soft cheese made in France by the Neufchatel process, from curd obtained by the action of rennet and lactic acid on whole milk. The curd is kneaded and during the ripening process special moulds develop, and later reddish areas appear upon the surface.

12. Edam cheese is the hard cheese made in Holland by the Edam process, from curd obtained by the action of rennet on milk or partly skimmed milk, with or without the addition of harmless color, and ripened by special slimy fermentation (*Bacillus viscosus*). It is commonly coated with harmless color and drying oil.

13. Emmenthaler cheese (Swiss cheese) is the hard cheese made in Switzerland by the Emmenthaler process, from heated curd obtained from whole milk or partly skimmed milk by the action of rennet, and ripened by special gas producing bacteria, causing characteristic "eyes" or holes. It is sometimes colored with saffron. It contains in the water-free substance not less than forty-five per cent. (45 per cent.) of milk fat.

14. Camembert cheese is the soft cheese made in France by the Camembert process, from curd obtained by the action of rennet on whole milk or slightly skimmed milk and subjected to slow process of ripening by the aid of special moulds (*Penicillium Camemberti*).

15. Roquefort cheese is the semi-hard cheese made in France by the Roque-

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If you are interested in saving one-third of your expenditure for fire insurance, write us for particulars.

Wm. N. Senf, Secretary.

A Loan For Liberty

It is the duty of every employer to see to it that his employees have an opportunity to subscribe to the "Liberty Loan of 1917" on the most advantageous terms possible.

Many institutions are reserving a block for subscription by their employees. We are prepared to confer with those desiring to support the Liberty Loan and will gladly assist them in helping America win through the quick distribution of the loan.

BOND DEPARTMENT

GRAND RAPIDS TRUST COMPANY

MANAGED BY MEN YOU KNOW

OTTAWA AT FOUNTAIN.

BOTH PHONES 4391

fort process, from curd obtained by the action of rennet on sheep's or goat's milk. It is inoculated with mouldy bread crumbs, a special ripening mould (*Penicillium Roqueforti*) and has a friable consistency and a mottled or marbled surface section.

Standards for Milk and Cream.

1. Milk is the whole, fresh, clean, lacteal secretion obtained by the complete milking of one or more healthy cows, properly fed and kept, excluding that obtained within fifteen days before and ten days after calving. It contains not less than three and twenty-five hundredths per cent. (3.25 per cent.) of milk fat, and not less than eight and five-tenths per cent. (8.5 per cent.) of milk solids not fat.

2. Standardized milk (adjusted milk) is milk of which the original fat content has been changed by the addition or removal of milk fat to maintain a declared percentage of milk fat. It contains not less than three and seventy-five hundredths per cent. (3.75 per cent.) of milk fat.

3. Skimmed milk is milk from which substantially all of the milk fat has been removed. It contains not less than nine and twenty-five hundredths per cent. (9.25 per cent.) of milk solids.

4. Cream (sweet cream) is that portion of milk, rich in milk fat, which rises to the surface of milk on standing, or is separated from it by centrifugal force, and is fresh and clean. It contains not less than eighteen per cent. (18 per cent.) of milk fat and not more than two-tenths per cent. (0.2 per cent.) of lactic acid.

5. Heavy cream is cream that contains not less than forty per cent. (40 per cent.) of milk fat.

6. Pasteurized milk or cream is milk or cream that has been subjected to a temperature of not less than 145 degrees Fahrenheit for not less than thirty minutes and promptly cooled to at least 50 degrees Fahrenheit.

7. Buttermilk is the product which remains when fat is removed from milk or cream, sweet or sour, in the process of churning. It contains not less than eight and five-tenths per cent. (8.5 per cent.) of milk solids not fat.

8. Homogenized milk or cream is milk or cream that has been mechanically treated in such a manner as to alter its physical properties with particular reference to the condition and appearance of the fat globules.

Old Age.

A man who is old enough to have rheumatism is fortunate if he is still young enough to turn his disability into a joke.

A physician met a patient and asked him the usual question: "Well, John, how are you to-day?"

"Gey weel, sir, gey weel," replied John, cautiously, "if it wasna for the rheumatism in my right leg."

"Ah, well, John, be thankful it is no worse; for there is no mistake, you are getting old like the rest of us, and old age does not come alone."

"Auld age, sir!" said John. "I wonder to hear ye. Auld age has nothing to do with it. Here's my ither leg just as auld, and it's quite sound and soople yet."

Economic Value of the Canner.

It needs no argument to convince us that in a few months the world's surplus food stocks have been swept away and there is on hand to-day but little more food than necessary to feed us until the next crop is gathered. This is an answer to the query—why is food so high?

It is mere platitude to point out that our yields per acre are one-half what they should be. The farmer knows it but thinks it does not pay to urge the land to produce more heavily. Conservative methods grow our crops to-day and will until another generation, better taught perhaps, or stimulated by the increased value of its products puts into general practices a scientific agriculture.

In the meantime by what means shall we bridge the gap? I have but one answer. We must consume the surplus of easily grown but perishable crops, and the canner with warehouses filled with food that, without his art and aid, would have lain rotten in the row, furnishes the surplus that helps out the scanty harvest months after the season is gone.

The demand for canned goods today, in spite of the high prices at which they are quoted, is proof that the housewife is at last, after years of nibbling, convinced that she has found in the tin package a real food. The bugaboo of ptomaines—where is it now? Gone and forgotten. Ignorance gave it birth and fostered it. Every tin can was potential poison until facts showed canned foods impossible of producing ptomaines. Chemical preservatives—Dr. Wiley blew the blast that told the consumer the canner never used chemicals. Poisonous colors? The food chemists have convinced the skeptics that canned food does not need them and never contains them. Lead poison-

ing? Impossible, for lead does not touch the food in the modern tin package. Adulteration? A lying bugaboo. No food is less subject to adulteration, none less susceptible. Misbranding? The most substantial of all the host opposing the invasion of the kitchen, but now swept away by the honest effort to show the whole truth through the "window of the can."

Bad raw materials—a real bugaboo—is now driven to outer darkness by the canner himself who is proud of his pack and jealous of his reputation. Unsanitary factories, a historical bugaboo, is dissipated by the modern factory; a sunlit, sanitary shrine, open to the world. Carelessness—an expensive bugaboo—is forced out by the advent of better business methods. Lacking in vitamins; a bugaboo bred of ignorance, is dispelled by fact. Food cooked in the can, fried in the skillet, baked in the oven, boiled in the pot, alike undergoes heat and alike goes to the table wholesome and satisfying. "Spoils with age," a plausible bugaboo, is easily banished by the mere telling of the story of the explorers of the Arctic and the Antipodes and pioneers everywhere who have advanced the outposts of civilization on a diet in imperishable form prepared by the canner.

You have won the victory. The arguments that prejudiced the consumer against your products are torn to shreds. The tin can kitchen is a reality instead of a dream and canned goods by the case are as essential in a well stocked pantry as flour by the sack and barrel. But now is no time to rest content under the laurels of victory. The real success is still to be won. The public, won to the tin can package, is waiting for new sensations in food, wider variety, less monotony in diet.

Canned salmon was a boarding house staple for years, almost the only canned food from the pastures of the seas. The American sardine was not admitted to polite society. The tuna fish of the Pacific Coast, the grey fish of the Atlantic—who had tasted them? Was it the war that gave the Maine sardine its opportunity or was it the half doubtful notion of some packer that modern methods of co-operation and sanitation would work even in a sardine plant?

My advice is to extend the variety of your pack, prolong your season, reduce your overhead, create demands for new products, and, in all of your efforts, to take the public into complete confidence that it may furnish a wider and eager market for every product you conserve in the can.

H. E. Barnard,

Food Commissioner of Indiana.

Not So.

"Oh, grandma," exclaimed little Margaret, who had been rummaging through an old drawer in the attic. "What a curious old key this is!"

"Yes, dear," replied her grandmother. "That was your grandfather's latchkey."

"And you keep it in memory of the old days?"

"No, my dear. In memory of the old nights."

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G E M N E W S

Superintendent of Production, Mr. Arthur Rogers, has assumed charge.

Remodeling of the factory has begun.

Deliveries will begin this week.

National advertising campaign started for next year's business.

Real progress every day, and good news always coming.

The time, the place, and the proposition are the best in the world for investment.

Don't wait till stock advances or is cut off entirely.

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THE AMERICAN REVOLUTION.

Underlying Causes of the Birth of Freedom.

There would be very little intellectual uplift, and much time lost, if in the study of history, we were rewarded only with the facts that there existed such men as Alexander, Caesar, Cromwell, Napoleon, Washington, Lincoln and Grant, that their lives were contemporary with certain historical events, and that certain nations or peoples prevailed and ruled and then gave way to other races as time progressed.

It does, however, concern us to know, by what methods these nations were founded, by what steps they rose to that exalted station of grandeur so much to be admired and resulting in true glory and happiness, and also to know the cause of their declension and fall.

The object of history is, therefore to so pass before us in panoramic review the kingdoms and empires of the world and the great people of their times, that we may be instructed in the arts of empire building, the principles of government, and the conduct of civil society and life in all ages and conditions.

We must also consider as the basis and foundation of history, the wisdom and providence of Almighty God, Who from all eternity appointed the establishment, duration or destruction of kingdoms and empires in conformity with that great universal plan known only to Him. In the early ages the paternal domain grew to community governments, these into various forms of kingdoms and empires. Among the rulers were that class whose ambition could not be confined in a single kingdom, and with fire and sword swallowed up other kingdoms and fancied that glory consisted in depriving other rulers of their dominions who had not done them the least injury. Such was the origin of the famous nations of the Old World.

The rights of the commonwealth were in the power of the monarch, and the people individually had very little or no conception of a form of government that would allow a citizen his freedom, and we shall find that with the Aryan race on the free soil of Europe, first came true progress.

The Carthaginians were a people devoted to commerce and had the good and bad traits, characteristic of a purely commercial people. In government they were a republic ruled by aristocracy, but had founded a government that had the greatest esteem of the ancients, being free from any tyrannical oppression of the liberties of the commonwealth.

The Egyptians, however, were the first people who rightly understood the higher rules of government, that of making life easy and a people happy. The wisdom and prudence of Egypt soon attracted the attention of Greece where liberty and a republican spirit had breathed themselves into every part of that country and had inspired nearly all her people with a burning desire of independence and

an abhorrence of subjection and slavery, and were the first people to show to the world the true benefits of freedom and civilization, for here the political and intellectual life of the commonwealth began. In studying the history of Greece and Rome we are attracted with "the glory of the Grecian and the grandeur of the Roman." The history of these nations, fills the period from 1000 B. C. to 476 A. D. and we are impressed with the marked contrast between the government of these two nations and that of the Oriental empires, where under the overshadowing despotisms,



Charles M. Alden.

the spirit of individual freedom was completely crushed; that spirit first finds play in Europe where we see the rights of men asserting themselves and taking embodiment in free, self governing states. The history of the orient is the history of dynasties, the history of Greece and Rome is the history of the people; and is far more interesting and instructive.

The Roman citizens from the earliest time were divided into two classes, viz; that class consisting of the magistrates, priests and landowners and that consisting of the common people. The latter, although freemen, and personally independent were wholly destitute of political importance.

Servius Tullius, the fifth king of Rome, called the "King of the Commons," effected a change in the constitution of Rome by establishing a national assembly called the Assembly of the Hundreds, whereby the common people were given a share in the government, equal to that of the higher class, with some restrictions. Nevertheless it virtually admitted every free individual to a share in the government.

Tarquinius Surperbus, the seventh king, attempted to undo these reforms and to establish a government of tyranny. This led to the expulsion of him and his family and to the abolition of the kingly form of government at Rome 509 B. C. and ever after that the Romans hated the very name of king.

While these political events in Rome were taking place a change far more momentous than any political revolution, was coming over the mind of men. This was the mighty moral

transformation effected by Christianity. In the time of Augustus, a great variety of religions existed in the empire but all with the exception of the Jews were pagans; the diffusion of Christianity was powerfully aided by the fact of the assemblage of so many polytheistic nations in the Roman empire, thus enabling Christianity to operate over so large a surface at once, of the polytheism that it was to supercede and destroy, Christianity silently, but surely spread first among the Jews then the Greeks or Eastern and lastly among the Latin or Western gentiles.

In the reign of brutal Nero, the Christians first suffered persecution. Indeed, it almost seemed that the many persecutions through which Christianity passed were needed for the sifting of the church, the gold was tested and refined in a fiery furnace and like the sturdy young oak, Christianity amid all these great and frequent storms struck its roots the deeper in to the soil and grew into recognition and power.

Why was it that many of the emperors, tolerating without concern all these forms of religion, singled out the Christians to make them the sole object of persecution? Summing up the several facts we can entertain no other answer than that of political reasons, rather than religious intolerance, realizing that the spread of this new faith, in addition to its direct effect on the belief, the lives and the conduct of men, had also a very important intellectual result, that of giving to the mind of the age, great subjects to grapple with; political problems would under this new line of thought be solved in the interest of liberty and the independence of the people, and tend to overthrow the despotism of kingly and imperial government.

The historical races of Europe of ancient history comprise four grand divisions of the great Aryan stock, the Greece-Latin, the Celts, the Teutons and the Slavonians belonging to modern history, which begins with the downfall of the Western Roman em-

pire 455 A. D. when a new civilization arose. From the fifth to the fifteenth century this civilization was ripening and although in many respects this period seemed to relapse into barbarism especially during the Dark Ages up to the eleventh century, yet in juster view it was the germinating season. The seeds of modern civilization cast into the soil were quickened into new institutions and new nations, and gave to the fifteenth and sixteenth centuries the fixed shape of modern social and political life which they assumed and to a great extent still wear.

Let us now direct our attention to events happening in an obscure corner of Northwestern Europe. The Roman troops had been withdrawn from the province of Britain about a half century before the downfall of Rome and the Britains who formed part of the Celtic race were left to shift for themselves. About the middle of the fifth century various Teutonic tribes who cared nothing for the arts or language of Rome, swept everything before them and the native Celtic Britains were killed, enslaved or driven to the regions of Wales and North Britain. Among these invaders were three tribes, the Angles, the Saxons and the Jutes. The speech which arose from the various German dialects took the name of Anglo-Saxon and soon Britain changed its name to England.

The German immigrations to England continued to the close of the sixth century and the greater part of that "Rome's once Christian province of Britain" had become the heathen land of the Angles and Saxons; however, in the following century they were Christianized by Roman missionaries. Various kingdoms were formed until finally, early in the ninth century, under Egbert, these various dominions were united in the one kingdom of England.

Feudalism had spread into all the land conquered by the Teutonic tribes before it reached England, and it was first introduced there in its perfection by William of Normandy, when

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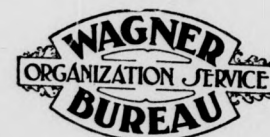
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he conquered the country in 1066, A. D., and claimed the right of giving estates to whomsoever he pleased on condition of receiving in return, military service and financial aid.

It is certain that under this system there were monstrous abuses. The feudal barons secluded within their castles, and surrounded by a dependant and isolated village of serfs and tenants, grievously oppressed the people who had no redress, as the nobles themselves were legal magistrates. Here again the fact in history is presented where the mass of people, had no guaranteed rights and were at the mercy of the lords; and although we may believe that under good proprietors the condition of the people may not have been invariably or necessarily unhappy, yet any system is radically wrong and vicious which compels one man to be subject to the will and notions of another. It tends to isolation, and retards the growth of nationality; in fact, such a system is a reign not of law but lawlessness. There were three influences that gradually undermined feudalism: Royalty, municipalities and the church, whereby the power of the lords, nobles, barons, etc., were weakened and kings were brought in close contact with the common people. Towns and villages were officered by royalty and boroughs given charters of rights to govern themselves, out of which arose that great power in European society, the commons, or free middle class that in the end tempered the despotism of kings and brought about limited, representa-

tive monarchy and finally, the humane sentiments of Christianity, the doctrine of the common brotherhood of men became a powerful agency in checking the injustice and the arbitrary power of feudal lords.

Out of feudalism grew the great institution of chivalry, which for several centuries exercised a wonderful influence on the manners, habits, thoughts and sentiments of men in all the nations of Western Europe. It was pushed to fantastic extremes and although as an institution it ceased to exist when feudal society passed away, still, it is certain that the spirit of chivalry, in its finest essence lived. From the knight of the middle ages grew the gentleman of the modern days and became a new character in history. Antiquity produced heroes but not gentlemen; so it may be said "We owe the noblest human type the world has ever seen, that type of man in which we are richly blended a sense of personal honor, courtesy, generosity and Christian tenderness and helpfulness, to the same influence which shaped chivalry in the period of the Middle Ages."

The supremacy of King Egbert was soon interrupted by the Danes under Canute in 1017 and his reign by the Normans under William the Conqueror 1066 who came over in great crowds and became the ruling element.

The Saxons, however, were of tough mettle and being in the majority held their own and clung to their Anglo-Saxon language. When King John allowed the French in the beginning of the thirteenth century to win back

Normandy, the Norman nobles were compelled to choose between England and the continent and being shut up by the sea, with the people whom they had hitherto oppressed and despised, they gradually came to regard England as their country and the English as their countrymen. The two races, so long hostile, soon found that they had common interest and common enemies and in the thirteenth century the constitution of England began to put on the shape which it has kept ever since. This war brought on by the people in 1215 forced King John to grant the "Great Charter" by which all of the old rights and good laws which he had broken were confirmed and it has been the ground work of English freedom ever since.

The next step of freedom occurred in 1264 and was of greater importance. It was that of a parliament in the form of an assembly with two houses.

Led by Simon Montfort, King Henry III was attacked, defeated and made captive. Then Sir Simon issued writs which added to the old assembly of lords, clergy and knight, two burgesses or representatives from each borough which was the beginning of the English house of Commons and of true representative government. A wonderful step in advance. War with France and Spain mingled with religious wrangles at intervals for sixty years developed in England a strong sentiment of nationality. All distinction of Norman and Saxon had ceased and was sup-

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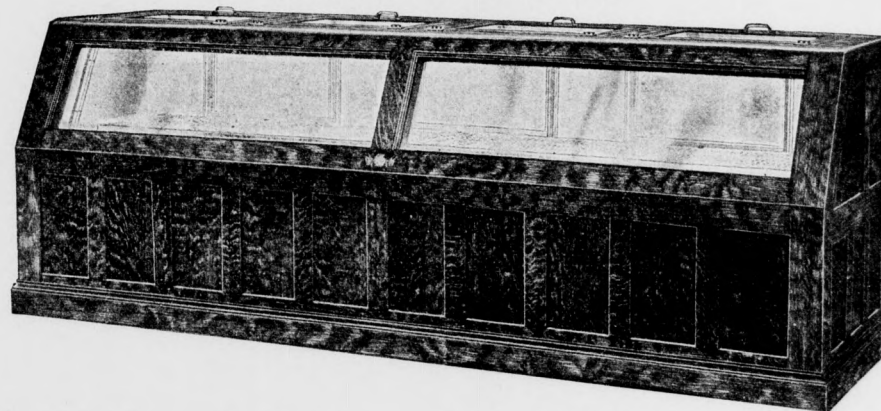
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planted by the national name "Englishmen" and after 1588 the reign of Queen Elizabeth, were years of splendor and triumph, the flag of England became supreme on the seas, English commerce penetrated to the farthest corners of the Old World and English colonies gained permanent footing on the shores of the New World; while the excitement of the past sixty years, took shape in a literature which is an external possession to mankind. As a nation England advanced politically and commercially from the position of a second rate, to that of the first rate power. The proud pre-eminence which England held before all Europe while Elizabeth held the throne is the noblest epitaph on the Virgin Queen, whose reign ceased upon her death 1603, yet back of it all was the stability of a liberty loving and royal commonwealth.

The distinctive features of the seventh century, was the arduous and continuous struggle on the part of the people against the arbitrary and unconstitutional government of the Stuart sovereigns and the establishment of the English colonies in America. The English people had in the meantime advanced in intelligence and consequently in the love of liberty. The famous Stuart doctrine of the divine right of kings was proclaimed by James I and transmitted to his son, Charles I. Under its provision the rights of the people were encroached upon and soon civil war broke out, with Oliver Cromwell as leader of the opposing faction, resulting in Charles losing his head on the block. The only king of England to die on the scaffold.

In 1688, instructed by the past, the people again secured their liberty against any future arbitrary acts of royalty, by the Bill of Right, by which the constitution became fixed and determined, secured by guarantees, all the old English liberties which the Stuarts had violated, and destroyed at one blow and forever the false and pernicious doctrine of the supremacy of royalty over the fundamental laws of the land. It was a glorious triumph of the people over kings. It may be instructive to notice some of the most important articles of this Bill of Rights: 1, the king cannot suspend the laws or their execution; 2, he cannot levy taxes without the consent of parliament; 3, the subjects have a right to petition the crown; 4, a standing army cannot be kept up in time of peace without the consent of parliament; 5, elections and parliamentary debates must be free and parliament must be frequently called.

This is what the people called the glorious revolution of 1688. It presents a striking example of public opinion by wisdom, a growing spirit of independence and laid the sure basis of the stability and the prosperity of England.

The greatest event in the politics of continental Europe during the first part of the seventeenth century was the thirty years of war, when little attention was devoted to the colonies in America.

French Huguenots, French catholic, Spaniards, Dutch, English protestant and English catholic occupied different parts along the Atlantic coast, depending to a certain extent upon the mother country. Owing to the neglect of their parent government, many of these were disastrous failures. Those who survived had stern and trying first years. Each settlement had been inspired by an impulse separate from that of the other; they were different as to race, form of government, religions and political ideals, and each community expanded on lines of its own and knew very little of its neighbors. The principal object held in view by the Spaniards, French and Dutch was individual wealth and national acquirement of territory. They gave no real social or political life to America, no actual settlements were founded, that were infused with the spirit of local enterprise, or animated by vital ambitions, looking forward to a growth in population industry and eventual statehood, and soon became merged with other races, among whom the English with their speech and their laws became supreme. In the midst of political upheavals and religious contentions in England the London Company founded Jamestown in Virginia in 1607, the first English settlement in North America.

Here was instituted—July 30, 1619—the first American legislative assembly modeled somewhat after the English House of Commons and later in 1620 a Dutch ship brought twenty negroes and sold them as slaves, thus immediately after the establishment of legislation in America follows the introduction of slavery in the same location.

In 1620 a body of independents or separatists who had been driven from England to Holland by the laws against non-conformity, sailed from England Sept. 6, 1620, in the Mayflower for North America landing Dec 21, 1620, and settled in New England, naming the place Plymouth in honor of Plymouth, England.

They numbered 100 men, women, and children. They had no charter from the king or sanction from the Plymouth Company but depended on their own responsibility and looked to God for protection.

While on their voyage they formed a government based on religion and civil justice. Their form of public worship was without liturgy, eliminated every superfluous ceremony and reduced to the most lowly standard of Calvinistic simplicity.

Their civil system was thoroughly republican, although the legislative power was at first vested in the whole people, yet as they expanded a legislature elected by the people was established. After an extremely severe testing the first winter they prospered from the start.

These Pilgrims received their charter in 1629, soon after the Puritans settled around Boston, and existed separately until 1690 when these two bodies united under one government.

They, with the Jamestown colony, are the most ancient of those English colonies which had left the moth-

er country to escape persecution and to establish for themselves political freedom, and after enduring many trials and hardships became permanent settlements, based on constitutional and legislative government. They were composed of a people who had participated in the political and social eruptions of England and were of that stock in whom was severely instilled that sincere loyalty and deep love for their country that compelled them to sacrifice life for any fundamental principle that would preserve to that country a government of the people, by the people and for the people.

It was, without a doubt, a part of God's eternal plan to select these people in ages back and out of them to construct and mold a human force which would be equal to the tremendous tasks, requiring such physical and mental endurance to be imposed upon them, and finally wresting from the mother country the Atlantic seaboard and that vast domain of the Mississippi Valley, Gulf of Mexico and the Great Lakes, which had cost England so much to acquire. Thus in His time and in His own way prepare for the world a nation in whose people He could universally reflect the Light of Divine Wisdom.

From the beginning of the English possessions the colonies bore their share through the troubles of the mother country with the Indians, Spaniards, Dutch and French down to the last French and Indian war which was the beginning of the Old French war and was the only one of the struggles between France and England in which the colonies bore a part because it originated in America in an obscure engagement on the Southern borders of Western Pennsylvania when that young Virginian, George Washington, fired the shot at Great Meadows, that set the world on fire. These conflicts and those of previous years, resulted eventually in ending French power and establishing English supremacy in America, but left the colonies greatly exhausted both in men and money. They had shown a devotion to the mother country in a most conspicuous manner and had certainly earned for themselves at least the considerate forbearance of the parent government. However, the colonists themselves had learned valuable lessons in modern warfare, had seen for themselves that British troops were not invincible. They had awakened to a lively consciousness of their own strength and ability to stand alone as shown by their achievements.

Great Britain failed to realize the

importance of regarding her colonies with either parental wisdom or kindness, she was jealous of their growing commercial and manufacturing wealth, and sought in numerous ways to regulate their industries for her own gain. In all of the charters to the colonies beginning with the three to Virginia in 1606-1609-1612 as late as the one granted to Georgia in 1732, while they contained to a certain extent some concessions of liberty, yet in the main they were dictatorial and exacting, the ruling authority was absolute and retained in England. Always a law abiding people, the Americans bore all the harsh measures of

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the mother country in silence, endeavoring to keep within the limits sanctioned by the crown until parliament in 1733 passed what was called the Molasses Act, the object of which was to compel the colonies to traffic their products with the British West Indies instead of the French West Indies that was under more favorable and profitable advantages to the colonies.

This act was to continue for five years, but it so aroused the indignation of the colonials that it was systematically treated with disregard and it remained a dead letter. Nevertheless it was one of the many incidents of history and the last fact that I shall present in this paper that had a tendency to lead up to a separation of the colonies from England and our independence effected by the War of the American Revolution.

Thus far I have endeavored, in a rambling way, to set forth some of the incidents in history as they appeared from age to age, establishing the fact that in the heart of the human race there is a God given instinct—an unconscious natural impulse—to resent the shackles of political bondage, with tendencies toward individual liberty and freedom embodied in a constitutional government.

The eighteenth century was a period of wonderful changes. Old ideas and old institutions were swept away in a manner that had never happened in any previous time. The great characteristic of this period was the advance of democratic ideas as promulgated in France. When a number of writers attacked the state and the church with bitter and telling arguments, they voiced a passionate desire that swelled in the hearts of all the peoples, for those inalienable rights of which kings had robbed them. Of all parts of the world the American colonies were the ripest for democracy, consequently these democratic ideas found their earliest practical embodiment in America.

The war in Europe and America had nearly drained the treasury of England and she desired to lay a portion of this burden on the colonies through a new system of taxation—a system that was obnoxious to the colonies and in their judgment disastrous to their political growth. The incidents which followed, that were connected with this system, were the stepping stones leading to the immediate cause of the revolution. This system of taxation consisted of the following acts of Parliament, viz:

In 1755 the writ of assistance was issued to collect duties and empowered sheriffs and custom house officers to enter stores and private dwellings in their search for goods suspected of unpaid duty. The first attempt to use these writs was made in Massachusetts where obedience was refused by the indignant people on the grounds that they were issued in violation to the laws of England and the colonies.

The persons refusing obedience to them were brought to trial. This prompted James Otis, the eloquent attorney in the colonies for the crown, to resign his office and in the trials

which ensued, pleaded the cause of the people which such force that, in the language of John Adams, "Every man in the crowded audience appeared ready to take up arms against the writ of assistance."

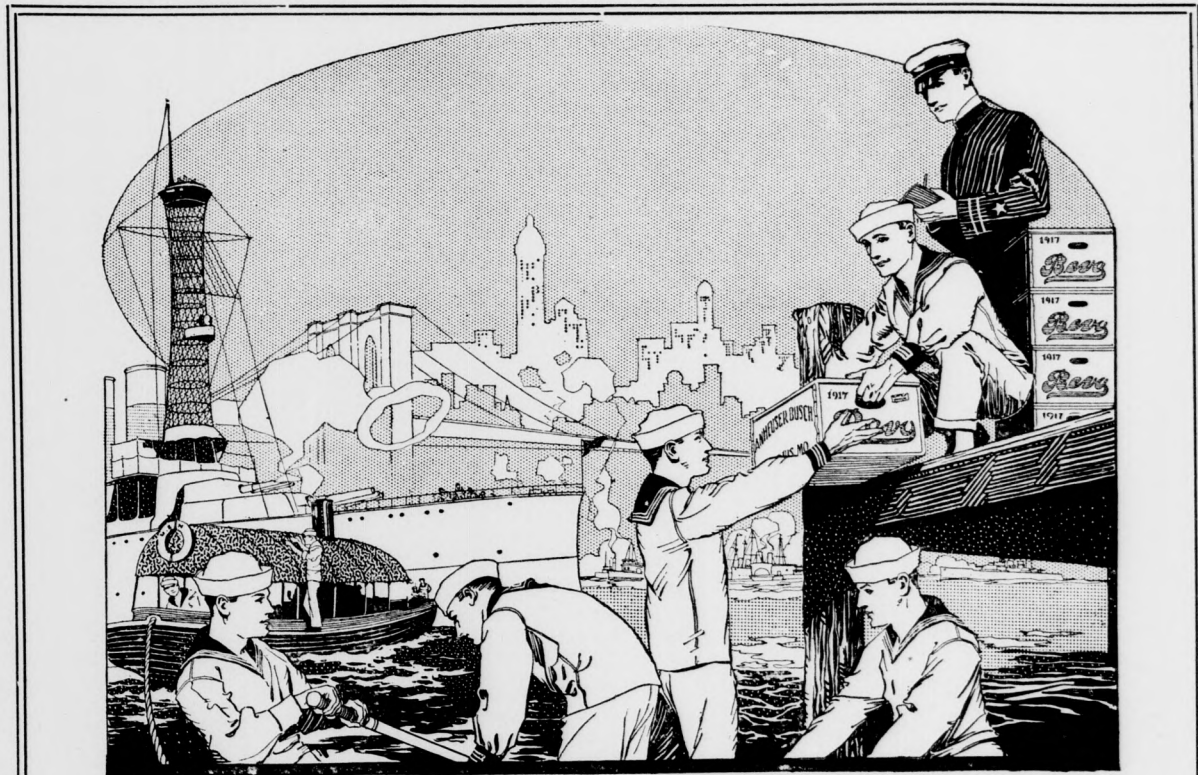
Judgment was suspended for investigation and the writs were never used except where they were granted in secret.

The next act was known as the sugar act, passed 1763. It was the desire of the crown to put an end to the widespread violation of the acts of trade in the colonies. In order to enforce these laws, therefore, it was announced by authority that the

crown would entertain no more requisitions from the colonial assemblies for supplies, but that the colonies were to be taxed for the support of the appointed colonial governors and judges, and their authority was to be sustained by a standing army in the colonies of twenty regiments. Heavy duties were then imposed on sugar, coffee, silks, etc., and the molasses act of 1733 was revived and made perpetual.

Before the colonies had taken decisive action against the sugar act, it was followed early in 1765 by the notorious stamp act, as a part of the plan of colonial taxation outlined in

1763. When the commissioners of stamp duties were requested to draft provisions for the extension of those duties to America, they reported in 1764 shortly before the sugar act and announced their intention to introduce the bill at the next session. In the meantime opportunity was given the colonial agents to communicate with their respective governments, in order that the colonies, in case the stamp act was objectionable, might agree upon some other method of raising the desired revenue. It was viewed with alarm in America, because any further trade acts would be disastrous to their commerce.



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When the subject came before Parliament in February, 1765, the colonial agents although remonstrating, were unable to recommend any substitute and the many petitions from the colonial assemblies and London merchants interested in American trade were emphatically refused consideration, under a ruling of the House of Commons by a vote of 205 to 47, the lords, without a division, and as King George was then insane the royal assent was received by commission.

To carry into effect this ignominious plan in reference to America, the mutiny act of 1765 was passed authorizing the dispatch to the colonies of such troops as may be deemed necessary. Further, as it was anticipated that the number so sent would be greater than formerly the quartering act was passed, compelling the colonies to provide for their accommodation.

The first legislative protest against these acts, especially the stamp act, came from Virginia, May 30, 1765, in four resolutions offered by Henry Clay declaring that, "The General Assembly of this colony together with his majesty or his substitutes, have in their representative capacity, the only exclusive right and power to lay taxes and impost upon the inhabitants of this colony and that every attempt to vest such power in any other person or persons whatever, then the General Assembly aforesaid, is illegal, unconstitutional, unjust and has a manifest tendency to destroy British as well as American liberty."

In response to a circular letter sent out June 8, 1775, by the Massachusetts House of Representatives to the other colonies, delegates from Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania, Delaware, Maryland and South Carolina met in New York to consult on the present circumstances of the colonies.

A declaration of the rights and grievances of the colonies was drafted and sent to the House of Commons Jan. 27, 1766, who after some debate, passed it up without action.

By Nov. 1, the date on which the stamp act was to go into effect, the resolutions of assemblies and public meetings, the intimidation and violence of the Sons of Liberty and others had made the execution of the act impossible. In consequence of the eloquent appeals of Pitt and Burke, of England, who sympathized with America, and Benjamin Franklin, who was then in England, the stamp act was repealed March 18, 1766.

Another act of Parliament, condemning the New York assembly upon its refusal to comply with the quartering act, on the ground of financial inability and the Townshend revenue act, laying a tax on tea and many other articles, so incensed the Americans that they revived their societies for discontinuing the importation of English goods and refused to pay the duties.

This attitude on the part of the colonies prompted the government to order a strong military force to occupy the town of Boston, which only increased the dissatisfaction of

the Bostonians, and on March 5, 1770, a collision occurred between the citizens and the troops, in which the three Americans were killed.

This massacre caused great excitement and the feeling throughout the colonies was so unmistakable that Parliament resolved to remove the obnoxious duties on all but tea, which article the king retained in order not to surrender his right to tax the colonies.

The Americans, however, objected not so much to being taxed, but to the principle of taxation without representation, and resolved to use no tea, and when three ships landed at Boston loaded with tea their cargo was thrown overboard the night of Dec. 18 by American citizens disguised as Indians.

The government then closed the harbor at Boston to all commerce, changed their seat to Salem and quartered all colonies with soldiers at the expense of the citizens.

These acts caused tremendous excitement among the Americans and a breach between the colonies and the mother country grew wider every day.

On Sept. 5, 1774, a congress of fifty-five delegates composed of some of the ablest sons of America representing the colonies met in Philadelphia. This body adopted a declaration setting forth their rights as subjects of the British Crown, to a just share in making their own laws, imposing their own taxes, trial by jury, to hold public meetings and petition for redress and grievances.

This document was sent to England and so impressed William Pitt that he declared in Parliament that "All attempts to impose servitude upon such a mighty continental nation must be vain." Other legislators and many of the English people sympathized with the colonies, but the king was obstinately determined to whip his American subjects into submission.

Nearly all of the American leaders now were confident that hostilities would soon begin as manifested in that fiery speech of Henry Clay before the convention of delegates at Richmond March 20, 1775. Immediate steps for any emergency were taken by raising and arming troops and storing munition of war at convenient stations. On April 18, 1775, the English troops, in their secret effort to secure these arms and munitions of war belonging to the Americans, were discovered. The people at once flew to arms and when the troops reached Lexington they found their progress opposed and by orders fired upon the citizens, killing eight and wounding several. The troops then proceeded to Concord, where they destroyed some storage and upon reaching the bridge on the morning of April 19, 1775 were met by a larger force of citizens who showed such a determined resistance that the troops were forced to retreat to Boston followed by the Americans pouring in a running fire of bullets which resulted in the loss of 273 British soldiers killed and wounded.

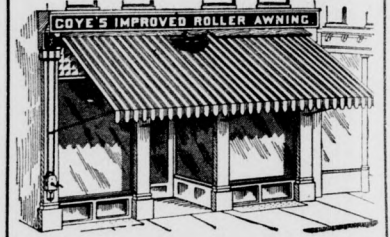
This battle, if a battle it may be called, ended the long dispute between

America and Great Britain and inaugurated the American Revolution. Previous to this no one ever heard, as Jefferson remarked "A whisper of a disposition to separate from Great Britain," but after this occasion the Americans began to take arms for freedom. The colonial congress put an army in the field and commissioned George Washington as Commander in Chief July 2, 1775, adopted a Declaration of Independence July 4, 1776, passed articles of confederation Nov. 15, 1777, and adopted the constitution of the United States of America which went into operation March 4, 1789.

The spirit of our fathers should exist to-day in our characters, to resent any political, religious or social influence that may tend to intrude and undermine the fundamental principles upon which our Government so firmly stands and presents to the world to-day as never before in history a Government of the people, by the people and for the people.

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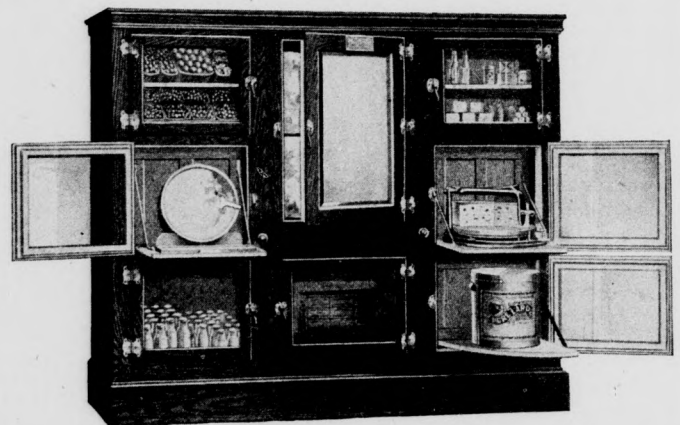
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There is no such word as fail to the boy who is determined to succeed in any certain line of endeavor which he has decided from his heart and soul to pursue.

Poets are born, not made, otherwise we should be flooded with Shakespeares, Longfellows and Miltons. The son of wealthy parents may become a great financier or he may clog the wheels of progress, while the son of the ditch digger climbs the walls of opposition, lands in the shoes of a Schwab or a Carnegie.

The gist of all this is that to succeed one must have it in him. Even among the tillers of the soil, the successful ones are those who have an intense love for the work they are in and are not content to be always plodding in the furrow behind the plow, no better nor happier than the hired hand who sees only to-day, reckless of the speeding weeks, months and years to come.

"Give me the worker, not the idle dreamer," says some high-up, in the councils of the great. Well, so be it, yet, unless there is a little dreaming in advance of the work, there'll be nothing accomplished. It is dreaming and working that makes the kings of industry, the statesmen of the world.

I have noticed in my observations of life that the man who is "on the job" is the one who swings later the baton of victory.

I call to mind two incidents which I think fully illustrate the idea I wish to convey. It is a lumberwoods idyl, set in homely surroundings, yet there's a lesson conveyed that has always been with me, reminding me of the fact that there is more than one way to win the crown success.

Jacob Straub landed in America with a few dollars in his pocket, seeking the fortune which he understood paved all the highways of the Western Eldorado. He was just turned 18. He made his way to the pine woods of Michigan, struck a small lumbering town and hired out chopping slabs at \$8 per month. These slabs were burned under the boilers to make steam for the big sawmill.

Thousands like Jacob came to America seeking a new world where opportunity spoke in a big voice to the sons of Adam. It wasn't all pie and honey for Jacob. The hours were long and the task laborious, but he did not complain. Sometimes he leaned on his axe, gazed up at the big funnels of Burns & Killbark's mill, wondering if some day he might not have an interest in a business like that.

Jacob was a dreamer first of all. He had some big ideas confined beneath his coarse wool hat. If he had not dreamed of great things yet to come he would never have worked his way as he did in the after time until—but I am getting ahead of my history.

Eleven hours a day chopping slabs sent the tall German boy to his board-

ing house nights tired and sore. He did not complain. Why should he when his castles loomed ahead to be gained only by hard and incessant toil? He was happy in a way. His ambition made him that. He found others of his country men in the town and sometimes talked with them of the future. He kept all his own ambitious feelings to himself, however.

To please his boss was his first endeavor, and this he succeeded in doing. Although his job was a menial one, he did it well. He had one motto that his grandfather gave him before he was 10. "Whatever is worth doing at all is worth doing well." This the youth made his own guide through all his after life.

From a slab-chopper Jacob, after the first year, graduated to a position as bull-sawyer in the mill, with a raise of salary to \$12 per month. Here was success on a small scale, yet there were other heights to climb. Dreaming all the time of the future, the German lad kept pegging away at such work as came to his hand.

After the first year he learned to speak fairly good English, so that the new world did not seem so big, lonely and uncomfortable. His boss liked Jacob. He was industrious, even though he was of an enquiring mind. The boy pursued the course marked out, proving deserving of trust and honor.

From the mill he went to the logging woods. Here his work gave the same satisfaction. He obeyed the boss, worked steadily for the best interests of his employer and came out in the spring a well thought of young man.

In time a logging camp was given to Jacob Straub to run, with a substantial wage attached. Here was the most crucial test yet encountered. Some there were who regarded "the green Dutchman" as anything but a sure thing as a foreman because he neglected certain pieces of work which he could easily have done himself, thus saving an extra hand.

People noticed that Straub loafed on the job. Getting above his business, they said. He won't last long with Burns & Killbark. They want men who work, not shirkers.

This was true. Workers not shirkers were favored by the lumber firm, but the results were what counted, and these Straub produced, showing the best output of any other of the firm's jobs on the river.

In truth, what the public regarded as shirking was good business head-work. Now that he had discarded ordinary labor, Straub as logging boss, put all his time into overseeing the work in the minutest detail. Riding or walking he seemed everywhere present. First on the banking ground, then on the hill which was to be kept in trim by the man whose job it was to keep it properly sanded.

Back in the woods, among the loaders and skidders, the well known sturdy form of the young foreman was to be seen. He neglected no spot on the whole job. No man knew when to expect the boss, consequently there was very little loafing among the hands on that job.

The man who had the job a few miles farther up the stream believed in being on the job in a literal sense. In fact, he made of himself a worker, often staying for days on the banking ground, saving one hand by himself doing the rolling. He also spent time sanding the hill. Not a day passed that Sammy Girding wasn't at sturdy bone work. He saved the expense of one hand, but he failed to keep an eye on all the workers, consequently there was unseen shirking, so that his job came out the poorest in the spring.

It is easy to follow to the end the careers of these two men, whose systems of working were so different. There were those who insisted that the one consisted of working and the other of shirking, yet the dreamer, the shirker, combined these with the work in such a manner as to secure the largest amount of output.

"Use your head as well as your hands," was another of Straub's mottoes. A busy, tactful brain makes other hands do the work, a fact that the "green Dutchman" had fully learned.

As the years passed Jacob Straub forged upward until, many years before he paid the debt of nature, he became a member of the firm for which he first worked in the capacity of a slab-cutter at \$8 per month. He died a millionaire, while the other man, who began life equally qualified to all appearances, lived out a long life to old age without ever getting beyond the state of a woods foreman. Old Timer.

What shall it profit a man if he make a sale and lose a customer

or—

What shall a man give in exchange for confidence and satisfaction?

Neal 3 DAY WAY

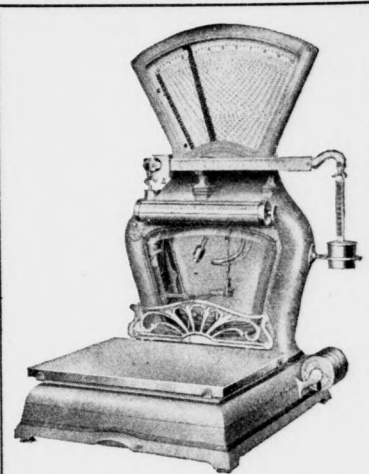
Is the best, surest, safest remedy known to medical science for

DRINK HABIT

A harmless, vegetable remedy given with no bad after effects. No hypodermics used. It positively removes the craving desire for liquor and DRUGS at the end of treatment, or money back.

Neal Institute

534 Wealthy, S. E. GRAND RAPIDS
Both Phones PERRY MILLER, Manager



No. 75 Automatic
Capacity 100 lbs.

Scales for
**GROCERS
BUTCHERS
GENERAL MERCHANTS
HARDWARE
CONFECTIONERS**
and many other lines of business.

Guaranteed to comply with the Weights and Measures Laws in any State.

A. C. Fessenden, of Boon, Mich., says:
"Your scale puts a plug in the down weight leak that makes a noise like silver dollars in the merchant's pocket."

Detroit Automatic Scale Co.
Detroit, Mich.
Grand Rapids Office, 9 Ionia St. N. W.

The Emblem



OF

INDEPENDENT TELEPHONY

STANDS FOR

Satisfactory Service

Reasonable Rates

Use Our
Long Distance Service

Citizens Telephone Company

MEN OF MARK.

J. Elmer Pratt, the Expert Automobile Exploiter.

J. Elmer Pratt was born Oct. 19, 1861, on a farm near Titusville, Penn., which was the scene of great excitement and sudden fortunes in the early days of the petroleum oil trade. He was personally acquainted with such National characters as Coal Oil Johnny and Farmer Tarr, whose daughter became known all over the country as Capacity Tarr through a chance remark of her father.

At the age of 14 years, Elmer determined to see something of the world and started for the Boundless West. Landing in Nebraska, he subsequently saw much of Kansas, Arkansas and No Man's Land, which comprised the present State of Oklahoma. He husked corn and rounded up cattle and performed all the other duties of the typical cowboy of forty years ago. He made the acquaintance of Buffalo Bill, Texas Jack and many other pioneer heroes, guides and Indian fighters. In the fall of 1876 he landed at Ft. Smith, Ark., broken in purse and with no employment in sight. He decided that the only opening for him was to join the regular army, which he started to do. He passed the examination successfully, standing at the top of the list, so far as physical fitness was concerned. The night before he was to be sworn in as a private, he met a man who had served three years in the regular army who persuaded him to forsake his determination by offering him a job as assistant cook and chore boy at Check Bar Camp at \$15 per month. Mr. Pratt subsequently learned that his employer was a man who made a living by maverick branding, which caused him to part company with the gentleman at the first favorable opportunity. During the three years Mr. Pratt was a cowboy he did not sleep under a roof over twenty-five times. It subsequently transpired that the company he proposed enlisting in was part of the command which was annihilated at the time of the Custer massacre a few months later.

Mr. Pratt's next experience was as a lumberman near Pinconning, where he worked two seasons. His next work was as clerk in the Campbell House, at Bay City, where he remained until 1880. He subsequently worked in a store at Bay City, but on account of failing health returned to Titusville for a few months. In 1882 he went to Meadville, where he took an evening commercial course in the Allegheny Commercial College. During the day time he worked in a wall paper, carpet and house furnishings goods store for \$25 per month. This was really his first experience in selling and formed the basis of the success he afterwards achieved as a salesman of commodities. Three years later he went to Flint, where he was placed in charge of the carpet and rug department of Smith, Bridgman & Co. He was then the highest salaried man in the store. He retired from this position after two and one-half years to take a position as road salesman for Gormully & Jeffrey, who

were then making Rambler high wheels in Chicago. He covered nearly every state and city in the country and in the meantime invested \$500 in stock in the Clipper Bicycle Co., of Grand Rapids. Not liking the way the company was being conducted, he relinquished a road position at \$3,000 a year to take an office position at \$2,000 a year. He did this to protect his investment because he had a superstitious fear that if the first investment he made went wrong it was quite likely that bad luck would follow him all through life. He was Sales Manager and director of the corporation until 1900 when the business was merged into that of the bicycle trust. He then engaged in the manufacture of air guns, which he conducted with moderate success for some months. He subsequently

fire which lasted thirteen hours. Within three hours after the fire started, he had moved his office into a building occupied by Benjamin Briscoe—unknown to the owner—and resumed business. His first work was to get out telegrams to his agents, stating that the company would be able to deliver cars within thirty days. His promptness in the face of a great disaster so pleased the directors of the company that they held an impromptu meeting before the fire was extinguished in the factory and increased his wages from \$1,800 to \$5,800 per year. He remained with the Cadillac company for four years, retiring in 1907 to take the position of Sales Manager of the Buick Automobile Company, at Flint. One year later he became connected with the Pierce-Arrow Automobile Co., at Buffalo,

he will make his stockholders very happy and be in a position to occupy both sides of Easy Street.

Mr. Pratt was married Sept. 5, 1893, to Miss Lillie M. Foster, of Detroit. Nine children have come to the family circle, which has never been broken by death. The children comprise four boys and five girls. They are at present living in their own home in Buffalo. Mr. Pratt has never disposed of the home he built on South College avenue, Grand Rapids.

Mr. Pratt is not a member of any church, nor associated with any fraternal order. He has no hobby but business which he has studied with a fervor and determination possessed by few men in this country. He is known as one of the best expert salesmen in the automobile line and has studied the truck situation until he is thoroughly posted on the details and possibilities of that business. He confidently expects to build up an enormous business in the manufacture of Higrade trucks in this city. He has the satisfaction of having helped make millionaires of over thirty men with whom he has been identified during the time he has been connected with the selling end of the automobile industry. He is a master hand in harmonizing conflicting interests and is an ardent advocate of the unit power in manufacturing.

Personally, Mr. Pratt is one of the most companionable of men. Conversation never lags when he is around, but it is like pulling teeth to get him to talk about himself or his own business. He has studied other businesses so thoroughly that he is familiar with many other lines of industry besides his own and the suggestions he can make and the criticisms he can offer are all very interesting to the listener. In all the varied positions he has held, he has shown a stability of purpose, a brilliancy of intellect and a record of achievement most creditable to himself and most gratifying to his friends and associates.

Leaders.

Some leaders lead too far ahead,
High-visioned, unafraid;
Yet ages after they are dead
We tread the paths they made.

Some leaders lead too far behind
Nor seem to keep the track;
Yet they bring on the deaf and blind
Who else would hold us back.

And some seem not to lead at all,
Slow moving on the way;
Yet help the weary feet and small
Of those who else would stray.

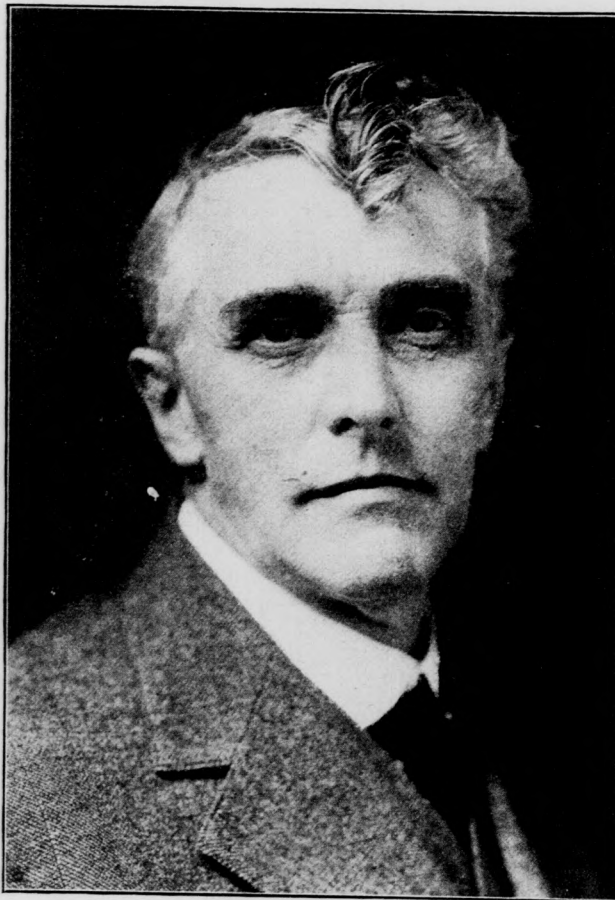
Lead on, O leaders of the race!
Your work is long and wide;
We need your help in every place—
Before, behind, beside.
Charlotte Perkins Gilman.

Woman's Perversity.

Old Crabton is particularly severe upon his wife in argument. During a recent passage-at-arms between the two his wife managed to interpose with:

"My dear, I wish you wouldn't be so very positive about everything. Remember, there are always two sides to every question."

Whereupon Old Crabton roared back at her: "Well, that's no reason why you should always be on the wrong side."



J. Elmer Pratt.

assumed the position of advertising manager for the Michigan Tradesman, contributing very largely to the success of that department. He retired from that position to take the management of the Voigt Cereal Co., which had been organized to manufacture breakfast foods. All of this time he was waiting for the automobile business to develop to an extent that would justify him in identifying himself with the industry. The organization of the Cadillac Automobile Co., at Detroit, afforded him this opportunity. He became identified with the corporation a few weeks after it was organized and would have been elected manager if his contract with Mr. Voigt had not precluded his taking an active part in the business at that time. While he was acting as Sales Manager of the company the factory was destroyed by a

with which he was actively identified seven and one-half years. He has lately assisted very materially in the organization of the Higrade Motors Co., in this city taking a substantial amount of the stock and has arranged to take the office of President and Commercial Manager of the corporation. The company is organized with a capital stock of \$250,000, of which \$135,000 is paid in. Sample trucks are now being assembled at a temporary factory in Harbor Springs, pending the construction of a large and up-to-date factory in Grand Rapids. Mr. Pratt has surrounded himself with men of peculiar fitness for their positions and confidently expects to see the business develop to large proportions in the near future. If he is one-quarter as successful in this undertaking as he was with the Cadillac, Buick and Pierce-Arrow companies,

Grand Rapids Dry Goods Co.

Exclusively Wholesale

We offer the following special prices for the week of
June 4 to 9, both inclusive:



No. 1812

A—Piece Goods Department

16½ inch Blue Stripe Glass Toweling	\$.07½
18 inch ½ Bleached Heavy Crash08½
18 inch Bleached Huck Crash07½
18 inch Unbleached Cotton Twill05
Big Injun Bleached Cotton09¾
Bravo Bleached Cotton10½
400 Pieces Zephyr Gingham, Asst. Fancies11½
100 Turkish Bath Sets77½
58 x 58 inch Scalloped Edge Mercerized Table Cloths, each	.67½
72 x 72 inch Scalloped Edge Mercerized Table Cloths, each	1.15

B—Notion Department

Men's White Hemstitched Handkerchiefs ½ inch Hem, Soft Finish, per dozen	\$.40
Boston Snap Fasteners—a Fastener with a Real Snap— Black and White, per gross35
San Silk Crochet Cotton, Every Color on the Card now in Stock, per box42½
Varsity Double Grip Garters, Morie Pad Rubber Buttons, Cable Web, big value, per dozen	2.00
Darning Cotton, Black, White and Colors, per dozen22
Metal Back Dress Combs, Metal Back and Metal Ends, seven inch length, per dozen67½

C—Gents' Furnishing Department

A Men's Heavy Police Suspender, per dozen	\$2.25
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Hosiery Department

No. 105, Children's Black Hose, 1-1 Rib 5-9½, 10 dozen Round, per dozen	\$.95
No. 219, Woman's Black Hose, Rib Top, 8½-10, per dozen	1.25
No. 502, Men's Black Socks, 9½-10½, per dozen95

Underwear Department

No. 1812, Woman's Lace Knee Union Suits, 36-44, per dozen	\$2.25
No. 2050, Men's Balbriggan Shirts and Drawers, all sizes, per dozen	4.25
No. 2160, Men's Egyptian Spring Needle, Long Sleeve, Union Suits, per dozen	9.00

We invite you to make our office headquarters during Merchants Congress. We have a large number of other bargains, in addition to those above cited, and we very much wish you to note the improvement we have made in our various departments, especially our notion department.

Grand Rapids Dry Goods Co.

20-22 Commerce Ave.

Grand Rapids, Michigan

Merchants' Congress

Read this program and



Geo. A. Garver, Strasburg, Ohio, will speak from the viewpoint of a man whose general mercantile business in a town of 1,000 people has grown to \$500,000 a year. His advertising methods are most intensive, and his merchandising plans are a credit to any city of 100,000 population. Co-operation and consolidation are his answer to the mail order business. Mr. Garver is a magnetic man, all business—and his story is an inspiration to merchants.



Stephen W. Gilman, Madison, Wisconsin. Mr. Gilman is the head of the department of Administration and Commercial Law of the University of Wisconsin. He is a brilliant orator and will present his subject "Personality in Business" in a way that will bring to a fitting close the Merchants Congress. Mr. Gilman is considered one of the brilliant speakers and big men in the University Life of this country.



Lee M. Hutchins, Grand Rapids, Michigan. Mr. Hutchins is Treasurer and General Manager of the Hazeltine & Perkins Drug Co., of Grand Rapids. In twenty years residence in Grand Rapids he has come to be one of its leading citizens and a director in the Grand Rapids National City Bank. A man with probably a larger acquaintance among the retailers of Michigan than any one in the State. Mr. Hutchins is a finished orator and will have a message fully up to his usual standard.



L. H. Stubbs, Cedar Rapids, Iowa. Mr. Stubbs is Manager of the Fidelity and Deposit Co., of Maryland, Cedar Rapids, Iowa. His talk on fire insurance will be one of the most interesting during the three days session. Mr. Stubbs has already appeared in Grand Rapids before the Credit Men and made such a favorable impression that we have been trying to get him to return ever since.

IN presenting this program to the Merchants of Michigan, the committee who have had the matter in charge have had in mind the securing of speakers who, in the first place, have had actual experience in handling and solving the problems which they are presenting for your consideration.

The successful merchant today is a practical man and he wants a practical message—a message that covers the individual problems that arise in his store, that tells him how to best organize his business, that tells him how to conserve that business, that tells him how to enlarge that business.

While business men are practical, we some times lack that decision for bigger things and so these speakers will bring to us a vision of a larger merchandise world, but a vision that can be understood and being understood can be applied.

The interests of the retailers of Michigan and of the jobbers of Grand Rapids are identical. If we can learn how to do a better business—how to enlarge sales—to do business at less expense and to increase profits, we are anxious to do so and the wholesalers of Grand Rapids are as vitally interested in this program as any retailer who will attend.

Mr. C. B. Hamilton, Grand Rapids, Michigan. Mr. Hamilton is President of the Brearley-Hamilton Co., General Agents and has had a vast retailing experience. He has been in the retail business, been a salesman, been a salesmanager and is now in selling and handling national campaigns. The topic assigned to him is a vital one to every retailer.



Grand Rapids June 5-6-7

make plans to attend

Here is the Program in Detail

TUESDAY, JUNE 5—Mr. F. N. Rowe, Chairman

- L. H. Stubbs—Manager Fidelity and Deposit Company of Maryland, Cedar Rapids, Iowa.
Topic: "Fire Insurance." 2:00 p. m.
- G. A. Garver—General Manager The Garver Bros. Company, Strasburg, Ohio.
Topic: "How the Foundation was Laid for a \$500,000 Business in a Town of 180 People." 3:00 p. m.
- C. B. Hamilton—President Brearley-Hamilton Company, Advertising Agents, Grand Rapids, Michigan.
Topic: "Where Do Profits Go To?" 8:00 p. m.
- G. A. Garver.
Topic: "The Methods in Use for Building a Million Dollar Business in a Town of 1,015 People." 8:30 p. m.

WEDNESDAY, JUNE 6—Mr. H. A. Knott, Chairman

- Frederick C. Kuhn—Manager Retailers Service Department, The Sherwin-Williams Company, Cleveland, Ohio.
Topic: "The Human Side of Retailing." 2:00 p. m.
- Harold G. Ingham—University of Kansas, Lawrence, Kansas.
Topic: "Merchandise Records, Mark Ups and Turn Overs." 3:00 p. m.
- Guy W. Rouse—President Worden Grocer Company, Grand Rapids, Michigan.
Topic: "Ethics in Business." 8:00 p. m.
- H. Leslie Wildey—Retail Merchants, Graettinger, Iowa.
Topic: "Meeting Mail Order House Competition." 8:30 p. m.

THURSDAY, JUNE 7—Mr. E. A. Stowe, Chairman

- John A. Lake—President Retail Grocers and General Merchants Association, Petoskey, Michigan.
Topic: "Co-Operation and Success." 2:00 p. m.
- Harold G. Ingham.
Topic: "Accounting Methods for Retailers." 3:00 p. m.
- Lee M. Hutchins—Manager Hazeltine & Perkins Drug Company, Grand Rapids, Michigan.
Topic: "Personal Efficiency." 8:00 p. m.
- Stephen W. Gilman—Business Administration Department, University of Wisconsin, Madison, Wisconsin.
Topic: "Personality in Business." 8:30 p. m.

Mr. H. Leslie Wildey, Graettinger, Iowa. If the mail order catalog house is getting any business in your locality which in your opinion rightfully belongs to you, here is a chance to hear from a man who knows, just how to overcome that obstacle. This lecture alone would be worthy of the time spent here. Mr. Wildey will explain how he sells former mail order customers, good merchandise at a profit to himself and how he continues to hold their trade.

Mr. John A. Lake is a Michigan product, having been born in Clinton county in 1875. His antecedents were English and Scotch. He completed his education at the Ferris Institute and taught school three years in Clinton county and two years in Cheboygan county. He engaged in the grocery business at Petoskey in 1900 and has been remarkably successful. Six years ago he and his partner engaged in the grocery business at Mancelona and last year at Harbor Springs. The annual sales of the three stores approximate \$290,000. Mr. Lake has long been an advocate of mercantile organization and is serving a second term as President of the Retail Grocers and General Merchants Association of Michigan.

Fred C. Kuhn, Cleveland, Ohio. Mr. Kuhn is Manager of the Retailers Service Department of the Sherwin-Williams Company. Possibly no manufacturer in the United States has developed their retail service bureau to such an extent of thoroughness as has this company, and Mr. Kuhn has been responsible for that development. He will explain in detail how the retail merchant may take advantage of the manufacturers advertising department and "cash in" on the "good will" that is created.

Mr. Guy W. Rouse, Grand Rapids, Michigan. Mr. Rouse is President of the Worden Grocer Company of Grand Rapids. His previous appearance in a public way before the retailers of various occasions is sufficient guarantee that the topic assigned him will be well handled. His wide experience in business qualifies him particularly to talk intelligently on the subject assigned him.



Hamilton, Grand Rapids, Michigan, is President of the Worden Co., General Advertising Agency. He has had a wide merchandise. He has been in the retail business as a salesman on the road, a manager and is now engaged in handling national advertising. The topic assigned him is a very retailers.



If you have not already done so---write the secretary of the Association of Commerce that you will be on hand and tell him how many will be in your party



Michigan Retail Hardware Association.
 President—James W. Tyre, Detroit.
 Vice-President—Joseph C. Fischer, Ann Arbor.
 Secretary—Arthur J. Scott, Marine City.
 Treasurer—William Moore, Detroit.

Items in the Hardware Dealer's June Programme.

Written for the Tradesman.

To push while the pushing is good is one of the axioms of all business. With the near approach of summer, seasonable summer lines should be aggressively featured in the hardware store.

June is, of course, the month of brides, and it is worth while for the hardware dealer to lay considerable stress upon the gift possibilities of the hardware store. First, for the direct results he can obtain in the way of sales. Second, because it interests the housekeepers of to-morrow in his store, and paves the way for future trade.

Incidentally, push the sale of seasonable goods while the season is still young. A refrigerator or a lawn mower will be just as necessary in August or September as in June. But by August or September the season will be on the down grade. The time to sell is right now, when the purchaser has the entire summer still before him.

The dealer's June plans should include one or two gift displays, or "shower" displays. Other lines, however, should and will not be relegated to the background. It will be good policy for the dealer to look ahead and line up on paper the goods which it is timely to feature in the coming months.

Push paints. The painting season is not over until the heavy summer dust commences to blow. Even after that it will be worth while to give the paint department a little filip of display and advertising now and then, if only by way of preparation for the fall campaign. Don't let up in your paint campaign. Continue an energetic canvass and, if there's any chance that a little more effort will land a prospect before the season closes, be sure you put forth that effort. Persistence pays in the paint business.

A good paint display this month is not amiss. Be sure that the window is not over crowded, and that the color combination of the labels is carefully selected. The bridal aspect of June will give your final paint push a new angle of appeal. Try this show card: "Brighten Up the Home for the Wedding!"

Right now, a good many merchants who started a very aggressive paint campaign early in the spring, find themselves in the letting-up mood. Perhaps they're a bit discouraged

with the outcome of the big drive. To such I would just say: Providence hates a quitter. It's the man who sticks when the clouds are gloomiest who gets the best view of the silver lining. The prospect whom you fail to canvass to-day may be the very man who has decided to paint to-morrow.

Sporting goods should be featured right along in June. This month the summer exodus commences. Boating, canoeing, tennis, croquet will be in full swing. Baseball, lacrosse and cricket accessories should also be displayed, although these games—particularly the great National pastime—are well under way. Fishing tackle is always in demand. Then, too, there are camping out and picnic parties to cater to.

A good camping out window will be seasonable some time this month. Rig up a miniature tent or portable house—if you handle the latter line—with a make-believe camp fire and all the accessories. Town folks will stop and look at a display of that sort ten times for one where they'll glance at the mere goods you want to sell. The realistic touch adds immensely to the appeal and to the effectiveness of any window display.

Do you handle silverware? Then bring it forward. Play up the cutlery too. These are fine gift lines, and you can link them up very nicely with the June wedding gift trade.

Then there are the real summery lines that must be given their share of attention—refrigerators, ice cream freezers, water coolers and filters, lawn seats and swings, lawn mowers. Hammocks, too, should be played up. Here, again, make your display as much as possible like the "real thing in action." Carpet the window with actual turf, put in a pond—a shallow pan with a little gravel and a little water will look very nice—and with the pond as a center of attraction, arrange seats, swing, hammock, etc. in the middle background. That's the kind of display that induces people to think along the lines of summer comfort; and thinking along these lines is a first step toward buying these goods.

The spring gardening campaign must be followed up. As the gardening season advances, the amateur gardener will discover the need of tools. He may have started out with an inadequate equipment. It will pay to follow him up with a display, and to keep the spades, rakes, hoes and other tools well to the front of the store.

Incidentally here's a little stunt that you may find good advertising. Keep in touch with the amateur gardeners and offer a little prize for the

amateur—not professional—who scores the most "firsts" during the season. The first home grown, out of door lettuce and radishes, the first carrots, beets, potatoes, string beans, peas, green corn, grown in back yard gardens in your town. Bulletin the returns as they come in. You'll get a lot of folks interested in your store, for back yard gardens are three or four times as numerous as they were last year. This is a stunt that can be followed up from year to year and made a regular institution, if your first year's try out proves it good advertising.

"Push seasonable goods, and keep pushing," is the watchword for June. As the weather grows warmer, there will develop an indefinable but very natural and human inclination to let up in your selling efforts. You'll incline to be careless about your advertising copy, slipshod with your window displays, and in regard to actual selling not so aggressive and wide-awake as you might be.

Fight that tendency for all you're worth. Push and keep pushing. Make hay while the sun shines, and sell summer goods while the summer is young. If you feel like letting up any day, buckle down to business and work a bit harder, just to keep your hand in.

To-day, remember, is the one day you're sure of. It's the day to do business.

If you want to save work, the thing to do is to plan ahead; to map out your advertising, window display and other incidentals on paper; to sys-

tematize this branch of your business. Then, you'll have more time to let up, and you can use it in—well, in more aggressive selling.

Victor Lauriston.

The man with the largest library usually has the least time to read.

Use Half as Much
Champion Motor Oil
 as of other Oil
 GRAND RAPIDS OIL CO.



Farm Machinery and Garden Tools

Plows, Harrows, Seeders,
 Corn Planters, Potato Planters,
 Weeders, Cultivators, Sprayers,
 Cutaway (Clark) Disk Harrows,
 Money-Maker Hay Presses and
 Silage Cutters.

Wholesale Distributors:

Brown & Sehler Co.

Grand Rapids Michigan

Complete catalog mailed on request

MICHIGAN HARDWARE COMPANY GRAND RAPIDS

We trust as many of our customers as possible will arrange to attend some or all of the sessions of the second annual Merchants Congress, which will be held in this city June 5, 6 and 7.

The meetings are free to all, the entire expense of the Congress being borne by the wholesale dealers of this market.

Among the many interesting features on the programme will be two talks by G. Albert Garver, of Strasburg, Ohio, who has built up an annual business of \$427,000 in a town of a thousand people.

The city will be in its best attire and a cordial welcome is assured every visitor. Make our office headquarters while in the city. We will care for your wraps and parcels.

Come one, come all!

Foster, Stevens & Co. Wholesale Hardware



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

Grand Rapids, Mich.

BURNING DOLLARS.

Furthering the Doctrine of Fire Prevention.

Learned physicians studied and experimented for years to find cures for disease; then some one came along and suggested that the best thing to do was to find the cause and the way to prevent it, hence we have the chase after the germ and the result—sanitation. Great railway men worked for years in efforts to prevent accidents on their lines; then some one suggested that care be taken by everyone connected with the work of running the trains and the result was Safety First, which has become the slogan of the land, not only in railway operation, but in nearly every line of work. For years men studied to obtain the most effectual method of put-

ting out fires. They talked fire insurance and fire departments; then some one came forward with the suggestion of stopping the fire before it gained headway. The result was fire prevention. We of America are a busy people and, as a rule, attend to our own business. Perhaps we are too careful in this—we ought occasionally to notice what our neighbor is doing. Problems that once were a lifetime study are now being solved in miraculously short periods by the application of practical business methods. Apply these methods to fires. Fire prevention means sanitation and safety first as well, for the cleaning up that comes with fire prevention methods is certainly sanitary and the safety first of fires is the prevention of them. The fires in this country cost in

1914 the vast sum of \$1,500 per minute. This is not fiction, but actual figures compiled by the association of fire underwriters. And for all this loss we, the people, are paying. Every fire means more than the actual loss—it means the loss also of the time of the persons thrown out of employment, the loss of profits that would have accrued had there been no fire and no interruption of business, and many more items. Therefore we are all going down into our pockets to help pay and we are paying too much. Every week in this country there are two hospitals burned, three jails, eight department stores, seven theaters, twelve churches, twenty-six hotels, 140 apartment houses and 1,600 dwellings. Nine persons lose their lives every day because of fires,

the waiter disappeared, but came back and explained that a new dishwasher had been employed the day before and "he has done mislaid the 'liminator.'"

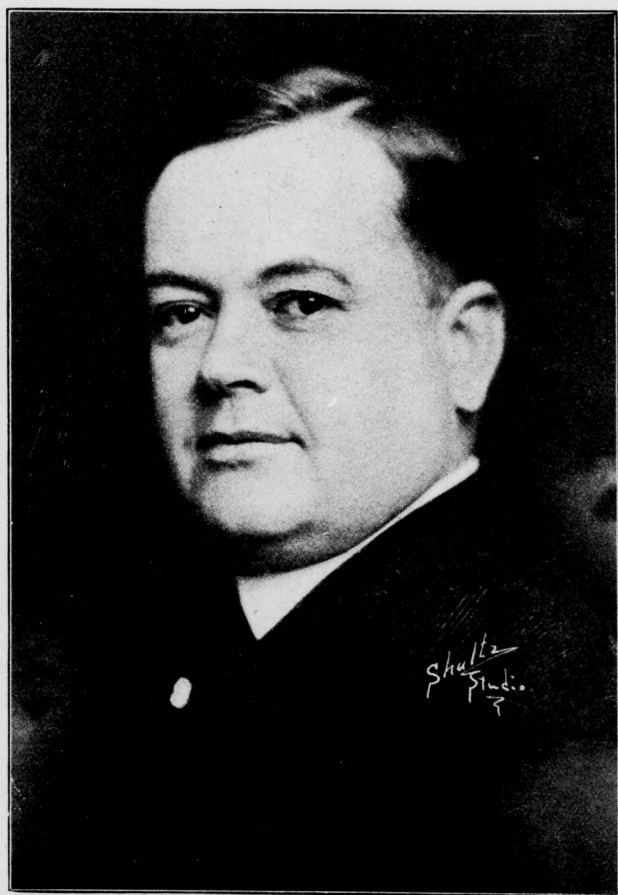
It is a mistake to presume that fire prevention is for the benefit of the insurance companies. They were in existence long before prevention was thought of. The man whose plant is the best protected from fire gets the best rate on his insurance.

The ordinary merchant will some day be asked by prospective customers what precautions he takes in his store for the safety of those who visit him for the purpose of trade. If he has none they will leave him and not risk their lives in his place.

Lurton H. Stubbs.

Mr. Stubbs resides in Cedar Rapids, Iowa, where he is Assistant State Manager of the Fidelity and Deposit Co., of Maryland. He is to speak on Fire Prevention at the second annual Merchants Congress to be held in Grand Rapids, June 5, 6 and 7. Referring to himself he recently wrote the Tradesman as follows: "In 1901 I was connected with a large wholesale house as traveling salesman and, on account of being away from home so much, decided to change my occupation. The brother-in-law of the principal stockholder of the wholesale house was in the fire insurance business and it was suggested that I take up that line of work with the brother-in-law of my employer. I thought very little of it; in fact, made the remark that it would be impossible for me to go into the fire insurance business because I had neither a wooden leg nor a Grand Army badge. In other words, I assumed that the popular idea was correct—that the fire insurance business was adapted only to freaks and cranks who were down and out. A year in the business taught me quite differently and I soon was convinced that if there could be a better understanding established between the insurance companies and the insuring public, it would result in lower rates, better insurance laws and a greater conservation of our resources. This became a sort of a hobby with me and I talked it on all occasions and am still engaged to a certain extent in the work."

When a man is compelled to eat his words his appetite is soon satisfied.



Lurton H. Stubbs

ting out fires. They talked fire insurance and fire departments; then some one came forward with the suggestion of stopping the fire before it gained headway. The result was fire prevention.

We of America are a busy people and, as a rule, attend to our own business. Perhaps we are too careful in this—we ought occasionally to notice what our neighbor is doing. Problems that once were a lifetime study are now being solved in miraculously short periods by the application of practical business methods. Apply these methods to fires.

Fire prevention means sanitation and safety first as well, for the cleaning up that comes with fire prevention methods is certainly sanitary and the safety first of fires is the prevention of them.

The fires in this country cost in

while many times that number are injured, many permanently. The remedy for most of this is so simple and plain that it is almost incredible that we do not adopt it immediately. That remedy is precaution—fire prevention.

People should not only look after their own premises but see to it that their neighbors take precautions, because the fire that starts in a neighbor's house is very likely to spread to one's own home. There is always a tendency to blame some one else for what we do not do or do not understand ourselves. It is like the two traveling men ordering breakfast. One gave his order and the other asked for the same, "with the eggs eliminated." The waiter went to the kitchen, but soon returned and asked about the eggs. The order to "eliminate them" was repeated. Again

Incomprehensible.
"Maggie, how was it that I saw a young man talking with you in the kitchen last night?" asked the mistress of her cook.

The girl pondered for a few moments and then answered: "Faith, an' I can't make it out mesilf; you must have looked through the key-hole."

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

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

AGRICULTURAL LIME
BUILDING LIME
Write for Prices
A. B. Knowlson Co.
203-207 Powers' Theatre Bldg., Grand Rapids, Mich.

ELI CROSS
Grower of Flowers
And Potted Plants
WHOLESALE AND RETAIL
150 Monroe Ave. Grand Rapids

Johnson Paint Company
"Quality" Paint Manufacturers
The Prompt Shippers
Get Our Dealers Proposition
BIG RAPIDS, MICHIGAN

Sand Lime Brick
Nothing as Durable
Nothing as Fireproof
Makes Structures Beautiful
No Painting
No Cost for Repairs
Fire Proof
Weather Proof
Warm in Winter
Cool in Summer
Brick is Everlasting
Grande Brick Co., Grand Rapids
So. Mich. Brick Co., Kalamazoo
Saginaw Brick Co., Saginaw
Jackson-Lansing Brick Co., Rives Junction

Transmission Equipment
Pulleys—Hangers—Shafting
Belting—Machinery
Keystone Steel Split Pulleys
Strongest—True Running
Perfect Crown
Adolph Leitelt Iron Works
213 Erie Street Grand Rapids, Michigan



Knowing How and When to Be Disagreeable.

Written for the Tradesman.

The advice-givers lay practically all the stress on being agreeable. Hundreds of books have been written to show the desirability of being sweet, gracious, amiable. The same line of thought has been expressed in magazine and newspaper articles without number. Nor can it be said that the good work has been in the least overdone. For being agreeable is one of the strongest winning cards in the great game of life. In everyday living it is superior to talent or even genius, and considered as to results it surpasses both wealth and beauty. And this whether you take it as to what it will do for its possessor as an individual, or as to what it will do for other people in general comfort and happiness.

It is well to recognize the distinction between being agreeable as a usual thing, and being able to make oneself agreeable for a short time on occasion. It is the former that really counts. If one does not have affability and courtesy and agreeableness by natural gift, then these qualities should be cultivated until being agreeable is an ingrained habit—not something that is assumed to accomplish a specific purpose.

In the past, agreeableness, while considered an essential womanly trait, was not regarded as quite so indispensable in a man. The advice givers directed their efforts mainly to women. Perhaps it was thought that men of ability could win out—as sometimes they did—even if handicapped by a gruff manner or other repelling qualities. But now, in telling young men how to succeed, all the clever advisers are placing great emphasis on a pleasing, magnetic personality. If a man, endowed as he is with superior strength and power of will, needs this in order to get on, then it is plain to see that to a woman a pleasing personality is a sine qua non—she can hope for nothing without it. The woman who is habitually disagreeable is foredoomed to failure. So let being agreeable be the normal and customary state.

But no wise woman is always and unvaryingly agreeable under all circumstances. To be equipped for her work in life—it matters little what that work may be—a woman must know how to make things unpleasant for those who may need such discipline. And making things unpleasant generally means simply making herself somewhat disagreeable for the time being.

Show me the woman who takes everything sweetly and serenely, who

allows all sorts of delinquencies to pass unnoticed, who never reproves nor rebukes, who never resents a discourtesy or a rudeness—and I will show you that your pattern of patience and long-suffering is falling woefully short of her duty. If she is married, you will find that her husband has a lot of faults and little absurd peculiarities that should have been repressed but which have been allowed to grow. If she is a mother, you will find her children disobedient and impudent and spoiled. You will find she can not manage her maid. In all business dealings, large and small, the woman of this type is the prey of the unscrupulous. The person who will stand everything has about everything to stand.

It is easy to see why this is so. We are most of us very human and not highly developed ethically. We dislike to be reproved or even criticized. We want those around us to be dead easy with us, and never take us to task for any of our shortcomings. But these dead easy people are not good for us. Very few of us are above taking advantage of their excessive forbearance.

Let us see how things work out with the woman who never utters a word of remonstrance—never sets her foot down. In matrimony, for instance. It is safe to assume that she hasn't married an angel. Her husband may be very good as men go, but he is not faultless. He has failings of which he himself very likely is unconscious. Perhaps he is negligent of the small courtesies, or maybe he is extravagant in his own expenditures and parsimonious with her. Possibly he is a little domineering; or he may have a harsh and un-governed temper. Such tendencies often can be curbed quite easily if taken in the beginning. But the bride who starts out to put up with all such traits will find that unchecked they grow and develop amazingly. She must keep on putting up with more and more as the years go by, or else some time take a stand in her own defense. Does it need to be said that the longer she waits the more she will have to overcome? There is life-long disappointment and bitterness, there are even divorces, that might have been prevented had an overmeek wife been possessed of the shrewdness and foresight to be a bit disagreeable when occasion required.

This is written for women, and so points out especially to them the necessity for sometimes suspending clemency. But let us be perfectly fair. Since the matrimonial illustration has been used, it must in justice be said that there are husbands also

who are too kind and indulgent. There are wives who are inconsiderate and selfish, childishly petulant or unreasonable and exacting, simply because they are married to men who are too good—men who are prevented by some false idea of chivalry from ever being stern with a woman.

In the present state of human nature it is necessary sometimes to be disagreeable. Don't try to dodge your duty in this respect, but on the other hand don't take it to be your privilege to be unpleasant when there is no need of it. Very many are disagreeable merely because things have gone a little wrong. The fretful mood is taken out on some poor victim, usually one who is wholly unoffending and in a position to retaliate. We see others who are disagreeable in order to have their own way or to gain some purely selfish end. For such manifestations there can be no justification, and commonly there is little excuse.

Another word of caution. Don't resort to being disagreeable when some other measure would answer better. Look to the cause of every fault that you try to correct. For example, if your husband sits silent and glum in the evening over his paper, determine whether he is inconsiderate and deserving of a little censure, or whether he is overworked and worried about business matters and so stands in need of sympathy and encouragement. A child must not be chided. It should be the aim to supplant all such morbid conditions as worry and nervousness by a normal and healthy state of mind.

In dealing with delinquencies that clearly are due to carelessness or selfishness—where culpability is plain—with these, judgment and discretion are required. Cultivate persuasiveness, and when practicable, appeal to the better nature. Remember that every expression of disapproval, even one that is humorous or very mild, is unpleasant to the one receiving it; and act accordingly. Learn how to speak the effectual word. Having spoken it, drop the subject. A habit of nagging and fault-finding is unbearable. If reproof is needed, let it be suited to the individual and administered privately. A rebuke that is made in the presence of others, stings and humiliates, and may confirm the tendency it was designed to remedy. The sum of the whole mat-

ter is that it is a womanly fine art to know just when and how to be disagreeable. Quillo.

Although the top round of the ladder of success is the most slippery, more people fall off the others.

Mr. Flour Merchant:

You can own and control your flour trade. Make each clerk a "salesman" instead of an "order taker."

Write us to-day for exclusive sale proposition covering your market for

Purity Patent Flour

We mill strictly choice Michigan wheat, properly blended, to produce a satisfactory all purpose family flour.

GRAND RAPIDS GRAIN & MILLING CO.,

Grand Rapids, Michigan

More Money for Grocers

More than 5,000 country weeklies, 350 daily newspapers and fifteen national women's publications carry regularly the following advertisement:

MADE FROM THE HIGHEST GRADE DURUM WHEAT
COOKS IN 12 MINUTES. COOK BOOK FREE
SKINNER MFG. CO. OMAHA, U.S.A.
Largest Macaroni Factory in America

The Skinner Manufacturing Company believes in national advertising, not as a club to reduce the profits to the grocer, but as a means of aiding the grocer to make a better profit.

Genuine macaroni can be made only from Durum Wheat. Macaroni not made from Durum Wheat is a fake. SKINNER'S macaroni is guaranteed to be made from the highest possible quality of Durum Wheat and the Skinner Manufacturing Company will enter into any kind of written guarantee that this is a fact. We know of no macaroni company in the United States that will do this.

The SKINNER line is the only nationally advertised line of macaroni products and because of the fact that they are spending real money to add to the grocer's profit, SKINNER'S PRODUCTS DESERVE THE SPECIAL SUPPORT OF EVERY WHOLESALE AND RETAIL GROCER.

Double A Candy

The Candy for Summer

Get ready for your resorters

They will want good candy

We have it, and don't forget the Lowney Chocolates

Putnam Factory Grand Rapids, Michigan

ADVERTISING THAT PAYS.

The Big Four-Page Announcement of Special Sale.

Written for the Tradesman.

This article is written to furnish practical suggestions to the small dealer whose advertising appropriation is necessarily limited. My own conviction has long been that it's the little fellow who most needs and appreciates advertising helps, but unfortunately most of the writers on advertising themes seem to overlook this fact, and so devote their attention to plans, methods and appropriations that are entirely out of the reach of the small dealer.

The four-page announcement of a special Two Weeks' or Month's Sale, for example, is a form of direct advertising that does not contemplate a very large outlay, and is therefore easily within reach of the small store-keeper. A good quality of white book paper should be used, for newspaper stock seems to cheapen the dealer's proposition. The size of the sheets is optional, except that they should be of a size to cut to advantage, so as to eliminate all waste. But this matter can well be left to one's printer, who will almost invariably tell you the dimensions he can handle to best advantage.

I have before me at this moment a splendid example of the four-page announcement, gotten out on a good grade of white paper, the pages being 17 x 22 inches, folded three times for mailing, making, when so folded, a piece 8½ x 5½ inches. One side of this folded piece of mailing matter is left blank for the name and address of the party, with the exception of the small boxed statement in the upper right-hand corner (as required by postal regulations), indicating that 1 cent has been paid, giving the name of the postoffice, and indicating number of permit; and a brief, three-line request to the postmaster in the lower left-hand corner, reading as follows: "Postmaster: If unable to deliver, please notify and return postage will be furnished. This is important."

This, of course, is quite a large announcement, being practically newspaper size. It was gotten out by a large department store. And that gives another slant on this four-page announcement as an advertising proposition. It was gotten out by a big concern. They get one out every month. And they have been at it a long time. Evidently they have tried it out and proved to their own satisfaction that it is a profitable method of advertising. If it is good for the big fellow, why not for the small dealer as well? But the small dealer will, perhaps, try it out on a some what less pretentious scale. Maybe his first four-page announcement will be only 8½ x 11 inches. That isn't large, but it is large enough to tell a bully good story, and put it up in tip top shape—provided one gets the hand of it.

The cost for mailing the announcement will, of course, be the same in both cases; namely, 1 cent per piece.

Before I come to sum up the strong points in this type of direct advertising, let me describe as intimately

as I can some of the features exhibited in this exceptionally-fine specimen before me.

On the first page, in heavy type clear across the page, is the following statement: "Over 1,500 Individual Pieces—with no two alike—Go into," and then below in identical type, the rest of the statement, "The February Furniture Sale!" Under this, in a double column space (7½ inches wide and 2¾ inches deep), is the following: "To say nothing of vast reserve stocks which fill every inch of space—and more furniture on the way! Every piece of this entire stock is reduced 10 per cent. Some of it 50 per cent below regular prices! The only exceptions are lines upon which the manufacturers will not allow us to lower the price. This is not a clearance—not a sale of odds and ends. By not means! The furniture is new. It is typical of the best factories in the world. All the fashionable periods are well represented. This is an opportunity that you cannot afford to let slip; for, of course, you know that raw materials and labor are advancing every day. That there's no relief in sight. That makers have to quote higher prices. And that we in turn will have to raise our prices to make even our low margin of profit. Then, for another thing, we make it our business to know market conditions. We buy when the time is right. We take advantage of every quirk and turn of the market. It pays us—and you. Brides-to-be, folks who are building new homes and gives to such people—all profit by the savings in this unusual sale. We make deliveries when you like. We store the furnishings without charge. And if the goods are going out of town, we're very liberal as to shipping charges. If you want only a piece or two to complete a room, they're in the sale. If you want to furnish an entire house, you'll find everything to your taste. We'll have extra sales-people to take care of the sale crowds. And plenty of deliverymen."

Following these general statements about the sale, which appeared at the top of the first page, were four separate advertisements filling the rest of the page, and treating respectively, of a household club plan, some library tables, sewing cabinets and desks for the home, a big mattress bargain, and a showing of fine wicker furniture conservatively priced. It may be that some of the readers of the Tradesman are interested in the household club plan as set forth in this advertising. They explain it as follows: "You select the furnishings, amounting to \$50, for example. The first payment is only \$5 plus a small club fee. You need not disturb your savings. You need not borrow money. There's no red tape at all. No one except yourself and the club secretary knows, but the furnishings are yours when you have them delivered. You pay only the sale price—not a cent more—saving from 10 to 50 per cent. And we deliver the goods whenever you tell us you are ready for them. In fact the club plan is a dignified, confidential charge account—with the payments spread over a longer-than-usual time. A new feature: We in-

sure every dollar's worth of furnishings you buy under the club plan—with no expense to you. If they should be destroyed or damaged by fire, even before payments are completed, we will receipt your account in full. Better see the club secretary—Mr. O. K. Bloom—or ask any salesman."

The second page featured brass and steel beds, davenettes, oak dressers and chiffoniers, a three-piece living room suite, an oak jardiniere stand at 98 cents, a regulation folding card table, a ten-piece William and Mary dining room suite, a separate William and Mary buffet, several styles of refrigerators, and a four-piece bedroom suite in ivory enamel. The third page dealt with rugs, Irish point curtains, filet net curtains, Japanese matting covered boxes, aluminum ware and hand painted china; while the last page was devoted to groceries. There were thirteen cuts on the first page, fifteen on the second, six on the third, and forty small cuts (mostly canned goods) on the last page.

I have been at pains to describe somewhat in detail this four-page announcement because it shows the big latent possibilities of this type of advertising. Of course the small shop-keeper who is trying it out for the first time will not attempt anything nearly so elaborate as the one here described. The page sizes will likely not be more than one-half or one-third as large, nor will there be such a profusion of cuts. But the effectiveness of the announcement does not depend altogether upon its size and illustrations. Fewer illustrations will do quite well. Only this thought should be borne in mind: classify your announcements. Arrange them in an orderly way. And it's a good thing to put all matter dealing with special commodities in a rule border to itself. This concentrates attention and enables you to drive the point home. You should also instruct your printer to get up a good display

and turn out a neat, clean-cut piece of printing—otherwise the effect will be marred.

I commend the four-page announcement, mailed out from the store to regular or prospective customers, as a profitable form of advertising for the small dealer. Frank Fenwick.

After a man is married he seldom buys a hammock built for two.

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

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

The Best Asset of a
Grocery Business is
Satisfied Customers

Baker's Cocoa
and Chocolate

Preparations are reliable, always of uniformly high quality, easily sold, in constant demand; the standards of the trade.

ALWAYS SATISFACTORY

Walter Baker & Co. Ltd.
 Established 1780 Dorchester, Mass.

TANGLEFOOT

THE SANITARY FLY DESTROYER
NON-POISONOUS

Our TANGLEFOOT Handy Package, 5 Double Sheets, Retails for 10c. Saves Labor and Expense of Wrapping.



FOR BREAD SUCCESS

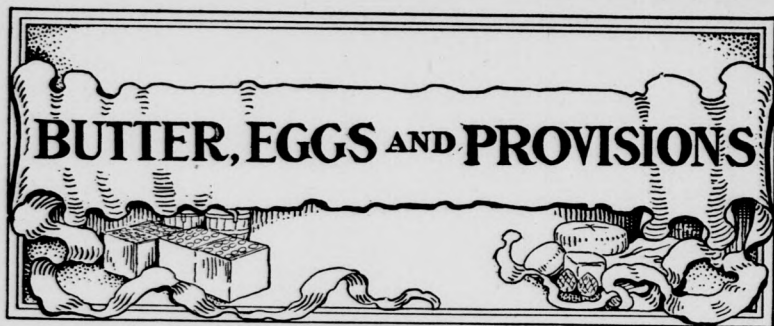
Hundreds of grocers are now enjoying increased bread sales and profits with

Creamnut BREAD

Because everybody likes Creamnut. It's clean, pure, appetizing and in other ways different from ordinary baker's bread

We Have a Special Plan to Make Your Bread Sales Grow

Grand Rapids Bread Company
 Prescott St. and South Ionia Ave. Grand Rapids



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.

Urges Clean Grocery Stores.

The National Wholesale Grocers' Association has just issued a four-page pamphlet urging retail grocers to conduct clean stores. Some rather pertinent questions are asked regarding the appearance of the store and some valuable hints given as to the best methods to use to make the establishment attractive to customers. The retailers are urged to clean up May 1, and "stay clean." Here are the suggestions:

If your competitor has an attractive store, why not see to it that your store is more so?

Are your delivery wagons and automobiles attractive? If not, make them so, it is a good advertisement.

Is your show window kept free from fly-specks in the summer and a dull appearance in the winter?

Is your store clean enough to invite the custom of a good house-keeper?

Is your store floor oiled or covered to prevent dust?

Are your ceilings and walls painted or whitewashed?

Are your shelves kept in order and made attractive to the customer?

Does your clerk dust your shelves every morning and make the articles on the shelves look attractive?

A chamois or sponge wet enough to absorb dust should be used on the shelves.

Do you screen your shelves in the summer with netting and keep your stock free from fly-specks?

Are your canned goods properly displayed so that they will attract the customer's eye?

Do you go over your stock every week and see to it that it always presents an attractive appearance?

Is your counter free from what you spilled of the last order you filled?

Keep your counters, show cases and fixtures clean and bright.

Use the scrubbing brush and hot water freely and often, to keep the ice-box fresh and clean inside as well as outside.

Are your butter firkins and cheese exposed to dust on the counter?

Is your butter handled with a ladle and paper, when serving a customer?

Does your clerk keep your scales accurate, clean and polished?

Is your clerk's appearance likely to invite customers, or is his sup-

posedly white coat soiled and greasy looking?

Is his appearance in keeping with what your store should be?

Is your wareroom, backyard and stable kept clean and free from rubbish?

Keep cats and dogs out of your store, they discourage some customers.

There is not a grocery store, large or small, that cannot prosper if it is kept clean, caters to the wishes of the consuming public and gives proper service.

Profit in Keeping Backyard Poultry.

In urging city folks to go into the backyard poultry business the Department of Agriculture suggests:

"The actual economy secured by the keeping of a small flock of chickens depends primarily upon their egg production, and this in turn is largely a matter of care. Under favorable conditions, however, it is estimated that 150 eggs the first year and 120 the second is a fair return from the ordinary hen. On the other hand, at least from 25 to 50 cents a year must be expended for grain and other feeds, the exact amount depending upon the quantity of table scraps and green and insect food available. Where all the feed must be purchased, from \$1 to \$1.25 is allowed. Even in the most thrifty household, however, there is always a large quantity of table scraps, vegetable parings, and other 'left overs' for the hens, so that a considerable portion of their feed consists of what otherwise would be carried off the place by the garbage man.

"Although of less importance than the eggs, the supply of poultry for the table furnished by the home flock is an item that can not be overlooked. As has been pointed out, in a flock of twenty-five which the owner is perpetuating there will be approximately twelve or thirteen cockerels, almost all of which can be used best for food. Half of the hens must go each year also, so that, allowing for losses and for birds reserved for breeding, there still will be enough appreciably to affect the butcher's bill."

At the Gate.

On history's page clear-written one may read
 How Rome, effeminate through its age-long greed,

Dazed by its dreams of opulence and ease,
 Its hoarded wealth far-borne from over seas,

Lolling about its marble porticos,
 Sated by triumphs into soft repose,
 Heard, on a sudden, its impending fate
 The midnight cry—The Goths are at the Gate!

To-day, as then, the Hours have winged feet;
 Shall we, unheeding their portentous beat,

Dally and palter, temporize and wait,
 Till we, too, hear—The Goths are at the Gate!

Clinton Scollard.

WILSON & CO.

We are the Largest Buyers
**Poultry, Eggs, Packing Stock
 Butter and Veal**

IN THIS CITY

If not receiving our quotations write us.
 Get in touch with us before selling.

20-22 Ottawa Ave., N. W.
 Grand Rapids Michigan

S. J. FISH CO.

Manufacturers of Electric and
 Battery Egg Testers

Write for Catalogue

Office and Factory
 115 South Hill St. Jackson, Michigan

Early Seed Potatoes Seed Corn

Write for Prices and Booklet

Reed & Cheney Co.

GRAND RAPIDS, MICH.

Rea & Witzig

PRODUCE
 COMMISSION
 MERCHANTS

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

Established 1873

Live Poultry in excellent demand at market prices. Can handle large shipments to advantage. Fresh Eggs in good demand at market prices.

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

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

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

If you want quick and satisfactory results, ship your
 crock butter, packing stock butter and eggs to

F. H. Cash Company

Bay City, Mich.

Check Mailed
 Same Day Goods
 Are Received

References,
 Any Mercantile Agency
 Farmers State Savings Bank
 Bay City, Michigan

You pay no freight, cartage or commission. Weekly quotations mailed on request.

Established 1876

Send us your orders **FIELD SEEDS**

Clover, Timothy, Orchard Grass, Blue Grass, Red Top

Would like to have your trade

Pleasant St. and Railroads **MOSELEY BROTHERS** Grand Rapids, Mich.

EGGS WE BUY WE STORE WE SELL EGGS

Make us your shipments when you have fresh quality Eggs, Dairy Butter or Packing Stock—always in the market, quick returns. We sell Egg Cases and Egg Case material. If not receiving our weekly quotations write us.

KENT STORAGE CO.

GRAND RAPIDS, MICHIGAN

The Vinkemulder Company

Jobbers and Shippers of
 Everything in

Fruits and Produce

Grand Rapids, Mich.

ON THE PENTWATER BRANCH.

Are the People Entitled to Better Service?

People doing business on the line of the Pentwater branch of the P. M. Railroad are up in arms over the train service now maintained on that line—one train a day each way. The Tradesman recently brought this situation forcibly to the attention of President Alfred, and suggested that he read the editorial in the Michigan Tradesman of May 16 entitled, A Lesson in Waste, referring to the paralleling of the G. R. & I. by an interurban between Grand Rapids and Kalamazoo. Mr. Alfred replied that the train service now provided on the Pentwater branch was all the patronage justified. This letter was submitted to one of the leading citizens of Muskegon, who made the following voluntary comment thereon and the situation in general:

Muskegon, May 28—I am not surprised at the tone of Mr. Alfred's letter, because it expresses correctly the attitude of the Pere Marquette toward the public as experienced by those of us who live in this territory.

I am told that Paul King expended a lot of money trying to instill in the minds of the public that the Pere Marquette was a Michigan railroad and being run for the interest of the Michigan people; but my very limited acquaintance with Mr. Alfred would lead me to believe that he is not in accord with that view, nor of that disposition and opinion in regard to the railroad's duty to the public. It is my experience in the operation of a public service that consideration of the public's requirements leads to a more profitable business than to assume the position that the public is not to be considered.

I am not conversant with the laws of Michigan regarding the operation of motor cars, but the tone of Mr. Alfred's letter would lead me to believe that he does not care to give the matter consideration or he might find a way to do this very thing. That portion of his letter about the result of the passengers operating on the Pentwater division surprises me, because it seems to me that if he were to use this service as much as I do he would appreciate that the passenger trains are being run with 80 per cent. of their capacity, and in some instances the people are obliged to stand in the aisles between Muskegon and Whitehall. Under these circumstances I cannot see why it should not be profitable.

In our business we are glad for localities and conditions that make it possible to use our older equipment and I presume the same conditions exist in the operation of a railroad. Surely the equipment that is being used on the Pentwater and White Cloud branches would look as though they were following this idea.

To fully realize the conditions under which passengers are being served over these branches one should take a trip from Muskegon to Ludington. The first train to Ludington leaves at 7:25 in the morning from a depot of which the people in the city of Muskegon are and ought to be ashamed. Only a short time ago the health officer closed the lavatories and toilets because of the neglect and its general condition is bad.

If one should want to board a train at the North Yards, which is a regular stop announced by the brakeman, he is permitted to sit in an old back room with wooden board seats and two windows which it is impossible to see through, with an old soft coal stove that would disgrace the cook shanty of a backwood's lumber camp. Sitting in the center of the room inside of a wooden frame are some

cinders and sand for the stove to sit in and the people to spit into. You can imagine what is expected of this sort of a place. You are permitted to walk from this disgraceful waiting-room to the train by a big pile of ashes and an outside toilet, thence across three or four side tracks to the train. If by chance the switch-engine isn't working back and forth, wholly regardless of the passengers who wish to get on the train, they manage to land properly in a coach which in many instances is loaded to capacity.

This picture is not overdrawn. I would just like to have the opportunity of showing you these apartments. Actually we have a farmer living up near Hart who furnishes better quarters for his hogs than the Pere Marquette does for their passengers in this locality. Then, if by chance your train gets out of the yards without going off the track, you proceed over a neglected road bed, taking from 7:30 in the morning until 11:50 and sometimes 12:30 at noon to go (by way of White Cloud) to Ludington. The fare is \$1.85, meaning that the distance is ninety-two miles. This for the passenger service.

As for freight, I wish to say that for weeks we have been unable to get any local freight between Muskegon and Pentwater and points on the White Cloud division. We are told that it is because they are unable to get help, while, as a matter of fact, the reason is that the local authorities are permitted to pay only 21c per hour, which at the present time makes it absolutely impossible to obtain help. The inconvenience to those of us who are obliged to ship over their line is something terrible. Local shipments in Muskegon for Ludington, or from Ludington to Muskegon, take anywhere from ten to twenty days before they arrive. Isn't this a nice condition and doesn't it show efficient management? What's the matter?

The P. M. Railroad has made a credible effort in the past to keep through trains on time, and will say for them that while in Detroit a short time ago I used their lines because I was more sure of arriving at any destination than I was on a road that made through connections from the East, but just so sure as we leave their main line, you can depend upon it, all kinds of delays and annoyances will be experienced.

I was told a short time ago by a P. M. Railroad man that one of the superintendents of the P. M. made the remark that he didn't give a damn about those people in Muskegon because they are a bunch of kickers anyway. I presume this is largely because of the activities of the Chamber of Commerce and local manufacturers who have been obliged to raise hell in order to get any service. If Mr. Alfred could visit here incog, he would find that my description of the situation is not overdrawn, and that if he were to place himself in our shoes he would make more of an effort to devise ways and means that would save a large amount of money for the company and serve the people more satisfactorily.

If motor cars, as have been suggested, were placed on the Pentwater division, a parallel electric line would never be countenanced and it would be unfortunate for any of us as well as the railroad if there was a parallel road built in this territory. The public doesn't want anything of this sort, if they can get service over the line already in operation. Mr. Alfred ought to be broad enough to see this. There would never be any competing lines thought of.

It seems to me that the railroads operating these branches are overlooking a great opportunity in the motor car and motor truck so equipped that it can be operated on rails. Think of the towns like Weidman, Coleman and others which are obliged to send automobiles out to the main line points and get the mail because it comes tri-weekly only.

Isn't that a pleasant condition? There is no reason why an auto with flanged wheels couldn't be operated on these tracks with entire safety and to the entire satisfaction of the small traffic that is handled over these lines, and if the railroad men would only grow enough and be progressive enough to try something outside of the regular and old way of operating railroads, they would certainly advance much more than they do.

I came from Ludington to Hart yesterday in what is called an auturban bus. There were seventeen passengers in this bus on and off between these points and the roads are not of the best, but the driver told me that they carried 20,000 passengers and collected over \$9,000 (and the fare is 3 cents per mile) last year. A railroad cannot operate as cheaply as this bus, so far as overhead expense, etc., is concerned, but a railroad could maintain a vehicle of this sort for much less money, and I would like mighty well to have the chance of operating a road between Pentwater and Muskegon for passengers, served with vehicles of this kind. I venture to say I could show then a mighty good profit at the high cost of gasoline.

You know there is a disposition among the railroad men to assume that the public know little about how to operate a railroad. There used to be a similar idea among the telephone men until some of them made up their minds that they would try some of the ideas suggested from the outside, and until some of the companies were being operated by some of the men who had had experience in other lines the same attitude toward the public that now exists with some of the railroads was universal.

I hope you will have the patience to read this fully, because I really feel that if somebody with the proper influence could get a railroad to try this scheme, it would be advantageous to both the railroad and the public.

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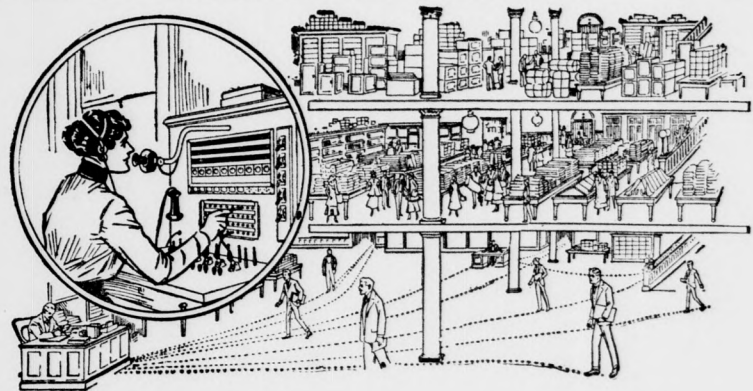
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THREE ESSENTIALS.

To the Success of the Retail Merchant.

The shifting conditions governing the distribution of merchandise have added many problems to the already difficult situation under which retailers are laboring.

These changes in distribution have been caused largely by the following things:

The tremendous growth of the mail order house.

The expansion of the department stores in cities.

The widespread use of the automobile by farmers and people of small towns generally.

The good roads movement.

The chain store proposition.

The wide diffusion of knowledge regarding merchandise, style, etc., through publications of all kinds, including pattern magazines.

The trend of population towards industrial centers.

The mere naming of each of these reasons opens up to the minds of the reader facts and figures which show you without further talk and argument that methods of distribution in this country are changing rapidly. It is patent that the retailer in the smaller towns and agricultural districts must adjust his business to these changing conditions or he will cease to exist, and the small town, as a social, educational and industrial center, deteriorates rapidly; in other words, these things affect the fundamental strength and growth of our country and its institutions.

As an example of these changes in a year of great merchandising activity like 1916, our own business, which increased in our large cities and industrial center about 50 per cent. increased only about 10 per cent. in the towns supported largely by agriculture. Our last census shows a decreasing population in some of our best agricultural counties. Our ledgers show decreasing prosperity among many merchants in the smaller towns.

Sections like Lower Michigan, Northern Ohio and Indiana are affected much less by these conditions than many other sections in the country, particularly in the South and West, for the reason that the retail merchants in this section are better organized already to meet the changing conditions than they are in the newer parts of the country. Mail order competition is a small factor here compared with what it is in the West and Southwest.

The needs of merchants and people in the West, owing largely to the mail order competition are, perhaps, best shown by the fact that the universities are conducting schools and classes for retail merchants. University extension courses and conventions are held for retail merchants in various centers strictly for the purpose of educating the retailers in all lines to meet the changing conditions.

The courses cover such subjects as figuring profits, retail buying, retail advertising, mail order competition, managing a sales force, the commun-

ity and the retail merchant, town improvement, a retail merchant and his banker, credit and collections in retail trade, use of mailing lists, the dollar and cents value of training clerks, etc.

I read in the papers the other day about a three-day convention at Sioux City, Iowa, attended by 700 retail merchants. These merchants are laboring under the pressure of stern necessity. Our merchants here are having fewer troubles, but many are alive to the necessity of organization and action.

The jobber as an institution is very much interested in the retailer and his betterment. We are his source of supply; we must have his outlet or change our form of business. If he can not live and make money, we can not continue in business.

Having these things in mind, the jobber is working, studying and watching these changing conditions, talking with retailers and attempting to help them solve their many problems.

Our experience is that the average small town retailer, while well posted in the detail of his line, knows little or nothing about the condition of his business from day to day and also does not know whether he is making money or not until the end of the year. He is guessing continuously as to the lines which he should push or on which he should slow up. He is often deceived by the apparent large profit in certain lines of goods, because he has no method of keeping track of his turnover in these particular lines. He understands, in a general way, the importance of a turnover, but he does not know whether he is getting it or not, at least until the end of the year, and then does not know where he is getting it.

Our judgment is, after studying many retail problems, that one of the first things which should occupy the mind of the average retailer should be the organizing of his business along some definite merchandising system. By this I mean a method of keeping track from day to day in dollars the amount of a certain kind of merchandise he has to sell; how much of that merchandise he is selling; and how much his profits are on same. Such a system is strictly a merchandising proposition and has no necessary connection with a man's ordinary book-keeping, although it can be worked out in a way to combine the two.

We have adopted a merchandising system for some retailers who have asked us for help along this line and splendid results are being obtained. The system involves very little work, tells the retailer what he wants to know at all times and shows him how to spread his money to the best advantage. The manifest advantages of this are obvious.

In starting a system of this kind, it is necessary only at the time of inventory to invoice like goods in groups, after which the markup should be added to place the departments on a retail basis, the "common denominator," in other words. Sales

are always made at retail, therefore the stock should show on the record at retail, so that the sales could be deducted from day to day, and show at all times exactly the dollars invested in each particular stock. It is comparatively simple to instruct clerks to make out their sales slips by departments; not at all complicated to add the purchases as made to the stock, deducting the sales from day to day, thus furnishing a perpetual inventory and a constant checkup on turnover. Nothing is more enlightening to the retailer or will be of greater advantage to him in the increasing and improving of his business.

I read a story the other day of two merchants, who, although located in different parts of the country, were doing business under practically the same conditions—competition, salaries and other expenses about the same—but there was quite a difference in the showing made by each. The figures of the successful one showed a capital of \$20,000, gross sales of \$70,000, net profits of \$12,000, a net profit on the capital of 60 per cent. A splendid example of what a merchant can do when he knows which lines are his live ones, and which the dead ones. The figures of the other merchant showed a capital of \$44,000, gross sales \$135,000, net profits \$1,200. With more than twice the capital of the other merchant, this man was making but one-tenth the profit—not even 3 per cent. on his money—and why? This merchant didn't happen to know which were his profitable lines and which were his losers, and without this information he could not make the proper markups, nor could he tell the right amount of merchandise to buy. He was doing business on guess work and his reduction sales and operating expenses were "eating him up alive."

It is just as important that the small town merchant departmentize and conduct his business along scientific lines as the large city store; in fact, more so. By reason of his narrow outlet for merchandise as compared with the city merchant, he must exercise care in buying, and keep in closer touch with the requirements of the trade. His customers will recognize and consider undesirable a piece of goods that has been on the shelf any length of time. It is therefore necessary that he turn his stock as often as possible, without of course, the sacrificing of profit, get in new styles and patterns to replace the old, thereby keeping the stock fresh and up-to-date. So that it seems to me, a system of merchandising such as I have mentioned is a most important thing for the small town as well as for the large city retailer.

Co-operation, a word that is so frequently used, and often misused, is a big factor in the retailers' success. By co-operation among themselves in the matter of credits, closing hours, special sale, etc., instead of endeavoring to cut one another's throats. They will find that it means dollars to each. Also they should co-operate with wholesaler and manufacturer in the matter of terms, return of merchan-

dise, etc. They can do a great deal towards restricting the business of mail order houses by co-operating in every way possible with their creditors in reducing the bad debt waste, which amounts to several hundred millions each year. The reader will readily understand that these losses must be added to the price of the merchandise, so that the jobber could necessarily sell on a closer margin of profit if his credit losses were less.

While there are, of course, and always will be, some fraudulent failures, statistics show that the majority of failures are due to inexperience and incompetence. Realizing this, the National Association of Credit Men, is constantly urging its members to do all they can towards the education and development of the inexperienced and incompetent merchant. While I believe that credit men generally take advantage of every opportunity to do their duty in this regard, they can not accomplish the desired results without the help of the retailers and retailers' associations.

Some merchants misunderstand the motive of the credit man when asked questions and given advice regarding his affairs and take exception to the credit man's interest in his welfare, considering it none of the credit man's business how he figures profits, how often he turns his stock, etc. While there are, I am glad to say, very few retailers who will not give out information to their creditors, there are a great many who give little consideration to the constructive advice of the credit man. On the other hand, these same retailers would doubtless consider seriously any suggestion pertaining to the conduct of their business from their own associations and association members.

As I see it, the salvation of the small town retailer and the conservation of the agricultural communities depends upon the following: Co-operation, organization and business education.

Fred D. Keller.



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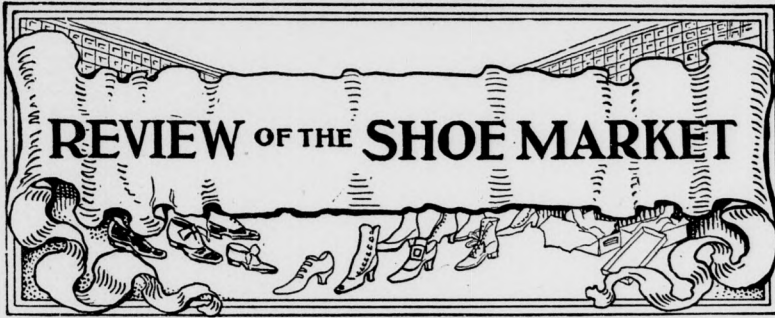
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Michigan Retail Shoe Dealers' Association
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Critical Condition Confronting Retail Shoe Dealers.

Written for the Tradesman.

The writer has frequently called attention in these columns to the unprecedented and extremely critical situation confronting the leather industries of this and all other countries—especially the shoe trade—owing to the increasing scarcity of leather. Now that America has definitely joined with the forces at war with German barbarism, a still heavier demand will necessarily be made upon the leather resources of the world. Once again the expected has not happened, for there were many who confidently looked to see a decline in the prices of leather of all kinds. (Just why anybody should have entertained optimistic opinions of this sort, by the way, is something the writer hasn't been able to comprehend; for all the facts and statistics appeared to him flatly to contradict any such idea).

When one reads in his newspaper that large reserve stocks of leather are being held back by packer-tanners, leather jobbing houses and others, he should discount the statement, while sensational items exposing an alleged monopoly on the part of shoe manufacturers and retail shoe dealers to boost prices and fleece the long-suffering public, are too absurd to merit serious consideration. Of all big industries in this country, the shoe industry is perhaps freest from the taint of monopoly. The simple truth is we are up against a stubborn economic fact: leather-consumption has out-run leather-production, and the inevitable has happened. No official and concerted action on the part of tanners, or anybody else for that matter, has caused the prices of leather to advance by leaps and bounds since the untoward outbreak of this world-war; and nobody on earth foresaw it, for a world-war of present-day magnitude is a new historic development; and no set of men in this country or in any other country could have prevented these advances in the price of leather.

If, instead of declarations of war, which came thick and fast during early August of the memorable 1914, the snarl of European politics might have been peaceably settled, and all civilized nations might have continued the pursuit of happiness and prosperity—even in that event, leather today would have been selling at appreciably higher prices than leather sold in 1914; for the tendency of

prices was upward under perfectly normal conditions. Two well-known facts will substantiate this contention: first, the increasing consumption of leather by the manufacturers of leather-goods commodities of kinds too numerous to mention; and, in the second place, by the introduction of colors in women's misses' and children's lines. At first it may not appear perfectly clear to the reader what bearing this latter statement may have on the matter of price. For that reason let us look into it a bit more closely. Delicate colors in kid, such as champagne, canary, cream, buff, light tan, and all other and sundry of extremely precarious colors, and combinations of colors, that were even then being introduced into footwear of the classes named—all spell one thing (as the practical shoeman very well understands); namely, precarious and ephemeral wear. Such shoes have very little service-value. Their intrinsic worth is all on the style-value side. They fade and stain and scuff and very soon show traces of wear that make them no longer serviceable. Hence they are discarded. Consequently the woman (or miss) that goes in for style, under existing style-conditions, must have not merely two pairs of shoes, she must have half a dozen or more. So the consumption of leather by this class of shoe store patrons has doubled—and in many cases trebled. Now these are reasons entirely independent of wars and rumors of wars. If there had been no war, it is entirely reasonable to believe that they should have existed just the same. And, in that case, exerted an influence on prices.

But there are other reasons—reasons directly connected with the war—that must be considered. First of all, the enormous reduction in production. Belgium and the Balkan States were not especially noted for their leather production prior to the war; but whatever supplies of this sort may have gone into the hopper of the world's leather needs, now that the supply has practically ceased. The big, absorbing war game—and more recently the increasing food-shortage—has interfered seriously with leather-production in Germany; so she cannot contribute anything to the world's demand (even if she could have overcome the Allied blockade). France and the British colonies likewise are too intently engrossed with the vital problems of national life and perpetuity to put any special emphasis on the matter of leather production. And the same is true to a considerable extent of Russia, one of the largest sources of leather importation to America. Now all this

isn't fancy, but serious reality. These are the facts.

And then, once again, consider the enormous consumption of leather by the almost unnumbered millions of men now active on the battle fields of the world; and, in thinking of men immediately at the front, you are not to forget that still larger host of men just behind the front, who must also be shod on a war-time basis. It has been estimated that, for every man on the firing-line, there must be four back of him to make him efficient according to present-day standards of fighting. If this ratio (or anything like it) is maintained, it fairly baffles the imagination to picture the hundreds of millions of men who are now actually wearing out more footwear, by anywhere from 100 to 500 per cent., than they would under normal conditions. And, although the horse doesn't figure so conspicuously in this war as he has done in previous wars, nevertheless he is still on the job. And he must have harness, saddles and bridles.

When all these facts are given due consideration, the wonder is, not that the price of shoes to consumers haven't advanced appreciably, but rather that they haven't advanced more than they have. And the price would undoubtedly have been very much higher—in fact almost prohibitive insofar as the poorer people are concerned—if it had not been for the epoch-making introduction of fabric for upperstock and fiber for heels and soles. Rather than foolishly criticise shoe manufacturers, as some

people have been minded to do owing to false and misleading newspaper items, shoe manufacturers should be credited with moderation in fixing prices, and especially for skill and adaptability in making use of these recent substitutes for leather.

But, much as we may thank our lucky stars that such excellent substitutes for shoe materials have been perfected and introduced, thus making far less critical a situation that might have been infinitely worse, let us not expect too much of these new shoe materials. I mean, let us not suppose that they can forever keep the price of shoes down to a certain price level. These fabrics are made of cotton, while fiber is made of cotton and rubber; and both cotton and rubber are war materials. As such the price of them is immediately affected. America of all countries is most favorably circumstanced, in that our Southland is the world's biggest cottonfield; while the supplies of rubber in this country are still open. But



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 See real leather being made into shoes

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Do You Remember the Bargains Last Year?
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ON THE WAY UP FROM THE DEPOT



here again is a somewhat disconcerting thing. Much of this new material—especially fiber for heels and soles—is a by-product of big leather concerns; and is apt to be cut down or shut off entirely, if these concerns should become too deeply absorbed in the production of tires and other war-goods. This, of course, is conjectural. But who knows how long this war is going to last? or how deeply the big industrial resources of this country are going to be taxed to meet the peremptory demand for specifically war-stuff? If our Government should be under the necessity of mobilizing our big rubber-goods plants and putting them on Government contracts for other things, it may require their temporary abandonment of mere by-product activities. In that event shoe manufacturers will feel pressure from a new source. And where, then, will the price of sole leather go?

All of which isn't a bit optimistic, of course; but who can be optimistic with a world-situation such as we have at present?

But the thing I am heading at and especially interested in, is the situation confronting the retail shoe dealer. The price of shoes has just about reached the breaking point insofar as many of his customers are concerned. It almost makes him cringe to name the figure at which they must be sold—and even then, he is often selling below replacement value. And his customers are holding off trying to get along with their old shoes as best they can, and dreading the day of new footwear purchases. And business is easing up. In the big cities the pre-Easter sales of footwear were far below last year, when conditions were not as bad. People are beginning to feel that they ought to, and must, retrench; and when people get to feeling that way, it seems to be the most natural thing in the world for them to think they ought to retrench on footwear. I am not saying that this is a wise policy. Far from it. But that's the way they feel anyhow; and that's what they are doing.

Profits on sales made are somewhat higher, but shoe dealers are not making as many sales as heretofore. On less business than they had last year, thousands of retail shoe dealers throughout the country made this year more money. But the life of a going shoe business is sales. Everybody knows that. And something is wrong when sales begin to drop off—no matter what the cause.

And, if they are bucking at present prices, what'll they do when your next consignment of goods comes in and you've got to mark still higher? Will the people come to it? This is a serious question in the mind of many a shoe dealer. And what about those styles that you emphatically do not want to carry over into another season? On an advancing leather market, it seems the height of folly to cut shoes that are already marked below replacement value; and yet, if they aren't cut, they won't sell; and if they aren't sold they depreciate in value—just how much you can't say. It all depends on what the

style-tendency is. If this isn't an acute situation, I don't know one when I see it.

Local conditions must determine for each man his own solution. I haven't heard of anybody with a panacea as yet. But in general, you owe it to yourself and to your trade, to give them the facts. And this you should be doing in your advertising and in the salesroom. Let the people know that this situation isn't of your making; that you are as much a victim of circumstances as they are—as we all are. If they can be made to realize that you are doing the best you can under the circumstances, then perhaps they'll do the best they can under the same circumstances, and we'll somehow manage to weather the storm. But the sledding doesn't look good. Nay, brother, the sledding looks extremely rough.

Cid McKay.

Bottom Facts From Booming Boyne City.

Boyne City, May 29—The employes of the B. C., G. & A. shops are putting up a 100 foot flag pole at the foot of Water street on the lake front. It will fly a 12 x 20 foot flag.

The Carnegie library building, which we thought was lost because the present cost of construction so far exceeded the appropriation allowed, has, through the efforts of J. M. Harris, become an assured fact. The contract for the building has been let and erection will be started as soon as the material can be secured.

Our genial druggist of the Central Drug store has been sold out of house, if not of home, twice this spring and thus expresses himself: "Another lot, A richer plot, A longer stop, So help me gott."

Kennerd says, "If some of you fellers who are always whining would get to H—alifax out of here, the town would better off." Wonder if that is so?

The foundation of the new garage is laid and the basement wall of the new warehouse is up. Labor and material are both hard to get and it is not easy to figure on any thing being done on time.

The sale of Liberty bonds is lively at both banks. One farmer offered 7 per cent. for money to invest in one.

A sale of forty acres of wild land, two miles North of the city, indicates the growing sentiment that such lands are not worthless, if the price is low. These cut-over lands are all good if they are farmed right.

Heaton & Hooper sent three men to Detroit to bring cars from the factory. While returning, between West Branch and Gaylord, they had to shovel their way through snow from one to four foot deep—on May 25. Jim Dean went along for a pleasure excursion.

The Boyne City Lumber Co. is installing an electric lighting outfit in its camps East of Gaylord. Shades of the grizzled veterans of the '80s, what is this pampered generation coming to! Maxy.

As Good as He Sent.

A young man, known for his facetious manner, remarked at the boarding house table one day, "This steak is like a day in June."

A thrill of anticipation went around the table.

"Why do you say that, Mr. Slopay?" enquired the landlady.

"They are so rare," answered the young man.

"And your board-bill is like March weather, Mr. Slopay," said the landlady. "Always unsettled."

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June 5, 6 and 7

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Your time and money will be most profitably spent, and you will go home better able to cope with your business problems than ever before.

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A Good Shoe for the Money, but it is more

The "Bertsch" Goodyear Welt Shoe for Men

has demonstrated its superiority in every way.

Thousands of first class dealers are enthusiastically pushing the sale of the "Bertsch" shoe line today.

In all parts of the country, thousands upon thousands of men in every walk of life are demanding the "Bertsch" shoe from their dealers.

The reason is simple. Each and every one of them have been so impressed with the comfort and service-giving qualities of the "Bertsch" shoe line that they will be satisfied with no other.

The "Bertsch" shoe won its reputation through its uniform wearing qualities. These will remain so.

You can recommend the "Bertsch" shoe line to your trade—Because it IS the best comfort and satisfaction giving line offered you today.

THEY WEAR LIKE IRON.

Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear GRAND RAPIDS, MICH.

How We Should Adjust Our Bond Buying.

Detroit, May 28—After the war is over, and very possibly before it is over, it will become evident that the country has been divided into at least three groups by the issue and sale of war bonds. One group will own a great many of them. Another group will own none of them. A third will have a few of them. Already we see that in each of three capacities we are likely to be taxed to meet the payments upon these bonds—first, as individual members of society, by means of the tariff and similar taxes; secondly, as earners, by the income tax; and, thirdly, as property-owners, by direct taxes and the like.

The actual wealth of the Nation, represented by this bond issue, is to be destroyed within a short time. It would seem, therefore, that some method should be found for writing the loss off our National books of account. But this has never been done and it cannot be done in the present instance. The bond issue, however, affords us an opportunity to do, as individuals, that which, theoretically, the country might better do.

The bond issue mortgages all of us in one or more of the three capacities already mentioned: As individuals, as earners, as property-holders.

Is it not the part of wisdom for each of us to estimate in money the extent of that obligation, and purchase bonds as nearly as possible to counterbalance it?

The present issue is \$2,000,000,000 dollars. The population of the country is estimated at 100,000,000 persons. If the bond issue were to be apportioned per capita, we would have a per capita debt of \$20.

A married man whose salary is less than \$2,000, and therefore not liable to the income tax, and who has no appreciable amount of property, should buy one of the \$50 bonds, allowing \$20 for his wife, \$20 for himself, and \$10 as a margin of safety.

The man with an income of \$3,000 and with one child and no appreciable amount of property, might take a \$109 bond, made up \$20 for the child, \$20 for his wife, \$20 for himself, \$30 for his earning capacity, and \$10 for a margin of safety.

Similarly, a man with three or four children, with an income of \$10,000, and property value of like amount, might well take one or two \$1,000 bonds.

When such a man dies, and these bonds are found among his effects, they will be considered as assets, but in fact they will be neither assets nor liabilities, for with them he will, perforce, hand down to his children a corresponding obligation that his Government has placed upon him and them, to pay taxes to meet these very bonds and others of the same issue.

I propose to buy bonds to the extent, as nearly as I can estimate it, that the debt itself will fall on me. Whether or not I should go beyond that as a matter of patriotism, I keep an open mind. Richard Boardman.

Sidelights on Celery City and Environs.

Kalamazoo, May 29—Henry Sweet, of Galesburg, has purchased the stock of groceries of M. N. Mac Gregor, on East avenue, and will continue the business at the same location.

Mrs. E. T. Duffield, who was seriously injured two weeks ago in an automobile accident, is slowly recovering at her home on Locust street.

Hiram Wriglesworth, of Schoolcraft, has succeeded William H. Wolcott in the grocery and meat business at 1114 March street.

F. S. Schlicht, of 1701 East avenue, is enlarging his store room by building an addition on the rear of his store building.

C. W. Vanderbilt has been taking a forced vacation the past ten days

while nursing a severe attack of tonsillitis.

Frank Flaitz, who has the contract for the erection of the big addition to the plant of the Kalamazoo Loose Leaf Binder Co., expects to have the roof on the building in about ten days. Work is being pushed as rapidly as possible, as the company is far behind in its orders and needs the additional space.

The Kalamazoo Sanitary Manufacturing Co. is now planning on beginning operations in its big Southside plant July 1. The big building, 520 by 207 feet in dimensions, is about completed. One of the firm kilns has been erected and the second one is now going in. A concrete floor, 100,000 square feet, will be laid in the structure.

For the benefit of the Kalamazoo chapter of the Red Cross, the Burdick House will give a big ball Saturday evening, June 2, in the ballroom of the Burdick. Fischer's first orchestra will furnish music for the occasion and all the expenses of the party, which promises to be an unusually attractive event, will be paid by the Burdick House. The entire gross proceeds will be turned over to the Kalamazoo chapter of the Red Cross society.

As the result of the indefatigable efforts of the twenty workers in the twenty Red Cross stations throughout the city, upwards of 5,000 members were added to the membership roll of the Kalamazoo chapter of the Red Cross during the first week of the city's big drive for 10,000 new members.

The Lane Motor Truck Co. has entered a bid to supply the United States Government with a limited supply of trucks for military uses. M. H. Lane stated that he hoped to secure a small order and will take Liberty bonds in payment.

Seven lumber firms of this city close their yards and factories Saturday afternoons during June, July and August to give their employes more time for recreation and the cultivation of gardens. Those declaring the half holiday are: North Lumber and Manufacturing Co., Union Trim and Lumber Co., Kalamazoo Lumber Co., Celery City Lumber Co., Van-Bochove Lumber Co., Corbett-Stone Lumber Co., Godfrey Lumber Co., South Side Lumber and Fuel Co.

W. S. Cook.

Resolutions of Respect.

Traverse City, May 28—At the regular meeting of Traverse City Council, United Commercial Travelers, held April, 26, the following resolutions were adopted:

Whereas—It has pleased Almighty God to call Brother Frank M. Gardner from his labor on earth; therefore be it

Resolved—That Traverse City Council extend to the bereaved family our sympathy in this, their hour of sadness.

Resolved—That a copy of these resolutions be spread on our records and our charter be draped for a period of ninety days. F. W. Wilson, H. C. Hoffman, Harry Hurley, Committee.

Carrying It to the Extreme.

They were a saving old couple, and as a result had a beautifully furnished house.

One day the old lady missed her husband.

"Joseph, where are you?" she called.

"I'm restin' in the parlor."

"Not on the sofa?" she gasped in horror.

"No, on the floor."

"Not on that grand carpet?" came back in tones of anguish.

"No, I rolled it up."

**The Dawn of a New Service—
Introducing the Higrade Truck**

A worm-drive quality power wagon between the big tonnage jobs and the cheap delivery cars. It has the looks and quality of the high-grade quality wagons, but is light, yet capable of taking care of all the load the springs and pneumatic tires are guaranteed to carry. A truck designed to carry more should be fitted with solid tires, and on account of the extra shocks due to solid tires, it must of necessity be made much heavier; and if made of material equally as good, the cost and operating expense is greater in proportion to its capacity. Therefore, a solid-tired, big-tonnage truck is likely to be wasteful for the merchant whose pay-load does not average over 1,500 or 1,600 pounds. On the other hand, a light delivery car made by using pleasure car parts, or by converting a pleasure car into a delivery, is not all it should be, even if used on paved streets, with loads under 1,000 pounds; the strenuous service in the hands of inexperienced users is too much for it, and while this type is worth the price paid, and a long ways better than horses, it is too cheap to be all that a large number of users need. When we designed this wagon, we entered a field not properly covered by any maker, although recognized by many merchants of experience in the motorizing of their delivery departments. To get a proper balance, a good deal of expert engineering was required. Long experience in this line has enabled Mr. Coppock to produce a worth-while commercial vehicle.

A year's service test has convinced us we are "in right." But to be doubly sure, we are building 25 of these powerful little wagons for service here in Western Michigan. Who will be the merchants first to patronize and help to build up this local industry?

The cars will be ready in July.

HIGRADE MOTORS COMPANY

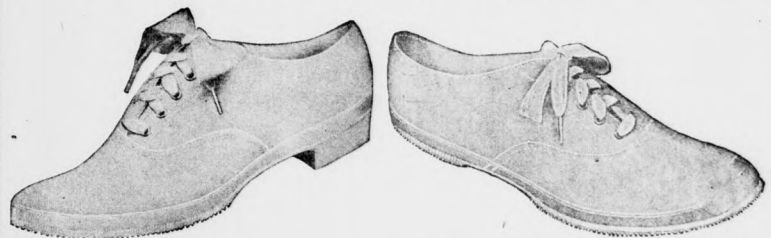
SALES OFFICES BUFFALO, N. Y. EXECUTIVE OFFICES GRAND RAPIDS, MICH. EXPERIMENTAL STATION HARBOR SPRINGS

We Say It Again!

Here She Comes!

**That Tennis Weather and—
Hood Tennis with Pressure Cured Soles
How They Do Wear**

The "Lenox" is a Leader The "Manhattan" is a Cinch



Men's Oxford only \$1.10
Boys Oxford only 1.00

Men's Oxford only.....\$0.76
Boys' Oxford only..... .71
Youths' Oxford only65

Loose lining and leather insoles

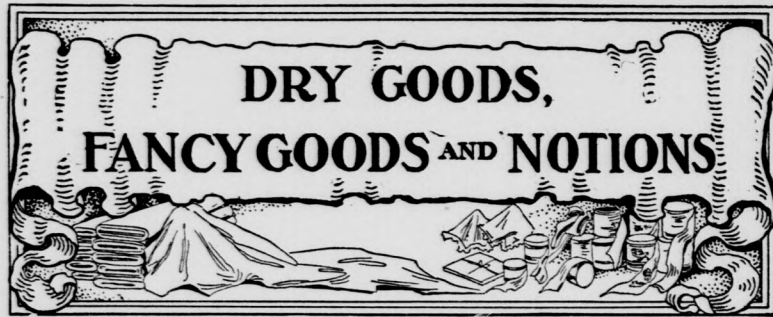
Leather insoles too

**Get in Touch with the Great
Hood Canvas Line**

Grand Rapids Shoe & Rubber Co.

—the Michigan People

Grand Rapids



Why Guarantees on Gloves Are Now Undesirable.

In order to fully understand the action of the glove manufacturers and importers in making an agreement it is necessary to go back to the genesis of the slogan "every pair warranted." I have in my possession a pair of gloves made by one of the leading glove manufacturers in France forty-eight years ago and these gloves are as soft, elastic and strong as the day they were made, the thread with which they are sewn being still strong. I have another pair that were made by another French manufacturer over fifty years ago and this pair begins to show signs of weakness, having been dyed with vegetable dyes, while the first pair was dyed with aniline dyes which do not ferment and the use of which on leather had then first been discovered. Now the point of this exhibit is that when such gloves as these were imported and sold, no one thought of or needed guarantees. The word was unknown in connection with kid gloves which cost from \$18 to \$21 per dozen. In the '60s, however, large quantities of low-priced lambskin and sheep gloves began to be shipped here from Naples, Italy, and found a ready market because they were cheap, selling around \$11 per dozen. The volume of this business did not greatly increase, however, as it was found that these gloves were neither strong nor durable. In 1868 a bright salesman conceived a new idea. These gloves had been selling in limited quantities at \$1.50 retail with a big profit to all. This man said, "Drop the price so they can be retailed at \$1 and warrant every pair." That is where the camel asked to be allowed to put only his head in the tent. The result was an enormous increase in the use of this class of gloves. One firm alone imported one hundred thousand dozen yearly. Another firm imported sixty thousand dozen a year. Remember I am only stating facts that I know. These gloves were retailed at one dollar and "warranted," but mark you, the warrant was clear and very sharply defined. If a glove ripped or tore the first time it was tried on, a new pair was given in exchange, but any sign whatever of wear barred the exchange. This rule worked all right and was lived up to by everyone for several years. "Suppose I am away from home when I first try these gloves on and they tear, what shall I do?" I have heard women and men, too, ask when making a purchase. "Take them off and don't wear them if you want them exchanged," the salesman or woman would reply. However, after a time women, and

men, too, began to demand slight concessions and a regular customer would get them allowed. "I only wore them once, or only an hour, or only a day," would fetch a new pair, and the camel was now pushing his body into the tent. Once the barrier was down, there was no limit to the demands of the customers and sometimes allowed by the retailer and thus the fine kid gloves were dragged down to the level of this "junk." A woman would threaten to withdraw all her trade from a store if an unjust claim was not allowed and that brought results. The claim would be allowed and the retailer would fight it out with the manufacturer or importer from whom he bought gloves, swinging the same club and using the same threat, actually or by implication, that his customer had used on him, viz: withdrawal of his trade. This started such a riot of absurd demands for glove exchanges that all the importers in New York held a meeting twenty-five years ago to devise "some plan to stop this growing evil." This meeting was talked to death and came to naught. I thought then that this guarantee absurdity could never grow any worse, but it has. A proposition which started innocently enough to market a class of merchandise of doubtful or questionable value in 1868 has brought about a system of merchandising that is unjust and improper up to the point of dishonesty. Gloves worn into holes are returned as "worn only once," etc., and the worst of it is that this system has so fastened itself on the retailer that gray haired men of unquestionable probity who have lived under it all their lives consider that they are well within their rights when they ask for new gloves for old ones. Shame on such merchandising, it is not honest. Think a moment, this is the most delicate and difficult to make of any article worn, requiring 133 processes from the start to the finish in making and yet it is the only article worn for which the retailer wants unlimited guarantees. Would a man or woman wear a pair of shoes for instance, nearly out and then ask for a new pair in exchange; or failing that, ask to have them repaired free of charge? A man bought a pair of gloves at a "mark-down" sale in a Fifth avenue store, wore them three months, cleaned his skates on them and then felt humiliated when he was refused a new pair in exchange. The man was hardly to blame as he had been educated that way. He went to a reputable paper with his story, the New York Tribune, and that paper had the audacity to try to bully or coax the firm into giving the man new gloves or his

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.

President Suspenders
for comfort

Of All Jobbers
PRESIDENT SUSPENDER CO.
SHIRLEY, MASSACHUSETTS

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Crochet
Cotton

The best made,
for all purposes

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United Automobile Insurance Exchange

Carries
Auto Insurance at Cost
Without
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For Particulars Address
Home Office:
737-741 Michigan Trust Bldg., Grand Rapids, Mich.
Detroit Office:
524 Penobscot Building, Detroit, Mich.

FOR SALE

Men's Clothing, Furnishing and Hat Store

This is the best store in a prosperous manufacturing town of above 4,000 in Central Michigan, 100 miles from Detroit in a very good farming section.

This store has always made money, and the reason for selling is that one of the two partners has a good proposition in view in California and the other partner is not actively engaged in this business. A bright, capable young man who has been in the store since it started about 5 years ago can be retained and is well qualified to manage the business. The stock and fixtures are clean and up-to-date, and will invoice above \$15,000. Apply A. B., care Michigan Tradesman.

"HATS THAT SELL"

HATS and CAPS
All New Styles and
Colors

THE
NEWLAND
HAT

STRAW HATS in
All Grades for Men,
Boys and Children

We carry a complete line of the latest styles for prompt shipment
Mail orders solicited

Newland Hat Company

164-166-168 Jefferson Ave.

Detroit, Michigan

We Invite You to Attend

Merchants Congress

Do not fail to make us a call. Our store is only three blocks from Hotel Pantlind.

During this week we will offer special values in all our departments.

Quality Merchandise—Right Prices—Prompt Service

PAUL STEKETEE & SONS

Wholesale Dry Goods

GRAND RAPIDS,

::

MICHIGAN

money. I will not go on on this line for retailers themselves know of the countless absurd and unjust demands that are made at their glove departments to which they yield, thinking perhaps unconsciously, the "manufacturer has to stand it, not I."

On a hot July day last summer a few importers met to talk over the feasibility of abolishing all glove guarantees. They said, "Gloves are scarce and growing scarcer and scarcer and prices going up every New Moon. Under similar conditions in 1907 the guarantee on gloves was automatically abolished. Retailers without instruction posted signs in their glove departments, "No long gloves exchanged or guaranteed," because they could not get enough to supply their customers. We are nearly at the same point to-day on all kinds of gloves and can partly meet the situation by cutting out the guarantee. It happened, however, that two importers at that meeting had been doing their guarantees on the fifty-fifty split for over two years with entire satisfaction to their customers and they argued that here was a system that would endure after the war was over and supplies of gloves became normal again. It was just, for it made the retailer a partner in the losses on this frail article and he would think twice before he gave a new pair on an unjust claim when he had to stand half the loss himself. This argument prevailed and "abolition" was abandoned and "fifty-fifty" adopted. The proposition was presented to the entire trade and accepted through my efforts at the request of that little group that met in July and later on a very similar occurrence in Gloversville called me to that city and Fulton county gladly embraced the opportunity to work hand in hand with importers on this question.

I ask retailers to read this over carefully, and they will find that its operation is going to put money in their pockets. It is the best thing that happened to the glove trade since those Naples gloves started the business on the downward path.

O. M. Reid.

Wafted Down From Grand Traverse Bay.

Traverse City, May 28—Complying with your request for news items from Traverse City, I submit the following:

It will be of interest to the traveling public to know that the enterprising proprietor of the Hotel Western, at Empire, Vean Barber, announces to his patrons that hereafter he will serve meals at all hours. This plan is very much favored, I am sure. The writer can testify that the service is of the best at all times.

Frank W. Wilson, member of the Grand Executive Committee and Secretary Harry Hurley had the pleasure of visiting Kalamazoo Council on May 12. On this occasion the new Council rooms were dedicated. They report a large attendance, several candidates initiated and a good time in general.

Mrs. George Creech, who underwent a serious operation at the General Hospital some time ago, is on the road to recovery.

Mrs. Ray Thacker, who has been on the sick list for four or five weeks, is able to be out again.

E. C. Knowlton, salesman for Reid, Murdock & Co., is again on the job after a bad sprain of an ankle, received in alighting from a rig some weeks ago.

We notice that everything is set for the convention in Bay City, June 1 and 2. Traverse City Council will send three delegates this year.

Wm. Love, salesman for the Shelby Electric Co., of Shelby, Ohio, in a fall the other day, sustained a fractured rib or two. Bill will now have to take his wife with him on his trips to crank his ford.

Elton B. Fick, proprietor of South Side Cass street grocery for the past seven years, who sold his stock to A. Rabinovitch Jan. 22 has spent nearly four months visiting all the principal cities in Southern Michigan, looking for another location. When called on by the writer, he assured us that no place, from a business and social standpoint, looked so good to him as Traverse City. A host of friends and patrons joined in welcoming Mr. Fick and family back again.

The writer is a lover of the outdoor life. For the past three years when weather would permit I have covered my territory with a five passenger ford, and during the season of 1916 carried with me a tent, blankets, cot, stove and a fully equipped commissary department. This enables one to camp wherever night overtakes. This policy will be continued this season, and should any U. C. T. notice by the roadside a tent displaying a sign "Use Turkey Red Flour," remember that the latch string is always out and that callers will receive a warm welcome.

All salesmen traveling with autos out of Traverse City report trouble with snow this week. Some found drifts three and four feet deep in places.

With the completion of the two miles of stone road now under construction between what is known as the five mile corner and Acme it will make thirty-five or forty miles of fine road out of Traverse City north and east.

It is well known that certain makes of autos will travel some on their reputation. But a new one was pulled off the other day by Frank Owen with a type B International tractor. He succeeded in getting within five or six miles of his destination on hot air when the dumb thing died and he had to call Doc. Standard Oil to revive the critter before completing the trip.

S. B. T.

Mears Claims Best Inn and Biggest Kicker.

Mears, May 28—Mr. Waddell, salesman for the Wright-Fendler-Pike Co., formerly G. H. Gates & Co., of Detroit, was a caller one day last week with his line of hats, caps, toques, etc. Mr. Waddell ranks No. 1 among the eight salesmen for this company. That is, in my estimation, although I must confess I have never had the pleasure of meeting the remainder of the bunch. I assure you he is an all round good fellow and salesman. He informed me that he and his brother had rented an acre of ground near Detroit, where they will raise potatoes and other vegetables. Any of their friends who wish to see them in the future on Saturdays or Sundays will find them chasing the elusive potato bug or sitting in the shade, making lurid remarks about the weather. These two gents are worried, as they are afraid there is going to be so many potatoes raised they will be a drug on the market. They are ready to contract at a dollar per bushel for carlots, fall delivery. Mr. Waddell put up over night at the Mears Travelers Inn and stated it is the best boarding house in the State. Strange, isn't it, that so small a burg can have the best inn and also contain the Chronic Kicker. I have to throw a bouquet at myself, as no one else will speak a good word for me.

Chronic Kicker.

Many a would-be poker player made a mistake in his calling.

The Cheapest House in Chicago

F. Dessauer & Co.

Corner Market and Adams Streets
CHICAGO, ILLS.

WE UNDERBUY

WE UNDERSSELL

LEADERS FOR JUNE SALES

Terms 2%—10 days from July 15th. Will ship all goods on approval. If not on our mailing list, drop us a Postal and get our Semi-monthly "Bargain Sheets" free. A Penny Postal will save you Dollars!

- Lot G201—200 boxes, 12 piece lot, 3/4 inch wide, Val Edges, assorted patterns (no Insertions) sold in lots only, per yard 2c
- Lot G202—500 boxes, Val. Edge assortment, in six yard pieces, all Edges, 36 dozen in 72 pieces to box, per piece of 6 yards 8c
- Lot G203—6 cases 34 inch, double-fold Curtain Scrim, in White or Arab, with fancy colored floral designs, regular 7 1/2c value, per yard 5 3/4c
- Lot G204—500 pieces, 27 inch fancy printed White Curtain Scrims, (firsts) assorted color printed borders and assorted colors Chenille Ball Edge, per yard 7 1/2c
- Lot G205—10 cases, 25 inch (Norwich brand) Dress Ginghams, assorted large and small checks, light, medium and dark colors, regular price 8 1/2c, per yard 7c
- Lot G206—500 pieces, 15 inch fast edge, bleached Dice Toweling, with red borders, regular price 10c, per yard 8c
- Lot G207—5 cases 24 inch Calico, in neat small, pink and blue stripes and dots, per yard 6c
- Lot G208—6 cases 24 inch, (Manville) White Dotted Swisses, regular price 9 1/2c, per yard 7 1/2c
- Lot G209—6 cases 26 inch, white Dimity Stripes, long-fold, 8c quality, per yard 6 1/2c
- Lot G210—1,500 pieces 5-4 Table Oil Cloth, third quality, some pieces running in several lengths, and some pieces in full lengths, slightly imperfect, sold only in assorted case lots of 25 pieces each, assorted in plain white, white fancies, and assorted best colored patterns, in new designs, 12 yards to piece, BIG LEADER, FOR SPECIAL SALES, per piece of 12 yards \$1.30
- Lot G211—300 dozen Boys' Police Lisle Suspenders, Leather ends, per dozen 87 1/2c
- Lot G212—50 gross, Boys' Black Leather Belts, assorted sizes to dozen, per dozen 85c
- Lot G213—50 gross, Men's Black Leather Belts, regular sizes, per dozen 87 1/2c
- Lot G214—75 cartons, Patriotic (red, white and blue striped) Ribbons, in 10 yard pieces, No. 5, 37 1/2c, No. 7, 45c, and No. 9, 60c per piece.
- Lot G215—300 boxes all silk wide Taffeta Ribbons, in assorted lots of 36 pieces to wit: 12 pieces each No. 22, No. 40 and No. 60, best colors of white, pink, light blue, cardinal, Alice blue and lavender, REGULAR 10c Leader, pieces of 10 yards, all widths 75c
- Lot G216—500 dozen Ladies' Fine White Lawn Handkerchiefs, with embroidered Flag corner, 5 dozen to box, regular price, 75c, per dozen 60c
- Lot G217—100 gross small all silk U. S. Flags, size about 5 x 8, with sticks and spears, can be used as a great Leader, per dozen 90c
- Lot G218—250 dozen, all silk U. S. Flags, size 11 x 7, per dozen \$2.25
- Lot G219—500 dozen Ladies' Boudoir Caps, light grounds, made of fine Lawns and Challies, Lace edge trimmed, per dozen 75c
- Lot G220—500 dozen Ladies' good quality, white Shirt Waists, choice of 10 different styles, consisting of embroidered Lawns, Voiles and Organdies and Crepes, in showy embroidered and novelty corded effects, new large Sailor Collar styles, long sleeves, assorted sizes 38 to 44, EXCEPTIONAL VALUES, per dozen \$4.25
- Lot G223—500 dozen Ladies' good quality, fancy Percale Dress Aprons, elastic waist band, button on side, Kimono sleeve, turned cuff, 56 inches long, in light grounds with figured patterns, per dozen \$4.50
- Lot G224—5 dozen assortment, Ladies' Standard best quality, fancy Percale Coverall Aprons, 3 different styles, elastic waist band, slipover and nursery styles, rick-rack trimmed, 56 inches long, 5 dark blue and 7 light grounds, assorted to dozen, per dozen \$5.50
- Lot G227—175 dozen Children's good quality Wash Dresses, in white or blue body, with tan skirt, Middy style, sizes 2 to 6 assorted to dozen, per dozen \$2.25
- Lot G228—200 dozen Misses' large sizes, fancy Wash Dresses, good quality, (5 different styles) in Plaid Ginghams, plain colored Linene, assorted combinations, Chambray body with Gingham skirt, in checks or stripes, sizes 6 to 14, assorted patterns and sizes to dozen, SPECIAL VALUES, per dozen \$4.50
- Lot G229—350 dozen Men's White Sport Shirts, with colored striped collar and pocket, sizes 14 to 16, per dozen \$4.25
- Lot G232—500 dozen Men's Genuine "Amoskeag" Chambray Shirts, with label, full cut, neck band, faced sleeves, pocket, assorted sizes, 14 1/2 to 17, per dozen \$5.25
- Lot G234—4 cases Men's Bleached, Knit Athletic Ribbed Union Suits, (firsts) sleeveless, knee length, sizes 36 to 46, 1 dozen boxes, per dozen \$3.50
- Lot G235—3 cases Men's Open Mesh Union Suits, in Ecru or Bleached Color, (seconds) sizes 36 to 46, regular price 5.00, per dozen \$4.00
- Lot G238—5 cases Ladies' Bleached Ribbed Gauze Vests, (run of mill) full taped neck and arm pits, sizes, 4, 5 and 6, per dozen 95c
- Lot G239—4 cases Ladies' Bleached, Ribbed "Extra Size" Gauze Vests (run of mill) full taped, wide shoulder straps, sizes 42 and 44, per dozen \$1.10
- Lot G240—150 dozen Children's Blue and Tan Chambray Rompers, with either low neck or high round collar, white trimmed, sizes 2 to 6, per dozen \$2.25
- Lot G242—350 dozen Boys' Blouses, assorted stripes, sizes 6 to 14, per dozen \$2.25
- Lot G243—150 dozen Boys' White Linene, 2 piece Wash Suits, with blue trimming, also belt, sizes 3 to 7, regular price \$5.25, per dozen \$4.50

NATIONAL RETAIL GROCERS.

How the Convention Looked to Secretary Bothwell.

Toledo, May 22—The twentieth annual convention of the National Association of Retail Grocers is in session this week at Toledo. Promptly at 9:30 a. m. Monday the delegates to the number of several hundred assembled at the Boody House, formed in marching order, preceded by the band, and wended their way to the Terminal auditorium, where the convention is being held.

At 10 o'clock J. A. Uhner, chairman of the convention committee, called the meeting to order. Rev. Ernest B. Allen opened it with prayer. Hon. Chas. Milroy, Mayor of Toledo, in fitting words, welcomed the delegates in a most cordial way, closing with the assurance that there were but three keys to the city and these he had delivered into the hands of the committees with the promise that if these men did not give us the best there was to let him know and he would take the keys from them and give them to some one else.

The Mayor's welcome was responded to by Sol. Westerfeld, Vice-President of the National Association. Other addresses of welcome were given by Irving E. MacComber, President of the Chamber of Commerce, responded to by Walter Horn, Chicago; William Post, President of the Toledo Association, responded to by H. A. Spinney, Boston; Ohio State Association by President John Devenne, responded to by F. B. Connolly, past President of the National Association.

The chairman then introduced the President, John Schaefer, of Davenport, Iowa, after which the real business of the convention was taken up.

The President's address was one of importance, as to the work that was being done by the National officers and was full of good suggestions, which, if followed, would be of great value to all the members.

The various committees were appointed at this time.

John J. Ryan, National Secretary, gave the annual report of his office, which contained in detail the activities of that important office and very particularly described the amount of work which had been done for the National Grocers' Bulletin.

The Treasurer reported the financial condition of the Association, this part showing a decided improvement over previous years.

During the afternoon many reports were made by representatives of the various State associations wherein many thoughts of value were expressed which, if put into practice, will be of inestimable value to those using them.

The Asparagus Club gave their famous banquet at 6:30 and at 8 p. m. a reception and ball constituted the pleasures of the first day of the convention.

Tuesday morning the visiting secretaries were breakfasted at the Boody House, where the annual meeting was held, and many valuable ideas were brought out for the advancement of the interests of the members of the National Association as a whole, for after all much of the work depends entirely on the energy and enthusiasm employed by the Secretary.

At convention hall the meeting was called, where further reports were made by the State secretaries. An address by W. B. McIntyre, of Davenport, Iowa, was enthusiastically received, the speaker forcibly bringing home to his hearers the importance and value to those who try to do things for the benefit of all having "hope," that, although their efforts may not seem to be crowned with success, yet where hope is strong it keeps one actively pushing on to the desired goal.

Visiting ladies were taken care of at this time by the ladies of Toledo and given a ride round the city and to the Children's Home; also entertained by a luncheon at the noon hour.

The afternoon was taken up by further reports from the State associations, the report from the Michigan Association being as follows:

It is with pleasure that as representative of the Michigan State Association, I bring before you a short report of the work that has been accomplished in the past year.

The membership has been very materially increased and, in consequence, finances also.

The list of correspondents in the various smaller towns in the State has more than doubled and while each secretary does not mean an association, it does mean that we are in position to get direct action when we want to get in touch with our representatives and senators.

Re-organization has been brought about in several places where little or nothing was being accomplished.

New associations have been formed in towns where none existed.

Credit rating systems are being installed in many towns. This is of the greatest benefit to the retail men generally, since if a man's record is known before you trust him, you not only save the manual labor of tying up goods, but you cut out the expense of collecting a poor account and, last, you save yourself the anxious worry over lost accounts.

Merchants, if you have not now got a good credit system in your town, don't rest until you have set the machinery at work for establishing one.

It may cost you ten or fifteen dollars per year, but what does this amount to as against one-half of 1 per cent. of losses on your entire sales?

As a little illustration of the value of a credit system in a town of 9,000 people with twenty-six grocers. Six years ago only five of these grocers could take their discounts. To-day no less than twenty-three are discounting their bills and not a failure in the six years. In addition, many of these men are stockholders in the new factories which have located in the town—motor truck, screen door and shirt factories—and, to crown it all, the record of the slow pay people of that town has been elevated no less than 57 per cent. over six years ago. Is it worth while having a credit system? The merchants of this town think so.

The garnishee bill that we framed and had enacted by the Legislature gives us 40 per cent. instead of 20 per cent., as under the old law. This, however, brought about a bill for the repeal of all garnishee laws, but through the vigilance of the officers and legislative committee the bill up to date has not been introduced. This was one of several bills which was intended to hit the retail grocer, but which was not put through.

We are blessed in having two trade papers—Trade of Detroit and the Michigan Tradesman of Grand Rapids. The management of both of these are generously giving of their time and space in promoting the interests of the retailer.

The work of organizing is being carried on by the officers, with the assistance of the Secretary, and although the work is somewhat slower under this method, it is of a more permanent nature because it is being done as a matter of business and not because of a wave of enthusiasm.

We purpose organizing a mutual fire insurance company under the law recently passed which permits us to insure any kind of a risk that a stock company may insure. This law will work very much to the advantage of our members, as it will enable us to take what is classed as preferred risks as well as mercantile risks.

We are grappling this year with the buy-at-home problem! Under the efficient offices of the Federal Trade Commission, it has been made known that while the average overhead expense of mail order houses is 30 per cent., that of the retailer is only 17 per cent., giving to the home merchant an advantage of 13 per cent. We are endeavoring to let the people know this, as well as other advantages they may enjoy if they will first give their home merchant an equal chance with the out of town merchant. Michigan per capita tax to mail order houses in 1915 was no less than \$8 and we have resolved to persuade the retailer to pay his per capita tax to the State Association and help stop his customers paying it to the mail order houses.

We feel more than proud of the officers of the Michigan Association and this feeling of pride and confidence by the members of the Association is fully evidenced generally, since at the annual convention held in the city of Kalamazoo, in February last, each of the officers and executive committee of last year were re-elected for another year.

The Michigan Association is well represented at this convention, many of our

Offer U. S. Aid to Rebuild Devastated Allied Districts

Washington, May 21.—It was learned today that Ambassador Jusserand has forwarded to the French and Belgian governments a unique offer on the part of American students to aid in rebuilding the devastated regions of those countries as rapidly as the Germans are driven back.

The plan is to send city-beautiful units of architects and engineers to Europe to reconstruct the ruined municipalities along model lines in order that the war zone in France and Belgium may emerge as one of the most beautiful regions on earth. * * *

G. R. News, 5-21-1917.

CEMENT

Because of its cheapness, ease in handling, beauty and permanence, concrete will be the well-nigh universal building material in this great rebuilding work.

Deuel & Sawall, Inc.

Financial Agents

Petoskey Portland Cement Company

Murray Building

Grand Rapids, Michigan

Petoskey Co. Gets Big Order

TO SHIP LARGE AMOUNT OF CRUSHED ROCK

First Shipment Will Be Fifty Cars and After That Ten Per Day Will Be Sent.

The Petoskey Portland Cement company has just secured an order for fifty cars of flux stone for shipment to Mayville, Wis. The state of Wisconsin is supplied with large quantities of stone, but in the manufacture of high grade pig iron Petoskey high calcium limestone is required. After the first order has gone forward regular shipments of from eight to ten carloads per day will be made for the balance of the season.

The stone crusher has orders now for more than twenty-five carloads of stone per day and it will keep the plant busy to supply the demand.

—From Petoskey Evening News
May 22, 1917.

Note that this company is a going concern now operating at a profit.

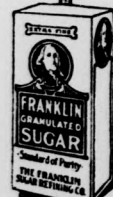


Franklin Package Sugars Are Uniform In Quality and Sweetness

For many years Franklin Package Sugars have been famous as "The Standard of Purity." They are made from Sugar Cane by the most modern refining processes, great care being taken to maintain uniformity and secure the greatest sweetening power. Such sugar is sure to please your customers, and you can make a profit out of the steady sale that follows. The ready-to-sell cartons and cotton bags save you loss by overweight, save the cost of paper bags and twine. Franklin Granulated Sugar is sold in 2 and 5 lb. cartons and 2, 5, 10 and 25 lb. cotton bags.

"A Franklin Sugar for every use"

Granulated, Dainty Lumps, Powdered, Confectioners, Old Fashioned Brown



The Franklin Sugar Refining Company

Philadelphia

Detroit members being here, as well as others, and on behalf of all these and the Association in general, I extend to you, Mr. President and officers of the National Association of Retail Grocers, the right hand of fellowship and pledge you the support of the Michigan Association in all that you may undertake for the advancement of the interests of the retail merchant and would further say to you that it is yours to command and ours to obey.

Addresses were also made by John A. Green on Modern Merchandising, C. F. Kurtz, Leon M. Hattenbach and others.

In the evening a banquet was served to the delegates and their ladies, after which several addresses were made by Mr. Bartley, a wholesale grocer of Toledo, John A. Green, Judge Austin, Sol. Westerfeld and Fred Mason, while a moving picture was shown by the National Cash Register Co., illustrating the old and new methods of conducting business. The Michigan Association is well represented by members from Detroit, including W. J. Cusick, First Vice-President of the State Association, C. A. Day editor of Trade and Secretary of the Detroit Association, as well as twenty-five others of the Detroit Association; Saginaw is represented by Charles J. Christensen; Ann Arbor by the local secretary, Theo. H. Trost; Ypsilanti by L. D. Davis; Tecumseh by F. D. Avery; Monroe by two members; Cadillac by J. M. Bothwell.

Owing to unavoidable circumstances, the State President, John A. Lake, of Petoskey, is unable to be here and the report for the State of Michigan was made by the State Secretary, J. M. Bothwell.

Toledo, May 25—The Wednesday session was largely given over to addresses on the various methods of attracting trade, advertising and its effect on local conditions, the various methods employed in order that the best results might be obtained for the small merchant. The afternoon was given to a drive round the city and along the beautiful Maumee river and, although the weather was almost too cold for automobiling, the drive was thoroughly enjoyed by most of the delegates. The evening was given over to a smoker and play, which was thoroughly enjoyed by a great crowd of local merchants, as well as the delegates to the convention.

Thursday was the really important day of the meeting, as final reports of committees were brought in and many of the resolutions presented by the Committee on Resolutions were of much importance to the retail merchants of the United States. It was resolved that a committee be appointed to co-operate and assist Mr. Hoover in his office of food distributor.

It was resolved that the Association go on record as being in favor of National legislation declaring trading trading stamps, coupons and gift schemes of any class and nature illegal and detrimental to honest methods of merchandising.

It was resolved that the National Association of Retail Grocers is in favor of a price maintenance law and that it re-affirms its support of the Stevens-Ayers bill.

Election of officers resulted as follows: President—John H. Schaefer, Davenport, Iowa.

Vice-President—Sol. Westerfeld, Chicago, Ill.

Treasurer—William Jeffery, Hornell, N. Y.

Secretary—John J. Ryan, St. Paul, Minn.

The next convention will be held at Washington, D. C. J. M. Bothwell.

Sparks From the Electric City.

Muskegon, May 28 — Muskegon Heights merchants are going to give away a ford June 28. Tickets are given with each 25 cent purchase.

According to Superintendent La Barge, Muskegon Heights has 2,000 school children, which is more than our entire population in 1910.

Lost—Somewhere near Kent City, a grocery salesman (color red). Finder please notify J. T. S., Big Rapids.

Jay Lyon combined business with pleasure and gave his family a joy ride out on his trip last Friday.

Several of our young travelers have told me in confidence that the attraction was becoming irresistible and was soon to be transferred near home, but we cannot betray our trust, so will not announce just yet.

The cigarette fiend ye have always with you.

Vick Lulofs has resigned his job with the Grand Rapids Dry Goods Co. and accepted a position as book-keeper with the Moulton Grocer Co.

E. C. Welton (Hume Grocer Co.) has a new occupation—selling second-hand fords.

April 20 the P. M. R. R. issued a bulletin saying they wished to co-operate with the public for good service and May 2 issued another annulling a large

annulled the evening trains from both towns?

The Moulton Grocer Co. is now fully settled in its new building. It has four floors of ample size and a fine basement. Their new office is finished in oak and is equipped with up-to-the-minute office fixtures. They have loading station under cover, so as to handle goods in bad weather without damage.

We wish to thank the Street Commissioner for cleaning cross walks on Sanford street last week.

E. P. Monroe.

Activities in Michigan Cities.

Written for the Tradesman.

St. Joseph has plans for building a large convention hall.

Marquette prison officials, in behalf of the State, have bought 200 acres located five miles South of the prison, which gives this institution a farm of 440 acres there. It will be

Retail Grocers and General Merchants Association of Michigan

OFFICE OF THE SECRETARY

Cadillac, May 29.—This is a circular letter, just one of many being sent out. It contains information of dollar and cents value to you personally. For this reason we ask that you look on it as individual which it really is—only written in circular form in order to economize time.

We are organizing a Mutual Fire Insurance Department, hoping that the saving in premiums will be from 25 per cent. to 45 per cent. of your present premiums. This amount has been saved in some of the other states where the associations had insurance departments.

We are establishing credit rating systems, whereby you may get information about a party applying for credit before you open an account with him and in this way avoid the possibility of getting slow pay and bad accounts.

We are devising means of keeping trade at home which now goes to mail order and soap club houses. This is not only a very important matter to you, personally, but it is of vital importance to the entire people of your community.

We are giving information which enables you to tell at any time the exact percentage of profit you are making on your sales. This is very necessary at the present time, owing to the great rapidity with which prices are changing, so that the price you are selling at in the morning may not be adequate in the evening.

Most lines of business is carried on under a co-operative plan as to price and distribution and in order that we may meet the conditions it seems necessary that the retailers co-operate more closely than ever before. For this reason, we are anxious to get in communication with every retailer in the State of Michigan. May we hear from you?
J. M. Bothwell, Secretary.

portion of their trains. If they re-organize any more, there will be no trains.

The Bishop Furniture Co. will move from its present location to the Hopperstead block, on Pine street, in the near future.

John Sharpe and Herman Anderson have both sold their fords, claiming they can travel by rail and livery cheaper than drive a car.

A. W. Stevenson has a new ford and we predict he will have success, both in running it and also in his campaign for Grand Sentinel at the Bay City convention.

We are pleased to announce that Vick Tanis, Reeman merchant, is recovering from his recent attack of pneumonia.

Extensive remodeling of store fronts on Western avenue are in progress.

We beg to enquire why the G. R. & I. does not turn all of its Muskegon-Grand Rapids passenger service over to the interurban on a platter, as it has

cleared by the prisoners and utilized in producing crops and for poultry and livestock.

Jackson finds that lead pipe has advanced from \$4.50 to \$11.45 per 100 pounds in the past two years, also that labor receives an additional 50 cents per day, which is quite a factor in the cost of making water connections these days.

Creditors of the Michigan Buggy Co., Kalamazoo, will receive the sixth and final dividend June 7, which brings the payments to 23 cents on the dollar. This is 3 per cent. more than was estimated when the trustee took over the assets three years ago.

The new creamery at Evart, backed by local capital, is now incorporated with \$40,000 capital and will condense and powder milk as well as

manufacture butter and other dairy products.

A beautiful monument with bronze statue of the late Charles W. Post was unveiled Sunday in Monument park, Battle Creek. It was erected by citizens at a cost of \$10,000.

Vermontville has re-organized its fire department and will hold fire drills.

Woodbury Post, G. A. R., has presented to the city of Adrian a handsome drinking fountain, located at Maumee and Broad streets.

Formal transfer has been made of the rest building in Wenonah park, Bay City, from Mrs. J. Frank Eddy to the city. It is a beautiful building finished in marble and is presented by Mrs. Eddy in memory of her husband.

Belding suffers from the freight embargo and it is stated the Richardson Silk Co. will send its freight to Greenville for shipment over another line.

The Copper Range railway will build a freight and passenger station at McKeever, the Southern terminus of the line and the junction point with the St. Paul road.

Contracts have been let for a \$20,000 Carnegie library at Boyne City. Almond Griffen.

USED AUTOS

—My Specialty. Largest Stock—
Runabouts \$65-\$350 Touring Cars \$150 and up
What have you to trade? Easy terms.
Dwight's Used Auto Ex. 230 Ionia, N.W.

**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



Pickings Picked Up in the Windy City.

Chicago, May 28.—One of the most popular shows which ever visited Chicago was held at the Coliseum last week, known as the Musical Shows. They exhibited talent on every known musical instrument, as well as having a chorus of three thousand voices. This was the first of its kind ever held in Chicago and it was so popular that it will be held annually from now on.

Chicago has just washed its hands of the Marjory Delbridge case by turning this young girl over to her relatives in Tennessee. This is the case of "Mammy" Jackson, who kidnaped this little girl, taking her to Detroit some time ago, causing the entire legal talent of Cook county considerable trouble to bring her back.

One of the latest departments inaugurated by the Chicago Tribune is that known as "Beg your Pardon." This department of the paper will be used each day, if necessary, for a retraction, when they have in a previous issue misquoted any matter whatsoever.

Chicago is still blessed with bank failures, two more closing their doors last week—the Morgan Park and the Auburn State Bank. It is reported that they were heavily interested in the Drexel Automobile Company, as well as the Mechanical Piano Co. of Saginaw. The president of these banks, who is one and the same man, is enjoying his liberty under a heavy bond.

Chicago's School Board was brought forcibly to the attention of the public last week by the statements of Jacob M. Loeb. This was caused through constant misunderstandings with the city administration. It seems that Mayor William Hale Thompson is stepping from the frying pan into the fire at all times.

One of the new rulings of the Government which went into effect last week was putting the "loop" in the restricted district, where no alien enemy must reside within a half a mile of it or approach without proper credentials from the U. S. Marshal under penalty of arrest and detention.

One of the most deplorable conditions coming to the attention of the Health Department of recent date is that of a dairyman of the South Side. This man was keeping six head of cattle in a barn basement sealed up by building paper, where the animals received no air or care. The place was condemned by the Department, the cattle ordered examined and the owner prohibited from selling the milk.

One of Chicago's business visitors last week was Fred J. Michels, sales manager of the Cutting Lubricant Department of the Franklin Oil & Gas Co. of Bedford, Ohio. Mr. Michels is a former Detroit boy, where most of his relatives reside at this time. He is now making his home in Cleveland.

The engineers of the Board of Local Improvement in the city have agreed on a plan for the extension of Ogden avenue from Union Park to Lincoln Park. The new avenue, which is to be carved out of territory now occupied chiefly by industrial plants and small residences, will run diagonally across the near Northwest and North side of the city. When this new avenue is completed, people living on the West side will have a quick and easy route to and

from Lincoln Park and the Lake, without the present necessity of coming all the way down town to the Loop and transferring North to Lincoln Park.

Another new venture in Chicago last week was that of the Yiddish Theater Co., known as the Yiddish Musical Comedy. The entertainment was held at the Strand theater. Everything was in Yiddish.

Chicago is getting ready to honor her civil war dead. It is reported there will be no public parade, but the members of the G. A. R. have been delegated to visit the different cemeteries throughout the county.

The Red Cross is having a wonderful success in new members, running now something like 300,000. One of the latest additions to this order was that of 400 Chicago policemen joining in a body. This applies to almost every firm, fraternal order and club in the city of Chicago, and it is predicted that the Red Cross in Chicago will lead the country in members.

Frank J. Rost, Secretary of the C. W. Marks Shoe Co., has purchased from Josephine Werveke about seven acres just west of the drainage canal, fronting east on Asbury avenue and north on Isabella street, which is the northern limit of Evanston, for a price said to have been between \$40,000 and \$50,000. The property comprises part of the old Evanston Golf Club grounds, and upon the removal of the club to its new site it will be subdivided into about forty lots for residence improvement.

The forest preserve district continues to add steadily to its already large holdings in the outlying townships of the county. Recent purchases involve a total of 311.44 acres, costing a total of \$62,108.

The Hygienic Ice Company has purchased a tract of more than 23,000 square feet of land, southeast corner Blackstone avenue and Seventy-second place, bisected diagonally by the Baltimore & Ohio Railroad, and will erect an artificial ice plant to cost about \$25,000. F. J. Rodgers of McKey & Poague negotiated the transaction.

The Post Graduate Medical School contemplates the construction of an addition to its present school and hospital building and nurses' home which will cost more than \$125,000. The school has bought from Margaret Verhoeven 50 x 105 feet east front on Dearborn street, 100 feet south of Twenty-fourth street, which, together with the 50 feet adjoining on the north, is to be used for a six-story addition to the school and hospital, to cost in excess of \$100,000 and a two or three-story addition to the nurses' home to cost approximately \$25,000.

It is reported that the meat packers of this city are to enlarge their cattle and leather business in South America through the International Products Co., which has been organized with a capital of \$5,000,000, J. Ogden Armour being in the lead and New York capitalists connected with the New York City Bank to be associated. The new company, it is stated, has bought the properties of the New York and Paraguay Quebracho Company. A packing plant is to be constructed at Asuncion, Paraguay.

Charles W. Reattoir.

The best jokes told about a man are those he never heard.

ANNOUNCEMENT

New Kaiserhof

henceforth to be known as

Hotel Atlantic

Clark, near Jackson Boulevard

CHICAGO

We will continue to serve our patrons as carefully and conscientiously as we have in the past.

CARL C. ROESSLER
MAX L. TEICH

Hotel Charlevoix

Detroit

EUROPEAN PLAN

Absolutely Fire Proof

Rates, \$1 for room without bath;
\$1.50 and upwards with bath.

Grinnell Realty Co., Props.
H. M. Kellogg, Manager



Five Stories Completed April, 1917

HOTEL BROWNING

GRAND RAPIDS NEWEST

Fire Proof. At Sheldon and Oakes.
Every Room with Bath.
Our Best Rooms \$2.50, others \$2 and \$1.50.
Cafeteria - Cafe - Garage

CODY HOTEL

IN THE HEART OF THE CITY
Division and Fulton

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

CODY CAFETERIA IN CONNECTION

LIVINGSTON HOTEL AND CAFE

Cor. Fulton and Division
Grand Rapids

It's a good place to stay and a good place to eat. You have service when you want it.

If you will try us out once we'll make things so comfortable for you that you'll come again soon.

Chicago Boats

Tues. - Thurs. - Sun. Night
7:30 P. M.

VIA

Muskegon Interurban
and
Goodrich Line

The All Year Route

FARE \$2 75

Grand Rapids Station
162 N. Ottawa Ave.

City Ticket Office
127 Pearl St., N. W.



Don't Despise the Drinking Man—Help Him

Don't kick a man because he is drunk. Help him. Surely every man is worth saving. Drop us a line and let us tell you how we can aid him. Address The Keeley Institute, 733-35 Ottawa Ave., N. W., Grand Rapids, Mich.

733-35 Ottawa Ave., N. W., Grand Rapids, Mich.

OCCIDENTAL HOTEL

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



Vital Problems Which Face the Retailer

In view of the changes in business conditions which have occurred during the last few weeks, and which are bound to re-occur in the months to come, we are having many questions asked us each day regarding the situation, and the duty that retail merchants and the jobber owe to their business and the communities in which they operate.

In an effort to answer these questions and be as helpful as we may, we offer the following suggestions which seem to be in line with the questions which have been most often asked by retailers:

Shall a retailer follow the advances on the market promptly or not?

Absolutely "Yes," in all instances.

It appears very clearly to us that each retailer must advance in price the different items in his store as soon as he knows the market has advanced, even though he may have on hand goods bought at the old prices.

We know that there must come a period of re-adjustment. Prices will return again to a lower level, and at that time, we shall be obliged to reduce our prices promptly to hold our trade.

In this connection, we want to urge that any seeming extra profits made in this way shall be treated as a trust fund and conserved to off-set the losses which are inevitable when the turn in the market comes. It would appear that this ought to result in putting most merchants on a discount basis, and this is much better judgment than to use these funds for unnecessary expenditures at this time. Incidentally, these extra profits might be invested in Liberty Bonds and thereby serve two purposes.

It is the duty of merchants to do their utmost to have business continue in a normal way. Any man who advocates curtailment of business or the general stopping of buying is helping to produce a feeling of unrest, with the consequent harm to business. Business should go on as usual and continue to be profitable, if properly conducted. In this connection, however, there is in this country an opportunity for the saving of a large amount of waste which has been going on for a long time. The need now is to stop the waste. This applies to food, money and energy. We must conserve all of these in a practical way to help supply the money, food and men necessary to win the war.

In this connection, we believe a campaign of education on the part of the retailer may induce the consumer to be more careful about asking for unnecessary deliveries. Some cities have tried the collective delivery system, whereby a transfer company has been given a contract to do their delivering by all the retailers, and has proven quite successful. This avoids duplication of equipment and energy and effects a real saving.

The demand for money with which to carry on the war can be met, to a considerable part, by employing the least possible money in our different businesses. In other words, let us turn our capital more often, and thereby release capital for war purposes. Let us carry as small stocks as we can to properly care for our trade, and let us collect our bills more promptly, and adopt a more strenuous policy regarding the settlement of accounts in full at stated periods. Let us become better merchants by collecting our accounts more promptly, and assist the consumer by causing him to appreciate the value of credits when properly used.

What can the retailer do to help the Government in this crisis?

One of the things that the Government will need in large quantities is tin. You will understand better than the consumer how much tin has been used unnecessarily in the past, and you can explain the conditions to the consumer with little effort. Let us explain to the consumer that pork and beans are no longer packed because dry beans will keep until needed and thereby save tin for other purposes.

Let us take into consideration coffee. Coffee, if supplied by roasters near at hand, will keep in an entirely satisfactory manner for a reasonable length of time, and this will save tin for other purposes.

Another thing we can do is for every one of us to bend our energy to induce all farmers to grow the largest crops possible, and the kind of crops that produce most food values.

Also let each one of us, by working a little harder and more scientifically, release men for the army and navy; but we must remember that people who understand the food situation agree that the man who enlists voluntarily for food production—and does all he can in this regard—is helping to win this war.

This is a splendid time to clean up stock. The tendency should be to conduct our business with somewhat smaller stocks than in the past, and you have this opportunity of getting out any stock that is not absolutely up-to-date, and disposing of it at a fair price. This will help the people in your community to reduce the cost of living.

These things and many others will be discussed at the Merchants Congress at Grand Rapids, June 5, 6 and 7 for the purpose of making us all better merchants. We sincerely hope that you will come and join in the discussions and help to promote better merchandising methods in Western Michigan.

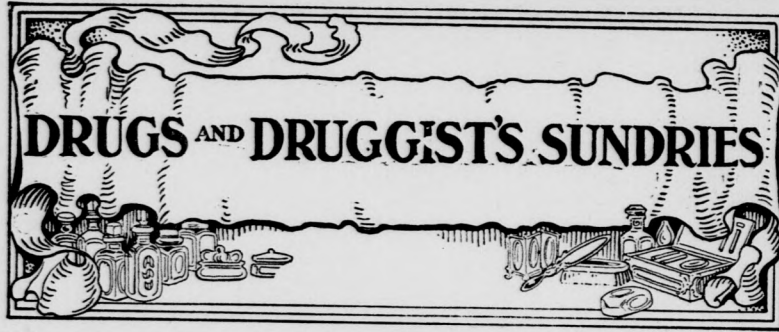
Let us be patient, thoughtful, industrious, economical in a broad sense; avoid nervousness or the doing of anything which will disturb the normal condition of this great country.

GUY W. ROUSE.

WORDEN GROCER COMPANY

GRAND RAPIDS---KALAMAZOO

THE PROMPT SHIPPERS



Michigan Board of Pharmacy.
 President—E. T. Boden, Bay City.
 Secretary—Charles S. Koon, Muskegon.
 Treasurer—George E. Snyder, Detroit.
 Other Members—Leonard A. Seltzer, Detroit; Herbert H. Hoffman, Sandusky.
 Next Examination Session—Chemistry Building, University of Michigan, Ann Arbor, June 19, 20, 21, 1917.

Michigan State Pharmaceutical Association.

President—C. H. Jongejan, Grand Rapids.
 Secretary—F. J. Wheaton, Jackson.
 Treasurer—John G. Stekete, Grand Rapids.
 Next Annual Meeting—Grand Rapids, June 19, 20 and 21, 1917.

Michigan Pharmaceutical Travelers' Association.

Acting President—Butler Treat, Detroit.
 Secretary and Treasurer—Walter S. Lawton, Grand Rapids.

What to Do with the Objectionable Customer.

Anyone occupying the position of salesman is often confronted with the above question. And if you are behind the counter you often hear some of the following: "That fellow is more bother than he is worth, I wish he would stay out of here!" "Don't waste your time with that girl!" "Keep your eye on that woman!" "Get that gang out of here as quickly as possible!" and a number of other expressions that signifies that the customer in mind is not welcome.

They may be foreigners, beggars, bargain hunters, dead beats, or thieves; but to the busy storekeeper all arraigned under the head of objectionable customers.

The theaters have a way of handling them, by refusing to sell them tickets.

The hotel clerk informs them, more or less politely, usually less, that the rooms are all taken.

The saloon keeper grabs them by the "nap of the neck" and unceremoniously plants them outside.

But the druggist: He has neither tickets to sell, nor rooms to rent; although he may be called upon to hand out some aromatic spirits of ammonia, or stir up a bromo for some belated knight. And yet, he has his full share of them and the question is what to do with them.

In the first place, we are all in the business for the money there is to be gotten out of it, whether we assume the position of professional men or simply call ourselves mere tradesmen; and this being the case the proposition is to see if it is possible to transform the objectionable customer into a remunerative one.

Tramps, rowdies, thieves, or flimflammers, the sooner rid of the better, and if they see you step to the 'phone will usually be some distance down the street before central can connect you with the police station.

Beggars, in some locations, are quite a nuisance, especially in the poorer quarters. I heard of one man

whose store was situated where there was a large transient trade and along with it drifted in quite a number of them, he made a practice of giving each one a cent. The professionals never came back and the truly poor were not offended. Although the average storekeeper will not bother with them, usually cutting them off short. And yet there is always the question if you are not giving a wrong impression to customers who happen to be in the store at the time, and if a little diplomacy is not better.

Foreigners: One druggist noticing that his best customers were leaving on account of the women who would bring their children and swarm all over the soda tables, by paying special attention to the better trade, seeing that they had good tables, that the chairs were clean, the glasses bright and shining, prevented a stampede. And the foreign women, although receiving just as good service when he got around to them, soon drifted back to the little store around the corner that was glad of their trade.

Another case was of a store where Italians were fast crowding out the Americans. The proprietor realizing that in time it would be all Italian, and feeling assured of their cash trade, rather than to change for an uncertainty, bought a number of Italian books and posted himself in their language.

Then there is the slow customer, the deliberating customer, the vacillating customer; takes a long time to make up his mind, wants to see all the different styles and kinds. And, as the young boy says, "wants to sleep on them a while." If he is a physician take him back where the goods are and let him decide at his leisure. If a retail customer set the goods out while you wait on some one else. Some time in the near future they will eventually wake up, and perhaps make a purchase without taking much of your time.

Then there is the crank, the whimsical, or particular man that wants what he wants, how he wants it: He is particular about the size of the bottle, about how it is mixed, or how the label is adjusted. The only way to do with him is to cater to his whim and charge him a fair price for your trouble. It will often surprise you how willing he is to pay for the favor. Although, sometimes, he may feel as though you were overcharging him; in that case he will not trouble you again.

I call to mind one poor fellow with a cancer in the side of his face, the

War in Itself Does Not Cause Business Depression

OUR COUNTRY prosperous can pay our war costs, as they come, and have enough left over to aid our allies.

Our country unprosperous, with business halting, money hoarded, through fear or false economy, will be hard pressed to keep food on the table and clothing on the back.

Keep Business Going is a patriotic slogan. Keep money in circulation. Keep employment for everybody. Keep wages good. Keep on making money that we may have money to spend for war sacrifices.

IN A WORD: THE NATURAL SANE LIFE OF THE COUNTRY MUST PROCEED AS THOUGH WE WERE NOT AT WAR IN ORDER THAT WE MAY HAVE THE NECESSARY PROSPERITY TO PROMOTE THE WAR TO A QUICK AND SUCCESSFUL CONCLUSION.

**Wall Paper
Paints**

**Window
Shades**

HEYSTEK & CANFIELD CO.

GRAND RAPIDS, MICH.

Seasonable Goods

White Lead, Mixed Paints, Colors in Oil, Paris Green, Lime & Sulphur Solution, Arsenate of Lead, Bug Finishes, Linseed Oil, Turpentine.

Soda Fountains, Store Fixtures.

Rock Candy Syrup, Fruit Juices, Crushed Fruits, and all Extracts, Flavors, etc., used in soda fountain work.

Electric Mixers, Glasses, Carbonators, Tables, Chairs, Stools, and all appurtenances used in connection with the sale of soda water and in ice cream parlors.

Hazeltine & Perkins Drug Co.

Wholesale Druggists

Grand Rapids, Michigan

odor of which was so repulsive that whenever he came into the store we had to air out the place. Finding that the only things he purchased was absorbent cotton and hydrogen peroxide, we would hurry to the door with them, thus relieving him of his embarrassing position, at the same time of the annoyance to the customer.

There is still another kind of objectionable, and that is, the bargain hunters; and if ever I have felt inclined to take out, in addition to the other varieties, a bartender's license it is when I see them coming into the store. There are those who will buy if they see a bargain, and those who will not. The first, try and find out what they want, show them what you have and if there are other customers waiting, excuse yourself and attend to the others. The second, is only killing time, your time; he has none of his own to kill; he may be converted into a gold mine, and the man who converts him will not only receive the thanks of the drug trade, but a hearty applause from the rest of the retail stores. If you can pass this fellow along, well and good; and

still it is often better to put up with him rather than to antagonize his tongue. George Garrie King.

Straw Hat Cleaner.

The following formula is the best that we have come across and is, with the exception of the tartaric acid, a cheap combination:

- Sodium bisulphite 5 ozs.
- Tartaric acid 1 oz.
- Borax 1/2 oz.

Mix thoroughly and dispense in the usual package. For use as a cleaner and bleach make into a paste with a little water and apply to the straw with friction.

Wise is the chap who catches on at the proper time and lets go at the psychological moment.

How it tickles a man's vanity when he is asked to settle a disputed point!



It's Pure. That's Sure

**Piper Ice Cream Co.
Kalamazoo, Mich.**



**DORNBOS' CIGARS
"ONE WAY TO HAVANA"**

**Always the Same
For 21 Years**

**And We Won't
Change the Quality for
Another 21**

Except to Make Our Cigars Better.

So Our

Dornbos "Single Binder"

from now until further notice, will be a little smaller—not much—and you and your customers might not notice it—but we are cutting the higher cost of tobacco off the end of the Single Binder and not out of its heart.

OUR GUARANTEE

WE will give a written Guarantee that every "Dornbos Single Binder" Cigar is made with but one binder blended with Havana and Seed Filler. Quality and workmanship of the Highest Possible Standard. Absolutely Sanitary.

You always can bank on

Dornbos Quality and Service

Our 5 Cent Leaders

**DORNBOS' SINGLE BINDER
DORNBOS' PERFECTOS
ALLAN D.**

Our 10 Cent Winners

**DORNBOS' BISMARCK
ALLAN D. GRANT**

Watch the Tradesman for an announcement which we will make soon.

IT WILL MEAN \$ \$ \$ FOR YOU

**PETER DORNBOS
CIGAR MANUFACTURER**

**16-18 Fulton Street, West
GRAND RAPIDS, MICH.**

WHOLESALE DRUG PRICE CURRENT

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

Acids	Cubebs 6 50@6 75	Capsicum @1 20
Boric (Powd.) .. 17@ 25	Eigerson 1 75@2 00	Cardamon @1 50
Boric (Xtal) 17@ 25	Eucalyptus 1 25@1 35	Cardamon, Comp. @1 05
Carbolic 66@ 68	Hemlock, pure 1 50@1 75	Catechu @ 75
Citric 86@ 90	Juniper Berries 20 00@20 20	Cinchona @1 65
Muriatic 3@ 5	Juniper Wood .. 2 75@3 00	Colchicum @1 05
Nitric 8 1/2@ 15	Lard, extra 1 90@2 00	Cubebs @1 45
Oxalic 60@ 70	Lard, No. 1 1 85@1 95	Digitalis @ 80
Sulphuric 3@ 5	Lavender Flow. 5 50@5 75	Gentian @ 90
Tartaric 96@1 00	Lavender, Gar'n 1 25@1 40	Ginger @1 20
Ammonia	Lemon 2 00@2 25	Guaiaic @1 10
Water, 26 deg. .. 8 1/2@ 15	Linseed, boiled bbl. @1 34	Guaiaic, Ammon. @1 00
Water, 18 deg. .. 5 1/2@ 9	Linseed, bld less 1 49@1 54	Iodine @2 10
Water, 14 deg. .. 4 1/2@ 8	Linseed, raw, bbl. @1 33	Iodine, Colorless @2 10
Carbonate 14 @ 16	Linseed, rw, less 1 48@1 54	Ipecac @ 75
Chloride 25 @ 35	Mustard, true, oz. @ 2 00	Iron, clo. @ 90
Balsams	Mustard, artifl oz. @ 2 25	Kino @1 00
Copaiba 1 25@1 50	Neatsfoot 1 80@1 95	Myrrh @1 10
Fir (Canada) .. 1 25@1 50	Olive, pure 2 50@4 00	Nux Vomica @ 95
Fir (Oregon) .. 40@ 50	Olive, Malaga, yellow 2 00@2 15	Opium @5 50
Peru 5 25@5 50	Olive, Malaga, green 2 00@2 15	Opium, Camph. @1 05
Tolu 75@1 00	Orange, Sweet .. 4 00@4 20	Opium, Deodorz'd @5 50
Barks	Organum, pure .. @ 2 50	Rhubarb @ 85
Cassia (ordinary) 25@ 30	Organum, com'l @ 75	Paints
Cassia (Saigon) 90@1 00	Pennyroyal 2 25@2 50	Lead, red dry .. 12 1/4@12 3/4
Elm (powd. 35c) 30@ 35	Peppermint 3 25@3 50	Lead, white oil 12 @12 1/2
Sassafras (pow. 35c) @ 30	Rose, pure 26 00@28 00	Lead, white oil 12 @12 1/2
Sapp Cut (powd.) 35c 23@ 25	Rosemary Flows 1 50@1 75	Ochre, yellow bbl. @ 1 1/2
Berries	Sandalwood, E. I. 16 50@16 75	Ochre, yellow less 2 @ 5
Cubeb 1 00@1 10	Sassafras, true 1 50@1 75	Putty 3@ 6
Fish 15 @ 20	Sassafras, artifl 50@ 60	Red Venet'n bbl. 1 1/4 @ 4
Juniper 8 1/2@ 15	Spearmint 2 75@3 00	Red Venet'n less 1 1/4 @ 5
Prickly Ash @ 30	Sperm 1 15@1 25	Vermillion, Amer. 25@ 30
Extracts	Tansy 3 50@3 75	Whiting, bbl. @ 2 1/2
Licorice 49@ 52	Tar, USP 30@ 40	Whiting 3 1/4 @ 6
Licorice powdered 85@ 90	Turpentine, bbls. @ 52	L. H. P. Prepd. 2 00@2 10
Flowers	Turpentine, less 60@ 65	Miscellaneous
Arnica @3 00	Turpentine, tr. 5 50@5 75	Acetanalid 60@ 70
Chamomile (Ger.) 75@1 00	Wintergreen, sweet birch 4 00@4 25	Alum 9@ 12
Chamomile Rom. 2 00@2 20	Wintergreen art. 1 25@1 50	Alum, powdered and ground 11@ 15
Gums	Wormseed 5 50@5 75	Bismuth, Subnitrate 3 60@3 70
Acacia, 1st @ 60	Wormwood 4 00@4 25	Borax xtal or powdered 10@ 15
Acacia, 2nd @ 55	Potassium	Cantharades po 2 00@6 00
Acacia, Sorts 27@ 30	Bicarbonate 1 90@2 00	Calomel 2 56@2 60
Acacia, powdered 40@ 50	Bichromate 55@ 60	Capsicum 30@ 35
Aloes (Barb. Pow) 30@ 40	Bromide 1 40@1 50	Carmine 6 50@7 00
Aloes (Cape Pow) 20@ 25	Carbonate 1 60@1 75	Cassa Buds @ 40
Aloes (Soc. Pow.) @ 50	powdered 1 60@ 65	Cloves 35@ 40
Asafoetida @1 75	Chlorate, gran'r 90@ 95	Cloves 35@ 40
Asafoetida, Powd. Pure @ 2 00	Chlorate, xtal or powd. 75@ 80	Cnark Prepared .. 6@ 8 1/2
Camphor 1 04@1 07	Cyanide @1 50	Chalk Precipitated 7@ 10
Guaiaic 45@ 50	Iodide 3 50@3 60	Chloroform 77@ 87
Guaiaic, powdered @ 60	Permanaganate .. @ 5 25	Chloral Hydrate 1 92@2 12
Kino 70@ 75	Prussiate, yellow @1 50	Cocaine 9 15@9 35
Kino, powdered .. 75@ 80	Prussiate, red @ 3 50	Cocoa Butter 60@ 70
Myrrh @ 40	Sulphate @ 90	Corks, list, less 60% Copperas, bbls. @ 2
Myrrh, powdered @ 50	Roots	Copperas, less .. 2 1/2 @ 7
Opium 35 00@35 20	Alkanet 2 00@2 10	Copperas, powd. .. 4 @ 10
Opium, powd. 35 00@35 20	Alkanet 2 00@2 10	Corrosive Sublim. 2 30@2 40
Opium, gran. 35 00@35 20	Blood, powdered 20@ 25	Cream Tartar ... 58@ 65
Shellac 75@ 80	Calamus 50@3 50	Cuttlebone 55@ 60
Shellac, Bleached 90@ 95	Elecampane, powd. 15@ 20	Dextrine 8 1/2 @ 12
Tragacanth 2 50@3 00	Gentian, powd. 30@ 35	Doyer's Powder 3 75@4 00
Tragacanth powder 2 50	Ginger, African, powdered 20@ 25	Emery, all Nos. .. 6@ 10
Turpentine 10@ 16	Ginger, Jamaica. 30@ 35	Emery, powdered 5@ 8
Insecticides	Ginger, Jamaica, powdered 22@ 30	Epsom Salts, bbls. @ 4 1/2
Arsenic 23@ 30	Goldenseal pow. 8 00@8 20	Epsom Salts, less 5 @ 8
Blue Vitriol, bbl. .. @ 12	Ipecac, powd. 35@ 40	Ergot 1 25@1 50
Blue Vitriol, less 13@ 20	Licorice, powd. 30@ 40	Ergot, powdered 2 75@3 00
Bordeaux Mix Dry 15@ 20	Orris, powdered 30@ 35	Flake White 15@ 20
Hellebore, White powdered 38@ 45	Poke, powdered 20@ 25	Formaldehyde lb. 19@ 27
Insect Powder 40@ 60	Rhubarb 75@1 00	Gelatine 1 40@1 60
Lead, Arsenate .. 14@ 30	Rhubarb, powd. 75@1 25	Glassware, full cs. 66%
Lime and Sulphur Solution, gal. 15@ 25	Rosinweed, powd. 25@ 30	Glassware, less 60%
Paris Green 53 1/2@58 1/2	Sarsaparilla, Hond ground 75@ 80	Glauber Salts, bbl. @ 1 1/2
Ice Cream	Sarsaparilla Mexican ground 35@ 40	Glauber Salts less 2 @ 5
Piper Ice Cream Co., Kalamazoo	Squills 35@ 40	Glue, Brown 25@ 35
Bulk Vanilla 80	Squills, powdered 45@ 65	Glue, Brown Grd. 25@ 35
Bulk Special Flavored 90	Tumeric, powd. .. 13@ 20	Glue, White 30@ 35
Brick, Plain 25	Valerian, powd. .. @1 00	Glue, White Grd. 30@ 35
Brick, Fancy 30	Seeds	Glycerine 70@ 81
Leaves	Anise 35@ 40	Hops 45@ 60
Buchu 1 75@1 85	Anise, powdered.. 40@ 45	Indigo @
Buchu, powdered 1 85@2 00	Bird, 1s @ 15	Iodine 4 50@4 60
Sage, bulk 67@ 70	Canary 10@ 15	Iodoform 5 68@5 70
Sage, 1/4s loose .. 72@ 78	Caraway 85@ 90	Lead, Acetate 21@ 25
Sage, powdered .. 55@ 60	Cardamon 1 80@2 00	Lycopodium 1 75@2 00
Senna, Alex 70@ 75	Celery (Powd. 50) 38@ 45	Mace 85@ 90
Senna, Tinn. 40@ 45	Coriander 30@ 35	Mace, powdered .. 95@1 00
Senna, Tinn. pow. 50@ 55	Dill 25@ 30	Menthol 4 25@4 50
Uva Ursi 18@ 20	Fennel @ 85	Morphine 13 00@13 65
Oils	Flax 8 1/2@ 13	Nux Vomica 22 1/2 @ 30
Almonds, Bitter, true 15 00@16 00	Flax, ground 8 1/2@ 13	Nux Vomica, pow. @ 20
Almonds, Bitter, artificial 7 00@7 20	Foenugreek pow. 19@ 25	Pepper, black pow. 35@ 40
Almonds, Sweet, true 1 25@1 50	Hemp 8@ 12	Pepper, white @ 40
Almonds, Sweet, imitation 65@ 75	Lobelia 40@ 50	Pitch, Burgundy .. @ 15
Amber, crude .. 1 75@2 00	Mustard, yellow .. 19@ 25	Quassia 12@ 15
Amber, rectified 2 50@2 75	Mustard, black .. 19@ 25	Quinine 90@1 00
Anise 2 00@2 25	Mustard, powd. .. 22@ 30	Rochelle Salts .. 46@ 50
Bergamont 8 00@8 25	Poppy @1 00	Saccharine, oz. @2 50
Cajeput 1 35@1 60	Quince @1 25	Salt Peter 38@ 50
Cassia 2 75@3 00	Rape 15@ 20	Seidlitz Mixture .. 40@ 45
Castor 2 70@2 80	Sabadilla @ 35	Soap, green 20@ 25
Cedar Leaf 1 25@1 40	Sabadilla, powd. .. 35@ 45	Soap mott castile 22 1/2 @ 25
Citronella 90@1 20	Sunflower 7@ 10	Soap, white castile case @12 00
Cloves 2 75@3 00	Worm American .. @ 25	Soap, white castile less, per bar @1 30
Cocanut 40@ 50	Worm Levant .. 1 00@1 10	Soda Ash 4 1/2 @ 10
Cod Liver 4 75@5 00	Tinctures	Soda Bicarbonate 2 3/4 @ 6
Cotton Seed 1 65@1 75	Aconite @ 95	Soda, Sal 2 @ 5
Croton 1 50@1 80	Aloes @ 75	Spirits Camphor .. @ 75
	Arnica @1 65	Sulphur, roll 3 1/4 @ 8
	Asafoetida @1 35	Sulphur Subl. 3 1/4 @ 8
	Belladonna @1 65	Tamarinds 15@ 20
	Benzoil @1 10	Tartar Emetic @ 85
	Benzoil Compo'd @1 60	Turpentine Ven. .. 50@4 50
	Buchu @1 50	Vanilla Ex. pure 1 00@1 50
	Cantharadies ... @8 00	Witch Hazel 80@1 25
		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		ADVANCED	
Candles	Vinegar	Ground Spices	
Salmon	Soaps	Quaker Corn Flakes	
Sardines	Washing Powders	Rob Roy Smoking	
Succotash		Galvanized Pails	
Honey		Galvanized Tubs	
Rolled Oats			
Caraway Seed			
Whole Spice		Flour	

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1		2		
ARCTIC AMMONIA		Clams		
12 oz. ovals, 2 doz. box	2 00	Little Neck, 1 lb.	1 35	
AXLE GREASE		Clam Bouillon		
Frazer's		Burnham's 1/2 pt.	2 25	
11b. wood boxes, 4 doz.	3 00	Burnham's pts.	3 75	
3 1/2 lb. tin boxes, 3 doz.	2 35	Burnham's qts.	7 50	
10lb. pails, per doz.	6 00	Fair		
15lb. pails, per doz.	7 20	Good	1 85	
25lb. pails, per doz.	12 00	Fancy		
BAKED BEANS		French Peas		
No. 1, per doz.	95	Monbadon (Natural)		
No. 2, per doz.	1 45	per doz.		
No. 3, per doz.	2 35	Gooseberries		
BATH BRICK		No. 2, Fair		
English	95	No. 2, Fancy		
BLUING		Hcminy		
Jennings'		Standard	1 20	
Condensed Pearl Bluing		Lobster		
Small, 3 doz. box	1 95	1/4 lb.	1 90	
Large, 2 doz. box	2 40	1/2 lb.	3 10	
Folger's		Picnic Flat		
Summer Sky, 6 oz.,		Mustard, 1 lb.	1 80	
per doz.	45	Mustard, 2 lb.	2 80	
Summer Sky, 12 oz.,		Soused, 1 1/2 lb.	1 60	
per doz.	85	Soused, 2 lb.	2 75	
BREAKFAST FOODS		Tomato, 1 lb.		1 50
Bear Food, Pettijohns	3 50	Tomato, 2 lb.	2 80	
Cracked Wheat, 24-2	4 50	Mushrooms		
Cream of Wheat	7 50	Buttons, 1/2s	@30	
Cream of Rye, 24-2		Buttons, 1s	@50	
Quaker Puffed Rice	4 30	Hotels, 1s	@44	
Quaker Puffed Wheat	4 30	Oysters		
Quaker Brkfst Biscuit	1 90	Cove, 1 lb.	@1 20	
Quaker Corn Flakes	2 60	Cove, 2 lb.	@1 80	
Washington Crisps	2 30	Plums		
Wheatena	5 10	Plums	1 50@2 00	
Evaporated Sugar Corn		Pears in Syrup		
Grape Nuts	2 85	No. 3 can, per dz.	2 50@3 00	
Sugar Corn Flakes	2 50	Peas		
Holland Rusk	3 80	Marrowfat	1 25@1 35	
Krinkle Corn Flakes	2 60	Early June	1 50@1 60	
Mapl-Flake, Whole		Early June siftd	1 60@1 75	
Wheat	4 05	Peaches		
Minn. Wheat Food	6 50	Pie	1 00@1 25	
Ralston Wheat Food		No. 10 size can pie	@3 25	
Large 18s	3 60	Pineapple		
Ralston Wht Food 18s	2 45	Grated	1 75@2 10	
Ross's Whole Wheat		Sliced	1 45@2 60	
Biscuit		Pumpkin		
Saxon Wheat Food	4 50	Fair	1 10	
Shred Wheat Biscuit	4 00	Good	1 20	
Triscuit, 18	1 80	Fancy	1 30	
Pillsbury's Best Cerl	2 50	No. 10	3 50	
Post Toasties, T-2	2 80	Raspberries		
Post Toasties, T-3	2 85	No. 2, Black Syrup	1 60	
Post Tavern Porridge	2 80	No. 10, Black	7 00	
BROOMS		No. 2, Red Preserved	2 50	
Fancy Parlor, 25 lb.	7 25	No. 10, Red, Water	7 25	
Parlor, 5 String, 25 lb.	7 00	Salmon		
Standard Parlor, 23 lb.	6 75	Warrens, 1 lb. Tall	3 10	
Common, 23 lb.	6 25	Warrens, 1 lb. Flat	3 25	
Special, 23 lb.	6 00	Red Alaska	2 40	
Warehouse, 23 lb.	7 50	Med. Red Alaska	2 40	
Common, Whisk	1 30	Pink Alaska	2 00	
Fancy, Whisk	1 75	Sardines		
BRUSHES		Domestic, 1/4s	6 25	
Scrub		Domestic, 3/4 Mustard	6 00	
Solid Back, 8 in.	75	Domestic, 3/4 Mustard	5 50	
Solid Back, 11 in.	95	Norwegian, 1/4s	11@16	
Pointed Ends	85	Portuguese, 1/4s	22@30	
Stove		Sauer Kraut		
No. 2	90	No. 3, cans	2 75	
No. 2	1 25	Shrimps		
No. 1	1 75	Dunbar, 1s doz.	1 25	
Shoe		Dunbar, 1 1/2s doz.	2 40	
No. 3	1 00	Succotash		
No. 7	1 30	Pair		
No. 4	1 70	Good	1 80	
No. 3	1 90	Fancy		
BUTTER COLOR		Strawberries		
Dandelion, 25c size	2 00	Standard	2 00	
CANDLES		Fancy	2 75	
Paraffine, 6s	10	Tomatoes		
Paraffine, 12s	11	No. 2	1 75	
Wicking	20	No. 3	2 20	
CANNED GOODS		No. 10	7 00	
Apples		Tuna		
3 lb. Standards	@1 00	1/4s, 4 doz. in case	4 50	
No. 10	@3 85	1/4s, 4 doz. in case	7 50	
Blackberries		1s, 4 doz. in case	10 00	
2 lb.	1 75@2 00	CATSUP		
Standard No. 10	@7 25	Snider's 1/2 pints	1 50	
Beans		Snider's pints	2 50	
Baked	1 25@2 25	CHEESE		
Red Kidney	1 25@1 35	Ace	@29	
String	1 50@2 00	Carson City	@29	
Wax	1 50@2 00	Brick	@28	
Blueberries		Leiden	@	
Standard	1 40	Limburger	@29	
No. 10	7 25	Pineapple	1 25@1 35	
Ground Spices		Edam	@1 80	
Quaker Corn Flakes		Sap Sago	@	
Rob Roy Smoking		Swiss, Domestic	1/2	
Galvanized Pails				
Galvanized Tubs				
Flour				

3		4		5	
CHEWING GUM		McLaughlin's XXXX		Peanuts	
Adams Black Jack	62	McLaughlin's XXXX		Fancy H P Suns	
Adams Sappota	70	package coffee is sold to		Raw	10 1/2@11
Beeman's Pepsin	62	retailers only. Mail all orders		Roasted	@13
Beechnut	60	direct to W. F. McLaughlin & Co., Chicago		H P Jumbo	
Chiclets	1 33	Extracts		Raw	11 1/2@12
Colgan Violet Chips	65	Holland, 1/2 gro. bxs.	95	Roasted	@15
Colgan Mint Chips	65	Felix, 1/2 gross	1 15	CREAM TARTAR	
Dentyne	62	Hummel's foll, 1/2 gro.	85	Barrels or Drums	55
Doublemint	64	Hummel's tin, 1/2 gro.	1 43	Square Cans	59
Flag Spruce	62	CONDENSED MILK		Boxes	56
Hershey Gum	45	Carnation, Tall	6 20	Fancy Caddies	64
Juicy Fruit	64	Carnation, Baby	6 10	DRIED FRUITS	
Sterling Gum Pep.	62	Hebe, Tall	5 10	Apples	
Sterling 7-Point	62	Hebe, Baby	5 00	Evap'd Choice blk	@12
Spearmint, Wrigleys	64	CONFECTIONERY		Evap'd Fancy blk	@
Spearmint, 5 box jars	3 20	Stick Candy		apricots	
Spearmint, 6 box jars	3 85	Horehound	14	California	@25
Trunk Spruce	62	Standard	14	Citron	
Yucatan	62	Standard, small	15	Corsican	21
Zeno	64	Twist, small	15	Currants	
Smith Bros. Gum	62	Jumbo	15	Imported, 1 lb. pkg.	19
Wrigleys 5 box lots	61	Jumbo, small	15 1/2	Imported, bulk	18 1/2
O. K. Gum	75	Big Stick	15	Peaches	
CHOCOLATE		Boston Sugar Stick	17	Muir-Choice, 25 lb.	12
Walter Baker & Co.		Mixed Candy		Muir-Fancy, 25 lb.	13
German's Sweet	24	Broken	14	rancy, Peeled, 25 lb.	
Premium	35	Cut Loaf	15	Peel	
Caracas	28	French Cream	15	Lemon, American	16
Walter M. Lowney Co.		Grocers	10	Orange, American	17
Premium, 1/4s	35	Kindergarten	15	Raisins	
Premium, 1/2s	35	Leader	14	Cluster, 20 cartons	15
CLOTHES LINE		Monarch	13	Loose Muscatels, 4 Cr.	9
Per doz.		Novelty	15	Loose Muscatels, 3 Cr.	8 1/2
No. 40 Twisted Cotton	1 30	Paris Creams	16	L. M. Seeded, 1lb 10 1/4@10 1/2	
No. 50 Twisted Cotton	1 70	Premio Creams	18	California Prunes	
No. 60 Twisted Cotton	2 20	Royal	12	90-100 25 lb. boxes	@ 8%
No. 80 Twisted Cotton	2 40	Special	12	80-90 25 lb. boxes	@ 9
No. 50 Braided Cotton	1 75	Valley Creams	16	70-80 25 lb. boxes	@ 10
No. 60 Braided Cotton	2 00	X L O	11	60-70 25 lb. boxes	@ 10 1/2
No. 80 Braided Cotton	2 50	Specialties		50-60 25 lb. boxes	@ 11
No. 50 Sash Cord	2 50	Auto Kisses (baskets)	16	40-50 25 lb. boxes	@ 13 1/2
No. 60 Sash Cord	3 00	Bonnie Butter Bites	20	FARINACEOUS GOODS	
No. 60 Jute	1 25	Butter Cream Corn	17	Beans	
No. 72 Jute	1 40	Caramel Bon Bons	16	California Limas	17 1/2
No. 60 Sisal	1 30	Caramel Croquettes	16	Med. Hand Picked	10
Galvanized Wire		Cocoanut Waffles	16	Brown Holland	8
No. 20, each 100ft. long	1 90	Coffy Toffy	17	Farina	
No. 19, each 100ft. long	2 10	National Mints 7 lb tin	22	25 1 lb. packages	2 50
No. 20, each 100ft. long	1 00	Fudge, Walnut	18	Bulk, per 100 lb.	9
No. 19, each 100ft. long	2 10	Fudge, Choco, Peanut	16	Original Holland Rusk	
COCOA		Fudge, White Center	16	packed 12 rolls to container	
Baker's	39	Fudge, Cherry	16	3 containers (40) rolls	3 80
Cleveland	41	Fudge, Coconut	16	Hominy	
Colonial, 1/4s	35	Honeysuckle Candy	18	Pearl, 100 lb. sack	5 25
Colonial, 1/2s	33	Iced Maroons	18	macaroni and Vermicelli	
Epps	42	Iced Gems	16	Domestic, 1 lb. box	75
Hershey's, 1/4s	32	Iced Orange Jellies	14	Imported, 25 lb. box	
Hershey's, 1/2s	30	Italian Bon Bons	15	Pearl Barley	
Huyler	36	Jelly Mello	14	Chester	6 25
Lowney, 1/4s	38	AA Licorice Drops	1 40	Portage	7 75
Lowney, 1/2s	37	Lozenges, Pep.	16	Peas	
Lowney, 5 lb. cans	37	Lozenges, Pink	16	Green, Wisconsin, bu.	7 00
Van Houten, 1/4s	32	Manchus	16	Split, lb.	13 1/2
Van Houten, 1/2s	36	Molasses Kisses, 10	16	Sago	
Van Houten, 1s	65	lb. box	16	East India	13 1/2
Wan-Eta	36	Nut Butter Puffs	16	German, sacks	13 1/2
Webb	33	Star Patties, Ass't.	17	German, broken pkg.	
Wilber, 1/4s	33	Chocolates		Tapioca	
Wilber, 1/2s	32	Assorted Choc.	18	Flake, 100 lb. sacks	13 1/2
COCOANUT		Amazon Caramels	18	Pearl, 100 lb. sacks	13 1/2
Dunham's per lb.	30	Champion	17	Pearl, 36 pkgs.	2 75
1/4s, 5 lb. case	29	Choc. Chips, Eureka	24	Minute, 10c, 3 doz.	3 25
1/4s, 15 lb. case	29	Climax	24	FISHING TACKLE	
1/4s, 15 lb. case	28	Eclipse, Assorted	18	1/2 to 1 in.	6
1s, 15 lb. case	27	Ideal Chocolates	18	1 1/4 to 2 in.	7
1/4s & 1/2s, 15 lb. case	28	Klondike Chocolates	23	1 1/2 to 2 in.	9
Scalloped Gems	10	Nabobs	26	2 in. to 2 in.	11
1/4s & 1/2s pails	16	Nibble Sticks	23	3 in.	15
Bulk, pails	20	Nut Wafers	19	Cotton Lines	
Bulk, barrels	18 1/2	Ocoro Choc Caramels	23	No. 1, 10 feet	5
Baker's Brazil Shredded	2 80	Peanut Clusters	26	No. 2, 15 feet	7
70 5c pkgs., per case	2 80	Quintette	26	No. 3, 15 feet	9
36 10c pkgs., per case	2 80	Regina	16	No. 4, 15 feet	10
16 10c and 33 5c pkgs.,	2 80	Star Chocolates	17	No. 5, 15 feet	11
per case	2 80	Superior Choc. (light)	19	No. 6, 15 feet	12
Bakers Canned, doz.	95	Pop Corn Goods		No. 7, 15 feet	15
COFFEES ROASTED		Without prizes.		No. 8, 15 feet	18
Rio		Cracker Jack with		No. 9, 15 feet	20
Common	19	coupon	3 50	Linen Lines	
Fair	19 1/2	Cracker-Jack Prize	3 75	Small	20
Choice	20	Hurrah, 100s	3 50	Medium	26
Fancy	21	Hurrah, 50s	1 75	Large	34
Peaberry	23	Hurrah, 24s	85	Poles	
Santos		Cough Drops		Bamboo, 14 ft., per doz.	55
Common	20	Putnam Menthol	Boxes	Bamboo, 16 ft., per doz.	60
Fair	20 1/2	Smith Bros.	1 30	Bamboo, 18 ft., per doz.	80
Choice	21	NUTS—Whole		FLAVORING EXTRACTS	
Fancy	23	lbs		Jennings D C Brand	
Peaberry	23	Almonds, Tarragona	21	Pure Vanilla	
Maracalbo		Almonds, California	@20	No. 1, 1/2 oz.	93
Fair	24	soft shell Drake	@21	No. 2, 1 1/4 oz.	1 35
Choice	25	Brazils	@21	No. 4, 2 1/2 oz.	2 40
Mexican		Filberts	@19	No. 3, 2 3/4 oz. Taper	2 25
Choice	25	Cal. No. 1 S. S.	@20	2 oz. Flat	2 00
Fancy	26	Walnuts, Naples	16 1/2@18 1/2	Terpenless	
Guatemala		Walnuts, Grenoble	@14	Pure Lemon	
Choice	25	Table nuts, fancy	13@14	No. 1, 1/2 oz. Panel	85
Fancy	28	Pecans, Large	@15	No. 2, 1 1/4 oz. Panel	1 20
Java		Pecans, Ex. Large	@17	No. 4, 2 1/2 oz. Panel	2 25

6

Table with 2 columns: Product Name and Price. Includes sections for Flour and Feed, Winter Wheat, Valley City Milling Co., Watson-Higgins Milling Co., Worden Grocer Co., Michigan carlots, Corn, Hay, Feed, Fruit Jars, Gelatine, Herbs, Hides and Pelts, Tallow, Wool, Honey, Horse Radish, and Jelly.

7

Table with 2 columns: Product Name and Price. Includes sections for Jell-O, Jell-O Ice Cream Powder, Jiffy-Jell, Mapleine, Molasses, Mustard, Olives, Pickles, Pipes, Playing Cards, Potash, Provisions, and Lard.

8

Table with 2 columns: Product Name and Price. Includes sections for Mackerel, Smoked Meats, Lake Herring, Sausages, Beef, Pig's Feet, Casings, Uncolored Butterline, Canned Meats, Rice, Rolled Oats, Starch, Kingsford, Silver Gloss, Muzzy, Syrup, and Table Sauces.

9

Table with 2 columns: Product Name and Price. Includes sections for Mackerel, SEEDS, SNUFF, Whole Spices, Pure Ground in Bulk, Starch, Kingsford, Silver Gloss, Muzzy, Syrup, and Table Sauces.

10

Table with 2 columns: Product Name and Price. Includes sections for Oolong, English Breakfast, Ceylon, TOBACCO, Plug, and Scrap.

11

Table with 2 columns: Product Name and Price. Includes sections for Smoking, Cigar, and various tobacco products.

SPECIAL PRICE CURRENT

12	
Sweet Lotus, 5c	5 76
Sweet Lotus, 10c	11 52
Sweet Lotus, per doz.	4 60
Sweet Rose, 2 1/2 oz.	30
Sweet Tip Top, 5c	50
Sweet Tip Top, 10c	1 00
Sweet Tips, 1/2 gro.	11 52
Sun Cured, 10c	98
Summer Time, 5c	5 76
Summer Time, 7 oz.	1 65
Summer Time, 14 oz.	3 50
Standard, 5c foil	5 76
Standard, 10c paper	9 60
Seal N. C. 1 1/2 cut plug	70
Seal N. C. 1 1/2 Gran.	63
Three Feathers, 1 oz.	48
Three Feathers, 10c	11 52
Three Feathers, and Pipe combination	2 25
Tom & Jerry, 14 oz.	3 60
Tom & Jerry, 7 oz.	1 80
Tom & Jerry, 3 oz.	76
Turkish, Patrol, 2-9	5 76
Tuxedo, 1 oz. bags	48
Tuxedo, 2 oz. tins	96
Tuxedo, 20c	2 04
Tuxedo, 80c tins	7 68
Union Leader, 5c coil	5 76
Union Leader, 10c pouch	11 52
Union Leader, ready cut	11 52
Union Leader 50c box	5 10
War Path, 5c	6 00
War Path, 20c	1 60
Wave Line, 3 oz.	40
Wave Line, 16 oz.	40
Way Up, 2 1/2 oz.	5 75
Way Up, 16 oz. pails	36
Wild Fruit, 5c	6 00
Wild Fruit, 10c	12 00
Yum Yum, 5c	5 76
Yum Yum, 10c	11 52
Yum Yum, 1 lb. doz.	4 80
CIGARS	
Peter Dornbos Brands	
Dornbos Single	
Binder	35 00
Dornbos, Perfectos	35 00
Dornbos, Bismarck	70 00
Allan D. Grant	65 00
Allan D.	35 00
Johnson Cigar Co.'s Brand	
Dutch Masters Club	70 00
Dutch Masters Inv.	70 00
Dutch Masters Pan.	70 00
Dutch Master Grande	65 00
El Portana	
Dutch Masters, 5c	
S. C. W.	
Gee Jay	
Johnson's Straight	
Above five brands are sold on following basis:	
Less than 300	35 00
300 assorted	35 00
2500 assorted	33 00
3% trade discount on 300 or more.	
2% cash discount on all purchases.	
Worden Grocer Co. Brands	
Worden's Hand Made	
Londres, 50s Wood	33 00
TWINE	
Cotton, 3 ply	37
Cotton, 4 ply	37
Jute, 2 ply	20
Hemp, 6 ply	22
Flax, medium	35
Wool, 1 lb. bales	17
VINEGAR	
White Wine, 40 grain	12
White Wine, 80 grain	17
White Wine, 100 grain	20
Oakland Vinegar & Pickle Co.'s Brands	
Highland apple cider	22
Oakland apple cider	17
State Seal sugar	14
Blue Ribbon, Corn	12 1/2
Oakland white picklg	12
Packages free.	
WICKING	
No. 0, per gross	35
No. 1, per gross	45
No. 2, per gross	60
No. 3, per gross	90
WOODENWARE	
Baskets	
Bushels	1 10
Bushels, wide hand	1 25
Market, drop handle	45
Market, single handle	50
Splint, large	4 00
Splint, medium	3 50
Splint, small	3 00
Willow, Clothes, large	
Willow, Clothes, small	
Willow, Clothes, me'm	
Butter Plates	
Ovals	
1/2 lb., 250 in crate	35
1/2 lb., 250 in crate	35
1 lb., 250 in crate	40
2 lb., 250 in crate	50
3 lb., 250 in crate	70
5 lb., 250 in crate	90

13	
Wire End	
1 lb., 250 in crate	35
2 lb., 250 in crate	45
3 lb., 250 in crate	55
5 lb., 20 in crate	65
Churns	
Barrel, 5 gal., each	2 40
Barrel, 10 gal., each	2 55
Clothes Pins	
Round Head	
4 1/2 inch, 5 gross	65
Cartons, No. 24, 24s, bxs.	70
Egg Crates and Fillers	
Humpty Dumpty, 12 dz.	20
No. 1 complete	42
No. 2 complete	35
Case, medium, 12 sets	1 30
Faucets	
Cork lined, 3 in.	70
Cork lined, 9 in.	80
Cork lined, 10 in.	90
Mop Sticks	
Trojan spring	1 25
Eclipse patent spring	1 23
No. 1 common	1 25
No. 2, pat. brush hold	1 25
Ideal No. 7	1 25
12lb. cotton mop heads	1 75
Pails	
10 qt. Galvanized	3 50
12 qt. Galvanized	4 00
14 qt. Galvanized	4 50
Fibre	4 00
Toothpicks	
Birch, 100 packages	2 00
Ideal	85
Traps	
Mouse, wood, 2 hoels	22
Mouse, wood, 4 hoels	45
10 qt. Galvanized	1 55
12 qt. Galvanized	1 70
14 qt. Galvanized	1 90
Mouse, wood, 6 hoels	70
Mouse, tin, 5 hoels	65
Rat, wood	80
Rat, spring	75
Tubs	
No. 1 Fibre	16 50
No. 2 Fibre	15 00
No. 3 Fibre	13 50
Large Galvanized	12 50
Medium Galvanized	10 75
Small Galvanized	9 50
Small, Galvanized	8 75
Washboards	
Banner, Globe	3 75
Brass, Single	6 75
Glass, Single	3 75
Double Peerless	6 25
Single Peerless	5 25
Northern Queen	4 60
Good Enough	4 65
Universal	4 75
Wood Bowls	
13 in. Butter	1 75
15 in. Butter	3 15
17 in. Butter	6 75
19 in. Butter	10 50

14	
BAKING POWDER	
K C	
10c, 4 doz. in case	95
15c, 4 doz. in case	1 40
25c, 4 doz. in case	2 35
50c, 2 doz. plain top	4 50
80c, 1 doz. plain top	7 00
10 lb. 1/2 dz., plain top	14 00
Special deals quoted up- on request.	
K C Baking Powder is guaranteed to comply with ALL Pure Food Laws, both State and National.	
Royal	
10c size	1 00
1/4 lb. cans	1 45
6 oz. cans	2 00
1/2 lb. cans	2 55
3/4 lb. cans	3 95
1 lb. cans	4 95
5 lb. cans	23 70
SALT	
Morton's Salt	
Per case, 24 2 lbs.	1 80
Five case lots	1 70
SOAP	
Lautz Bros. & Co.	
[Apply to Michigan, Wis- consin and Duluth, only.]	
Acme, 100 cakes	4 75
Big Master, 100 blocks	5 00
Climax, 100 oval cakes	4 25
Gloss, 100 cakes	4 75
Lautz Master Soap	4 75
Naphtha, 100 cakes	4 85
Oak Leaf, 100 cakes	4 75
Queen Anne, 100 cakes	4 75
Queen White, 100 cks.	4 75
Proctor & Gamble Co.	
Lenox	4 75
Ivory, 6 oz.	5 75
Ivory, 10 oz.	9 60
Star	4 60
Swift & Company	
Swift's Pride	4 50
White Laundry	4 25
Wool, 6 oz. bars	4 65
Wool, 10 oz. bars	6 50
Tradesman Company	
Black Hawk, one box	3 25
Black Hawk, five bxs	3 10
Black Hawk, ten bxs	3 00
Scouring	
Sapolio, gross lots	9 50
Sapolio, half gro. lots	4 85
Sapolio, single boxes	2 40
Sapolio, hand	2 40
Scourine, 50 cakes	1 80
Scourine, 100 cakes	3 50
Queen Anne Scourer	1 80
Soap Compounds	
Johnson's Fine, 48 2	3 25
Johnson's XXX 100 5c	4 40
Rub-No-More	4 10
Nine O'Clock	3 50
WASHING POWDERS.	
Gold Dust	
24 large packages	5 00
100 small packages	4 85
Lautz Bros. & Co.	
[Apply to Michigan, Wis- consin and Duluth, only]	
Snow Boy	
100 pkgs.	4 85
60 pkgs.	3 00
48 pkgs.	4 85
24 pkgs., family size	4 25
20 pkgs., laundry size	4 75
Naphtha	
60 packages	3 00
Queen Anne	
60 packages	3 00
Oak Leaf	
24 packages	4 25
100 packages	4 85

WRAPPING PAPER	
Fibre Manila, white	8 1/2
Fibre, Manila, colored	8 1/2
No. 1 Manila	8 1/2
Butchers' Manila	8
Kraft	10 1/2
Wax Butter, short c't	16
Wax Butter, full c't	20
Parchm't Butter, rolls	19
YEAST CAKE	
Magic, 3 doz.	1 15
Sunlight, 3 doz.	1 00
Sunlight, 1 1/2 doz.	50
Yeast Foam, 3 doz.	1 15
Yeast Foam, 1 1/2 doz.	85
Window Cleaners	
12 in.	1 65
14 in.	1 85
16 in.	2 30
AXLE GREASE	
MICA	
1 lb. boxes, per gross	8 70
3 lb. boxes, per gross	23 10
CHARCOAL	
Car lots or local shipments, bulk or sacked in paper or jute. Poultry and stock charcoal.	
DEWEY - SMITH CO., Jackson, Mich. Successor to M O DEWEY CO.	

The Only Five Cent Cleanser



Guaranteed to Equal the Best 10c Kinds

80 Can Cases \$3.20 Per Case

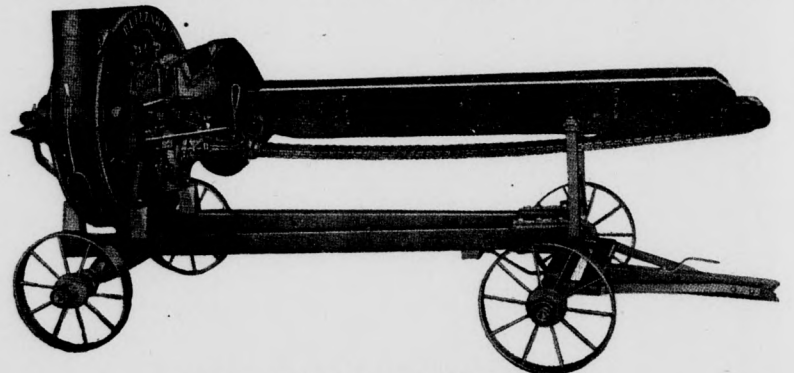
Handled by All Jobbers

Place an order with your jobber. If goods are not satis-
factory return same at our expense.—FITZPATRICK BROS

FITZPATRICK BROTHERS' SOAP CHIPS		BBLs.
White City (Dish Washing)	(Caustic)	210 lbs.....
Tip Top	88% Dry	250 lbs.....
No. 1 Laundry	88% Dry	225 lbs.....
Palm Soap	88% Dry	300 lbs.....
SEND FOR SAMPLES		

WRITE FOR PRICES

"Blizzard" Ensilage Cutters



CLEMENS & GINGRICH CO.

Distributors for Central Western States

1501 Wealthy St.

Grand Rapids, Michigan

PINE TREE BRAND Timothy Seed



AN EXTRA
RECLEANED AND
PURE SEED
AT
MODERATE COST

DEALERS
WRITE FOR
SAMPLE, TEST
AND PRICE

The Albert Dickinson Co.
SEED MERCHANTS

Established 1854

CHICAGO

MINNEAPOLIS

TRADE MARK
IT STANDS ALONE

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. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

Wanted—By registered pharmacist, position as clerk or manager of branch store in small town. All references. Address 126, care Tradesman. 126

Wanted—Three to five barrel gasoline dispensing tank or pump outfit. Also grocer's refrigerator. Give description and price in first letter. McBride Mercantile Co., McBride, Michigan. 127

For Sale—Clean stock of dry goods, ready-to-wear and millinery. Inventory about \$9,000. Established best trade in booming city of 3,000. Lease attractive. Investigate. Box 335, St. Louis, Michigan. 129

Country store for sale at Green Lake, 50 miles north of Minneapolis. Dance pavilion, ice house, barn, boats, bath house, all new, 8 1/4 acres land. Will consider \$6,000. Address C. Westling, Route 4, Princeton, Minnesota. 118

For Sale—Cement block factory, gravel pit, power tamper, mixer, dry kiln, six horse power steam boiler. J. Prochnow, Romeo, Michigan. 119

For Sale—Billiard room, two billiard tables 4 1/2 x 9; two pocket billiard tables 4 1/2 x 9, Brunswick-Balke make; 12 billiard chairs. Everything complete to do business with. Enquire F. O. Lord, Grand Ledge, Michigan. 121

For Sale or Exchange—For stock of merchandise, one 40-acre improved farm, one 80-acre unimproved farm, a fine ice cream parlor, complete new outfit. Located in resort town on Michigan Pike and Dixie Highway. Address at once, No. 122, care Tradesman. 122

For Sale—Approximately 1,200 acres of Hocking Valley coal land in one block. About the only large tract of virgin coal left in the Hocking district. Easily accessible to railroad by switch. Come in early or you will miss this. If interested, call on or write C. W. Juniper, K. of P. Building, Nelsonville, Ohio. 130

Drug Store (snap) for sale in Blue Island, Ill. Big snap. Good business. Full particulars free. Address Public Drug Store, Blue Island, Illinois. 131

Property in Florida to exchange for stock of dry goods, groceries, etc. Desirable residence and lots; good location in St. Petersburg, Florida. For further information address Lock Box D, Ashtabula Co., Ohio. 132

For Sale Very Cheap—Fine restaurant in resort city of 13,000. Best location in town. Reasonable rent. Price \$1,500. One half cash. John Weersing, Holland, Michigan. 116

For Sale—Confectionery. Nice transfer corner. Fine location for drug store. Owner will sacrifice on account of ill health. 512 Central Ave., Kansas City, Kansas. 101

For Sale—Drug stock and fixtures in one of Michigan's best cities. Suburban store. Located near school and factory district. Present owner has to get out on account of health. Last invoice \$5,700. Will invoice or lump off. \$1,500 cash required, balance terms to suit buyer. Address all communications to F. C. C., care Michigan Tradesman. 82

Hardware, furniture and grocery with moving picture plant; a first-class paying business at a bargain. Circumstances force owner to quit business; a rare opportunity. Act quick. Address Box 159, Marlette. 70

Mr. Merchant

If you want to retire from business, if you want to sell your stock for 100 cents on the dollar, write me at once.

JOSEPH P. LYNCH,
44 So. Ionia Ave.
Grand Rapids, Mich.

For Sale—Old established hardware and house furnishing business with fixtures; would rent store; centrally located. Owner retiring on account of age. Address J. M. Nolting, 735 E. Main St., Richmond, Virginia. 72

For Sale—Finest 5 and 10 cent store in West. January invoice \$4,800. Mahogany fixtures, up-to-date. Good reason for selling. 100 per cent. on dollar. Address No. 77, care Tradesman. 77

For Sale For Cash—\$25,000 stock dry goods, ready-to-wear, men's furnishings, shoes and notions, in a city of 700 population, mostly country trade. No old goods in stock. Old goods have always been kept cleaned up. Will sell at inventory price which is about 25 per cent. less than goods cost to-day. Have done cash business for over four years. Reason for selling is that we have more business than we can take care of. Address No. 93, care Michigan Tradesman. 93

NOTICE

A matter of vital importance to every merchant will appear on the front cover of this paper next week.

Be sure and read it.

Rare Chance—400 acres, 100 improved, 300 wood and pasture. Orchard 1,600 trees; barn cost \$5,000. House 25 x 45, not finished. Water in both; everything the best. Five and two-thirds miles woven wire fence. Near school and market. Only \$30 per acre. Will exchange in part for town property. See, phone or write S. W. Hopkins, 630 Normal Ave., Mt. Pleasant, Michigan. Do it now. 96

Clean, up-to-date stock millinery; women's ready-to-wear. Art goods. In progressive town on St. Clair river. Box 177, Algonac, Michigan. 84

Exceptional opportunity to buy a stock of up-to-date merchandise, mostly shoes, in one of the best manufacturing towns in South Central Michigan. Best location in city and the best business. Will consider nothing but cash. Poor health is the only reason for selling. A. D. Hancock, Otsego, Michigan. 85

For Sale—Suburban drug store Grand Rapids. Located near large school. Established four years. Yearly sales \$9,000. Rent \$25 month. Address Suburban, care Tradesman. 87

For Sale—Good live drug and grocery stock located in the heart of Flint. Reason for selling, ill health. Must be sold at once. J. C. Hughes & Co. 98

Collections everywhere. We get the money and so do you. No charge unless collected. United States Credit Service, Washington, D. C. 57

Collections made everywhere. Satisfaction guaranteed. No collection, no charge. Southwestern Mercantile Agency, Woodward, Oklahoma. 78

For Sale—General stock of merchandise in a No. 1 farming town. Cheap for cash. Invoice \$5,500 stock and fixtures. Reason for selling want to dissolve partnership. Address No. 92, care Tradesman. 92

Eighty-two years old. Bound to sell stock, drugs, books, wall paper, paints and glass. Address Box 75, Ypsilanti, Michigan. 105

For Sale—Clean general stock in growing city of Fremont. Stock will inventory about \$12,000. Will rent or sell store building. Address No. 102, care Michigan Tradesman. 102

Act Quick—Have \$40,000 stock shoes, clothing, dry-goods, carpets. Sell at sacrifice. A. F. Schott, 67 Lathrop Ave., Battle Creek, Michigan. 108

For Sale—Brick building, shoe repair shop, all up-to-date machinery. Only shop in town of 2,000. Shoe stock will be sold or not, as buyer wishes. Bargain to right party. Address No. 109, care Tradesman. 109

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

Stocks Wanted—Write me if you want to sell or buy grocery or general stock. E. Kruisenga, 44-54 Ellsworth Ave., Grand Rapids, Michigan. 304

STORES, FACTORIES, AND REAL ESTATE bought, sold, exchanged. Write me if you are in the market to buy, sell or trade. Established 1881. Frank P. Cleveland, Real Estate Expert, 1609 Adams Express Bldg., Chicago. 826

Confectionery, sodas, cigars and general line, located in live town of about 2,000 population. Was taken in on big deal so will sell at bargain. Deal with owner. Box 146, Plymouth, Indiana. 111

Cash Buyers of clothing, shoes, dry goods and furnishings. Parts or entire stocks. H. Price, 194 Forrest Ave. East, Detroit. 678

Free For Six Months—My special offer to introduce my magazine, "Investing for Profit." It is worth \$10 a copy to any one who has not acquired sufficient money to provide necessities and comforts for self and loved ones. It shows how to become richer quickly and honestly. "Investing for Profit" is the only progressive financial journal and has the largest circulation in America. It shows how \$100 grows to \$2,200; write now and I'll send it six months free. H. L. Barber, 433-28 W. Jackson Blvd., Chicago. 800

CASH REGISTERS—We buy, sell and exchange all makes of registers, also repair, re-build and refinish all makes. Let us quote you price from Vogt-Bricker Sales Co., 211 Germania Ave., Saginaw, Michigan. 646

General Merchandise and real estate auctioneer. Closing out and reducing stocks, address Leonard Van Liere, Holland, Michigan. 799

Wanted—Location for grocery store or would buy stock at reasonable price in town of 1,000 or over. Will pay cash. C. E. Groves, Edmore, Michigan. 44

For Sale—Clean hardware stock, well located in most rapidly growing portion of Grand Rapids. Good farming trade. Stock and fixtures will inventory about \$5,000. Chas. M. Owen, Attorney for trustee, 1019 Michigan Trust Bldg., Grand Rapids. 45

Safes Opened—W. L. Stocum, safe expert and locksmith. 128 Ann St., N. E., Grand Rapids, Michigan. 104

Merchants Please Take Notice! We have clients of grocery stocks, general stocks, dry goods stocks, hardware stocks, drug stocks. We have on our list also a few good farms to exchange for such stocks. Also city property. If you wish to sell or exchange your business write us. G. R. Business Exchange, 540 Houseman Bldg., Grand Rapids, Mich. 859

For Sale—Firmly established, nice, clean stock of groceries, hardware, paints, auto supplies and sporting goods situated in the best business town in Northern Michigan. Business established eighteen years. Reason for selling—wish to retire. Only those who mean business need reply. Stock will inventory \$19,000. Can be reduced. Address No. 712, care Tradesman. 712

Cash Buyer of clothing, shoes, dry goods, furnishings and carpets. Parts or entire stocks. Charles Goldstone, 335 Gratiot Avenue, Detroit. 63

Advertisers—I re-write any advertisement; print or manuscript; any size desired, for \$1, cash with order. Let me boost your sales! Dax the Ad. Fixer, Lock Box 270, Chicago, Ill. 133

Rock Bottom Quick Sale—New stock of men's furnishings with new modern fixtures, located in town of 6,000, surrounded by rich farming country, everything purchased on last October's prices. All goods fresh and staple. No dead stock. Owner retiring and sells at great sacrifice on cost prices. Absolutely the greatest bargain in the country and will not stay long. Greenfield R. E. Co., Marshall, Michigan. 107

HELP WANTED.

Wanted—Drug clerk with several years experience, assistant registered or with good experience. Splendid position with no Sunday work. A. R. Otis, Druggist, Kendallville, Indiana. 123

Wanted—Boat builders, carpenters, cabinet makers, joiners, caulkers, first-class pipe fitters, and men who know how to install marine engines. We have clean and well-ventilated shops. Port Clinton is situated on Lake Erie, in the center of the famous fruit-growing district, on the main line of the New York Central Railroad; a good inexpensive little town to make your home in, within easy reach of the Great Lakes summer resorts, and there is plenty of fishing, hunting and boating. Non-union shop. We offer good wages and steady work. Transportation refunded. The Matthews Co., Port Clinton, Ohio. 120

Wanted—Window trimmer and store decorator, floor man and advertising man. Address No. 114, care Tradesman. 114

Wanted—Two experienced clerks, one grocery—other hardware. Address John Hansen, Edmore, Michigan. 982

POSITION WANTED.

For Sale—Creamery business of 1,000 quarts, wholesale and retail. Centrally located in Jackson, Michigan. Cheap if taken at once. Jenkins Bros. Creamery. 124

Position wanted by registered pharmacist with wholesale drug, stationery or pharmaceutical firm. Best of references. Address Pharmacist, care Tradesman. 125

Wanted—Position by an experienced general store or department man, dry goods, furnishing goods, clothing, etc. Best of references. C. W. E., Box 32, Hart, Michigan. 128

Wanted Position—As manager retail grocery or traveling salesman. D. P. G., care Tradesman. 40

RAMONA THEATRE

NEW SHOW

HARUKI ONUKI

Japanese Prima Donna

Tempest and Sunshine

"A Broadway Bouquet"

Spencer and Williams
Valentine and Bell

Caites Brothers
Ramonagraph

EXTRA ADDED ATTRACTION

4 GIRLS AT THE PARTY 3 BOYS

Return of This Pronounced "Hit"

Use Tradesman Coupons

Review of the Grand Rapids Produce Market.

Apples—Baldwins, \$5.50@5.75 per bbl.; Ben Davis, \$4.25 per bbl.

Asparagus—Illinois, \$2 per box; home grown, \$1 per doz.

Bananas—\$4.50 per 100 lbs.

Beets—\$1 per doz. bunches for new.

Butter—The market on fancy creamery is firm after an advance of 3c per pound on all grades of creamery. This is due largely to the very moderate receipts and the good home consumptive demand. There is also some buying for storage and lower prices are not looked for soon. Large dealers are starting to put fancy makes into cold storage, if they are full grass, but a large part of the fresh receipts still show defects, being part grass and part hay. Local dealers hold fancy creamery at 41c in tubs and 42c in prints. Local dealers pay 33c for No. 1 in rolls, 34c in jars and 28c for packing stock.

Cabbage—New California commands \$4 per 80 lb. crate.

Carrots—\$1.85 per hamper for Illinois.

Cauliflower—\$2.75 per doz.

Celery—Florida, \$3.25 per box of 3 or 6 doz.; \$3 per box of 8 doz.; California, 75c@1 per bunch.

Cocoanuts—\$6 per sack containing 100.

Cucumbers—\$1@1.25 per doz.

Eggs—The market is steady at the recent advance, due to the moderate receipts and good home consumptive demand. Quality of eggs is keeping up well. The market is steadied by the fact that eggs are still going into storage. Up to date, however, fewer eggs have been stored than last year. No lower prices seem likely in the near future. Local dealers pay 34c for fresh, including cases, holding case count at 35c.

Figs—Package, \$1.25 per box; layers, \$1.75 per 10 lb. box.

Grape Fruit—\$4.50@5.50 per box for Florida or Cuban.

Green Onions—30c per doz. bunches for Illinois and 25c for home grown.

Honey—18c per lb. for white clover and 16c for dark.

Lemons—California are selling at \$4.50 for choice and \$4.75 for fancy.

Lettuce—15c per lb. for hot house leaf; \$2 per hamper for Southern head; \$3 per crate for Iceburg from California.

Maple Syrup—\$1.50 per gal. for pure.

Mushrooms—\$1 per lb.

Nuts—Almonds, 18c per lb.; filberts, 16c per lb.; pecans, 15c per lb.; walnuts, 16c for Grenoble, 15½c for Naples.

Onions—Texas Bermudas command \$2.25 per 45 lb. crate for yellow and \$2.50 for white.

Oranges—California Navals, \$2.75 @3.50.

Peppers—Southern command 75c per basket.

Pineapples—Cubans are held as follows: 24s, \$3.25; 30s and 36s, \$3.

Plants per box crated—Tomatoes, 85c; cabbage, 85c; pepper, \$1; astors, \$1; salvia, \$1; geraniums, \$1.40.

Pop Corn—\$2 per bu. for ear, 5½ @6½c per lb. for shelled.

Potatoes—Old command \$3 per bu. new, \$3.75 per 50 lb. hamper.

Poultry—Local dealers pay as follows, live weight: old fowls, light, 22@23c; heavy (6 lbs.) 24@25c; springs, 23@24c; turkeys, 22@25c; geese, 15@16c; ducks, 22@23c. Dressed fowls average 3c above quotations.

Radishes—25c per doz. bunches for small.

Rhubarb—Illinois, or home grown, 4c per lb. or \$1 per 40 lb. box.

Squash—Button, 5c per lb.

Strawberries—Bowling Green are now in the market, commanding \$4 for 24 qts.; Missouri Aromas, \$4.

Tomatoes—\$4 for 6 basket crate, Florida.

Turnips—\$1.25 per hamper for Florida.

Forget the "Bunk" of Bunker Hill.

Let's take stock!

We're all Americans, therefore we know we are invincible.

From the time that our first school teachers taught us that a few stalwart plow-boys routed the redoubtable redcoats at Bunker Hill until Dewey sailed into Manila Bay, we have all grown considerably conceited, confident and complacent.

The orators of the Fiery Fourth have fed us on the "bunk" of Bunker Hill—poets have lulled us to sleep with paeons of our potency.

But the Sleeping Giant always awakens.

And only in fairy stories does he awaken too late.

Big Ben is ringing for US.

Let us banish the Bunk and think of Bonds.

For it's either Bonds or Bondage. "Millions for Defense, but not one cent for tribute."

If you can't enlist—invest!

A flag on your automobile isn't going to kill the Kaiser.

Buying bonds even, is a sort of Proxy Patriotism.

But they need funds as well as fighters.

Let's show the country what Michigan can do. Wallace Brown.

Annual Meeting of Michigan Wholesale Grocers.

Detroit, May 29—The annual meeting of the Michigan Wholesale Grocers' Association, held in the Colonial Club, Bay City, on Wednesday, May 23, was the largest attended annual meeting of our jobbers to date, fifty-three men being present.

Only one formal address was made and that by B. B. Cushman, General Manager of the National Grocer Co., who spoke upon the jobbers' part as food distributors in the present war and food crisis. This matter was discussed at some length and the following resolutions adopted:

Resolved—That Michigan Wholesale Grocers' Association, in annual meeting assembled, hereby pledge to President Wilson and our Nation our full support in this war and we further pledge any service we can, individually or collectively, render in this time of a possible food shortage; further, be it

Resolved—That we recommend to President Wilson the appointment of some wholesale grocer on Mr. Hoover's Food Conservation Board (probably an officer of the National

Wholesale Grocers' Association) in order that the experience and facilities of the wholesale grocers of the United States may be put to the best possible use in service for the Government and our common cause of liberty for all the world; be it

Resolved—That it is the sense of this meeting that we collectively and individually do all we can to conserve the tin can supply by discouraging the packing of non-perishable goods in tin.

Whereas—It being seemingly apparent that the farmer does not fully comprehend the great need of an enormous production of all foods.

Resolved—That we, collectively and each one, do all we can in our respective communities to arouse the farmer to the present great need for more food and assure him, if need be, of our belief that reasonable prices will prevail and that no over production is possible this year.

The matter of collections was discussed at length and the importance of encouraging every merchant to collect closely was emphasized.

The regular uniform salesmen's vacation week, from June 30 to July 9 was adopted with enthusiasm and will be observed by all jobbers as usual.

Most of the remaining time was taken up with the routine business, reports of officers, committees, etc.

The following are the new officers: President—Fred J. Fox, Lee & Cady, Saginaw.

First Vice-President—Geo. Danser, Petoskey Grocery Co., Petoskey.

Second Vice-President—John G. Clark, Clark & McCaren, Bad Axe.

Third Vice-President—William J. Butterfield, National Grocer Co., Jackson.

Executive Committee to serve three years—M. R. Carrier, Northrop, Robertson & Carrier, Lansing; H. A. Musselman, National Grocer Company, Traverse City.

The gist of all discussions seemed to be that this was the time for merchants who serve the public to pursue the ordinary conservative, tried and tested, policies of business, to dis-

courage speculation and any unusual extension of credit. In fact, I might say that I am of the opinion that the American people will not get to real war basis of economy until they buy almost entirely for cash. I believe further that credits, wholesale and retail, should be considerably restricted and collections kept close in hand, C. C. Ward, Sec'y.

V. H. McKee succeeds Van Duinen & Forsma in the grocery business at 813 Cherry street.

BUSINESS CHANCES.

For Sale—All the furniture and fixtures now in our drug store at Monroe and Ottawa, this city. Cash registers, show cases, fountain apparatus including carbonator, scales, shelving, etc. Possession given June 15. Signed, Schrouders Drug Store. 134

For Sale—\$6,000 stock of general merchandise in town of 800. Good farming community. Other business interests. Address No. 135, care Tradesman. 135

Hog Raising—Owner of large irrigated ranch in Southern Colorado would like partner, either silent or active, who has \$6,000 or \$7,000 to invest; I live on ranch; am putting in 350 acres of grain; have every equipment, including two tractors, alfalfa mill, etc.; now have 30 brood sows; want to increase them to 100 and go in the business on a large scale now while the prices are high; plenty of alfalfa for pasture and hay; finest country in the world for raising and fattening hogs; no cholera; pure artesian water. Can clear from \$15,000 to \$2,000 a year. I need more capital and will amply secure party furnishing that amount of money and will divide the profits evenly of both grain and hogs raised on ranch. No crop failure, as we have the best water rights in the State. For particulars address Alamosa Ranch, Alamosa, Colorado. 136

For Sale—Old established market and bakery, twenty-five years; no competition; 3,000 population. Cold storage in well equipped slaughter house; buy and slaughter everything we use. Auto delivery, electric chopper, computing scales. Retiring. About \$10,000 consideration. Some terms if wanted. Don't write unless sure enough interested. Address J. C. Studer & Sons, Canadian, Texas. 137

For Sale—A good store building at Hasty, Minn., \$1,600, one-half cash. Six living rooms, good location. Fine opportunity. H. A. Zum Brunnen, Hasty, Minnesota. 138

NOTICE

We have moved to our new offices in the GRAND RAPIDS SAVINGS BANK BUILDING where we are selling the same RELIABLE INSURANCE that this agency has sold in Grand Rapids for the past 59 YEARS.

We shall be pleased to welcome you in our new quarters.

J. S. CROSBY & CO.

201-203 Grand Rapids Savings Bank Building

Both Phones

Agency Established 1858

SEED POTATOES

For late planting we have

Choice Michigan Rural New Yorkers and Colorado Pearls

\$3.25 Per Bushel f. o. b. Grand Rapids

Also limited supply of Early Michigan and Colorado Early Rose at same price.

Write us today if want pure late seed.

Kent Storage Co. Grand Rapids, Michigan