

NOTICE TO READER. When you finish reading this magazine place a one cent stamp on this notice, hand same to any postal employee and it will be placed in the hands of our soldiers or sailors at the front. No wrapping, no address. A. S. Burleson, Postmaster General.



Thirty-Fifth Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 21, 1917

Number 1783

Semi-Annual House Sale

OUR Semi-Annual House Sale, which will be held Dec. 3 to 8, will include seasonable goods in every department. Special prices will be made on these goods to ensure their immediate movement. This affords the dealer an exceptional opportunity to pick up odds and ends of holiday goods with every assurance that he will be able to secure them in plenty of time for the holiday trade.

Because the supply of these special offerings is exceedingly limited, and also because these goods cannot be replaced at present prices, we are unable to place these bargains in the hands of our travelers or accept mail orders for same. They must be seen to be appreciated.

Better plan to visit Grand Rapids and inspect these offerings any time between Dec. 3 and 8.

See our advertisement on page 19 for lines carried.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

::

Grand Rapids, Mich.

Holland Crystal Creamery

The Oldest Creamery in Western Michigan

Established 1886

C. J. LOKKER, Manager



HOLLAND, MICHIGAN

Send Us Your Cream and Receive the Most Money

PREPARE EARLY

For the Holidays This Year

Get your *FANCY CHRISTMAS PACKAGES* ordered without delay. There is certain to be a shortage this season on account of labor conditions, so buy now and be safe.

Two Large Complete Lines

Lowney's Fancy Package
Chocolates

Putnam's Fancy Package
Chocolates

Putnam Factory, Grand Rapids, Michigan

Carried Home by a Patriot

Reports on results of the adoption of the recommendations, covering the curtailing of deliveries, minimizing returned goods and C. O. D. privileges, that men may be released for service on the call of the Government without unfortunate results to the merchant, have been extremely pleasing, showing that practically every live city and every state is pretty well lined up and endeavoring to carry out the wishes of the Government as closely as possible.

In view of the demand from every section of the country for a universally adopted *STICKER*, the Tradesman Company hereby recommends that every merchant immediately adopt for use on all "Take With" purchases a sticker reading as follows:



These stickers can be supplied by us on the following basis, properly imprinted in the center:

1,000.....	\$1.75
2,000.....	3.00
5,000.....	4.75
10,000.....	6.75

This is a good way to start the co-operative and enthusiastic spirit of carrying home all possible purchases. It is now a certainty that every man, woman and child will feel it a matter of pride to be seen with a bundle having one of these stickers attached to it.

Be one of the first to use these stickers.

Tradesman Company

Grand Rapids

Michigan



A Strong and Steady Seller

Generously Sampled

Widely Advertised

In 50c and \$1.00 Sizes

A Reliable Article to Recommend

In Demand Everywhere

Keep Up Your Stock

FOLEY & CO.

CHICAGO, ILL.

Ceresota Flour

Always Uniformly Good

Made from Spring Wheat at
Minneapolis, Minn.

Judson Grocer Co.

The Pure Foods House

Distributors

GRAND RAPIDS, MICHIGAN

MICHIGAN TRADESMAN

Thirty-Fifth Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 21, 1917

Number 1783

CANCEL GERMAN INSURANCE.

The Tradesman has repeatedly urged its readers to cancel any fire insurance policies written in German or Austrian companies because the protection afforded by such companies is in jeopardy.

Now the Tradesman urges immediate action in compliance with this suggestion.

Why?

Because the maintenance of these companies in the United States is unsafe, unsound and unpatriotic. These companies have access to the work of the engineers and inspectors on the National and State boards of underwriters and send their own inspectors through properties, including munition plants, flour mills, storage warehouses of all kinds, docks, wire factories and many other industrial establishments.

Documentary evidence is on file in Washington to the effect that this information is immediately transmitted to Germany and to representatives of the German government in this country for use in crippling and destroying these establishments. Hundreds of fires and explosions have been traced to this source.

The Tradesman has made a careful compilation from the reports of eleven of these alien institutions, which show that they have assets of only \$27,772,900 as against risks of \$2,853,000,000 or less than one cent for each dollar of risk. The danger to American citizens holding policies in these German companies is that in case of a conflagration, which is an ever-present danger, so long as the country is full of German spys and incendiaries, these German companies would be bankrupted and the policies would not be paid. It is obvious that no money can come from Germany to the United States to support these German companies, and judging by the experiences in the San Francisco conflagration, no money would come from Germany to enable the German companies to pay their legitimate American losses even if Germany were able to send the money.

As bearing on the normal hazard of the German fire insurance companies in this country, it is worth while noting that in the San Francisco conflagration the German companies distinguished themselves as welchers. The settlements of some of these companies were as follows:

The Nord-Deutsch, Rhone and Moselle, Austrian Phoenix and Transatlantic denied liability.

The Hamburg Bremen and Prussian National paid 75 per cent, and the Aachen & Munich paid 75 per cent, and in a few cases higher.

It may be argued that in case of a

great conflagration many American companies would be bankrupt, but history has shown that American companies, first, have a sense of honor which the German companies are utterly devoid of and value their business reputation, and second, have a valuable annual premium income, and hence they could and would assess their stockholders for any money necessary to make good their losses.

Germany is bankrupt and German fire insurance companies, so far as their funds go, are now either bankrupt or semi-bankrupt. The German fire insurance companies, which have been compelled by the German government to sell their good securities and to take the bonds of the German government in place thereof, must face a severe scaling or possibly an entire repudiation of these German government bonds.

Possibly the only argument which enemy or ally of enemy insurance companies can advance is that the protection of their underwriting capital is necessary to the United States. It is easy to prove that there is nothing in this argument since, as has been stated, not a single American fire insurance company has any reinsurance contracts with the German companies. In other words, the enemy reinsurance business is practically wiped out.

As to the four direct writing German companies, their premiums have amounted to about 1 per cent, of the total premium income in the United States and this is diminishing constantly and is now probably not over one-half of 1 per cent. The small balance of their business can be easily and gladly absorbed by the American companies in conjunction, if need be, with the English and French companies. The highest authorities in the insurance world bear testimony that there will not be the slightest difficulty on the part of the American companies in absorbing all the insurance shifted from the German companies.

In France and England at the beginning of the European war the German insurance companies were promptly ousted and it is difficult to see why they have been suffered to continue so long in the United States. Obviously there no argument permitting enemy or ally of enemy fire insurance companies to do business in this country which would not apply equally to banks, mercantile companies, manufacturers or steamship companies of Germany or her allies.

The whole subject resolves itself into this: Are you an American? If you are, you will never again patronize a German insurance company, because it is unpatriotic for you to do

so. If you have any German policies, you will see to it that they are replaced in American, English or French companies before the sun sets again.

If Americans scarcely know whether to be complacent or mortified over what they are doing for the war, the fault lies mainly in the contradictory news served up to them. They are told gratifying things about the United States troops in France, about the good work of the navy, about the multiplied patriotic services of men and women, and are asked to do a little honest jubilation about the great and successful Government loans. On the other hand, they get frequent warnings. They must save more and must sacrifice more. Now, if the war goes on, it is this latter note which is certain to be more frequently sounded. As a matter of fact, we in this country have not begun to make the exertions, or to undergo the privations, common in all the other belligerent nations. In America, only the surface has thus far been scratched. Life and business, luxury and pleasure, move on much as before the war. England visitors, French visitors, are amazed at what they see here—our care-free spirit, our easy indulgence in what has been resolutely cut off abroad. Many citizens who have bought Liberty bonds and are preparing to pay their taxes without grumbling speak with a certain pride of what they have done for the war. But they ought to be bracing themselves for the real strain which will come upon them in ways not now dreamed of in their comfortable philosophy, if the war runs on for a year or two years more.

The situation in the motor industry has aroused great interest. It is peculiar, and the factors are multitudinous. The predicted great falling off in motor-car sales, based on the money that was to be absorbed by Government bond issues and income taxes, has so far not taken place. General Motors reports sales in October of 19,169 cars, an increase of 6,221 cars, or 48 per cent., over sales in October a year ago. Most of the motor companies report similar results. But the high-priced cars, the "chauffeur-driven" cars, are having a hard time of it. An explanation offered is that the sales of the lower-priced cars keep up because wages are so high. But all the companies face difficulties not in sales, but in getting materials; Washington wants production of pleasure cars cut 40 per cent. An officer of the Studebaker Corporation is quoted as predicting that the production of automobiles will be less in the last than in the first six months of 1917, and that in the first six months of 1918 there is to be a further decided cut.

SOME OF THE CITY'S WASTES.

Not content with permitting \$100,000 worth of natural fertilizer to be destroyed annually through the burning of leaves each fall, Grand Rapids has another bad habit of dumping into the river the deposits of the catch basins and the sweepings of the streets. These deposits and sweepings are made up largely of animal manure dropped in the streets and are rich in fertilizing properties. South of the city in both Paris and Wyoming townships there are hundreds of acres of worthless land which can probably be purchased for \$10 to \$25 per acre. By dumping these deposits and sweepings on this land its value could be increased to \$200 per acre in a very few years.

Under the present system the municipality stands before her people as a wasteful city, dissipating a valuable asset which could be made to yield good returns through proper disposition and manipulation.

SAVING DEMOCRACY.

If union labor leaders cannot control their followers, the country is put to a choice between reliance upon union or non-union labor in the work of saving democracy. It is unionism which is in danger, not the country. Non-union labor outnumbered union labor ten to one. It would be better to rely upon both than upon either. But there must be no dallying with acts supported by arguments like those of foreign proletariats upon pretense of benevolence or uplift. The United States has no use for a Bolsheviki party. The Government's difficulty is not the opportunity for the establishment of the unlawful activities of unionism or for the unfair betterment of conditions of organized labor at the expense of non-unionists and taxpayers alike.

Closed shop control means lessened output of the worker and the enforcing of many rules and restrictions which mean increased cost of production. It is inevitably so. A man who secures and holds his job through his own merit, and who gets an average wage with all other workers, has no incentive to exert himself. The good worker gets less pay in order that the shirker can get more, and after a while the good worker becomes a shirker himself.

The Tradesman herewith expresses its thanks to the contributors and advertisers who have assisted in making its present anniversary edition so thoroughly representative of the great mercantile, commercial and industrial interests it undertakes to represent.

The man who likes his job is never a slave to his work.

IMPLEMENT DEALERS.

Saginaw Convention Most Successful Ever Held.

Saginaw, Nov. 19—Saginaw again proved her worth as a real convention city the past week. The Michigan Implement and Vehicle Dealers' Association had the greatest convention in its history. It was great in several respects—in attendance, quality of program and exhibition of agricultural implements. There were 500 delegates, salesmen and manufacturers in attendance. Exhibitors were here from Nebraska, Minnesota, Wisconsin, New York, Indiana, Illinois, Iowa, Ohio, Michigan and Massachusetts and, as one man, they pronounced it as one of the greatest conventions they had ever attended. Dealers were buying their futures freely and several record sales were made, one of the largest being four carloads of machinery sold by the Studebaker Corporation, represented by W. C. Ingham, of Grand Rapids, who made the sale to F. D. Travis, of Plainwell, who is opening a chain of stores in Western Michigan. President Isaac Van Dyke, of the Association, was loud in his praises of Saginaw and the welcome accorded the Association by the Saginaw Board of Trade. He said it was the greatest convention he has ever attended, greater interest being shown by dealers than ever before, and the increase of membership was most gratifying, as it doubled during the past year and he holds out greater hopes for the year to come. For the benefit of the Association and dealers at large, I take great pleasure in furnishing President Van Dyke's address of welcome verbatim; it surely is worthy and should be read and pondered on for the benefit of all mankind:

As we open this, our fourteenth annual convention, I want to assure you that I feel very much out of place on this platform, I would prefer and enjoy much more a chair among you than the one here facing those so much more able and qualified to preside over a meeting of this kind. It is indeed an undeserved honor for me to be your President, and preside as we meet in convention as the Michigan Implement and Vehicle Dealers' Association.

I do not know of a more intelligent, energetic, loyal and patriotic body of business men anywhere than that of this Association to-day. It is indeed a great privilege to meet as we do to consider matters of importance pertaining to our business.

I always look forward to these meetings with pleasure, for it is here I meet those who greet me with a warm handshake and a pleasant smile, who sympathize in trouble and rejoice with us in our happiness.

My only regret is that so many implement dealers in the State fail to share in the profits and pleasure that we receive here.

The reason for these pleasant relations among us is, no doubt, because we feel that we meet here those whose difficulties are of the same nature as our own, and at this time I need not call your attention to the many difficulties and hard problems before us. Those of the past are as nothing to what we are facing now, but let us remember that difficulties are a challenge to courage, thought, energy and perseverance.

You, as a business man—I trust an energetic leader in your community, loyal to our flag, patriotic to the core as I believe you to be—are going to continue to fill your position in your community even more so than in the past, and in doing our duty let us not forget to show kindness and sympathy and give encouragement to those with whom we come in contact, who perhaps need just that now more so than in the past. We are continually meeting those and in the future will meet more of them, whose thoughts are of the boy

in France or somewhere giving his best for the flag we love.

You who stand as a buffer between the manufacturer and user of a commodity which at this time is a necessity second only to weapons of war, should remember that your place is one of service in your community and thereby of service to your country.

In the almost fourteen years existence of this Association much has been accomplished to the direct benefit of its members and indirectly to all implement dealers of the State by the service and sacrifice so freely and willingly rendered by its former officers and members and by the trade press who always faithfully supported us and cheered us on the victory. At this time we are grateful for the good work done and evils eliminated from the business with which we otherwise would still be burdened in addition to what we are facing to-day in the implement trade.

The world is at war. And although we may not yet realize it, we will in the near future feel that we will need each other's support to our mutual benefit, and I therefore appeal to you to remain loyal to this organization and its officers.

I have no doubt and believe that you feel with me that those who take an interest in these meetings and in the Association because of council and benefit received through it are going to be best able to weather the storm now upon us.

It is not my intention to discourage or dishearten you, that is not our object in coming here. We all, I trust, know, at least to some extent, conditions in the business world as they exist to-day. I simply want to remind you as dealers that now if ever is the time to co-operate to the fullest extent with the manufacturers and user of farm tools to the benefit of our country as a whole as well as those directly concerned. Not since this Nation was born up to the present time has the farm implement business been as essential in saving labor on the farm and so vital in food production as it is now and will continue to be in the future. Shall we do our part with courage and devotion that have always sustained and distinguished the true American.

To that end shall we see to it that we have the necessary stock on hand and above all a full stock of repairs giving that special thought and careful consideration so that we will be able to supply the users' needs promptly and above all order early and give early shipping dates. The farmer is going to need tools, although quantities may be cut down for a while.

And just here a word in regard to standardization. The manufacturers are making an effort to standardize. For instance drills formerly were built about fifty-three different styles and sizes; that number has now been cut down to thirty-two and I hope and believe some of these will be cut as soon as we educate our customers to certain sizes and styles best adapted to our own locality; the same is true of wagons, disc harrows and other farm tools.

Standardization is of great economic value to the dealer as well as to the manufacturer and no loss to the farmer.

I also want to suggest that is an expensive burden for us to sell the same class of goods manufactured by several different concerns. I have seen five cream separators and as many wagons on a dealer's floor, everyone made by a different firm. That may be an extreme case, but such a condition means either that the dealer is trying to prevent his competitor from getting some of these goods or that he has not the courage to say no when the tempter in the form of a salesman comes in to sell him. But it brings him no sales; it confuses the customer, weakens the dealer's talking points, adds a financial burden or an expensive closing out sale, or a lot of dead stock. In my judgment

it is not possible for a dealer, as a rule, to sell more than one or at the most two lines to advantage; conditions today more than ever emphasize the necessity of making an effort and doing everything in our power to cut down our expenses and at the same time give adequate service.

Prices of implements have advanced considerable, but it is for us to see to it that we satisfy our customers that we are not taking advantage of their prosperity. The wide-awake dealer bought early last year and will do so this year. This has and will again prove to advantage not only to the dealer but to the farmer as well. We have nothing to apologize for when we name a price giving us a legitimate profit on any commodity that we sell; we are doing the best we can under the circumstances and are paying a good price to the farmer for his products. We should, however, encourage him to make use of all forms of labor saving tools so as to overcome the shortage of help on the farm and assist in the more intensive cultivation of a larger acreage. Let us prepare for the future cheerfully and with courage.

There are many topics of interest which will, undoubtedly, be brought up at these meetings, such as prices and discounts on repairs, wrapping and insurance charges on parcel post packages, the tractor trade, the twine situation, community development, etc. May we depend on you to be present at every session and be promptly on time? We want to make good use of our time while here and in order to do that we need the co-operation of all of you.

As a Nation we are at war to win; we must win; we are here to receive inspiration how to do our part in the struggle as well as for the benefit of our business which we may not neglect, in order that we may stand by our President to good effect and that the emblem of freedom, opportunity and civilization may continue to wave over this great and good land for the benefit of mankind.

Talks were given by several traveling men, including B. N. Mercer of this city, who said he had been calling on the implement dealers for twenty-two years. W. O. Barton of Portland, delegate to the National Convention of Implement Dealers at Chicago, reported on that convention.

Committees announced by President Van Dyke as follows:

Auditing committee—E. J. Merrifield, Bloomingdale; Frank S. Smith, West Branch.

Necrology—George Burr, Rochester; James B. French, Flushing.

Nominating—Ernest Paul, Pigeon; Alfred Schantz, Grand Rapids; Fay Barker, Battle Creek; William Wood; O. R. Burrier, Saginaw.

Resolutions—Charles Meach, Lakefield; Arthur Martini; W. O. Barton, Portland.

Special question box committee—W. L. C. Reid, Jackson; William Calligan, Bloomingdale; David Drummond, W. E. Graves and A. Silcox.

Curtis M. Johnson of Rush City, Minn., ex-president of the National Federation of Retail Implement Dealers' Association, a rapid fire and inspirational speaker and an orator of no mean ability, was the feature of the meetings Wednesday morning and evening. In the morning he delivered a lively and instructive address on "Service to the Community." In the evening he led in the question box discussion, in which many members participated, speaking on subjects of interest to the dealers in the conduct of their business.

C. L. Glasgow, Michigan Railroad Commissioner and implement man, spoke at the morning meeting on the value of the Association and of the changes in business conditions wrought by the war to which the dealers must adapt themselves.

The annual report of the Secretary, L. F. Wolf of Mt. Clemens, was presented, showing the remarkable increase of 50 per cent. in membership during the past year. The report of the treasurer, F. E. Strong, Battle Creek, showed \$1,298.62 in the treasury, a good increase over last year.

The resolutions adopted by the Association pledged the organization to aid in the conservation and production of food; request that the custom of insuring parcel post packages valued at less than \$1 be stopped; endorse the Stevens standard price bill, and express thanks to the exhibitors, Board of Trade, speakers, entertainers, and all who assisted in making this the most successful and most largely attended meeting in the history of the Association.

J. A. Craig of Janesville, Wis., gave an address on "How the Implement Manufacturers and Retailers Can Do Their Bit in the War," advising early orders and labor help for the farmer.

Ex-Gov. Fred M. Warner told of the formation of the Oakland Patriotic League and the combining of all war funds to prevent duplication of effort. He emphasized the necessity for a big crop production.

Secretary L. E. Wolf, Mt. Clemens, was instructed to send each son of an implement dealer in the Federal service a Christmas gift and keep in touch with him, while the Association appropriated \$50 for the Y. M. C. A. fund and gave liberally as individuals to the Sammies' Christmas fund taken by young women.

The old officers were re-elected, as follows:

President—Isaac VanDyke, Zeeland.
Vice-President—J. F. Follmer, Vicksburg.

Treasurer—F. E. Strong, Battle Creek
Secretary—L. F. Wolf, Mt. Clemens.

Directors—C. L. Glasgow, Nashville; W. L. C. Reid, Jackson; W. O. Barton, Portland, and J. F. Hayden, Cassopolis.

Following were the exhibitors and their representatives present:

The DeLaval Cream Separator Co., in charge of W. E. Graves, 2434 Hollywood avenue, Toledo, Ohio, assisted by J. L. Collins, 1209 Olivia street, Ann Arbor. This was one of the most attractive displays on the floor.

The American Steel Wire Co., represented by W. H. Parker, Otisville, L. N. Silverman, R. C. Baker, Grand Rapids and W. F. Shepard, Adrian, with headquarters at Bancroft Hotel.

The International Harvester Machine Co. had a most attractive and unique display, which was designed by O. C. Gould, local representative of the company. O. C. reported business excellent and he knows how to get it.

Turnbull Manufacturing Co., wagons, Defiance, Ohio.

Miller Bean Harvester, displayed by the LeRoy Plow Co., LeRoy, N. Y., W. H. Hammond, of Saginaw, in charge.

The Oliver Plow Co. had a large exhibit in charge of Geo. B. Hayes.

Ohio Rake Co., Dayton, Ohio.

Studebaker Corporation, of South Bend, Ind., represented by W. C. Ingram, Grand Rapids and assistant sales manager, C. S. Taylor, of South Bend, Ind.

United Engine Co., Lansing, in charge of C. L. Sprinkle, President of the company, Lansing, J. G. Finkbeiner, Secretary and Treasurer, and O. C. Brown, traveling representative, of Lansing.

Mier Buggy and Carriage Co., Ligonier, Ind.

John Deere Plow Co., Lansing.
The Celina Manufacturing Co., Celina, Ohio.

American Seeding Machine Co.
Michigan Moline Plow Co., Jackson, represented by John Bogart, Bay City, and W. H. Supernaw, Grand Rapids.

Eastern Rock Island Plow Co., Indianapolis, in charge of local representative, W. F. Myers, Franklin Hotel,

Saginaw, assisted by L. G. Ferguson, manager Indianapolis branch, C. H. Ganson, Kalamazoo, W. H. Grove and Ed Thieleke, of Rock Island, Ill.

Sterling Manufacturing Co., manufacturer of hay machinery, Sterling, Ill., in charge of C. J. Shaw and W. F. Shaw, Owosso.

Brown & Sehler Co., Grand Rapids, D. A. Drummond and J. H. Colby in charge and probably two of the busiest men in the show explaining the merits of their Horseshoe and Safety Tread automobile tires.

Morley Bros., Saginaw, had an extensive display from their harness and saddlery department, in charge of Dan McArthur and D. W. Ephoff, of Saginaw.

The Wood Bros. Silo Co., Lincoln, Neb.

Huber Manufacturing Co., Lansing. James Manufacturing Co., Ft. Atkinson, Wis.

Perfection Manufacturing Co., Minneapolis, Minn.

Independent Whip Co., Westfield, Mass., represented by G. D. Wiggins, of Saginaw.

Gillam & Moore, tire rebuilders, Saginaw.

Keystone Steel Wire Co., Peoria, Ill. Owensboro Ditcher & Grader Co., A. Broderick, representative, Saginaw.

The Fox River Butter Co., of Detroit, had a fine exhibit of Beatrice Cream Separators under the supervision of J. E. G. Cooper, Detroit, assisted by J. E. Skidmore, Detroit, W. H. Moore, Alma, and O. H. Hall, from Owosso.

Emerson-Brantingham Implement Co., Indianapolis, A. P. Ferguson in charge.

West Bend Barn Equipment Co., West Bend, Wis., represented by F. L. Klumb and F. A. Carlson, of Lansing.

Banting Machine Co., corn silage machinery, C. L. Haskins, 114 Superior street, Toledo, in charge.

The Saginaw branch of the Herschel

Manufacturing Co. was in charge of L. W. West, local manager, J. D. Webb, Chesaning, J. B. Hubbard and Paul Herschel, Jr., of Peoria, Ill., factory representatives were present.

The Maytag Co., power washing machines, Newton Ia., Corson Elliott, Detroit, and W. E. McMillan, Mendon, in charge.

Sharples Separator Co., Chicago, represented by A. E. Aeby, Bay City, E. Baker, Grand Rapids, C. H. Mashino, Traverse City.

Thornburg Manufacturing Co., Bowling Green, Ohio, in charge of F. E. Rolland, Toledo.

Birdsell Manufacturing Co., wagons, South Bend, Ind., represented by J. W. Peck, Detroit.

The McClure Co., Saginaw, manufacturers of milking machines and silos, E. J. Bonnell and R. J. McKnight in charge.

Stoughton Wagon Co., Stoughton, Wis., H. DeKalb and W. P. Bouwman, Battle Creek, and H. P. Egan, Eaton Rapids, in charge.

Massey-Harris Harvester Co.

Chas. Farrington, of Chicago, was at the convention in the interest of the Agrimotor, a magazine devoted to the motor driven and tractor interests.

W. F. Shaw, member of the firm of Shaw & Son, from Owosso, asked me to make special mention of the transparent cuspidors they used inside the railing of their booth which, by the way, was one of the nicest at the show, being equipped with easy chairs for their friends and prospective buyers, while Shaw & Son were ever busy selling hay harvesting machinery manufactured by the Sterling Manufacturing Co., of Sterling, Ill.

The Irishman's flea was never busier jumping around than B. N. Mercer, of this city, who was chairman of the convention and, as usual, did things right. He also was one of the speakers on the first day's program. Mr.

Mercer has been calling on the implement trade twenty-two years.

Special mention is due Louis F. Wolf, of Mt. Clemens, Secretary of the Association. Certainly he has filled his office the past year with credit to himself and the Association. He was built for the job and should be kept there as few men are fitted for such an important office.

One of the pleasing features of the convention was pulled off by F. E. Strong, of the firm of Strong-Barker Hardware Co., Battle Creek, who held the audience spellbound with his voice. Few knew he was so gifted and he was kept busy when there was occasion for music. Mr. Strong says when coming to Battle Creek, just look for the "Big Hardware Corner."

J. F. Follmer, from Vicksburg, Secretary and present Vice-President, was busy meeting old faces and making new acquaintances and talking organization.

J. L. Collins, formerly of Bellefontaine, Ohio, where he represented the DeLaval Separator Co., has moved to Ann Arbor to continue work for the same corporation.

One of the happy and busy men at the show was W. C. Ingham, who hails from Grand Rapids (and, by the way, he still wears a No. 1 Council button). Mr. Ingham says the past year has been the greatest since 1911. He represents the Studebaker Corporation.

One of the familiar faces at the convention was that of Ed. Merrifield, of Bloomingdale, known as Western Michigan's "Biggest Booster" and most successful merchant.

The entertainment committee for the convention was composed of the following Saginaw live wires:

B. N. Mercer, chairman; C. M. Howell, secretary; Chas. Frueh, florist; E. B. Mowers, shoe merchant; W. T. Loney, jeweler. They all lived up to their reputation and Wednesday night gave the implement dealers a real treat. B. N. Mercer broke into the lime light

as a toastmaster and kept things humming. Many speeches were made and talent from the Jeffers-Strand furnished the laughter. After the entertainment, a banquet was tendered the officers and entertainers of the evening at the Vincent Hotel, convention headquarters. Plates were laid for thirty. W. H. Aubrey, manager of the hotel, certainly deserves great credit for his splendid work in making it a real affair. The entertainment committee have nothing but praise for the genial manager and owner of the Vincent.

Being a good judge of human nature and in order to play Safety First, Mrs. B. N. Mercer, with "Baby Vic" spent last week at Watrousville. Ben was so busy he didn't know himself part of the time.

The American Press says the "Kaiser is gratified at tonnage sunk by submarines," the black angels of the sea. The devil is always happiest when committing his most dastardly deeds.

Charles H. Topps, representing the Oliver Plow Co., has moved from Farwell to Clare. L. M. Stewart.

Butter, Eggs, Poultry, Beans and Potatoes.

Buffalo, Nov. 21—Creamery butter extras, 44½@45c; first 43@43½c common, 41@42c; dairy, common to choice, 35@40c; dairy, poor to common, all kinds, 33@36c.

Cheese—No. 1 new, fancy, 24@25c; cheese, 23@23½c; held 26c.

Eggs—Choice, new laid, 50c; fancy hennerly, 60@65c.

Poultry (live) — Fowls, 18@23c; chicks, 20@25c; old cox, 17c; ducks, 22@25c.

Beans—Medium, \$9.50; pears, \$9.50; Red Kidney, \$8.00; White Kidney, \$9.50@10.00; Marrow, \$10.00.

Potatoes—New, \$2@2.40 per hundred. Rea & Witzig.

ROYAL BAKING POWDER

**Pleases
Customers**

Millions of families

Use ROYAL
exclusively and
always find
it satisfactory.



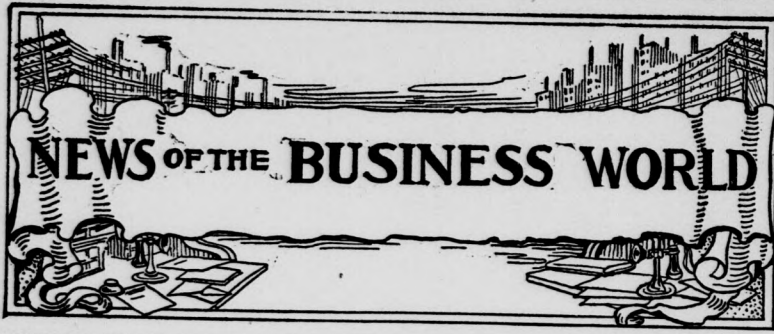
**Pays
Grocers**

Thousands of grocers
Sell ROYAL
steadily and never
find it
dead stock.

Unquestioned merit, persistent advertising and wide use have firmly established ROYAL as the "Absolutely Pure" high grade standard baking powder

No Alum

No Phosphate



Movements of Merchants.

Oakley—C. A. Coy has sold his hardware stock to H. Hoshield.

Battle Creek—Mrs. John Newton has opened a delicatessen at 413 Maple street.

Laurium—John Beigle has opened a fish and meat market on Hecia street.

Millbrook—Fay R. Swisher & Co. succeed L. W. Harrison & Co. in general trade.

Manton—The Manton Produce Co.'s capital stock has been increased from \$15,000 to \$30,000.

Marion—C. Morningstar has sold his bakery to E. Howell, who will continue the business.

Augusta—Fred W. Black has sold his meat stock and fixtures to Charles Jones, recently of Climax.

Marcellus—George Hartson has sold his grocery stock to Elmer Terrill, who has taken possession.

Jonesville—B. E. Poor has sold his stock of cigars and tobacco to H. J. Gries, who has taken possession.

Lapeer—J. H. Daniels is closing out his stock of hardware, stoves and oil stoves and will retire from business.

Owosso—Randolph, Hall & Young, wholesale seed dealer, has increased its capital stock from \$30,000 to \$35,000.

Coleman—Clarence Tilman has sold his bakery to Floyd Kinnie, recently of Gladwin, who will continue the business.

Detroit—The W. E. Waite Co., jeweler at 652 Dix avenue, has increased its capital stock from \$2,000 to \$6,000.

Thompsonville—C. N. Menold has sold his store building to M. T. Karcher, who will occupy it with his drug stock.

Morrice—C. A. Coy, formerly engaged in the hardware business at Oakley, has engaged in the same line of business here.

Muskegon—Peter Miller, who conducts the Miller Cash Market, has removed his stock and fixtures to 18 South First street.

Bronson—Perry Davis has purchased the cigar stock and restaurant of the late Clyde Fuller and will continue the business.

Muskegon—Henry DeWind succeeds A. T. Parker as President of the Parker Home Furnishing Co. at the corner of First street and Clay avenue.

Hillsdale—Fay Marsh has sold his interest in the grocery stock of Rogers & Marsh, to his partner, who will continue the business under his own name.

Alma—The Francis O. Lindquist Co., of Grand Rapids, has opened its clothing store in the Merchants Building Co. block, under the management of Mr. Cooper.

Flint—The M. & S. Electric Co. has engaged in business with an authorized capital stock of \$50,000, \$25,000 of which has been subscribed and \$25,000 paid in in property.

Detroit—The George R. Eldridge Co., which handles wholesale butter, eggs, cheese and oleomargarine at 494 Eighteenth street, has increased its capital stock from \$10,000 to \$25,000.

Alma—L. B. Kehn is erecting a store building at the corner of Rose-dale street and Grover avenue, which he will occupy with a stock of general merchandise as soon as it is completed.

Lapeer—Henry Heffelbower, who has conducted a drug store here for the past twenty-two years, has removed his stock and store fixtures to Flint, where he will continue the business.

Menominee—Matt Graf, dealer in general merchandise at 4100 North State street, has sold his stock to John Hinker, who has taken possession, adding lines of staple and fancy groceries.

Kalamazoo—M. E. Maher, who conducts a billiard parlor and cigar store at 113 West Main street, has merged his business into a stock company with an authorized capitalization of \$35,000.

Bay City—The Central Auto & Accessory Co. has been incorporated with an authorized capitalization of \$15,000, of which \$8,210 has been subscribed, \$200 being paid in in cash and \$8,000 in property.

Marcellus—E. J. Ettler has sold his poolroom to George Hartson, formerly engaged in the grocery business, who has taken possession and opened a grocery store in the front end of the building.

Bay City—Ed. L. Baumgarten, who retired from the grocery business about a year ago, has re-engaged in the same line of business at his former location at the corner of Adams street and Center avenue.

Eaton Rapids—A. M. Smith, of A. M. Smith & Co., wholesale butter, egg and poultry dealers with branches in other cities throughout the country, died at his home in Boston, following an illness of about four weeks.

Jackson—C. K. Maino, who conducted the Maino Shoe Co. store for years and closed out the stock some months ago, has formed a copartnership with Harry G. Chapman and engaged in business at 226 East Main street, under the style of the M. & C. Cash Shoe Store.

Kalamazoo—The M. E. Maher Co. has been organized to deal in wholesale and retail cigars, tobacco, etc., with an authorized capital stock of \$35,000, of which amount has been subscribed, \$3,500 being paid in in cash.

Saginaw—The Paul Nissen, Inc. has been incorporated with an authorized capital stock of \$20,000, of which amount \$10,500 has been subscribed and paid in in cash. The company will sell and repair auto equipment and accessories.

Flint—Hamady Bros., general merchants, have merged their business into a stock company, to be conducted under the style of the S. H. Hamady Co., with an authorized capitalization of \$5,000, \$2,500 of which has been subscribed and paid in in cash.

Chesaning—The Farmers Co-Operative Union has been incorporated to buy and sell co-operative farm products with an authorized capitalization of \$5,000, all of which has been subscribed, \$2,500 being paid in in cash and \$2,500 in property.

Detroit—McCandless Bros., 703 Chamber of Commerce building, have engaged in the timber products business with an authorized capitalization of \$25,000, of which amount \$12,600 has been subscribed, \$6,005.18 being paid in in cash and \$1,287 in property.

Alma—Bert Eckert, meat dealer in the western part of town, has formed a copartnership with Mr. Giles under the style of Eckert & Giles and opened a meat market and grocery store at the corner of East Superior street and Euclid avenue. Mr. Giles will manage the business.

Manufacturing Matters.

Lansing—The Four Wheel Drive Motor Truck Co. has changed its postoffice address to Webberville.

Saginaw—The Saginaw Shipbuilding Co. has increased its capital stock from \$350,000 to \$500,000.

Detroit—The Ospeco Manufacturing Co. has changed its name to the Michigan Auto Products Co.

Marshall—The Simons-Leedle Furnace Co. has increased its capital stock from \$25,000 to \$50,000.

Otsego—The name of the Otsego Power & Manufacturing Co. has been changed to the Otsego Furniture Co.

Detroit—The capital stock of the Detroit Accessories Corporation has been increased from \$25,000 to \$200,000.

Greenville—Fire destroyed the new plant of the Michigan Marl & Fertilizer Co. Nov. 14. Loss, about \$10,000.

Kalamazoo—The Victor Wire Wheel Co. which recently moved here from Detroit, will float an issue of common stock with a value of \$200,000.

Coldwater—The Combs Milling Co. has sold its plant to the Amendt Milling Co., of Monroe. The business will be continued on a much larger scale.

Detroit—The Gordon-Chapman Co. has been incorporated with an authorized capitalization of \$35,000, of which \$26,000 has been subscribed, \$942.87 being paid in in cash and \$25,057.13 in property. It will manufacture beds.

Jackson—Fire destroyed the flour and feed mill of the late George W. Thorpe, at the corner of Mechanic and Chicago streets, entailing a loss of about \$3,000.

Frankfort—The Benzie Auto Co. has been organized with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed, \$2,500 being paid in in cash.

Vulcan—The Armstrong Shovel Co. has been organized with an authorized capital stock of \$10,000, \$5,100 of which has been subscribed, \$2,500 being paid in in cash.

Detroit—The American Machine Products Co. has been organized with an authorized capitalization of \$10,000, of which amount \$5,000 has been subscribed \$4,000 paid in in cash.

Flint—The Auto Supply & Electric Service Station has been incorporated with an authorized capital stock of \$10,000, of which \$5,100 has been subscribed and \$5,000 paid in in property.

Detroit—The Unilectric Corporation has been organized to manufacture gas engines and electric lighting outfits with an authorized capitalization of \$250,000, \$125,000 of which has been subscribed and \$100,000 being paid in in cash.

Detroit—The Campbell & Mead Co. has been organized to engage in the manufacturing of brooms at 747 Tenth street, with an authorized capital stock of \$10,000, all of which has been subscribed, \$3,500 paid in in cash and \$6,500 in property.

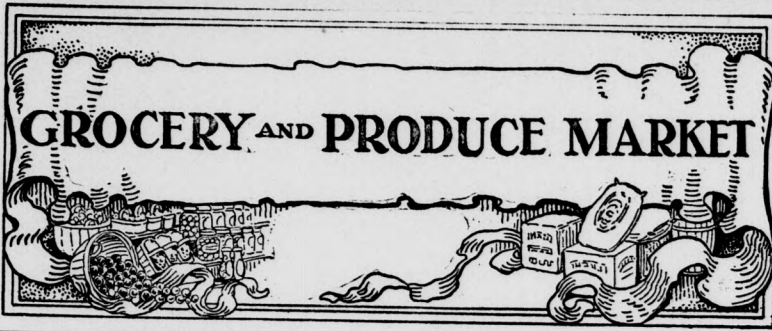
Holland—The Veit Manufacturing Co. has been incorporated with an authorized capital stock of \$50,000, of which amount \$40,000 has been subscribed, \$15,000 being paid in in cash and \$25,000 in property. It will manufacture interior finish and fixtures.

Detroit—The Crosby 6-5-4 Products Co. has been incorporated with an authorized capitalization of \$30,000, of which \$22,500 has been subscribed, \$7,500 paid in in cash and \$15,000 in property. It will manufacture paints, varnishes, soaps, enamels, etc.

Ludington—The new cigar factory of Lubetsky Bros. & Kleiner is nearing completion. It is 180 feet long and 45 feet wide, with an L 50 feet wide, two stories. It is the expectation of the owners to be able to begin manufacturing in the new quarters by Dec. 10.

Charles D. Lathrop, of Chicago, has taken the position of sales manager of the Rindge-Kalmbach-Logie Co. Mr. Lathrop was connected with the shoe department of Marshall Field & Co. for eleven years. For the past three years and a half years he has been sales manager of the Harry M. Husk Shoe Co. He brings to his new position an enthusiasm and experience which bespeaks success. Mr. Lathrop and wife are both delighted with Grand Rapids and have already explored much of the country roundabout with their automobile. They are making their home at the Hotel Browning.

In these days of quick deliveries the man who watches the clock gets the raise in pay.



The Grocery Market.

Sugar—The price of granulated is, of course, unchanged. Jobbers are filling orders promptly, but are restricting sales about one-half, so as to give every grocer some sugar to work on. From present indications no more cutloaf or cubes will be manufactured until after the war is ended. Soft sugars will not be in the market until after the first of the year.

Tea—The position of Ceylon teas in American markets, which was somewhat dislocated by the flood of Javas a while back, is in the way of material improvement, according to all present indications. Not only has the Java competition been greatly lessened by the absorption of supplies coming on these markets but the shipping situation at the primary point has caused a virtual cessation of shipments from Java. Added to this is the fact that spot stocks of Ceylons, according to all accounts, are very moderate and that late developments are opposed to any material additions through shipments from Colombo. That market has shown a steady advance for some time past, which has been decidedly accelerated within the past few days. Whether this was incidental to local conditions or was assisted by the recently avowed purpose of the British Food Control to relieve the great stringency in the English markets by buying up all of the tea remaining in Ceylon and India for distribution among British consumers at cost is a matter for conjecture.

Coffee—The market continues weak and on a low basis on account of the very large available supply. Rio and Santos grades may go even lower.

Canned Fruit—Offerings are light. There is a demand for practically everything that comes in gallon cans, but it is impossible to buy anything more than jobbing lots.

Canned Vegetables—After the sharp decline in tomatoes of the past ten days or so canners are inclined to assume that the bottom has been reached for the time being. Sales have been made, however, on the basis of \$1.72½ f. o. b. factory for Standard No. 3 Marylands. There are, however, some canners reported to have turned down business on that basis. In other words, the Government level of \$1.70 has not yet quite been reached. There has not been a great deal of activity, however, because jobbers are more anxious to obtain goods for immediate delivery than to make new purchases and trust to having to run the freight blockade, which has disorganized business so completely. It

is acknowledged that a premium over canner's prices would be paid for goods on the spot, but there are none offering. There is considerable complaint that California canners are making short deliveries on tomatoes and some local brokers are quite bitter at the treatment they are receiving, declaring that in some instances only 50 per cent. deliveries have been made and the same canners have sold unlabeled goods in other territory at higher prices. These practices, it is said, are more flagrant on the Coast than they have been East. There have been no changes in either corn or peas as yet, although for some reason jobbers here are expecting declines in both of these items. They seem to feel that the official reports of the pack are not consistent with present prices, and that there must be some supplies somewhere that are being withheld from the market. Nevertheless there have been no offerings at lower prices, although there have been no advances in prices since the licensing system went into effect.

Canned Fish—Salmon shows no change as yet, although the price of \$1.75, which the Government has fixed, throws a very destructive bomb into the market. In fact, it is about \$1 a dozen below current price. Eventually the market will go to the Government's figure, without a doubt, but it has not done so as yet. The rumors are that canned whale meat will soon be offered in Eastern markets. It is now being packed on the Pacific Coast. The Bureau of Fisheries has also announced that attention has been paid to the canning of seal meat. Both are said to be good foods.

Dried Fruits—There is only one feature in the dried fruit situation at the present time and that is a scarcity of supplies. There is a complication of freight congestion. Government buying and uncertainty on the part of dealers as to the developments of the immediate future. It seems quite certain that there are no speculative supplies held in this vicinity. Usually, in one way or another small operators, of the shoe-string variety, manage to acquire varying sized lots which are often in the aggregate, sufficient to keep the market supplied, and might have been welcome at a time like this. So far as could be learned, however, this fraternity disposed of its holding some weeks ago, evidently concluding that small profits were much more valuable than possible losses in the future. The fear of Government regulation probably had a good deal to do with the selling. Large jobbers have not resold to any considerable extent, but

they are unable to secure such supplies as they need to meet requirements of their regular business. Consequently, retailers are receiving on their contracts only small allotments from time to time in the hope of keeping them going, but it is said that even this method is not capable of supplying everybody. It is practically impossible to buy anything larger than 50s to 60s in the way of prunes on the spot, and even these sizes are not very plentiful. The smaller sizes are somewhat firmer in price, while Oregons are coming forward very slowly and are being sold subject to arrival.

Cheese—The market is very firm, with prices ranging about ½c higher, due largely to extreme light receipts of fresh-made goods. The make of cheese has now come to the point where there will be very few arrivals of new-made cheese. There is a good home consumptive demand and some export enquiry. The best marks of old cheese are bringing the top of the market and commanding the highest figures. Continued good trading is looked for in cheese and also higher prices. The market on skimmed cheese is firm, with very light receipts.

Provisions—The market on lard is very firm, quotations averaging 1c per pound higher than last week, due to a very heavy consumptive demand and an extreme light supply, local packers killing enough hogs for their immediate needs. The market on compound is very firm, with quotations about ½c higher than previous quotations. Compound is in very light supply and there is an extremely heavy demand for same. Refiners of this product are having considerable difficulty in securing the raw product. Higher prices are looked for in this commodity in the immediate future. The market on smoked meats is firm at unchanged quotations. There is a very light supply and a good consumptive demand. Dried beef is steady, with unchanged quotations, there being a good consumptive demand and a moderate supply. Barreled pork is firm and unchanged, quotations about the same as last week, there being a light supply and a moderate consumptive demand.

Corn Syrup—Demand from manufacturing consumers is heavy, keeping producers sold well ahead and imparting a strong tone to the market.

Sugar Syrups—The market is still practically bare and must so remain until supplies of raw sugar at the refineries are more liberal. The few lots coming out are quickly absorbed by exporters, who are readily paying top prices.

Molasses—Lack of supplies prohibits business for prompt delivery, and so far as can be learned there is no prospect of early receipts from the South.

Rice—In view of the continued upward trend of prices at primary markets, it is believed that when transportation conditions admit of the resumption of business it will be at prices considerably higher than those now current.

Pickings Picked Up in the Windy City.

Chicago, Nov. 20—The Chicago branch of the Y. M. C. A. again went "over the top," collecting in the first week over half of what was asked for. Chicago people are surely doing their bit, when one stops to consider all of the different matters which have had to be taken care of. They have gone "over the top" on the Liberty Loan, Red Cross and local charities.

A very interesting news item appeared in all the Chicago dailies last week, to the effect that Harry Newman, President of the Newman-Stratton Company, distributors of the Maxwell cars, had listed all of the grocery stores throughout the city which were trying to live up to the daily price list of food the Food Commissioner recommends and that he would be glad to direct any person or persons to the store nearest his home where these prices will be maintained, stating they had added a number of operators to take care of this special work. From what information the writer can gather these operators have been kept very busy.

One of the most important matters confronting the School Board of Chicago to-day is that of the penny lunch. Up to a few weeks ago the children in different schools throughout the city were served for one penny a bowl of soup and a sandwich. Of late they have been getting a bowl of soup or sandwich which the city physician claims is not sufficiently nourishing. A small appropriation of not to exceed five or ten thousand dollars would enable the full lunch to be kept in force. No doubt public opinion will be on the side of the pupil.

From Dec. 1 to 9, the International Stock Show will be held at the Union Stock Yards. This is a yearly event in Chicago and has a great following, especially with the Western people.

All of the Chicago Elks are feeling very cheery right now. One ought not to blame them, for they have recently opened up one of the finest temples in the West, located on Washington street, between La Salle and Wells street (formerly Fifth avenue.) It is said that the latch string never wears out and all Bills are welcome.

Real estate deals in Chicago were not much to talk about last week. They were few and far between.

One of the many court trials now holding the attention of the public is that of former Chief Healy, one of Mayor William Hale Thompson's appointees. Graft is the charge.

Chicago is doing its part to conserve the coal supply at the present time. All large electrical display signs are dim from dusk to 7:45 and also after 11 p. m.

Frank Annibale, who has been the manager of the Morrison Hotel drug store for the past three years, has handed in his resignation, effective at once. Mr. Annibale has accepted a position as traveling salesman, covering a number of Eastern cities, representing a number of staple articles going to the drug trade.

It is much easier to get a glass of intoxicating liquor in Chicago on Sunday to-day than it is for anyone to have served to them meat on meatless Tuesday, or wheat bread on wheatless Wednesday. This applies to all the hotels and restaurants throughout the city.

The invitations mailed by the Chicago papers to the Great Lakes Naval Training Station, inviting the jacksies to partake of Thanksgiving dinner at private homes were so numerous that the Commander of same notified the public that if they accepted all of them there wouldn't be a corporal's guard left at the training station. This goes to show that the Chicago people are looking after the boys.

Charles W. Reattoir.

If we knew better we would all do better.

UPPER PENINSULA.

Recent News of the Cloverland of Michigan.

Sault Ste. Marie, Nov. 19—The enterprising firm of A. Westin & Co., Newberry, purchased a herd of fifty beef cattle from John Fyvie last week, which will be sold in their retail market. The purchase will be about a five weeks' supply for this concern.

The little village of Hendrie is getting to be some place, now that the D. N. McLeod Lumber Co. is putting in a big lumber camp there. It has petitioned the Chippewa County School Commissioner for a school at the camp. The camp has found it difficult to keep men there unless there are school facilities for the children. The company has signified its willingness to erect a suitable building providing the county will do its part.

The St. Ignace Business Men's Association got together last Tuesday for a big dinner. They also invited the ladies. After the usual routine, the remainder of the evening was spent in card games. This get-together movement is found to be very successful and the business men find that co-operation and working together not only proves profitable but is entertaining as well. They are looking for many more just such get-together meetings during the winter.

From all accounts, the prediction that by reason of the draft calling thousands of young men into the service, coupled with the labor shortage, there would be fewer hunters in the woods this fall than in previous years, has not proven true. According to figures given by Joseph Wenzel, well-known purser of the Mackinac Transportation Co., giving the figures including the morning's trip of the car ferry Nov. 14, 2907 hunters came across the Straits, bound for various parts of the Upper Peninsula, which was more than at that time last year. The rush is also on in the various cities and towns in Cloverland, and it is rather difficult to find many of the business men who are camped in the woods in search of deer. While the supply of deer coming in is not very plentiful, there is no lack of opportunity for the deer not being rudely dealt with when running at large at the present time.

Five carloads of cattle and hogs were shipped out of Newberry last Friday to the Chicago market. Cloverland is getting to be some country for raising stock and is now doing its share to increase the meat supply for the entire country.

Newberry reports a large deer being killed by a South Shore locomotive, between Newberry and Dollarville, last week. The game warden turned the deer over to the State hospital.

Oscar Denkmann, who for the past year has been in the employ of the Cornwell Company as book-keeper, has resigned his position to take a course in military training in one of the New York military training schools to fit himself for the enlistment later. Mr. Denkmann has made many friends while at the Soo, who regret his departure, but hope to see him back after the war.

Mr. and Mrs. I. B. Jefferson and daughter left last week for Jacksonville, Florida, where they expect to make their future home. Mr. Jefferson has been conducting a general store at Sailor's Encampment for the past year.

The cash and carry parcel business at the Soo, which was started by the Soo Co-operative Association under the direction of the hustling manager, Leo LeLivre, has proved to be a wonderful success, practically doubling the business. It is now being adopted by others. Dick Bass, another of

our enterprising grocers, has just gone another step further by offering 5 per cent. discount to purchasers who pay when groceries are delivered to the door. Dick has a good automobile and enjoys the drive, so that he is amply repaid for his extra generosity.

"Don't be a chronic kicker. If you must kick, do it swift and sure."

Paddy Moher, manager for the John D. Oil Co., in company with Mr. Smith, also of the Soo, made a visit to Sterlingville last Wednesday. From all accounts business was good with them and the hunters had no effect upon the wares they had to offer.

E. W. Doke, of Escanaba, was in Manistique last Tuesday for the purpose of opening a business college in Manistique. He has made arrangements with the Secretary of the Chamber of Commerce, so that all who are interested in either a day or night school should get in communication with him.

William G. Tapert.

Late News From the Saginaw Valley.

Saginaw, Nov. 20—Saginaw Council held a very interesting and well attended meeting Saturday night. Three new members were received through initiation and one by transfer, as follows:

Ed. G. Goebel, representing the Saginaw Medicine Co. and living at 1026 South Washington avenue.

Ed. J. Sonnenberger, representing John Sonnenberger, this city, and living at 113 South Fifth.

L. W. Lambertson, representing Symons Bros. & Co., Saginaw, and living at 324 North Warren, city.

Fred C. Striffler, salesman for the Pittsburg Steel & Wire Co., and living at Caro. He was received by transfer from Council No. 201, Waterloo, Iowa.

Mrs. M. V. Foley, wife of our beloved "Mike," is at the Burleson sanitarium, Grand Rapids, where she was operated on Friday. Late reports are that she is doing nicely. We extend our sympathies and best wishes to Mr. and Mrs. Mike.

The ladies of the U. C. T. were pleasantly entertained at the home of Mrs. Horace Fox, on South Warren avenue, Thursday. The ladies are devoting much time to the work of the Red Cross.

No. 43 subscribed \$25 toward the war camp community recreation fund.

Ben N. Mercer sprung quite a surprise during the evening by stating he would not be a candidate for re-election as Secretary of No. 43, his object in early announcement being that the Council members could do some figuring of a future Secretary. Ben has done noble work and his services will be missed and the vacancy hard to fill.

Between now and the January meeting, life will be miserable for those traveling men in and around Saginaw who do not belong to the U. C. T. Senior Counselor O. C. Gould appointed two captains for the membership teams—Ed. Knoop on one side and Archie Dorman of the other. To pick the winner at this distance would be impossible. Both boys are live wires and will be out to win. The losers in the contest are to give a Hoover banquet to the winners. Old No. 43 now has 235 members, so look out, you big comets of the State we're coming.

William H. Wallace, of this city, general manager of the Michigan Sugar Co., has been appointed as a member of seven on a war council of Michigan manufacturers and as a representative of Saginaw.

The Saginaw Shipbuilding Co. has increased its capitalization from \$350,000 to \$500,000. This will mean a larger force of employes and a bigger industry for Saginaw. The first order to be filled is six ocean-going ships to be delivered November, 1918. Over 300 men are now at work constructing the yards and buildings and work on the first ship will begin next month.

What Saginaw needs now is laborers of all kinds. There is a cry of a shortage of help among the factories and it will be still worse after this week when almost 200 of our young men leave for the army cantonments.

Following is a letter from one of our boys at Waco, Texas, which will be interesting to many and especially his friends in answer to our sending him, as well as all the C. C. T. boys in camp, a couple of weeks ago a box of cigars. Mr. Herin has just received a Second Lieutenant commission of which we are all glad to hear:

I was much pleased to receive the box of cigars a few days ago, and in replying, ask you to pardon the seeming untidiness of my stationery, which I know you will do, when I inform you that we had a typical Texas sand storm yesterday, since which time, life is just one clean-up after another. The old 33rd Michigan landed here on the 13th and immediately ceased to be; we are now the 125th Infantry, and Company letters have been changed entirely. The old F Company from Saginaw is now K Company, and my own company, the old H, is now M.

With all the re-arrangements and splitting up of companies, we have hardly gotten squared away yet, but we are working at the eight-hour schedule, and have had our first two shots of Para-typhoid, which is well named, in comparison with the first three of typhoid we had. Not that it produces much soreness of arms, but it seems to spread a sort of feeling of age and decrepitude through the system that hangs on for about forty-eight hours.

Liberty bonds went like hot-cakes here, our company taking nearly \$23,000 worth and the 125th Regiment over \$180,000.00 with final returns not yet in. Of course the soldiers have the privilege of allotting out of their pay over a period of ten months, but I understand that a similar privilege is offered to civilians, and I firmly believe that if the big majority of our good people could see how eagerly all the boys signed up in this camp, a drive for Bonds wouldn't be necessary, the drive would be to keep from selling too many.

Speaking of the schedule, it is well-timed, in fact so well so, that some of the boys claim that if they make a mis-cue and break a shoe-string in the morning, they either have to miss their breakfast or their morning visit to the latrine. It is strenuous, though, with the eight hours work in the field, school at night, wash-day, inspections, etc., but it is just what our gang needs to remove some of the surplus pep, or rather divert it into proper channels.

I won't bore you further, but do want to thank you kindly for remembering me, and assure you that I will be glad to hear from any of the boys of No. 43 who may find the time and inclination to write me. Will you please see that my address is made known to the bunch?

CANNED GOODS SITUATION.

Ever since the licensing rules went into effect and for some time before that, as a matter of fact, business in the canned goods trade has been very quiet. The rule requiring jobbers to sell at a cost-plus-profit basis proved to be a good deal of a stumbling block. Some jobbers had goods coming to them on contract placed early in the season as "futures," some at the lowest prices that were made and graduating up to the highest; others, beginning higher, also purchased clear to the top, but in varying amounts. If, as the original interpretation of the rules seems to indicate, each lot would have to be sold at its own cost basis, the mere book-keeping and labor involved would be almost impossible of accomplishment, and instead of a stabilized market nothing more erratic could have been devised.

The new ruling of the Food Administration, therefore, has cleared this all away. Jobbers may average their costs on purchases made prior to November 1. Naturally such a ruling had to be surrounded with restrictions or there would be all kinds of averaging, to say nothing of re-averaging every time a cheap lot was disposed of. Hence, there can be only one average, that is, a jobber may take his stock on hand purchased prior to November 1 and average his costs. Having arrived at this average and having placed it in actual use, in computing his selling price, it must thereafter remain until all such goods are disposed of. But he must average only like things—things of similar classification and grading. He must remember that peas are peas, and that beans are beans, so that they cannot be averaged together. The ruling is sane and simple and merely calls for plain honesty.

About the only item on the list of canned goods that has thus far felt the effect of the Government's prices is tomatoes. These have dropped from the artificial basis of \$2 down to \$1.72½ for No. 3s, as against the Government's price of \$1.70. Just why the commercial buyer should pay more than the Government is not quite clear, but canners seem to think so, for the present at least. Other items remain unchanged, but there have been no advances made.

Every man must catch cold for himself.

C. W. Mills Paper Co.

Wholesale Jobbers

Paper and Supplies

Twines, Notions, Novelties
Stationery, Inks, Mucilage and Paste
Ledger, Journal, Cash and Day Books

Western Michigan Distributors for

OHIO BLUE TIP MATCHES
SILENT WITCH MATCHES

OHIO NOISELESS MATCHES
ROSE BUD MATCHES

204-6 Ellsworth Ave.

Grand Rapids, Mich.

Let Us Be Patriotic Together

These are trying times and there are many problems coming to us every day which demand our attention and consideration and should be solved in a manner that is satisfactory under the circumstances and fair to all parties concerned.

Let us realize that with all the perplexities which are upon us that most of us are living under unusual pressure. Therefore, let us be considerate of the other fellow.

Let us make every effort to promote the interests of all of us. This is no time for individual striving, but rather a time for collective operating.

Business must go on as nearly as it can according to the customs which existed prior to the war, but we must keep clearly in mind that the good of all of us is now more necessary than the interests of any one of us.

War has brought with it unusual conditions which have changed materially the relations between business men, and occasion has arisen whereby, in order to take care of the Government, individuals have sometimes given way, which has meant reduced delivery on contracts.

If contracts are not filled in full or shipments are delayed, let us bear in mind that conditions are unusual and that this is probably due to war conditions, rather than any selfish desire or unfair methods.

Let us appreciate that to adjust our business to war conditions, all of us must co-operate with one another and endeavor to do our part to adjust business to these new conditions.

Let us continue to compete with our neighbor along legitimate lines.

Let us all refrain from taking advantage of any of the unfortunate conditions which may arise among our competitors, due to war conditions.

Let us collectively and individually undertake all legitimate measures we can to put business on a good basis and to continue to improve conditions in such a way as shall contribute to the winning of the war.

Let us go as far as we can towards promoting our own interests, but let us remember always that as long as the war lasts, we are one people with a common cause, working together!

WORDEN GROCER COMPANY

The Prompt Shippers

GRAND RAPIDS---KALAMAZOO

MICHIGAN TRADESMAN

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

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
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Grand Rapids, Mich.

Subscription Price.

Two dollars per year, if paid strictly in advance.

Three dollars per year, if not paid in advance.

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Extra copies of current issues, 5 cents;

issues a month or more old, 10 cents;

issues a year or more old, 25 cents; issues five years or more old, \$1.

Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

November 21, 1917.

THIRTY-FIFTH YEAR.

This anniversary edition of the Michigan Tradesman is published in celebration of the completion of the thirty-fourth year of publication and the entering upon the thirty-fifth year.

Thirty-four years is a long time to look forward to, but it does not seem nearly so long to look back over, because the years have been years of pleasure and profit—pleasure because of the faithful service rendered and profit in more than the narrow aspect of financial returns to a single class. Mingled with the disappointments and accomplishments of these many years have come the formation of lasting personal friendships which can only be severed—or suspended—by death, and a mutual feeling of confidence and co-operation between reader and editor which has increased in depth and sincerity as the years have marked themselves off into history. Probably no trade journal editor in the country has so large a circle of strong personal friends as the writer, because of the close touch he has kept with his readers ever since the Tradesman was established, which he hopes to maintain so long as he is permitted to remain in his present position.

The editing of a paper like the Tradesman has long ceased to be merely a financial arrangement. It has become a labor of love, because of the pleasant associations it perpetuates and the atmosphere of good will which pervades and dominates the work. The advantage of this personal relation is apparent to all concerned, because acquaintance begets a feeling of mutual confidence and appreciation on both sides which is of benefit to both. Without this mutual relation, which comes only after years of faithful service on one side and constant support on the other, the editor fails to do his duty to his readers because he lacks the inspiration and encouragement which are the mainsprings of a successful career.

The past year has been the most critical one in the history of the country. Particularly has this been true of the merchant, because increasing costs, both in merchandise and selling expense, have presented many new problems which he has been

forced to face and work out. The same is true of the trade journal. Remarkable advances in the cost of paper, ink and nearly everything else entering into the make-up of the publication have increased the burden to a point which no advance in subscription price and advertising rates has been able to equalize. There has never been a year in the history of the Tradesman when the returns were so small, considering the effort made to secure satisfactory results, from a financial standpoint.

Notwithstanding these drawbacks, which have been precipitated by the greatest war in the history of the world, the Tradesman enters upon another publication year in the belief that it has never rendered more valuable service to its readers than during the year just passed and that the year to come will demonstrate that every dollar paid the Tradesman by its readers will be returned to them in tenfold measure. Surely there never was a time when the careful merchant—who aims to do his full duty to his creditors, customers and the Government, as well as himself—needed the assistance of a well-informed trade journal as now. Changes in methods and practice are of almost daily occurrence. The rule of to-day may be tabooed by the ruling of tomorrow. Customs which bear the dust of ages have been instantly swept away by the summary action of governmental dictation in the interest of better service and greater efficiency. Old methods of accounting and still older methods of computing profits and establishing prices have been eliminated. A new era has dawned on the mercantile world and we find ourselves confronted with novel ideas, arbitrary rules, unheard of customs—and summary punishment for any violation of the iron clad rules laid down by the strong hand of governmental authority. Such radical changes were never foreseen by the trade and many merchants have accepted the situation with grumbling and protest. The rank and file, however, have assumed the burden with zest and cheerfulness, accepting the situation in a philosophical spirit, determined to do all in their power to strengthen the hands of the Government in every measure it suggests and every rule it promulgates to assist in the successful prosecution of the war.

As to the future of the Tradesman it is content that the conduct of the publication in the past may be accepted as a criterion of the future. The same general policy which has prevailed since the Tradesman was established in 1883 will be maintained. New ideas and new methods of merchandising will, of course, require the same careful consideration, discussion and action which radical changes and innovations have received in the years which have slipped into history.

One of the greatest changes which has taken place since the Tradesman was established is its viewpoint on the subject of fire insurance. As originally organized and conducted, the Tradesman could not see its way

clear to commend mutual insurance for retail merchants, because in the days when the insured was forced to sign a note and become in effect a co-partner with hundreds of other policy holders, the act created a liability which no dealer who has merchandise indebtedness ought to assume. Recent Legislatures have so modified the laws governing mutual fire insurance that mutual insurance companies may now be organized on a safe and equitable basis and so conducted as to save the insured from 25 to 50 per cent. over the rates charged by the stock insurance companies. Even this saving would not have caused the Tradesman to espouse the cause of mutual fire insurance as it has done but for the fact that the stock fire insurance companies have gradually become despots, instead of servants—influencing legislation by corrupt methods, securing court decisions by underhanded means, raising rates unnecessarily high, issuing thousands of policies which are clearly invalid and delegating the settlement of losses to irresponsible agencies which have deliberately swindled policy holders who have sustained losses by fire in hundreds of cases. With full knowledge of these facts, fortified by documentary proof, the Tradesman undertook to remedy these abuses by direct and personal appeals to the companies themselves. Instead of being met in the proper spirit, all overtures were greeted with jeers and sneers and insults. The officers of many companies admitted the truth of all the allegations, but assumed a "public be damned" attitude which left the Tradesman but one alternative—to assist in every way possible in the creation and maintenance of mutual companies which will do business along honorable lines and reverse the nefarious methods of the stock companies. This work is going bravely forward and within a very few years it will not be necessary for any merchant to exchange good money for an insurance policy which is not worth the paper on which it is written. In some respects this is the greatest work the Tradesman has undertaken in behalf of the retail merchant, but it is only one of the achievements it has accomplished during its long career as the faithful servant and conservative advisor of its readers. The Tradesman believes that in interesting its readers in the subject of mutual fire insurance it is doing them a three-fold favor—saving them money, keeping the profits of the business in the State instead of sending them East or abroad, and ensuring them honorable adjustments of their losses in case of fire. Of course, the fact that a company is doing business on a mutual basis does not entitle it to the confidence of the trade. It must be properly organized, properly officered and properly managed to entitle it to the support and recognition of the Tradesman.

MORE LEADERS NEEDED.

If people were brave enough to be independent they would not wait for popular movements to begin various economies. Housewives willingly sign pledge cards to conserve food.

They respond readily to the cash and carry system where a sure saving is apparent, but how many take with them receptacles in which to carry home goods with the definite view of saving wrapping paper, twine, paper bags, wooden butter and lard dishes and tin pails? Evidently it is up to the grocers to inaugurate a system to this end by letters of appeal or by posting signs such as: "Bring your sugar pail to be filled and save paper bags." "Bring your lard pail" "Bring your basket or sack for potatoes or vegetables." "Don't burn your flour sacks. We can use every one if you cannot," and so on. It is no trouble to follow the crowd, but for any one to step aside from the ordinary customs without a leader, without the example of prominent persons or without an appeal from some one in authority is to provoke comment to be looked upon as eccentric. In economy as well as other things people wait for leaders. They are too unassuming to make themselves conspicuous. They want popular approval before they begin a reform. They want the assurance of plenty of company in any course or cause. Let people think for themselves how they may save, then begin in their own way and do their best until others join them or until better plans are made known to them. The present is no time to wait for leaders. Be a leader yourself—not by going about and persuading others to join you—but by doing the things most needed to be done and be sure if it appeals to others they will follow your example. This might well apply to grocers and others. There are items in your stocks that are not necessary or beneficial to any one. Close them out. Do not re-stock. Perhaps it is gum, candy, trash or knickknacks. Your time now ought to be too valuable to spend dealing out such things to people who have no higher purpose in life than to pass away time with these things. It is coming anyway. Do not wait until the Government tells you not to sell the things you well know are a waste, a loss or a damage to the purchaser. Be a leader!

Kansas merchants have been more fortunate than their Michigan fraters in suppressing trading stamps. The Kansas Legislature of 1917 enacted a law prohibiting the use of any trading stamps in that State. As soon as the law went into effect, the Topeka agent of Sperry & Hutchinson was arrested and convicted by the Shawnee county district court. He took an appeal to the Supreme Court, which handed down on opinion Nov. 10, holding the law valid. There is only one course open for Sperry & Hutchinson and that is to pay the \$500 fine imposed on their Topeka agent by the district court and retire from the State. Fortunately, the Kansas law did not include the exceptions in favor of manufacturers' trading stamps which caused the highest Michigan tribunal to hold the Michigan law invalid.

Science can cut through almost anything—except mental concrete.

ASSETS
\$2,471,351.65



SURPLUS
TO POLICY HOLDERS
\$435,179.57

MERCHANTS

LIFE

INSURANCE COMPANY

OF IOWA

EXECUTIVE OFFICES -- GRAND RAPIDS, MICHIGAN

INSURANCE IN FORCE \$58,403,744.00

POLICIES PROVIDE FOR PAYMENT OF
DOUBLE THE FACE AMOUNT

FOR ACCIDENTAL DEATH

ANNUAL INCOME

FOR TOTAL DISABILITY
OR LOSS OF

ONE EYE
ONE HAND
ONE FOOT

PROTECTS YOU WHILE YOU LIVE -- YOUR FAMILY WHEN YOU DIE

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RELL S. WILSON, SECRETARY

CLAY H. HOLLISTER, TREAS.



Shoe Store Equipment as an Investment.

Written for the Tradesman.

The term equipment as applied to the shoe store includes all store furniture and fixtures and whatever else of an accessory nature may be used in the store for the accommodation or display of merchandise. The arrangement of the stock would come under the general head of equipment. All in all, it is an important matter for the shoe dealer.

Much depends upon equipment. Among some primitive peoples where exchange and barter have not been developed to the extent they are in civilized countries, travelers have told us that some of the shoe merchants display their shoes—most of them being of the sandal type, made from wood or straw—on the bare ground under a blue sky. At nightfall, when the day's business is done, they gather their remaining wares into a big bundle and carry them home for the night. Bright and early they are in their place for the next day's business—provided, to be sure, some competitor hasn't beaten them to their favored location.

Such merchants have reduced equipment to the minimum—making it to consist simply of a wicker basket or a big, stout bag in which to carry their merchandise back and forth from the place where they spend the night to the location where they do business during daylight hours. That would seem to be the irreducible minimum in the matter of equipment.

In a civilized and highly conventionalized country such as ours, the shoe merchant must have a store in order to secure and hold the trade of customers. And, in the matter of equipment, there are certain things that have come to be rather generally taken for granted in the way of necessary equipment. For instance, the stock must be arranged in such a way as to make it easily accessible, so the merchant or his clerks may get at it quickly. For shoes, the shelving plan has proved to be the best method of stock arrangement. The shoes come in cartons—and these may be placed just as they come on the merchant's shelves, or he may have the uniform carton, which is far better; but findings and subsidiary stocks, coming in different sized containers—boxes, tins, parcels and what not—present to the merchant a more complex problem of stock arrangement and display.

It isn't enough merely to have merchandise convenient and accessible, it should also be displayed. It has taken the retail shoe dealers of this country a long time to grasp the im-

portance of display in the sale of footwear. They have had their show windows for a long time, it is true; but the arrangement of interior of the store was generally such as to conceal, rather than reveal, the merchandise they had on hand. In other words, they made a good beginning in the windows fronting the street, but they did not keep up the idea of display on the inside of the store. When the customer came in he saw only rows and tiers of variegated or uniform cardboard boxes which were supposed to contain shoes. Of material, style, workmanship and the like, the customer of course could have no idea whatever until the cartons were opened one by one, and the right shoe brought forth to be examined, slipped on and compared with other rights—a process often sufficiently tedious for both parties to the transaction.

How greatly it would have simplified matters if the display-idea begun in the window outside could have been carried forward on the inside of the store. There is a far larger per cent. of people than one would imagine who will sell themselves a pair if given the opportunity. In the psychological laboratory it has been demonstrated that the eye-gate is the safest and quickest route to information—in fact the chief gate to knowledge. And likes and dislikes depend upon information about things. Displaying is creating wants.

Now all this is so elementary it sounds like a kindergarten lesson in merchandising, and yet to any man who has been about and taken a slant at a good many different shoe stores in towns and cities of different sizes and sorts, it will appear to be a fact that cannot be denied, that the average shoe merchant doesn't yet fully realize the importance of displaying shoes. There is still far too much concealment.

Showcases and interior cabinets of one sort and other, with perfectly transparent, dust-proof glass tops and fronts, where shoes and other merchandise proffered by the shoe merchant, may be arranged and displayed—is the one solution of the problem, and the big need of the day. Why must retail shoe dealers fall into the everlasting goose-step of those who have gone before? What's to hinder breaking away from the old-style, old-fashioned, time-honored custom of arranging a shoe stock? There's no law against originality. On the other hand, there is a flattering prospect of bigger and better success for the fellow who's game enough to cut the caper.

Showcases should be more gener-

ously introduced. Wall cabinets should be installed. Shoes should be more in evidence in a shoe store. Yes, and whatever else the shoe dealer may have for sale, should be displayed and wrought into trims—inside the store as well as in his front windows.

In the matter of furniture, much may be said. Furniture serves a twofold purpose in the store: it is for use and for ornament. The plainest, simplest and most inexpensive chairs or settees might answer the purpose insofar as sheer utility is concerned, but such things will not do if one is fitting out an attractive store—one that is beautiful as well as convenient.

In the arrangement of an attractive store there are certain fundamental principles of color, balance and consistency that must be observed, if one hopes to produce satisfactory results. Manufacturers of shoe store furniture and fixtures will be glad to help the local dealer solve the problem of his special requirements. And this whole subject, of course, is so vast that only a few of the most general things about it may be set down here. But to get the right effect the color of the open wall spaces and ceiling, and the finish of the woodwork of the store, should of course be taken into consideration in the selection of finish for the store furniture. To get it just right in some instance will require a special rather than a stock finish.

The equipment of a new store or the refitting of an old, out-of-date one will necessarily cost money these days, but even so it is a good investment. For more and more people are going to patronize the shoe store that is modern in arrangement and equipment. Cid McKay.

November on the Farm.

Written for the Tradesman.

I love the chilly days that come
 'Long in November, when there's some
 Of winter's tingle in the air;
 The shucking done, and the crib is there
 Chuck full of golden ears of corn
 A peekin' through the cracks each morn
 At yeller pumpkins in the shed
 Just lonesome 'cause they're harvested.
 The taters dug; yet I do hate
 A pullin' tops, from morn till late—
 Or gath'ring up the little ones
 Pa calls the pig peters; tons
 Of them he has each year; when cooked
 With chop and pumpkins, why it looked
 To me his hogs and little swine
 Have food to eat as good as mine;
 And oh! how fast small pigs will grow
 If only food is cooked you know.
 Then hangs the blue-jay 'round the farm
 A huntin' for some place that's warm
 More sassy jes because he sees
 He's the only bird now in the trees.
 When th' wat'ring trough is almost froze
 An' horses don't bubble with their nose
 Like summer time, but each one sips
 The ice cold water through the lips.
 The rooster now delays his crow
 Because the dawn does linger so.
 I love to rake upon the ground
 The fallen leaves that lie around
 Full ankle deep beneath the trees
 To bank the house—else it will freeze
 The vegetables now stored below
 And which we use through months of
 snow.
 The cellar warm has lots of stuff
 That mother makes—and good enough
 To set before a king;—an' say,
 I'll match her sweetmeats any day
 Against the finest in the land.
 So now I know you'll understand
 The why my heart jes sings and hums
 When with its chill November comes.
 Charles A. Heath.

A Plan Customers Appreciate.

For the convenience of travelers a hotel in a small town prints the railroad time-tables on its menu cards. The little help is appreciated, the manager says.

STORE'S STRONG ARM.

How It Reaches Out to Distant Customers.

Merchants, who as a war measure, are curtailing their service, should make a sharp distinction between the service that actually sells goods and the service that only runs up expense. By no means is all of the service that is given in stores unproductive. A portion of it pays its own way and nets a profit besides.

Making it convenient for people to buy is the very heart of our modern theory of distribution. To get the actual necessities of life, people will go to any trouble that they may have to. But when it comes to things that they could easily get along without, the average person will travel only a buying path that offers little resistance. General knowledge that the product exists and its accessibility to those persons who desire to own it and have the ability to buy it, are the things in merchandising that make the sale of an article possible.

Retailers have adopted dozens of conveniences that facilitate the sale. True enough, the store can dispense with many of these, and its cost of selling will look healthier for the riddance, but at the same time still others of these conveniences actually sell a lot of goods at a low rate of expense. Before chucking a service, the merchant should be sure to find out on which side of his profit and loss account its cost has been going.

An example of a service that may look extravagant on the face of it, but which in many cases has been found to pay its way, are the shopping stations which quite a few big stores have established at outlying points in their trade territories. This plan is not entirely new, but for one reason or another great impetus has been given to the idea during the last year. Retailers, in some sections, whose summer business was always depressed because their best trade emigrated to a hot-weather resort, suddenly hit on the plan of extending their service to the temporary abode of their customers. Buying booths were opened at the summer colonies. Here two or three competent salesmen or salesladies, who had a wide knowledge of the store's merchandise, were put in charge. Colonists who may have become interested in the store's advertising, catalogues or letters, but who hesitated to order through the mails, because they wanted more information, could go to the merchant's local station, find out all they wished about the goods they wanted to buy and then place their orders. It is a device that extended a much appreciated convenience to people who were unable to visit the store.

The military situation has done much to develop the same plan. Clothing stores, tailors and others have established agencies at Officers' Reserve Training Camps and at various cantonments. Many of these agencies are doing a land-office business.

But probably as good an example as any of the growth of this service is the recent experience of T. Eaton



Mayer HONORBILT CUSHION SHOES

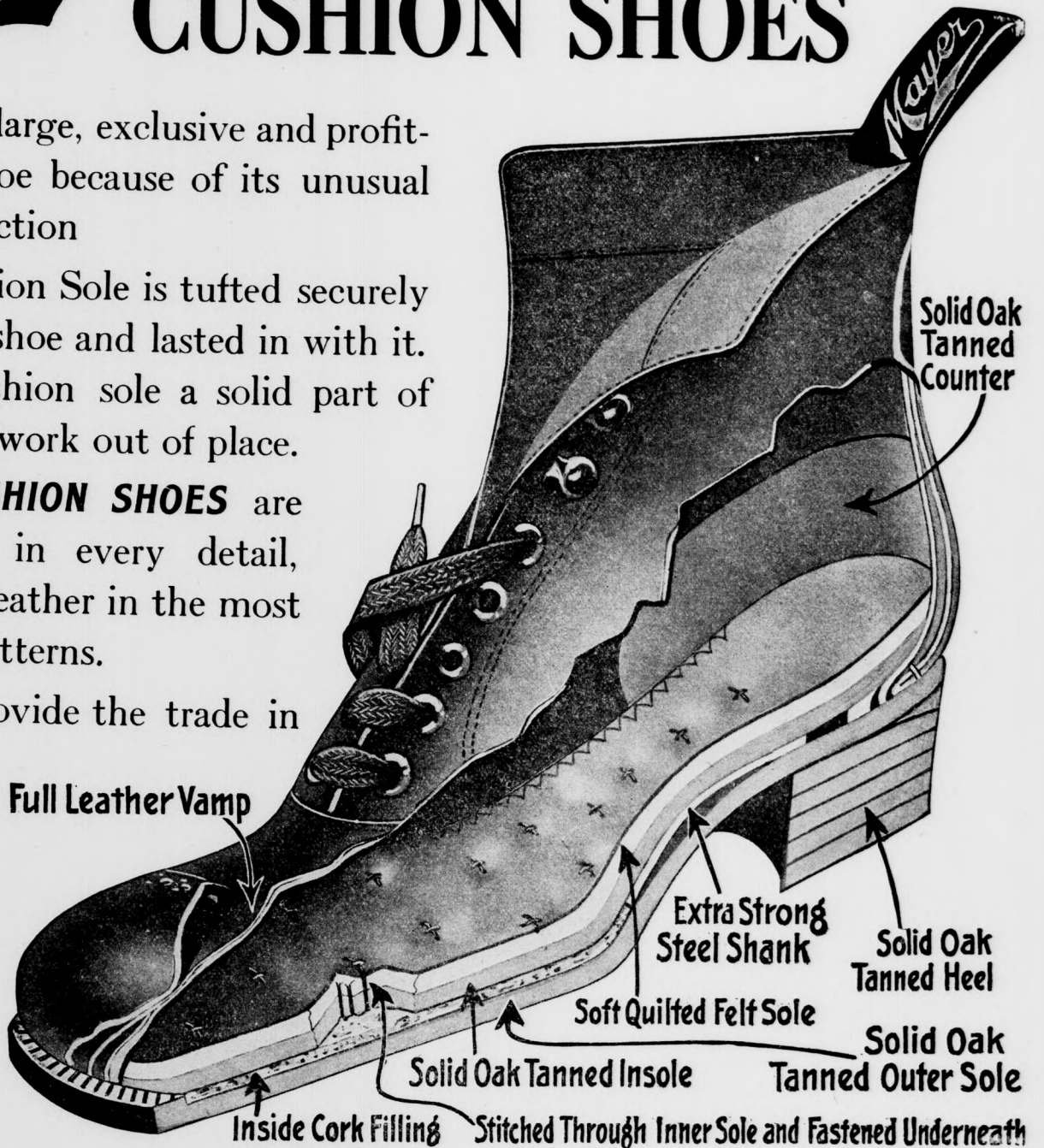
You can build a large, exclusive and profitable trade on this shoe because of its unusual and practical construction

The Mayer Cushion Sole is tufted securely to the insole of the shoe and lasted in with it. This makes the cushion sole a solid part of the shoe; it cannot work out of place.

HONORBILT CUSHION SHOES are strictly high grade in every detail, made from selected leather in the most popular lasts and patterns.

Be the first to provide the trade in your locality with the **HONORBILT CUSHION SHOE**. Write us for catalog or ask to see one of our salesmen.

F. MAYER BOOT & SHOE CO.
MILWAUKEE, WIS. U.S.A.



Co., limited, of Toronto. Last June it started shopping stations in five suburban towns. The distance ranges from twelve to fifty miles or so from the main store and the stations are located at points where transportation is rapid and efficient.

Customers can go into the local branch and order goods from the catalogues or from current advertisements. These orders are dispatched by the branch to the head office, usually by regular carriers but when necessary are phoned in. The goods are shipped daily to the branch in bulk and from these distributed. Orders in the town where the station is located are delivered by regular delivery system. The nearby out-of-town customers come to the branch for their parcels.

In this way the customers living in Oakville, Brampton, etc., received the same delivery service as do Torontonians. They get their goods within twenty-four hours after ordering. All transportation, money-order and postage charges are assumed by the Eaton company as general expense. Exchanges and refunds are not encouraged to come through the branch offices but will be cleared through them when requested. The establishment of sample rooms in connection with the stations is not an improbable development.

The success of these shopping stations is being watched with much interest, especially in Canada. The house of Eaton, not only has a big store in Toronto and another in Winnipeg, but also its mail-order depart-

ment reaches out pretty well all over the Dominion. Many are wondering if this experiment proves permanently successful if it will mark the beginning of a new form of competition between the mail-order houses and the local dealers. For some time the catalogue concerns have felt the need of being able to establish a personal contact with their customers. Various plans, such as sending out representatives to visit customers in their homes, have been tried. If a few of these service stations produce enough business to justify their operation, the number of them can be vastly extended, and the problem of the personal relation will come close to being solved. Whether or not events materialize in this way remains to be seen. Anyway developments so far are important enough to be worth recording.

T. Eaton Co. was one of the first stores in the United States and Canada to hire a "shopper," whose duty is to represent the customer first, last and all the time, and to take sides with the patron, against the store whenever an issue arises. These shoppers do everything imaginable for a customer from buying a spool of thread to arranging the details for a wedding. Often it falls to the lot of one of the shoppers to meet a train and escort a buyer during her stay in the city, attending to all the details such as securing accommodations, taxis, and even theater tickets. These shoppers accompany the buyer to other stores and give impartial advice; occasionally they have to advise against a

Two Women's Shoes



In Demand To-day

Orders Shipped at Once



No. 2801 Price \$6.00

8½ inch Coco Brown Calf Welt, A to D, 3 to 7

No. 2802 Price \$5.00

8½ inch Gun Metal Calf Welt, A to D, 3 to 7

Rindge, Kalmbach, Logie Co.

Established 1864

Grand Rapids, :: Michigan

Here is Your Chance---Good HOOD RUBBERS In Stock



Leather Top Combinations

Tops are made of Dull Horse Butts.

Great for service.

Tuff Soles are the Hood Standard Lumberman's Over. Rolled edge, with heel.

Men's 7½ inch \$2.60
12 inch 3.15
16 inch 3.85
Boys' 7½ inch 2.15

In the "Bullseye" Combinations in Cartons
Black with White Sole. Black Horse Butt Tops. Heel.
Men's 7½ inch \$2.70
12 inch 3.25
16 inch 3.95

"Bullseye" Combinations with Red Overs with White Soles and Dark Red Horse Butt Tops. Heel.
Men's 7½ inch \$2.75
12 inch 3.35
16 inch 4.10

In the "Pacer" Combination in Cartons
We have one style. All Red Over with Red Leather Top.
Men's 16 inch at \$3.70

In "Old Colony"
Three Styles. Black Overs with Heel. Plain Edge. Black Horse Butt Tops.
Men's 7½ inch \$2.10
Boys' 7½ inch 1.75
Youths' 7½ inch 1.55

This "Bullseye" Kattle King

It's a Killer

Sells on sight.
Made with white soles and chafing strip.
Pressured cured.

Men's Black..... \$2.85
Men's Red..... 2.90

Great Stuff



Men's "Portland" 4 Buckle Gaiters Hood Brand

Men's Bright or Dull \$2.20

Men's Dull Top Sole and Heel \$2.36

Men's Red Top Sole and Heel \$2.45

Men's Dull Lace Same \$1.90

The Michigan People

Grand Rapids Shoe & Rubber Co.

Grand Rapids

purchase in the store that supports them because of its merchandising being unsuited to the customer's wants.

The shopping department serves regularly a list of customers who because of ill-health or other inability can't do their own buying. A shopper is assigned to each of these customers, and visits her home in order to become more familiar with her preferences. This intimate contact between the customer and the shopper re-establishes the old-time handshake welcome and creates an iron-bound community of interest between the store and the customer. The story is told of a certain young couple who handed the shopping service a roll of bills and told them to get them married and provide a home.

An "overseas department" has recently been started as a division of the shopping service. Here orders can be placed for boxes to be shipped to the soldiers abroad. The shoppers assemble the merchandise and attend to all the details.

The experience of this Canadian retailing establishment has been cited in detail, because it goes to show that the right kind of service is a revenue producer, and will pay for its keep whether in war times or in peace times. It is the service that eats off its own head that should be scrapped. The crucible of war is putting all service ideas to the test. Only those that can stand the fire will be allowed to remain.—Printers' Ink.

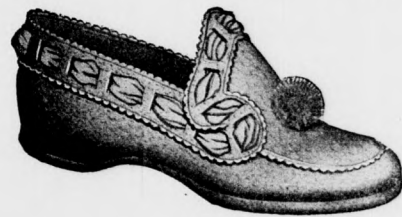
After More Cash Business.

One of the effects of the high prices prevailing for all manner of commodities is that it takes more capital now to do business than it did a couple of years ago. But not every concern is able to get the additional capital, and has to make up for the lack of it in other ways. One of these ways is to make the capital move more quickly by selling for cash as much as possible or by refusing long credits. In one form or another a movement of this kind is under way in different lines of business and is modifying trade methods and immemorial usages. Among the grocers the movement is rather a concerted one, and aims at nothing short of a system of cash payments for goods bought at retail by householders. It is argued that it is no more difficult to pay cash for groceries than for hardware or drugs or boots and shoes. The wholesalers are impressing this on the retailers while notifying the latter of the need of their meeting their own bills more promptly. A letter sent to his customers by one wholesaler has been sent out to the members of the New York Wholesale Grocers' Association by its Secretary as a suggestion. In this letter the wholesaler announces terms as "strictly thirty days' net, or discount in ten days to two weeks, where the regular trips of our salesmen are two weeks apart." He says thirty days' credit now is equivalent to sixty days under the former normal conditions.

Warm Goods in Stock

Having just completed filling all our warm goods orders, with the exception of a few numbers, we will accept new orders at prices lower than we can buy them for to-day. Our stock, like others, is limited, so order early.

This Felt Moccasin with Silk Ribbon Trim and Large Pom Pom. In stock @ \$1.20



- No. 863—Old Rose
- No. 864—Lavender
- No. 883—Pink
- No. 888—Baby Blue
- No. 8026—Austrian Blue

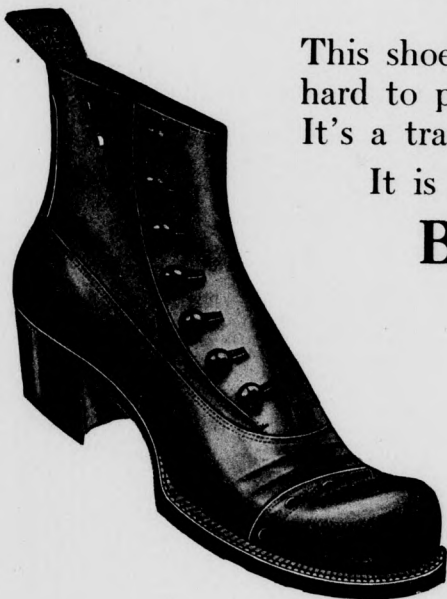
ALSO OTHERS FOR LESS MONEY

Hirth-Krause Co.

Tanners & Shoe Mfrs.

Grand Rapids, Michigan

Here is a Shoe with Real Talking Points



This shoe always "takes" at first sight. Those particular customers who are hard to please will see at once that there is **STYLE** and **SERVICE** in it. It's a trade puller and a satisfaction giver from first to last.

It is from the

Bertsch Goodyear Welt Shoe Line

of which we carry something like

One Hundred Numbers in Stock

Progressive Dealers everywhere consider this line one of their best profit makers.

You should investigate the **BERTSCH** line NOW. Many dealers are replacing higher priced lines with it.

The **COMFORT** and **SATISFACTION GIVING** qualities of the line will win instant favor and will make friends for you.

SAMPLES GLADLY SENT.

Herold Bertsch Shoe Co.

Manufacturers Serviceable Footwear

GRAND RAPIDS

MICHIGAN

960—Men's Gun Metal Calf Blucher, Goodyear welt, half double sole, round toe D and E\$3.25

979—Same only Button ...\$3.35

913—Men's Gun Metal same as 960 extra quality\$3.55

914—Men's Gun Metal same as 913 only Button\$3.55

THE FARM WOOD-LOT.

Its Importance as a Factor in Farming.

This is an epoch when the farm wood-lot is coming into its own. When the farmer without a wood pile in his yard one of these cold mornings hitches up and goes to his nearest town for a load of coal and cannot get a spoonful, he has a subject of considerable importance to consider, in the light of the fact that he cut off the last vestige of timber from his farm in order to have more land upon which to grow crops for an immediate market.

Thirty years ago, at a great farmers' meeting in Southern Michigan, at which one session was given up to the farm wood-lot, Hon. E. W. Barber, Prof. Beal and others urged the farmers to preserve a fair proportion of their holdings in permanent timber, having in mind protection in time of a fuel famine. There was no sympathy shown by the audience; in truth a number of large farmers scoffed at the idea of retaining land in timber which was practically worthless when wheat was \$2 per bushel and the area covered by timber would grow thirty bushels of wheat per acre. I remember of standing before that audience with fire in my eye and saying, "The time will come when the farm wood-lot will be the only thing that will stand between you and the coal barons."

In talking with the President of the Board of Agriculture the other day, I urged the importance at this time of entering a campaign in the interests of the farm wood-lot because the conditions seemed psychological to impress upon the holders of farms the importance of a protective element like the farm wood-lot in this time of great scarcity of other fuel than wood. He said, "We have done our level best for years to impress upon the farmers, through the agents of the Agricultural College, the great value of the farm wood-lot and the importance of giving it careful thought and attention as a very important factor in successful Michigan agriculture, but we seem to have been talking mostly to deaf ears, and there does not seem to be even now sufficient interest in this matter to encourage us to continue our endeavors."

I cannot help but be impressed by this attitude as the result of years of experience and still, when broad minded men who are watching carefully the trend of the times, advocate that a certain portion of every farm should be given up to the growth of timber as an investment, I feel that we must keep on agitating this matter until we do find sympathetic ears.

During the last week we have been cutting down a few trees on Burton Farm, the seed of which I planted thirty years ago. The trees are simply thinnings now and they were from eight inches to a foot in diameter and thirty feet high. They have been cut into stove-wood of the best quality.

In 1892 I planted the seeds of a little forest of six acres on Burton Farm, which is now known as "Burton

Woods." The thinnings of this grove would keep the fires going in a farm house, independent of any coal supply, and the timber area would be equally valuable for an indefinite period to come if handled properly.

When I note the diminishing areas of the farm wood-lots of Michigan and also the fact that in Northern Michigan the clearing has been so complete that there are very few farm wood-lots, together with the fact of the increasing price upon the raw material for all wood products, I am more convinced than ever that it is a wise arrangement for every farmer with forty acres of land to have five acres of that area in permanent woods, and that this proportion should be followed according to the amount of farm holdings. And from my own little experience and a

which will increase in amount during the succeeding years.

The study of this department of agriculture is as important in Michigan as the study of the fertility of the soil, the adaptation of crops to given soils or the efficiency of handling help in the production of crops. All of these matters may come into the curriculum of study for the progressive farmer.

The most advanced agriculturalist recognizes the importance of a diversity of crops and the growing of timber for the supply of the demands of the people for wood products should occupy the best thought and the keenest prophetic vision of the farmer.

I trust that during the winter period, when the average farmer has a little more time to think, he will be

me as I watch the play of the flame upon the background of the fireplace. We make no mistake when we reckon this a factor of importance in country life. We must provide for existence, but this does not prevent us from giving our best thought to life—the life that is made sweet, wholesome, beautiful and of the highest service in conserving those contributing elements which we are apt to relegate to our views of the Kingdom of Heaven, forgetting that we are now in God's domain and just possibly enjoying the Kingdom itself, if we are righteously minded. We do well to remember that the surface of the earth is a determinate quantity. Man can not add to it, but through his rapacity he has rendered some of the fairest portions desolate and uninhabitable. A responsibility is upon our Michigan citizenship to protect our land from like destruction. The Government will discipline us if we draw the sword against it, but the right to destroy the country by the axe is regarded inalienable. The awakening of a sense of obligation in this matter is an index of good citizenship.

Charles W. Garfield.

Bottom Facts From Booming Boyne City.

Boyne City, Nov. 19—The Boyne City Bee is installing a new linotype machine which adds very materially to its facilities for producing a real live newspaper.

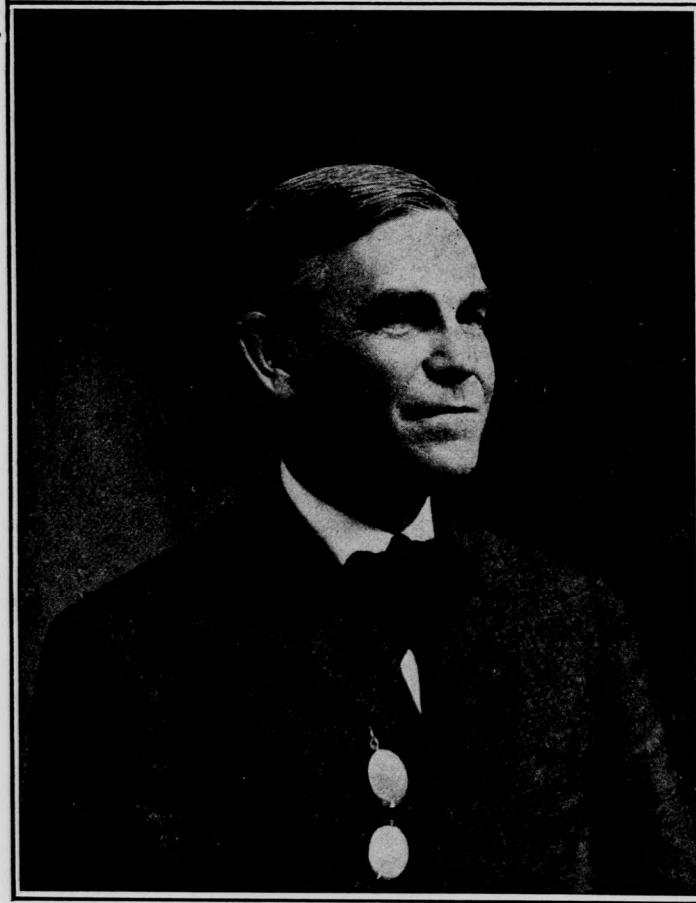
F. D. Thompson is the victim of a bad fire which occurred last Friday night. The fire damage was very small, but the entire stock of men's clothing, shoes and furnishings was badly damaged by smoke and water. The family living over the store had a close call, as the upper story was full of smoke when the night police awakened them. The excellent construction of its building saved the block from a very bad fire, the first that has occurred in our business district for some time.

The Y. M. C. A. drive in this district was a great success. Boyne City exceeded its quota of 50 per cent. total subscriptions, amounting to \$1,958, \$1,352 of which were cash payments. Boyne Falls beat us out of sight on percentage, having raised over 300 per cent. of their quota. That village is not large in size, but is very long indeed on "pep." Every community in our district made very liberal payments for the boys at the front.

One interesting phase of the changing industrial conditions here is the fuel problem. Boyne City people have in the past never had any occasion to worry about the where-with to keep warm. Our sawmills have always produced more than could possibly be used. This season, however, it is different. The demand for fuel is far in excess of the local supply and there is an incessant demand for wood from outside points. Our people do not seem to realize their position and they will have to be pinched good and hard before they realize that coal and wood are not to be obtained for the asking.

Maxy.

Does the merchant ever wonder why the farmer hangs on to mail order buying when at least half the times he visits a grocery he has to "wait until we get this delivery off," before he can unload his produce that he promised them or get his empty crates, bags or baskets, or get pay for his stuff, and then leaving his order for groceries until he can transact other business in town, comes back to find nothing put up?



Charles W. Garfield

considerable breadth of observation, I am satisfied that even to-day it would be a good investment for farmers who have not been thoughtful enough to conserve their farm wood-lots to start at once the planting of wood-lots in the proportion above named on the farms of Michigan. It is a simple matter to-day to get seedlings of the most valuable woods and plant out a few acres to timber, and in the selection of soil for this purpose it is highly important that if there is a portion of the farm not as well adapted to the growth of ordinary crops as other parts, this area should be occupied by the future wood-lot. The expense of growing a wood-lot of this kind, beyond the interest on the investment in land, is comparatively small, and at the end of a dozen years the income from thinnings will begin to furnish returns

induced to give attention to this subject, and I know of no matter of greater importance to bring before the farmers' conventions and institutes and the farm schools which are now growing in importance than the proper development and care of the farm wood-lot as a factor in the business of farming.

One of the important facts concerning farm life is its independence. Take this factor out of it and you eliminate its chief charm. In penciling these words I am sitting before the grate, fed by fagots from wood-lot thinnings, from which emanate warmth, beauty and visions of human betterment.

The aesthetic side of farming as an occupation, enhanced by the attractiveness given the country by the growing of masses of trees in wood-lots, makes a deep impression upon

Established 1885

Alfred J. Brown Seed Co.

Growers, Merchants and Importers



Grass, Agricultural and Garden Seeds

Peas, Beans, Pop Corn and Onion Sets

Grand Rapids

:: ::

Michigan

TELEPHONE RATES.

Cogent Reasons Why They Should Be Advanced.

The question is frequently asked nowadays, "Why is it that telephone rates have not been raised?" Possibly an answer to this question will pave the way to a better understanding of why telephone rates should be raised now.

Telephone companies, as well as most of the other public utilities, have felt the burden of the increased cost of material and labor very keenly, and yet, notwithstanding these increased costs, there have with few exceptions been no increases in the rates.

Telephone companies have been able, to some extent, to offset the increased cost of labor and material by economies in operation and increased efficiency in handling their property. One of the economies in operation has resulted from the use of automobiles instead of horses. In country exchanges, where there are a great many miles of lines to take care of, troublemen are able to cover the same territory with a big saving in time and in that way great economy in labor has been accomplished. In the city where crews of men are employed it is possible to cover more ground and do a great deal more work by using automobile trucks instead of teams of horses.

On account of the extremely high price of copper it has not been deemed advisable to build many additional toll lines during the past few years, but the toll line facilities of the Citizens Telephone Company have been increased to a large extent by the installation of what is known as "phantom circuits." Where we have two physical circuits of the same kind and size of wire between two points, we are able, at a small expense, by the installation of repeating coils and other apparatus, to install another circuit called a "phantom circuit," and in that way have available for service three circuits where we actually have only two pairs of wires. We have by means of these "phantom circuits" and other changes in methods of handling long distance business been able to take care of an increased volume of business by making a very small addition to our toll line investments. The other principal change in handling long distance business has been the installation of automatic calling dials at exchanges near Grand Rapids where there is a considerable volume of business to Grand Rapids—such points, for instance, as Rockford, Middleville and Hastings. By means of these dials the operator at the distant point can call the Grand Rapids subscriber automatically and in this way the service is not only improved for the subscriber, but on account of the rapidity with which the calls can be put through, the efficiency of the toll lines are materially increased. These schemes have helped out considerably, but the point is now reached where they are more than offset by the increased cost of doing business.

Why does the hardware dealer charge more for nails, bolts, nuts,

iron, wire, etc., than he did a few years ago? Why does the grocer charge more for butter, eggs, flour and other things than he used to? Why does the butcher charge more for meat? It seems absurd to ask these questions, but the facts of the matter are that the retailer has to pay a larger price than he formerly did for the things which he sells to his customers and his margin of profit is not large enough to absorb the advance in price, so that he can continue to sell to his customers at the same price that he formerly did. Not only does he pay more for the articles that he sells, but his other expenses are higher. The same rule which applies to the retailer applies to the telephone company, for it, in a way, is a retailer. It buys at wholesale and by means of the material and labor thus purchased it retails telephone service to its subscribers.

The margin of profit upon which telephone companies do business is very small—so small that the slightest increase in labor or material affects their profits materially. When consideration is taken of the fact that practically every item of expense in connection with the operation of telephone exchanges has increased to a very large extent during the past two or three years, it seems wonderful that the companies have been able to continue to do business at the old rates so long as they have. Not only has there been an increase in the price of labor and material, but other things, such as taxes, liability insurance, rent, heat, etc., have advanced. Taxes are now being again increased and more will have to be paid for freight, express and railroad fares. Linemen's salaries have increased about 25 per cent.; inspectors, installers and troublemen about 30 per cent. and so on down the line; dry batteries, 88 per cent.; anchor rods, 84 per cent.; bolts, nuts and other hardware, 100 per cent.; iron wire, 95 per cent.; poles, about 50 per cent.; lead cable, over 75 per cent.; receiver cords, 45 per cent.; transmitter mouth pieces, 45 per cent.; receiver shells, 70 per cent. Practically everything else used has increased anywhere from 25 to 100 per cent. and in some cases over 200 per cent. It can readily be seen that it is impossible to continue giving service at the old rates. The public is vitally interested in the continuance of telephone service. There isn't anything a person buys which he obtains so cheaply as he does telephone service and it does not seem possible that there will be any serious objection to a reasonable increase in telephone rates.

Before telephone rates are increased, telephone companies must publish a notice in a newspaper of general circulation in the territory in which the rates are to be increased that it proposes to make application to the Michigan Railroad Commission for permission to raise the rates. The Commission, after receiving the application, sets a date of hearing and later on a public hearing is held in the office of the Commission at Lansing. Anyone who questions the

reasonableness of the rates proposed to be charged has a right to be present at these hearings and the companies must show the rates they ask for are reasonable or permission will not be given them to put them into effect.

Reasonable rates mean rates which will enable the companies to earn a fair profit on their investment, after making proper charges for maintenance, operating and depreciation.

C. E. Tarte.

Several Birds With One Stone?

The proprietor of a retail store dressed his store window with all the dealer helps on hand of one of his best selling lines. In the middle of the window he put a fine pair of skates, with the announcement that the child under twelve who would best draw the company's trade-mark character from the models shown in one of the company's booklets would receive the skates. The booklet, the sign said, would be given away with each purchase.

Naturally, every child with an eye on the skates had to have a booklet to draw from; booklets could be obtained only with a purchase; and so the store was extremely busy making small sales for several days. As a result that store was stamped in the mind of every child and parent who had been interested, as was also the line's trade-mark. The sales and income of the store were increased from the first appearance of the advertisement, and innumerable booklets with suggestions for using the product found their way into the hands of consumers, imparting ideas and stimulating the desire to carry them out, which would mean the purchase of more goods. And all this was accomplished for the price of a pair of roller skates and a little window space.

E. M. Cordsen.

The perfidy and insincerity of union labor is shown by the two-faced action of the men who attended the annual convention of the American Federation of Labor at Buffalo last week. In the meeting they adopted fulsome resolutions, pledging their support to the Government in the present crisis to precipitate no more strikes for the enforcement of pernicious union doctrines and infamous union propaganda. Before the echo of their voices had died out, they rushed to the telegraph offices and wired their cohorts and associates who were conducting strikes in various parts of the country that their action in this connection was "all bunk," taken solely to fool President Wilson and confound the country. All of which tends to show that any pretensions to patriotism on the part of Union leaders are a cloak for treason and that the men who chuckle over the manner in which they can deceive an American President have hearts as black as nether darkness.

The fellow who complains that he is not getting enough is usually not giving enough.

Most of our bad luck comes from expecting too much.

What Co-Operation in Raising Food Will Do.

Written for the Tradesman.

Yielding to the call of the Government to plant, sow or go hungry, fifty men living in the East end of Grand Rapids formed an organization last spring to plant beans and potatoes. The experience, while perhaps not a money maker, was a profitable one, so far as farm work is concerned. Men from nearly all the walks of life took part in this patriotic work, ranging from 21 to 60 years of age, together with their children. The plan worked out as follows: Early in the month of April the organization was formed and standing committees were named. Four men constituted the seed committee whose duty it was to buy the necessary amount and the right kind of seed. Seed beans were bought at \$11 per bushel. Early and late potato seed ranged from \$2.25 to \$3 per bushel. A labor committee was created of four men. These men were to call from the organization sufficient men each day when needed. The other committee was named the managing committee. It was the duty of these men to arrange for machines to convey the members to the farm, which was fifteen miles South of the city, about one and a half miles East of the Kalamazoo road. This committee had charge of the arrangements of the farm and issued orders to the different committees from time to time, according to requirements. For finances, each man contributed at least \$5, some \$10 and others more, the total amounting to \$700. As the majority of the men were in the ordinary status of life it was necessary to call on a few men with more substantial means. Here such men as T. J. Barker, Thomas Carlyle, Louis Hansen and E. A. Crandall helped to do their bit in the great cause of producing food for the Nation and Allies. It was planned in the beginning that 300 days of work would be the required number to carry out the project. This gave each man six days for the season. This, however, amounted to about 400 days. At the time of harvest each man was to have his original investment paid first, either in beans or potatoes, according to the market price. After each man had his original investment paid in crops the balance was to be distributed, pro rata, according to the number of days put in. The result of this venture was that 1,354 bushels of potatoes were raised and about fifty bushels of beans. As the beans are not threshed, a definite figure cannot be given at this time. The part of the farm used by the organization is owned by Valentine Geib, who was at all times ready to give advice and aid whenever needed. B. J. Jonkman was president of the organization. The success attained is largely due to R. Van Noord, John Top and William A. Haan who, with zeal and good judgment led the patriots to victory. The experience the men have had has made every man a general to lead other organizations in the future in the fine art of agriculture.

Gerrit A. Lindemulder.



IMPORTANT MOLASSES FACTS

We feel justly proud of the reputation we enjoy among the trade for honest square dealing, on which our success has been built. Our aim has always been to protect the interests of the trade in marketing Pure New Orleans Molasses under our various brands, and we invite a continuation of the co-operation of both Jobber and Retailer.

Every Jobber, Retailer & Consumer should know that we are the only Packers of Molasses who continue to give full weight in standard size cans.

A comparison with competitive brands proves that we are giving the Consumer from three to ten ounces per can more Molasses than any other packer.

OELEERICH & BERRY CO.

Packers of "RED HEN"

New Orleans

Chicago

COMPENSATING CUSTOMERS.

Women Want Rebate for Carrying Their Parcels.

While there was a disposition in local dry goods circles not seriously to regard the movement initiated in Washington a few days ago by Mrs. Newton D. Baker, wife of the Secretary of War, and the National Woman Suffrage Association, with a view to obtaining discounts on purchases carried home from the stores, some regret was expressed that so much publicity had been given a proposition which, in the case of the great majority of stores throughout the country, is highly impracticable.

According to E. L. Howe, Secretary of the National Retail Dry Goods Association, not only would it be practically impossible to give discounts on goods carried from the stores by the purchasers, but the granting of such a request would be an opening wedge for a dozen and one others.

"If a store gives a woman a discount for carrying her small purchases home with her," he writes the Tradesman, "the question will soon be raised why it should not give a similar discount to a woman who trades early in the business day, as against the one who trades during the rush hours. Similarly, the woman who buys \$50 worth of merchandise in one hour would soon claim a better price on her goods than the woman who takes two hours to buy the same amount, the theory being that she does not make so large a demand on the time and service of the store as the latter. Again, if a discount for carrying parcels were given, the woman who lived a mile from the store would consider herself entitled to a bigger rebate for her efforts than the woman who lives just around the corner.

"Suppose the idea of giving discounts for the purpose in question were practicable. How could the proper discount be determined? To begin with, the delivery cost of some stores runs as low as $1\frac{1}{2}$ to $1\frac{3}{4}$ per cent. of the gross business done. Two per cent. might well represent the average. In the case of the store with a low percentage of delivery cost, it can readily be seen that a discount for carrying purchases, based on that percentage, would be so small as not to make it worth the customer's while to take the goods home with her.

"For purposes of illustration let us say that a store has offered a 5 per cent. discount on all non-delivered goods. A woman of slender means comes into that store and buys a waist at \$1. The store gives her a rebate of 5 cents for carrying it home with her, and saves money on the transaction. A wealthier woman comes in and buys a waist at \$10. She takes it home with her in her automobile, and on the 5 per cent. basis, she gets a discount of 50 cents. Now, the second woman's waist probably makes no bulkier a package and costs no more to deliver than the first woman's, yet the latter gets a discount equal only to one-tenth of that given the former.

"Not only would such a case be unfair to the poorer woman, but the store would make money on the non-delivery of the first waist—assuming that it costs 10 cents each to deliver them—and lose money on the second. In addition to this it would definitely establish a two-price basis of selling goods, a thing that all good stores eliminated years ago and which none of these stores wants to see come back.

"Some one may suggest that, on the illustrative assumption that it costs a certain store an average of 10 cents per package to deliver its customers' purchases, a flat rebate of 10 cents on all carried purchases would settle the matter equitably. But would it? Suppose the article only sold at 10 cents to begin with, what then? Suppose it sold at 5 cents? These instances, while more or less far-fetched, easily could come up in the actual transaction of business.

"It may be argued that this difficulty can be overcome by setting a limit on the smallness of purchases on which these rebates should be given. Let us assume that this is done, and that the limit is set at \$1—that is, no rebate will be given for carrying purchases costing less than that amount. What would be the result?

"The result would be that, in giving a 10-cent rebate on a \$1 purchase, the store with a 5 per cent. delivery cost would be doubling that cost. In other words, it would be paying 10 per cent. of the purchase price for having the package carried by the customer when it would deliver the package itself for 5 per cent. Then, again, where would justice enter this arrangement in the case of a woman who buys a large tin dishpan, costing less than \$1, and who gets no rebate for taking it with her, while another woman is paid 10 cents for carrying home a small, fancy pin that might cost \$1.49?

"Another thing to consider is the effect the offering of a discount or rebate on non-delivered goods would have on the total number of deliveries made by a store. Unless the plan resulted in a material lessening of the number of articles to be delivered there would be nothing saved for anybody. As long as a delivery wagon or automobile has to be sent over a given route at all, it costs less per package to deliver its contents when it is full than when it is only partly filled. Unless the number of vehicles sent out or the number of deliveries a day would be lessened thereby, a discount or rebate system would do a store more financial harm than good.

"There are only two ways to solve the problem that I can see. One of these is for the merchant to sell his goods on an 'free on board store' basis and charge for delivery. The other is for the women of the country to carry home with them every package they possibly can, relying on the honesty of the merchants to give them the fruits of their labor in the shape of lower prices.

"Even now a great many merchants are selling goods lower than they should in view of conditions and

prices in the wholesale markets, but it is my honest opinion that they would sell still more cheaply if they could reduce their cost of doing business through co-operation on the part of their customers."

In other quarters the view was expressed that the only fair thing to do, if a change were to be made, would be to charge for deliveries. It was suggested that a charge might be made for delivering goods costing less than \$10, but several objections to this plan were raised. The chief one was that it might increase the returned goods evil by encouraging women to buy merchandise they did not intend to keep in order to equal or exceed the amount necessary to obtain free delivery.

War Savings Stamp Plan Announced.

Investment in war savings certificates will be as simple as the purchase of postage stamps under a plan announced by Secretary McAdoo for the Nationwide certificate sales campaign, which he will inaugurate on Monday, December 3, with the assistance of the War Savings Committee, which he has created.

Any person may invest amounts as small as 25 cents at a time at post-offices, banks or trust companies, at most railroad stations, stores and factories and at many other public places where accredited persons will act as authorized selling agents. After the sales begin, the certificates may be purchased at any time. At the average 1918 selling price such investments in certificates will yield 4 per cent. interest, compounded quarterly. The certificates will be dated January 2, 1918, and will mature January 1, 1923, five years after date. The entire wealth and security of the United States is behind them.

The tax exemption provisions of these certificates, particularly from the standpoint of the purchaser of smaller amounts, makes the investment attractive. No person may purchase at one time more than \$100 worth or hold at one time more than \$1,000 worth of these certificates. These obligations of the United States will be evidenced by stamps of two denominations, a war savings stamp costing from \$4.12 to \$4.23, according to the month in which purchased, and having a maturity value of \$5, and a thrift stamp costing 25 cents. During December, 1917, and January, 1918, war savings stamps will be sold for \$4.12 each. At the beginning of each of the succeeding months of 1918, starting February 1, the cost of a stamp will increase 1 cent per month. All war savings stamps issued during 1918 will mature on January 1, 1923, when they will be redeemed at \$5 each. The difference between the purchase price paid at any time during 1918, and \$5, represents the interest the Government will pay the holder. With the first war savings stamp bought the purchaser will obtain, without expense, a war savings certificate containing spaces for twenty such stamps. If the twenty spaces are filled during December, 1917, or January, 1918, the cost to the purchaser will have been \$4.12 for each stamp or \$82.40 for the filled certificate, and

on January 1, 1923, the Government will redeem the certificate at \$100, giving the holder a net profit of \$17.60 for the use of his money.

Thrift stamps costing 25 cents each are from time to time as purchased to be affixed to thrift cards, which will be supplied without cost. Thrift stamps will not bear interest but a thrift card when filled at a cost of \$4 may be exchanged for a war savings stamp bearing interest at 4 per cent. compounded quarterly merely by turning the card into the post-office, bank or other sales agency and paying the difference between \$4 and the current price of a war savings stamp. The thrift stamp feature of the plan will afford an unparalleled opportunity for the small investor to save in order to place his or her money at interest with an absolute safety.

The privilege of surrendering a certificate to the Government and receiving the cost thereof plus interest at the rate of about 3 per cent. has been provided for the convenience of those who may have bought certificates and later find themselves in need of their money. It is hoped, however, that this privilege will be exercised only in cases of necessity. Upon ten days' written notice after January 1 next postmasters will pay off certificates at their cost to purchasers plus an increase of 1 cent a month on each war savings stamp on the certificate surrendered, as shown by a table of value appearing on the certificate. Under this plan it will be absolutely impossible for a certificate or the stamps thereon to depreciate in value, nor can there ever be any question that it is not worth the price shown thereon.

That is the story of the system under which the sales and redemption of war savings certificates will operate. There can be no technicalities to confuse, no chance of depreciation in value, nor any operations which any child who can read and count cannot comprehend. Money derived from war savings investments will be used to meet the expenses of the war. The greater part of these funds will be expended within the borders of the United States.

What a Bargain Counter Will Do.

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

It works off dead stock and stickers.

It is good for dull seasons.

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

It makes quick profits because the goods will go.

It attracts people who have other things to buy.

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

It shows that you are keeping things moving.

It will sell goods out of season.

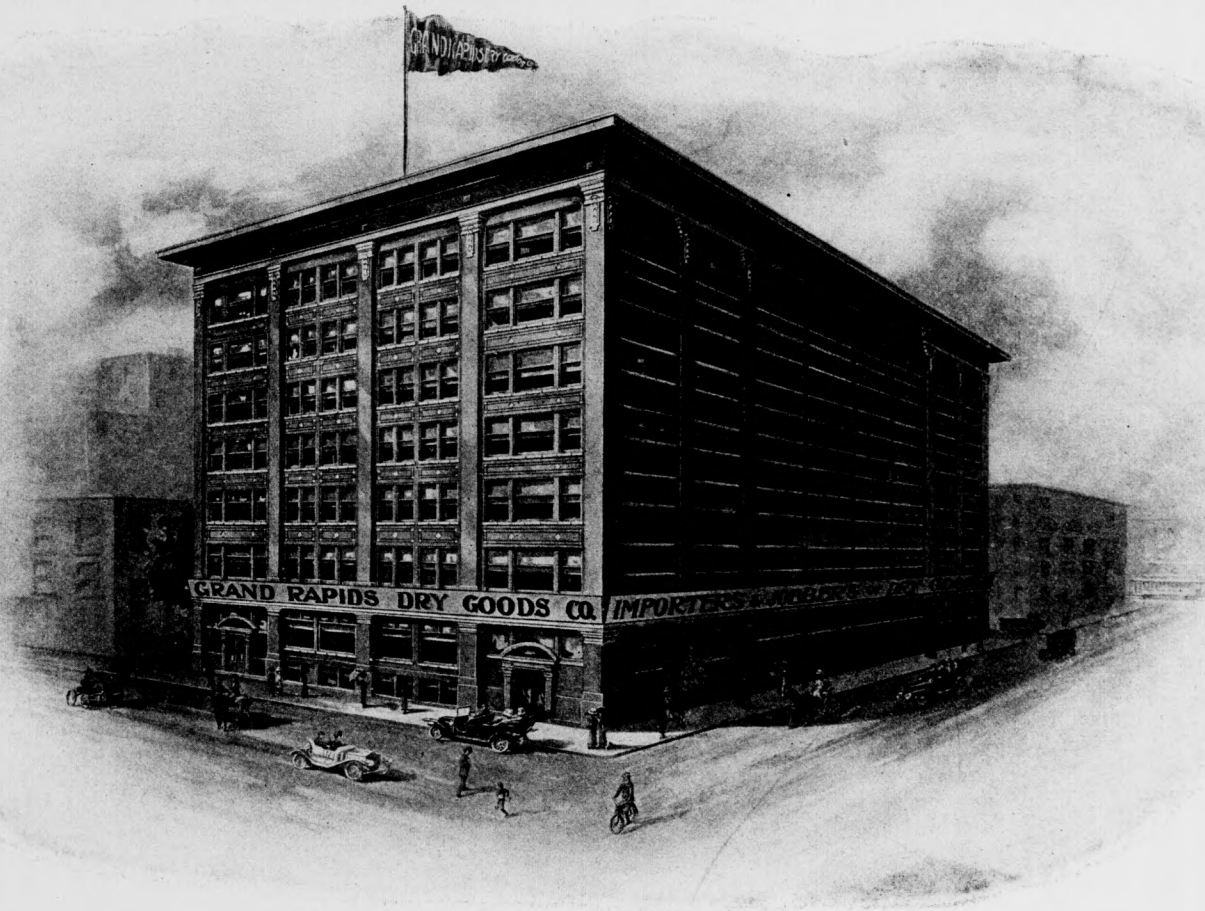
It will force sales.

It is a good advertisement.

Keeping old customers is as important as getting new ones.

The force of a statement is in its truth and not in its sound.

Grand Rapids Dry Goods Co.



Our Piece Goods Department

which is located on the First and Second floors is offering splendid values in:

White Goods, Linens,
Dress Goods, Gingham, Percales, Prints,
Sheetings, Tickings, Linings,
Flannels, Draperies,
Crashes

Our Men's Furnishings Dep't.

is on the Fifth Floor. Here we show the celebrated "Hallmark" Dress Shirts, a big line of Work Shirts consisting of exceptionally good values, the always satisfactory "Empire" brand of Overalls and Pants, also carefully selected lines of Raincoats, Collars, Neckwear, Suspenders, Boy's Blouses, Rompers, Hats, Caps, Gloves, etc.

Fancy Goods and Notions

Our entire 3rd floor is devoted to the display of same. Beautiful Fancy Ribbons, Pretty Laces and Embroideries, Leather Goods, Ladies' Neckwear, Corsets, Handkerchiefs, Art Needle Work Materials are only a few of the lines shown in this department.

Hosiery, Sweater & Underwear Department

covers the entire 4th floor, and here you will find the unexcelled "Lincoln Mills" brand which embraces all those good solid numbers your big business is done on year after year. We show a very attractive line of popular priced Undermuslins in all combinations. Also full line fancy Fiber Sweaters.

THE BEAN SITUATION.

How It Looks to an Expert Handler.

Each day it becomes more difficult to forecast the bean market. In conversation over the telephone with a member of the Food Commission at Washington this morning, I was advised they were not going to permit the canning of beans until they had full information relative to the quantity of tinplate available. Only last week I was advised by one of the largest can makers that they had plenty of plate and that there was no consistent reason why the canning of beans should not be permitted. I also talked with some of the largest pork and bean canners and they are confident that this matter will be settled satisfactorily at the hearing at Washington next week.

If this order is not recalled immediately it will mean the loss of a million bushels or more of wet beans, which can only be saved by canning at once, as the canning plants only are equipped to save the beans in large quantities because of the fact that there are so few driers in Michigan and the drying process is very slow.

In our opinion the reports are greatly exaggerated relating to the Manchurian bean crop. We have direct reports from men in the field who advise us that the planting of white beans was not as large as reported, due to the shortage of seed of the white variety. Their acreage of Soya beans and colored varieties was materially increased, but very few of those are used in this country. The Kintoki, which is a round red bean, much like our Red Marrows, and the Manchurian Pinto, are used quite extensively by customers who desire a very cheap bean, not caring so much about eating qualities. The Soya bean is used principally for the oil that is pressed from it and will not enter into competition with Michigan beans.

The Government estimate of November 1 gave the total crop of beans in the United States as 15,957,000 bushels, but we believe that the actual result will be considerably less than this, as New York State lost 75 per cent. of her crop from the frost which was followed by several weeks of rain.

In Michigan we estimate 3,000,000 bushels of good beans and about 600,000 bushel of rain-damaged beans. Nearly all of the latter will be lost if the Food Administration does not permit the canning factories to use them up quickly.

In California 75 per cent. of the beans have passed from the growers' hands at prices considerably above the present market. The Government will take nearly all of the Colorado crop. There will be no importations this year from South America.

It will be necessary for growers and dealers to use the most extreme care in handling the beans they own, because of the excess moisture in this crop.

We have been informed that wet beans can be dried by mixing them

with common salt. We are experimenting with this process and sincerely hope that it will prove successful. Anyone who has knowledge of successful methods for conserving the bean crop should give it all the publicity possible. There is no commodity of greater importance in time of war than the humble bean.

Since my visit to Washington I have the greatest confidence in the members of the Food Administration being able to eventually work out a plan for the handling of beans which will be fair to all concerned. They have, perhaps, made some mistake and will, doubtless, make more, but when one considers the tremendous work it is surprising what they have already accomplished. F. E. Lewellyn.

War Christmas and Practical Gifts. Written for the Tradesman.

If there ever was a time when flashy, unserviceable gimcracks were suitable for gift purposes—which is doubtful—that time has now surely past. These are war times, and the Christmas of 1917 is going to be our first war Christmas.

I do not believe that there is going to be any spirit of retrenchment; indeed I am rather inclined to agree with some of our best merchandising authorities who have expressed the belief that more money will be spent this coming yuletide than ever before in our country's history. Why should the people retrench in the midst of prosperity such as we have not known in our day? And why should legitimate needs be denied and produce an artificial and unnecessary panic?

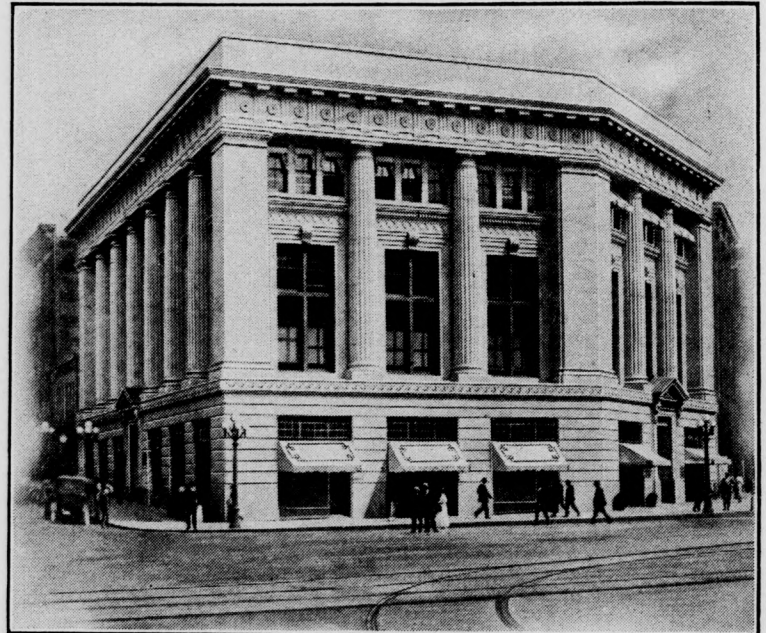
The more freely people make money, the more freely they spend it. And they are making it now as never before. But this war has given emphasis to a note of sane economy in the spending of money. The gospel of wise and judicious expenditure is being taught. All sorts of tirades are being published and delivered against the sin of wastefulness and extravagance. And that is well enough. America needed the lesson. We have been spend-thrifts in a thousand ways.

But all this doesn't mean that people are not going to buy gift commodities for their friends this Christmas just as they have in the past; it only means that Christmas money is going to be disbursed far more wisely and thoughtfully, than is usually the case with the Christmas spender.

And this new note of economy and sobriety in the matter of gifting will be most heartily welcomed by merchants who read the Tradesman. For many years this paper has done its bit to help inaugurate the day of sane, economical, rational giving. In editorials and special contributions from countless pens, the practical, serviceable gift has been exalted above the gift that is merely novel, pretty and fetching. Not in the memory of the people now living have we had a Christmas fraught with such opportunities for dealers handling lines of wearables—clothing, haberdashery, footwear, leather goods and the like; and for merchants handling stationery and office equipments and appli-

Grand Rapids National City Bank and City Trust & Savings Bank

(ASSOCIATED)



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CHAS. TRANKLA	J. J. TUCKER	DUDLEY E. WATERS
W. S. WINEGAR	WALTER C. WINCHESTER	

JOINT RESOURCES \$13,600,000.00

ances, or those handling furniture and house furnishings.

Featuring Soldiers' Goods.

Some one has put it aptly by saying that, to most of us this will be a double Christmas—one that will be celebrated at home and one in which we shall all help to make merry for the boys in France and in American camps and cantonments. This, of course, divides Christmas gifts into two general classes: those appropriate for soldiers and officers, and those intended for civilian use.

Under the head of Christmas boxes, Christmas bags, comfort kits, personal outfits, patriotic boxes, etc., there have been listed by enterprising merchants seeking the holiday trade of folks shopping for their soldier boys or friends, such articles as: towels, wash cloths, handkerchiefs, combs, tooth brushes, tooth pastes, soap, soap boxes, writing paper, writing pads, envelopes, stamps, fountain pens, indelible pencils, toilet paper, dominoes, playing cards, candies (especially chocolate bars), pipes, cigars, cigarette tobacco, cigarette papers, pipe cleaners, package wafers, tins of cocoa, tea tablets, malted milk, sardines, boneless turkey, chicken tablets, fruit cakes, pork and beans, sausage Vienna, luncheon tongue, chewing gum, shaving materials—soap, paste, brushes, shaving outfits: pocket knives, scissors, sewing kits, etc.

What the boys "over there" or off at the training camp in our country will appreciate most from the folks back home, is something or other that will be really serviceable—something he can use from day to day under the limitations of a soldier's life.

Merchants and salespeople should get in touch with soldiers and officers and find out from direct enquiry the kind of commodities that are most appropriate for, and most highly appreciated by, the boys at the front or the boys in our own training camps. With this information well in hand they will be in a position to help Christmas shoppers who are seeking the gift suitable for the soldier boy.

Merchants of some of our towns and cities—more especially of those larger communities in the vicinity of camps or cantonments—are putting on special campaigns to round up this class of pre-holiday business. New York City had its "Soldiers'

Gift Week." This was observed in November, from the fourth to the tenth, and was intended primarily for shoppers buying gift articles for the boys who have already crossed over. But special shopping periods can easily be gotten up for the benefit of people who are remembering the boys in our camps. And this be carried up to a much later date.

When in Doubt, Buy Merchandise Orders.

At the beginning of this article the writer called attention to the fact that the American public is learning the much needed lesson of sane and economical gifting.

But even so, there are lots and lots of folks who find it hard to decide at the very last moment whether this or that would be the most economical and practical gift for such and such a person. They want to give something that can be used—something that will be appropriate and worthy; something that will have the solid merit of utility along with the sentiment of the occasion. What shall it be? Many times they are unable to decide in their own minds.

In that case, buy a merchandise bond or order.

Every merchant should issue merchandise orders or certificates. Inasmuch as we are hearing so much about bonds these days, some of the merchants are calling them "merchandise bonds." No other form of gift is more highly appreciated—especially by the average man—than a merchandise order; and it is destined to become more and more popular as time goes by. There is a double satisfaction in it: it enables the person thus remembered to get the thing he most desires and needs; and it enables the merchant to save many a Christmas sale that might otherwise be lost; for at the last minute there are always those who cannot decide.

Let me close as I began by reminding you that this is to be a war Christmas, and that, as a dealer, you should co-operate to the fullest extent with your customers in promoting the spirit of sane and economical gifting. In that way you will not only get rid of the goods you want to sell, but you will promote the sort of holiday buying that, in the end, is most satisfactory to all concerned.

Frank Fenwick.



BLUE VALLEY BUTTER is good butter

These are strenuous times for the retailer. How many of your "lines" are money makers?

Is your butter department a "money maker" or a "loss taker?"

We can help you develop your butter trade to high water mark. A pleased customer will come back. Blue Valley print butter will please. Write us for particulars or come and see us when in Grand Rapids or Detroit.



Blue Valley Creamery Co.

Grand Rapids, Mich.

Detroit, Mich.

Bread is Doing Its Bit



It is the most wholesome, least expensive, and most nourishing food of all.

Sell More Bread

The best bread is made with

Fleischmann's Yeast

"THOMAS" Pork and Beans
THOMAS" Red Kidney Beans
THOMAS" Sauer Kraut

"MADE IN GRAND RAPIDS"

By the latest approved sanitary methods and sold in every State in the Union.

SMALL TOWN TRADE.

How It Can Be Built Up Successfully.

It is absolutely indispensable for you to study all the catalogues. You will get more merchandise suggestions out of them than you will get anywhere else in this country. Why? Because they are selling merchandise to your trade. There never is an item catalogued until it is a fixed and firm seller. It can't have space in the catalogue until it has proven to be a seller. Now, you have been merchandising along a good many lines and this question of merchandise is the big subject. Farmers are buying things in very much larger quantities than formerly and you have got these things to sell.

A great many things are sold in pound packages in the grocery line. We in my store have got out of that. We buy everything we can get hold of in three's or five's. Why? There are two reasons. The first is, when we sell the five pound package it takes no more effort than to sell the one pound package, and it increases the profits. The second is, if the customer buys five pounds of coffee we shut off five chances of his sending to the catalogue house. It is the same with soap, or with anything. Push your soap by the box. They do—why not we? The same with hosiery, push it by the box, not by the single pair, or three for 25 cents. In everything that you can, put up a quantity proposition. If you will study the catalogues, you will see they do it,

and what they can do you can do, because they are selling to your trade. You will find that by doing that, you can afford a little smaller margin of profit, because you will get the volume.

You have got to have a mailing list. I haven't said anything about that so far, but, do you know that you can't make a success in a retail business without a mailing list? I don't care where you are. If you are making a success now, it is only half a success. I don't know of a general store in the United States that has built up a business that stands out, that wasn't started with a mailing list—not one. It is absolutely indispensable to any fixed plan of advertising that you may work out. Put out your advertising according to a mailing list, and try it. Have an up-to-date and systematic mailing list. I don't care how many newspapers you have; it is absolutely indispensable. You can't get anywhere without it.

If you haven't a list, you can get one. The cards cost about 50 cents, and you can get the whole thing for about \$1 or \$1.25. It is not the question of work and time because you have all those.

Now, what do you want on that card? You want these: your customer's name, his postoffice address, the name of his wife, the children's names, and their ages. A mailing list without the children on it is absolutely incomplete. Then you want a list of the young men and women separate. Why do you want the children? For years and years as a re-

tailer I went along without it. One day I made a trip calling on the trade in my territory. I called on twenty-five or thirty people that afternoon, just went up to the back door and said, "How do you do?" I didn't have anything to sell, but called at several homes and in many places I found the children sitting on the floor looking at the pictures in catalogues. In seven out of twenty-five or thirty calls the little tots had a catalogue on the floor playing with it. Is there any psychology in that? I should say there is. Children learning the pages of catalogues before they get old enough to walk! How can you meet it? You cannot unless you have the children on your mailing list. It is the only efficient way of getting back at the catalogues, and you will find it in every community. So you want on that card the names of all the children.

I have a card which is very simple. I don't believe in having complicated things. Anybody can rule it off, and anybody can have it. Every piece of advertising I send out is recorded on that card. If I send out a letter to Mr. Jones to-day, I will call that No. 1 and paste a copy of No. 1 in my book. I give each piece of advertising a number, so that next January I will know what I sent out this January. I try to send out at least twelve personal letters in a year, not all on merchandise, but suggestions of one sort or another, and reminders. If it is a plow, I write John about it, but if it is anything else, I write his wife about it. If it is about painting a

house, I write his wife, because I have learned that the farmer's wife buys about 80 per cent. of the goods that are sold to his farm. In our country the farmer doesn't ever buy a buggy without consulting his wife, and if he does, he usually brings it back and gets what she wants.

Now to get back to the subject, you will find that John does not respond to your letters, does not come in. Possibly has found a friend in somebody's else store. If you will check up your records, you will know when your customers were in last. I am not recommending that you keep a separate set of cards for your cash sales, but I make a practice of doing so and I know what every customer has bought in my store. I check them up occasionally and when they begin to drop back a little, I write them a letter.

In one particular instance that I am going to relate regarding a family with three children, neither the father nor mother had been in the store for sixty-four days. It was along in September and we began getting in a line of sweaters for school and so I said, "Now is the time to write the children." I sat down and wrote Mary a letter and told her about the sweaters that we were getting for little girls 6 years old, which was her age. That is the reason I want the age shown on the cards. Next year I will write to John about something for boys 10 years old. So I wrote Mary a letter and said, "We have these sweaters in blue, red, and white, for little girls 6 years old,



Storm-Proof Lighting

Gas is the Storm-Proof Light. It rarely fails the user. Nothing short of an earthquake can really vitally affect the mains which bring gas to your home in fair or foul weather.

Equip Your Home For Gas Convenience

Architects and prospective builders now realize as never before that it is false economy to leave gas piping out of their plans.

Gas has scores of household uses in every one of which it is safe, reliable, economical.

The cost of gas equipment is, undoubtedly, very much less than you think.

Ask us about it.

Citz. 4321 Gas Company Bell M. 637

and I want you to come in and see them; I want to show them to you myself."

I wrote Mary on Tuesday, and on Friday night her father came in and her mother too. They walked up to me and said, "Here is Mary," and I got up and waited on Mary. When the children come into my store, they are always given my personal attention. The old folks are neglected; the children are looked after. As I walked over to show Mary the sweaters, she had the letter I had written her in her hand and would not let them have it. I made the sale. As they were leaving, her father touched me on the shoulder and said, "Say, we have a telephone. Hereafter if you want us to come in, just call us on the telephone and tell us, but don't write the kids any more letters."

Now that illustrates the value of a mailing list for the children. It creates good-will, not only with the children but with the parents as well. That is the purpose of a mailing list, and when you keep an efficient one, you can cultivate the trade intensively. Then if you advertise as you ought to advertise, with the kind of copy that ought to go in advertising, the informative copy that tells all about the goods as the mail order houses describe it, you will increase your trade and your good-will.

After you have your advertising and your store systematized, get into your minds one thing; that is, that you are running a service institution, not a warehouse for merchandise. Remember, you are the hired buyer

for your community, and that the profit which you seek to exact is a remuneration for services. That old adage of the fifteenth century has been eliminated through public opinion to-day. It is no longer a slogan in business. "Let the buyer beware!" It has been supplanted everywhere, and every merchant has inaugurated into his mind and into the store the spirit of that new slogan of the twentieth century: "He profits most who serves best."

E. B. Moon.

Can They Handle Your Goods?

A definite policy of encouraging customers to handle the goods wherever the conditions and the kind of merchandise permits has been introduced by a large department store. The management proceeded with the idea that whatever a human being gets into his or her physical possession he is likely to want as his own, and that an instinct of possession tends to restrain him from letting go of anything he gets into his hands.

The application of this idea to retail selling in this store has been productive of the most gratifying results. Salesmen found that, in many instances, the article was as good as sold once it had rested in the customer's hands. Where previously the customers had made their decisions through the salesman's arguments, they now decide through the actual experience of possessing it.

C. R. Rosenberg, Jr.

It's awfully hard to give away some of the things you want to get rid of.

Have the Brightest Store on Street.

Your store should be the brightest one on the street, and if you make it brighter than any other store on your street—that's one mighty good way to advertise. The way to do it is to keep your windows cleaner than your neighbors keep theirs.

Let one person clean them at all times. It is not everybody's job; and if you try to make it so, your windows will be no brighter than those of the other stores in your neighborhood.

The inside of the windows should be washed with tepid water applied by means of a chamois skin, using no soap or powder of any kind. Dry with a chamois and polish with cheese-cloth. The outside requires different treatment, however. It should be cleaned with the following mixture:

- One ounce pulverized whiting.
- One ounce grain alcohol.
- One ounce liquid ammonia.
- One pint water.

Apply with a soft cloth, after having sprayed the window to remove the surface dirt. When this preparation is allowed to dry, and is then rubbed off with a polishing motion, the surface of the window will be extremely brilliant, and will remain so for longer than when washed in the ordinary way.

If the window has become badly scratched, a filler should be applied, consisting of an ounce of white wax dissolved in a pint of pure turpentine. This fills the cracks or scratches and prevents dirt lodging in them.

A show window thus treated will appear much brighter in the daytime than a window washed in the usual way, while if properly illuminated at night it will stand out prominently among the ordinary show windows along your street. Karl Frederick.

He Sells His Samples.

Situated in a populous apartment house district of a Western city, a delicatessen store did some effective and novel advertising by serving dainty noon luncheons. The store could not use newspaper space, because of its restricted trading radius. By the use of a mailing list, billboards, and posters the people of the neighborhood were invited to noon luncheons at "bargain prices."

On the menus, the store called attention to the fact that every dish was from the store's own stock. For example, a menu would read: "This is Black's coffee we are serving today, 35 cents a pound;" "this salad is made from Brown's salmon, 25 cents a can;" "this iced tea is prepared from our own special blend, 60 cents a pound."

Each item on the card advertised its own goodness. As a result of the daily demonstration the dealer increased his trade in fancy groceries 25 per cent. What's more, the luncheon experiment grew into a profitable side line which now pays a good profit.

C. S. Garrison.

A woman with a poor voice is always wanting to sing; if she has a good voice, you can't induce her to sing.

Energine

Excels all other preparations used for
Dry Cleaning

Sold by all druggists in 10-oz bottles

Otte Brothers American Laundry are the
only dry cleaners in **Grand Rapids** who
buy Energine in bulk and have the
sole right to use it exclu-
sively for dry
cleaning

DRIVEN SNOW LARD.

One of the First Attempts at Food Sophistication.

The fellow who said you can't make a silk purse out of a sow's ear wasn't on to the packing business. You can make the purse and you can fill it, too, from the same critter. What you can't do it to load up a report with moon-shine or an inventory with wind and get anything more substantial than a moon-light sail toward bankruptcy. The kittens of a wild-cat are wildcats and there's no use counting on their being angoras.

Speaking of educated pigs naturally calls to mind Jake Solzenheimer and the lard that he sold half a cent a pound cheaper than any one else in the business could make it. That was a long time ago, when the packing business was still on the bottle, and when hogs that came to Chicago got only a common-school education and graduated as plain hams and sides and lard and sausage. Literature hadn't hit the hog business then. It was just Graham's hams or Smith's lard, and there were no poetical brands of high-art labels.

Well, sir, one day I heard that this Jake was offering lard to the trade at half a cent under the market, and that he'd had the nerve to label it "Driven Snow Leaf." Told me, when I ran up against him on the street, that he'd got the name from a song which began, "Once I was pure as the driven snow." Said it made him feel all choky and as if he wanted to be a better man, so he'd set out to make the song famous in the hope of its helping others. Allowed that this was a hard world and that it was little enough we could do in our business life to scatter sunshine along the way; but he proposed that every can which left his packing house after this should carry the call to a better life into some humble home.

I let him lug that sort of stuff to the trough until he got tired, and then I looked him square in the eye and went right at him with:

"Jake, what you been putting in that lard?" because I knew mighty well that there was something in it which had never walked on four feet and fattened up on 60 cent. corn, and then paid railroad fare from the Missouri River to Chicago. There are a good many things I don't know, but hogs ain't one of them.

Jake just grinned at me and swore that there was nothing in his lard except the pure juice of the hog; so I quit fooling with him and took a can of "Driven Snow" around to a chemist. It looked like lard and smelled like lard—in fact it looked better than real lard: too white and crinkly and tempting on top; but the next day the chemist dropped by my office and told me that "Driven Snow" must have been driven through a candle factory, because it had picked up about 20 per cent. of paraffin wax somewhere.

Of course, I saw now why Jake was able to undersell us all, but it was mighty important to knock out "Driven Snow" with the trade in just the right way because most of our best

customers had loaded up with it. So I got the exact formula from the chemist and had about a hundred sample cans made up, labeling each one "Wandering Boy Leaf Lard" and printing on the labels: "This lard contains 20 per cent. of paraffin."

I sent most of these cans, with letters of instruction, to our men through the country. Then I waited until it was Jake's time to be at the Live Stock Exchange, and happened in with a can of "Wandering Boy" under my arm. It didn't take me long to get into conversation with Jake, and as we talked I swung that can around until it attracted his attention, and he up and asked:

"What you got there, Graham?"

"Oh, that," I answered, slipping the can behind my back—"that's a new lard we're putting out—something not quite so expensive as our regular brand."

Jake stopped grinning then and gave me a mighty sharp look.

"Lemme have a look at it," says he, trying not to show too keen an interest in his face.

I held back a little; then I said: "Well, I don't know as I ought to show you this. We haven't regularly put it on the market and this can ain't a fair sample of what we can do; but so long as I sort of got the idea from you I might as well tell you. I'd been thinking over what you said about that lard of yours, and while they were taking a collection in the church the other day the soprano up and sings a mighty touching song. It began, 'Where is my wandering boy to-night?' and by the time she was through I was feeling so mushy and sobby that I put a five instead of a one into the plate by mistake. I've been thinking ever since that the attention of the country ought to be called to that song, and so I've got up this missionary lard," and I shoved the can of "Wandering Boy" under his eyes, giving him time to read the whole label.

"H—!!" he said.

"Yes," I answered; "that's it. Good lard gone wrong; but it's going to do a great work."

Jake's face looked like the Lost Tribes—the whole bunch of 'em—as the thing soaked in; and then he ran his arm through mine and drew me off into a corner.

"Graham," said he, "let's drop this cursed foolishness. You keep dark about this and we'll divide the lard trade of the country."

I pretended not to understand what he was driving at, but reached out and grasped his hand and wrung it. "Yes, yes, Jake," I said: "we'll stand shoulder to shoulder and make the lard business one grand sweet song," and then I choked him off by calling another fellow into the conversation. It hardly seemed worth while to waste time telling Jake what he was going to find out when he got back to his office—that there wasn't any lard business to divide, because I had hogged it all.

You see, my salesman had taken their samples of "Wandering Boy" around to the buyers and explained that it was made from the same form-

ula as "Driven Snow, and could be bought at the same price. They didn't sell any "Boy," of course—that wasn't the idea; but they loaded up the trade with our regular brand, to take the place of the "Driven Snow," which was shipped back to Jake by the carlot.

Since then, when anything looks too snowy and smooth and good at the first glance I generally analyze it for paraffin. I've found that this is a mighty big world for a square man and a mighty small world for a crooked one.

Help Promote the Shop Early Sentiment.

Written for the Tradesman.

Make your Christmas purchases now, deliveries when you want them.

Shop in the morning and avoid the afternoon rush.

Make your selections of gift articles now before our stocks are depleted.

Have a heart: Remember the maddening crush and jam of the last few days preceding Christmas, and shop early.

Such are the sentiments that you should be impressing upon the minds of the people in your community; for thereby you will be doing both yourself and them a real service.

Delayed, last-hour shopping is unsatisfactory: to you because your store is jammed, your goods all mussed and tumbled up, and your clerks fussed up and overworked; to your customers because they shop under disadvantages over which you have no control.

Try to abate this nuisance of delayed shopping. It is an incubus that has too long haunted us; it's an evil and pernicious habit that has too long dominated the public mind.

Nothing but agitation can put it on the blink.

And the time has come to rise up and hit it—and hit it hard.

When a thing is devoid of rime or reason, why hang on to it as though it were a precious thing under the sun?

The American people are sensible folks, and any wise and worthy educational propaganda amongst them will succeed, if intelligently directed and vigorously pushed.

Witness the Nation-wide movement inaugurated by Mr. Hoover on behalf of the conservation of our food-stuffs. And behold how the ladies are knitting for the soldiers!

Marvelous things are being accomplished in this country through education. Booze is being ousted, cities are being beautified, garbage cans are being starved, and many other excellent and worth-while things are being brought to pass through publicity and everlasting pounding.

And so it will be in regard to this deeply entrenched custom of delayed Christmas shopping—provided you and I and all the rest of us who are interested in the distribution of merchandise get on the job and do our bit to push the "shop early" sentiment along.

Every newspaper announcement from the first of November onward should carry some simple, direct,

categorical statement in favor of early shopping. All advertising matter sent out direct for weeks before Christmas should carry the suggestion.

Deal in positive statements. Adduce arguments showing why. Tell plain facts plainly. Let the people know. What they need—what they lack—is information. The people are indifferent, careless, unmindful. They don't know what nuisance procrastinated shopping is. They can't imagine how burdensome it makes life for you and your salesforce.

It isn't that the people deliberately and maliciously conspire to increase your burdens and complicate your problems. They just don't think. Nine-tenths of the woe in the world is due to the same fruitful cause—thoughtlessness. People go along with their noses down—goose-stepping, following the crowd, doing the thing that is easy. It's the line of least resistance.

But when somebody blocks their way and compels them to look up and use their brains and make up their minds, they discover suddenly that they have faculties of their own, and that they can do things differently. They can, if they will, break the fetters of custom. They can get out of deep-worn ruts.

But it takes a lot of hard work to produce such results. And your help is needed. Do your bit.

Frank Fenwick.

FROM THE FIRST.

Twenty-Seven Original Subscribers of the Tradesman.

Twenty-seven of the original subscribers of the Michigan Tradesman—that is, those who have taken every issue since the first number in 1883—are still on the subscription list, as follows:

Charles H. Coy, Alden.
Amberg & Murphy, Battle Creek.
J. L. Norr's, Casnovia.
F. H. Bitely, Casnovia.
James H. Voller, Detroit.
E. S. Botsford, Dorr.
Richard D. McNaughton, Fruitport.
Wolbrink Bros., Ganges.
D. Gale, Grand Haven.
Belknap Wagon Co., Grand Rapids.
Frederick C. Beard, Grand Rapids.
George Carrington, Grand Rapids.
William, J. Clarke, Harbor Springs.
Walsh Drug Co., Holland.
Frank B. Watkins, Hopkins.
L. M. Wolf, Hudsonville.
Charles G. Phelps, Long Beach, Cal.
Rodenbaugh & Stevens, Mancelona.
Wisler & Co., Mancelona.
Thompson & Co., Newaygo.
Aaron Rogers, Ravenna.
M. V. Wilson, Sand Lake.
H. P. Nevins, Six Lakes.
Milo Bolender, Sparta.
Mrs. Anna Mulder & Son, Spring Lake.
O. P. DeWitt, St. Johns.
S. E. Wait & Sons, Traverse City.

Why They Cheered.

As the regiment was leaving, and a crowd cheering, a recruit asked: "Who are all those people who are cheering?"

"They," replied the veteran, "are the people who are not going."

The Master Cigar



Manufactured only by the

G. J. Johnson Cigar Co.

Grand Rapids, Michigan

EDUCATIONAL JARGON.

Excessive Use of Unfamiliar Words Spells Defeat.

What a marvel of inefficiency is the written word! Forests are swept away; mechanical skill is exhausted in converting these forests into books, pamphlets, reports, Sunday editions and advertising matter of all kinds; and trains thunder across the land to bear this material to the remotest corner of the continent. But how little of it reaches the mark! The author does not achieve his intention in the book, or if he does the book fails to reach the one who might profit by it; pamphlets and reports are promptly sold by the ton to make material for more pamphlets and reports; and the huge Sunday edition goes to kindle the Monday fires of the Nation.

A closely related and hardly inferior form of waste energy is the spoken word: the address, the lecture, the speech, the sermon. And the pity of it, when by common decency, the suggestions of our superiors, or the hope that here at last we shall find something really worth while we are compelled to listen to so much formal speech.

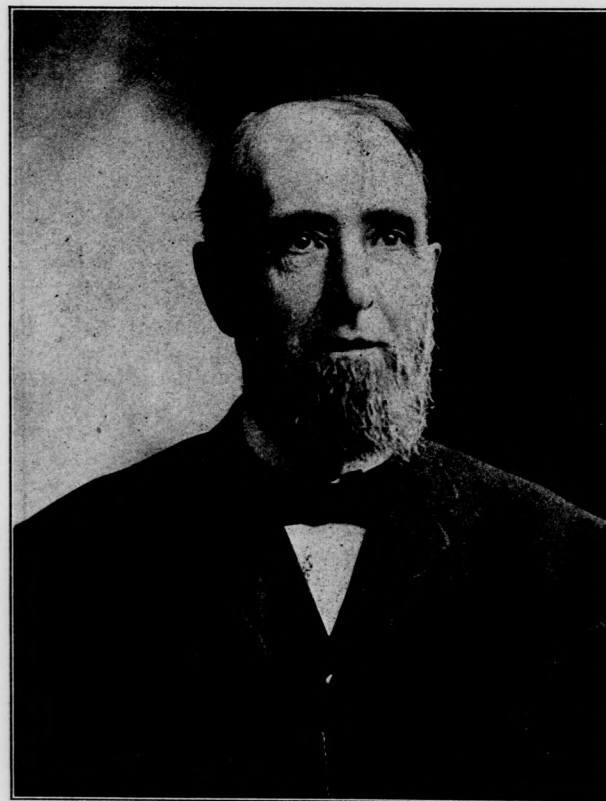
Such thoughts as these kept running through my mind as I sat the other day to listen to an address the substance of which I had heard many times before and which seemed to have reached here the lowest level of dullness and inefficiency. Asking myself why this want of power in presenting to a willing audience matter of such intrinsic interest and importance, I was driven to find the defect in the fact that the speaker was using a language which was a foreign tongue to most of his hearers. They knew only the vernacular; he addressed them in ultra-technical language. Such terms as the child, motivated, adolescence, apperceptive mass, action-pattern, psychoses formed the warp and woof of the address—terms about as little familiar on the farm, in the shop or the schoolroom as the things denoted by these terms are familiar.

It was my privilege to hear the essential matter of this address as it originally came, burning hot, from the lips of a great thinker and discoverer in the realm of moral ideas; and how real, how living it then seemed!

But this great student of education was so convinced of the supreme importance of his message that he dared not trust it to the frail bark of our common speech and so invented—unfortunately, as it seemed to me—a technical vocabulary in which his new doctrine should fare forth upon the world. He by no means emphasized this vocabulary. He used common terms freely alongside these technical terms; he interpreted, exemplified, illustrated and so avoided quenching under the wet blanket of verbiage the flame of enthusiasm and high resolve that he had kindled in the minds of his hearers.

Then came, with the same message, a well-trained disciple who somewhat "featured," as the news-

papers say, the technical vocabulary, but who was still clear and cogent, with a strong hold upon the realities and with an ability to express them in the language of the common people. And so the doctrine filtered down through disciple after disciple, becoming constantly more formal and technical, until at last we reach the mere verbalism of the discourse to which we are listening. The fundamental difficulty with this speaker is that he feels no moral obligation to be interesting, or even to have his meaning apprehended. Hence his endless repetition of general and abstract terms; his weak sliding into the technical jargon of the classroom from which he has but just escaped; in short, his failure to get into communication by a common language



E. A. Strong.

with the common people who form his audience.

This view of a technical term as sacred and essential to the idea brings about monotonous repetitions at once irritating and in bad taste. For example, the expression "group motivation" was used twenty-two times during the discourse referred to. Evidently the speaker not only knew no synonym for "group motivation," but he was unable to describe it or, presumably, to recognize this activity when he saw it. The thing itself had no interest for him, the term alone was important. For another example, the speaker having occasion five times during the address to inform us that children like to play could do no better than repeat as many times this delicious nugget: "Play functions largely as a factor in the psychology of the child." The vocables "function" and "factor" were worked quite up to the limit during the hour.

The technical terms—and by technical terms I mean, in this connection, terms used in the professional study of education—are usually general or abstract terms. Now a general term is not unlike a label on a box, which is used to save the trouble of knowing anything about the contents of the box, while yet some important things are done with it. Whether the label reads "durians" or "chestnuts" or what not, the contents may be billed, transported, receipted for, stowed away, identified, and talked about, without the loss of any energy in opening or inspection. We may indeed quite forget that we have only a very dim notion of what is in the box. Now it is a stimulating experience to toss these packages dexterously back and forth in a pro-

himselves by a little observation that most of the audience are ill at ease because they do not completely appreciate the situations or understand the dialogue. In some cases they fail to disentangle the difficult syntax, but more frequently the words are strange and unfamiliar. And so with the speech or lecture. People do not apprehend what is said to them or apprehend it only in the vaguest way; and, more's the pity, they are learning to be satisfied with that. They even applaud and commend; the speaker is gratified; but nothing happens. It was not expected that anything would happen; this sort of lecture is understood to be merely a linguistic exercise. And so this supreme agency of enlightenment and incitement to action fails of any good result.

Yes, this supreme means of enlightenment and incitement to action; for, casting about for such an agency, I for one can discern nothing, when at its best, to compare in efficiency with the popular lecture—address, appeal, sermon, discourse—whatever form it may take. If the public press claims a higher place in expressing our National spirit and advancing our civilization, by all means let it make good. If the newspaper and the periodical, with their myriad-minded and antagonistic articles, news items and advertisements, can steadily make existence in America more safe, sane and interesting and give higher unity and nobler content to our American life, by all means let us recognize and reward this high service. But whatever be the relative value of the public address, if it can only be made to reach the people, it will unquestionably deserve a high place among the agencies of civilization. But here is the rub. It does not, as we have seen, reach the people, since by custom and practice it is so often couched in language foreign to their habit of mind.

Moreover, the failure is a capital failure and not merely an elegant and interesting infirmity. A speaker or writer who refuses to follow Buffon's admirable rule of discourse, "to seek always the most general term"—meaning, not the most highly generalized term, but the one in most general use—and who for that reason fails to implant his doctrine in the hearts and lives of his hearers or readers should know that he has met an ignominious defeat and, moreover, a self-defeat of the most humiliating form. In my boyhood a neighbor who was serving a term as Superintendent of Schools in a county of Central New York mailed to his constituents a circular letter asking for re-election, partly on the ground that during his term, then about to expire, he had "prepared and published a juvenile chrestomathy." His record had been good, no one had anything against him; but the preparation of a juvenile chrestomathy seemed to the electors a deed so huge and mysterious that they promptly relieved him from further service as Superintendent. So always a professional jargon addressed to unpro-

fessional school but it is quite another thing to fling them indiscriminately into the faces of a miscellaneous audience. These people do not care for the label; they want to see what is in the package. True, the attainment of generalized concepts and familiarity with the terms by which they are denoted is of inestimable value—a precious inheritance of our race; but it should not be forgotten that it is only after untold ages that we have gained any facility in this process. The attempt to make it the work of a moment must result in disaster. The wonderful vogue of the "movies"—the most astonishing psychologic fact of the time—should have taught us that most people are perishingly desirous of really understanding communications made to them and, partly for this reason, flock in crowds to this simplest, most obvious and direct of all methods of appeal. Or one may attend an ordinary play and assure

professional jargon addressed to unpro-

Equitable Distributors



Judson Grocer Co.

The Pure Foods House

Grand Rapids



Equitable Distributors

fessional people means failure and defeat.

But it is rare that any custom which has prevailed long and widely is utterly unreasonable. Is it not possible that the almost universal departure among popular speakers from Buffon's rule of discourse has some foundation in reason? Technical terms are bad simply because they defeat the very purpose for which the address is made. But how if they do not defeat this purpose? How if they add to the speech a leaven of picturesqueness or some element of interest and attraction which the language of the people does not possess? An admirable suggestion. By all means let us beware of sacrificing anything of value on the altar of style or to secure conformity to any rule of discourse, no matter of how universal repute. A man of good taste and large reading whose heart is in his work can not go far wrong. And let us not cherish a childish and illusory anxiety about the mother tongue; the mother tongue will take care of itself. It is of the excess of unfamiliar words, the tiresome repetition of cabalistic expressions that are not illuminated and rendered interesting by the context, of which we complain—in short, of that which defeats the very object for which the address is made.

And may we not reasonably experiment in this matter? Language should grow as thought grows and linguistic experiments should be as fruitful as scientific or artistic experiments. Why not allow some linguistic cubism or futurism or vorticism in our educational literature—anything which will foster a living and growing language of the subject to keep pace with the living and growing thought of the time? Already the general public has gained a more or less nebulous sense of the meaning of some of the most important of the terms of educational literature; and as in time this sense becomes more definite our language will be enriched and thought transfer become easier and more effective. Surely! Surely! But it is not of the man who experiments with our language of whom we complain; it is of the man who does not and can not experiment, who knows only one way of expressing an alleged thought—the way of the technical treatise.

It is true that the popular educational address has other faults of language beside this excessive use of a technical vocabulary. The opposite fault, which may take its rise from a violent reaction against a technical vocabulary, may become even more irritating; the excessive use of slang; "talking down," as to an infantile intelligence; an effort at extreme picturesqueness. And even here the fault is one of excess and repetition rather than of the single instance, for freedom is the last word in style. If a speaker rising on his toes and punching holes in the air with his fists shouts, "I have found out what every plant under God's heaven needs for its dinner this very noon," one does not mind the intellectual irasci-

bility in the single instance, but feels that he may well question the effect of keeping it up too long. Yes, a dry verbalism is not the only limitation of the usefulness of the popular educational address; it is only the most grievous and universal one. It is true that the popular lecture should come to the people with some sanction of authority; it should be marked by a high taste and a genial spirit; it should be combined with the clinic and the survey. But above all it should be less stilted and academic, and should interpret education and the school to the people in a language which they can understand.

If we can not hope that on every lecture platform a great personality will be present to take captive the hearts of all who listen; if we have ceased to look in the popular educational address for that transparent and radiant clearness which we associate with the idea of style, we can at least demand that one who would teach the people shall learn their language and be competent to express his deepest thought in the vernacular. The apostle Paul had some experience with those who could speak with "tongues"—who prided themselves on their ability to bewilder and astonish an audience with high-sounding and familiar words—and his advice is still sound. "Except ye utter by the tongue words easy to understand, how shall it be known what is spoken? For ye shall speak into the air. . . . I thank my God that I speak with tongues more than you all; yet in the church I had rather speak five words with my understanding, that by my words I might teach others also, than ten thousand words in an unknown tongue." E. A. Strong.

Chain Grocery Stores Do Not Drive Out Small Dealers.

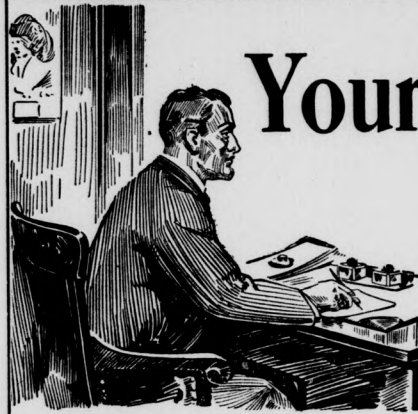
There has never been any lack of people who could see disaster for the public in every new development of business along lines that departed from the traditional, and these alarmists usually hasten to voice their fears without taking the trouble to secure any specific information on a subject about which they usually are totally ignorant.

At the beginning of this century, you will recall, there was a perfect epidemic of "trust" organization. Promoters and financiers, with little or no knowledge of particular lines of business, saw visions of great wealth in the organization of combinations in business.

Few, if any, articles of commerce escaped their attention, and gigantic corporations were organized to absorb practically all of the manufacturing plants in every given line of production.

Bankers who watched things at that time stated that thousands of such concerns were organized, each one capitalized in the millions.

What has become of them? Beginning with the bicycle "trust," they practically all fell to pieces of their own weight. Those that are living are in no respect dangerous as monopolists; in fact, they have ac-



Your Banker

Cannot afford to have his accounts in any other shape than perfectly balanced, and to this end he employs up-to-date automatic

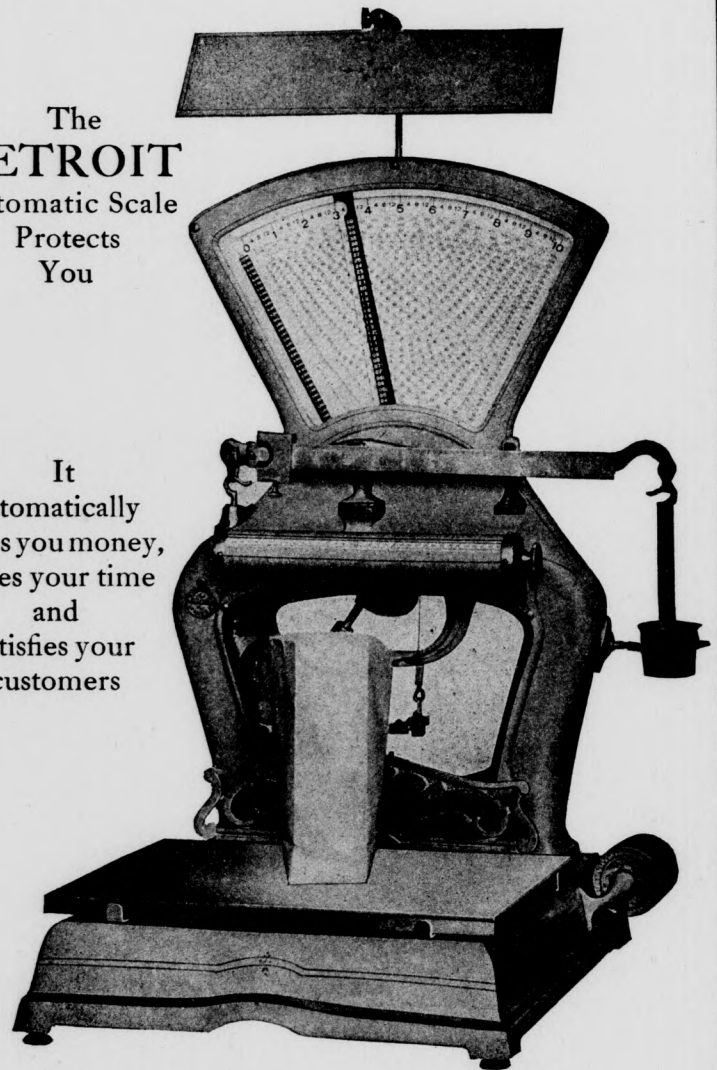
machinery and uses every precaution to protect his business against leakage.

Can you as a business man afford to ignore your banker's method of doing business? Certainly not. You want to make your legitimate profit the same as he does.

You have got to depend on your weighing equipment to insure this profit, but if this equipment is inaccurate you are going to lose out.

The
DETROIT
Automatic Scale
Protects
You

It
automatically
saves you money,
saves your time
and
satisfies your
customers



Why not write us about it—Today

DETROIT AUTOMATIC SCALE CO.
DETROIT, MICHIGAN

Grand Rapids Office: 9 Ionia Street

tive competition which has sprung up usually out of the very capital that was used to buy out the original constituent companies absorbed in the "trust" corporation.

Even the Standard Oil Company, which is the best representative of the monopolistic corporation now in existence, is curbed by conditions which keep its possible rapacity within reasonable bounds. Some of those conditions are natural ones, as in the case of kerosene. It would be impossible for the Standard Oil Company to raise the price of kerosene beyond the point where it offered a cheaper illumination than gas or electric light, and it is equally impossible for it to raise the price for other products beyond the point where their profits make the investment of capital attractive to other financial interests.

To-day the Standard Oil Company has active and sometimes severe competition in many fields, and this is the more remarkable when it is considered that the solution of the transportation problem is even more vital to the concern entering the oil business than is the problem of buying and refining the oil. Anybody can buy oil in its crude state, but it doesn't require much of a brain to figure out that the concern that is able to equip a pipe line to run from the refinery to the oil well is in better shape to buy the oil at the well than is the concern that has to haul it out in tank cars which they must buy themselves, and pay the railways their tariff rates for transporting it to the refinery.

There can be no monopoly of the grocery business by any chain store system, for the reason that the goods in which such stores deal are mostly staples that are universally produced, and mostly by individual farmers, dairymen, etc.

It is said, as an indictment of the chain store system, that chain grocery stores drive out the small dealer. This is not true; the small dealer referred to drives himself out of business by his inability to adjust himself to the merchandising basis of the chain store. He cannot install the economies in the way of buying in bulk, distribution of overhead expense, and elimination of bad debts. His structure is topheavy when compared with the chain store.

It is barely possible that most of the so-called "small dealers" must sooner or later either go out of the grocery business or so modify their lines as to make them much less competitive; but, admitting that the theory of the "survival of the fittest" will hold good in this case, and that the "small dealer," the old-time "corner grocery," is forced out of existence by the overwhelming competition of the chain store, how is the public, or, more properly speaking, the consumer, harmed by this state of affairs?

There is nothing in all this that is not to the distinct advantage of the consumer, for he is getting efficiency and the keenest kind of competition all the time, which guarantees him against paying exorbitant profits to the grocers.

That competition is here to stay.

It is possible that the day of the small independent dealer is drawing to its close, but his passing does not mark the end of competition, by any means.

The chain store grocery business is not in the hands of one set of men, and never will be, in all probability.

In fact, a multiplicity of young chain store companies are daily taking up the burden of the small retailer and fighting for foothold or a neighborhood dominance.

The consumer has the best kind of a guarantee of real, permanent benefit from the development of the chain store business; he cannot be injured by it.

The real fight will not be between the chain stores and the small dealers. It will be between the big chain store systems themselves in their battles for territory, men, or predominance.

This rivalry will keep prices down better than any trade regulation scheme by the Government could do.

Moreover, the natural problem of feeding the people will always present the same obstacles in the way of any scheme for arbitrarily raising prices through monopolistic control of the vehicles of retail distribution.

The moment prices showed more than fair profit, the field would be flooded with rival chain store systems, and, since it would not be possible for any concern to buy up the food supply or otherwise arbitrarily control it, the field would always be

open to the concern that could command the capital to enter it.

No doubt the country will see some great changes in the grocery business during the next few years. The fighting will be severe and in the battle for existence the consumer will benefit.

Moreover, in order to maintain itself, the chain store must show the consumer a saving over any other system. It always has proved true that whatever the chain store saved it gave away to its customers.

Its net profits are decidedly small. As a business proposition its attractiveness lies in the fact that it turns over its investment with great frequency, and, by general efficiency, cuts down the cost of operating any given store to a figure that would be impossible in the case of the individual dealer.

There will always be competition in the grocery business, and the consumer cannot be harmed by it. But the benefit the chain store—by its "pay-as-you-go" policy—does, and will do, is not only in the lower prices at which the consumer will be able to buy his food; it will find its best exemplification in the habits of thrift, carefulness in buying, and freedom from the deadening influences of hopeless debts that throughout all time have been the evil influence in the grocery business as done by the old time "credit grocer." C. F. Adams.

It takes half of life to learn how to live the other half and then we don't practice what we know.

What is it that brings to Grand Rapids home owners from every State to make their furniture selections



?

It's the knowledge that Grand Rapids is the "Furniture Center of the World"—the place where furniture styles are determined. And in that city is "America's Greatest Furniture Store" featuring the Grand Rapids product.

Klingman's have customers in every town in Michigan—in practically every city in the country. And you business men who appreciate worthy furniture, moderately priced, are invited to avail yourselves at any time of our service.

Klingman's Sample Furniture Co., "America's Greatest Furniture Store"

7 Acres Floor Space — — 15,000 Distinct Samples — — A Model Furnished Apartment

THE TRUST COMPANY

Has Many Functions and Offers Many Facilities.

The most obvious function of a trust company—banking—is apt to obscure the many facilities it has to offer the public. A trust company is organized under the laws of the state wherein it is located and is subject to the supervision of the banking department of that state. This supervision is usually very stringent, but it is supplemented by careful scrutiny on the part of the company's board of directors and, in the case of trust companies located in the large financial centers, by the local clearing house association.

Trust companies are organized for profit and issue shares of stock having a specified par value, upon which dividends are paid when earned and declared. As in any corporation, the stockholders are the partners and elect a board of directors to manage the company's affairs, who in turn appoint officers to do the greater part of the actual detail work. Directors are usually men of prominence in the community, representing the various industries and professions.

The trust company does an ordinary banking business, receiving deposits subject to check, etc., but in all cases also has what is known as a trust department; the company acts as fiscal agent for corporations, has a safe deposit department where valuables and securities may be kept, a re-organization department which attends to the details of corporations undergoing financial re-organization or readjustment, a foreign department, a real estate and property management department, etc.

A trained specialist is at the head of each department, so that a person availing himself of the services of a trust company, particularly in the larger cities, can feel that he has employed the best talent that is procurable. With all of these facilities in one organization, the trust company is able to offer its depositors valuable advice in all matters pertaining to finance, investments, real estate, trusts, etc.

Banking.

The purely banking function of the trust company consists of receiving deposits subject to withdrawal by check; issuance and interest-bearing certificates of deposit; domestic and foreign drafts and letters of credit; lending of money on promissory notes which are either secured by deposit of appropriate collateral or endorsed by persons who are known to be financially responsible, etc. Interest may be, or may not be, paid upon deposits subject to check, depending upon the size of the account or the arrangement made when the account is opened. Trust companies in the large cities pay from 2 to 3 per cent. interest, while in smaller centers 3½ or better is often paid. In the large trust companies in financial centers, however, interest is only paid on balances of \$500 or \$1,000 or more.

Aside from the accounts of individuals and business men, trust companies handle the accounts of large

corporations, institutions, municipalities and states, and are depositors for funds of the United States Government and foreign governments. In this manner large sums of money that are not immediately needed by such depositors are available for the requirements of business men. An account with a trust company is an opening wedge for a depositor to secure the confidence and advice of men who are trained in many branches of business which should be of particular value to young men who are just starting a career. Trust companies welcome the accounts of young and ambitious business men, however small the amount may be. A New York City trust company official told me not long ago that the account of one young business man had grown in a few years from a few hundred dollars to over twenty-five thousand dollars. While the account of a few hundred dollars was not carried at a profit, it paid in the long run to accept it, as it soon grew to profitable proportions.

Personal Trusts.

Trust companies are authorized by the laws of many states to act as trustees in various capacities. A trust company can act as trustee or executor under a will, as custodian of securities held in escrow, as guardian of minors, as depository under a court order, as trustee under a deed of trust for minors or incompetents, etc. A man makes a will and appoints his best friend his executor. The friend may have sound judgment, or may not have, but he is in any case not a permanent agent or trustee, and not always available, for he may become incapacitated through illness or otherwise and the estate neglected; or he may die, and the courts be required to appoint an administrator who may be totally unknown to the testator.

An individual executor may be pressed for funds for personal use and be tempted to use the funds of the estate entrusted to him. He may make investments, in perfectly good faith which may turn out badly; this is particularly likely in cases where the trust allows discretionary powers. A trustee should possess integrity, responsibility, sound judgment, a knowledge of the duties to be performed, and be an experienced man of affairs. But, more important than these, he should be in a position to safeguard his trust without hindrance or interruption. This is a physical impossibility in the case of an individual, but it is a possibility in an organization.

A trust company has an organization that has been trained for years—in a rather cold blooded manner, we will say—to deal with matters of this sort. But, if for personal reasons a testator wishes a friend or relative to have an eye over his affairs, and yet prefers that the brunt of the responsibility should be laid upon an organization, he can appoint the trust company as co-trustee along with his friend or relative. This precaution is particularly warranted to relieve a woman executrix of a great deal of routine work of a more or less technical nature, which she could not attend to without legal advice

and, incidentally, without considerable added expenditure. The cost of such trusteeships is fixed by statute in many states, and is a small charge considering the service rendered.

Corporate Trusts.

The trust company acts as fiscal agent for corporations, trustee under a mortgage on real property or pledge of securities, depository for securities of corporations undergoing re-organization, registrar and transfer agent for stocks and bonds, etc. A large part of the work of the great trust companies in financial centers like New York, Boston, Chicago, St. Louis, etc., consists in acting as fiscal agent for railroad, industrial and public utility corporations and for governments, states and municipalities. In this manner the enormous details incidental to the transfer of stocks and bonds and registration of securities are handled by the trust company under one roof, with a minimum of lost motion, rather than by the individual corporations. The amount of labor saved by corporations of whose shares thousands are sold and transferred each day on the stock exchanges, is enormous.

A large and well-known corporation wishes to borrow money to increase its plant or buy new properties; it executes a first mortgage on its entire property for a million dollars, we will say to a trust company which permits the issuance, against the mortgage, of one thousand coupon bonds of a thousand dollars each. The bonds are sold to the public through a firm or firms dealing in such securities. The property thus legally belongs to the trustee for the bondholders until all of the bonds have been paid off. The mortgage will contain certain covenants on the part of the corporation to safeguard the interests of the bondholders, such as: prompt payment of principal and interest when due; payment of taxes and assessments, income taxes and fire insurance premiums; maintenance of property, etc. In default of which covenants, the trustee is empowered to seize the property for the benefit of the bondholders and sell it or operate it, as may be deemed best.

Re-organization.

Take the case of a corporation which must undergo re-organization or financial readjustment of some sort. Previous to the formation of a plan of re-organization, a group of prominent financial men will form a protective committee for the securities in default or in jeopardy and will request the deposit of securities under the provisions of a deposit agreement. The depository is usually a

well known trust company, an officer of which is also appointed to serve on the protective committee. The trust company issues as depository, its certificates of deposit for the securities and these certificates of deposit are usually listed on the stock exchange where the original securities were listed. The certificates of deposit are negotiable and pass by delivery, but are in registered form in many cases.

The trust company will also act as the medium for the issuance of new securities, for the lending of money to the re-organization committee pending the payment of subscriptions or assessments by security holders, for the receiving of subscriptions on new securities and assessments on the old ones. In fact it attends to all details of the re-organization plan after it has been passed upon by a legislative or public service board. In the case of large railroad, industrial or public service corporation, these details involve a mass of routine work which no individual corporation could attend to without impairing its own organization.

The trust company has a great many facilities to offer the individual business man or woman, corporation or firm which the National bank or state bank cannot offer because such services are not provided for in their charters. It is hoped that this article will enlighten the readers of the Tradesman as to what sort of facilities a trust company has to offer that may be of individual interest to them.

Luigi Criscuolo.

New Store Idea.

A "varieteria" store was opened in Ottawa, Kan., recently by J. E. Colby, of the Colby-Shaw Variety store.

Five or six people handle the business, instead of fifteen or twenty under the old plan. Customers are provided with baskets when they enter and as they go through the store they pick out what articles they want. The price of each article is plainly marked. When selections have been made, the customer has his basket checked over and pays the cashier.

According to Mr. Colby, the plan has proven very successful, not only through the lowered cost of operation, but because customers are better pleased and receive quicker service. Several women, it is said, had come to him and declared that it was much easier to secure goods and that it was a saving in time to them.

Business so far has been unusually heavy, and Mr. Colby predicts that it will continue to increase as the public becomes accustomed to the store.

S. A. MORMAN & CO.

35 Pearl St., N. W. Grand Rapids, Mich.

All Kinds of Brick and Builders' Supplies

Lime, Cement and Sewer Pipe and Fuel



NATIONAL GROCER COMPANY
MICHIGAN'S LARGEST WHOLESALE GROCERS

TO SERVE OUR COUNTRY
WE HAVE ENLISTED
IN
THE UNITED STATES FOOD ADMINISTRATION

GENERAL OFFICES AND MILLS **29 W. LARNED ST. DETROIT, MICH.**

BRANCHES

SAGINAW, MICH.	DETROIT, MICH.	LANSING, MICH.	DECATUR, ILL.
BAY CITY, MICH.	GRAND RAPIDS, MICH.	PORT HURON, MICH.	ESCANABA, MICH.
JACKSON, MICH.	TRAVERSE CITY, MICH.	SOUTH BEND, IND.	CADILLAC, MICH.
	SAULT STE. MARIE, MICH.		

NEW SPECIALTIES.

How the Live Merchant Can Develop Trade.

The alert merchant is always on the watch for opportunities to add to his list of staples. Adding to the list of staples consists, simply, in pushing and developing the sale of a new specialty until it comes to be in steady demand. The process is one where personal salesmanship, suggestion to individual customers and displaying, introducing and advertising the goods will, if steadily persisted in, accomplish big results.

New lines are being constantly put upon the market and the merchant who picks the winning line, takes hold of it when it is still comparatively unknown and pushes it locally is pretty sure to find that he has developed the new product to the stage where it is practically as staple as sugar—and that at a time when his more cautious competitors are just getting ready to take hold.

Then, again, the merchant may decide to take on a line that, while it may be old to the trade, he himself has not handled before.

Whichever line of enterprise he adopts, the same methods to a large extent hold good.

For instance, in one small city there are several druggists who are attempting to handle cameras and photographic supplies. One of these druggists has a large and profitable business in this line. He started ten years ago on a small scale, but he took time to study out the problems of the business. To-day he knows just what his customers want in the way of supplies, keeps his stock clean and up-to-date, and if the customer has any problem of exposure or developing or printing, the druggist is able to answer his questions intelligently and give him a real, helpful service. If he develops films, he has them done within the time specified and does the work well. He handles the business in a thoroughly business-like way.

A competing druggist, attracted by this man's success, also undertook to stock photographic goods. He started with a fairly good line, but eventually reached a stage where he was carrying a stock of odds and ends—papers purchased from one house, an inadequate stock of films and plates of a good many different varieties, and a few cameras that never seemed to be in demand. He neither took time to study the local demand, nor time to intelligently size up the lines offered him. It was merely the old, old story of a merchant undertaking to handle a line which he didn't understand and in which he felt no real interest for the sheer sake of the "money there is in it." He hasn't made money at it, either.

A line which some merchants find profitable—particularly grocers and general merchants in small places—is that of summer drinks. This is a good line, with a good margin of profit, but it calls for intelligent handling. You can't make a success of it by just laying in a stock and waiting for the goods to sell themselves.

The heedless merchant listens to the traveling salesman, says, "Here's a line that's sure to make a big profit. I'll try it." Then he tries it—by putting in a poorly selected stock and maybe putting in a show card with a list of summer drinks. That may bring a little business, but precious little.

The wide-awake merchant before trying out the line at all, sizes up his community. Is there a prospect of developing a good business in that line? If so, what goods are likely to "catch on?" He may be merely guessing in his answers to these questions, but that is better than going it blind. Having stocked what he thinks will sell, he displays the goods prominently, puts in an attractive window display, keeps the main stock in a refrigerator or in a cool corner of the basement, and seizes every opportunity to recommend the line to individual customers.

In handling a new line, good service is important. A grocer recently had a call for a well known mineral water. He did not carry it, but offered another line. "No," said the customer, "if I wanted something else I'd ask for it; but I use this regularly." Here was a chance to reach out for steady business. The grocer, however, did not even offer to stock the goods or even order an emergency supply. An alert competitor, next approached by this customer, did not have the goods in stock, "but we'll get it and get it up to your house by the next delivery," added the salesman. He made nothing on the first order, but he secured a repeat business and a regular customer who buys other things as well. This is how good service helps.

A general merchant some time ago tentatively stocked a new line of maple products. The trial order for one case was merely an experiment. On a Saturday they opened the case. Instead, however, of waiting for customers to ask for the goods, he displayed them prominently in the store and the salespeople made a point of calling the attention of practically every customer to this new line. Before 2 o'clock in the afternoon the entire case was sold out. This was followed by a fairly steady repeat sale, the firm finding it necessary to re-order regularly. This firm has introduced new goods also by sending salespeople out for orders, equipped with pocket samples.

A considerable farm trade took on a new brand of poultry food. The merchant had convinced himself by careful enquiry that the line was a good one. He put on a good display in the store which attracted numerous enquiries; but the cautious farmers seemed reluctant to buy. "Take some home and give me half the increased number of eggs during the month and I won't charge you a cent for the stuff," said the merchant. The novel argument convinced most of the doubters; they paid their cash and took the new line, which proved to be a good and steady seller.

An important point in introducing any specialty is to play it up prominently. Thus, a new sauce or jam

should be given a fair share of window display, and, between times, should be put in a prominent place on the counter. One merchant who has been very successful in introducing specialties has adopted the expedient of entrusting each specialty to an individual clerk. It is this clerk's business to bring the specialty to the attention of every customer he waits upon. The clerk first posts himself thoroughly regarding the specialty; very often he rehearses his selling talk on his fellow salespeople who bombard him with questions which he must learn to answer. Then, knowing his goods thoroughly, day in and day out for a week he goes on introducing the new line.

In most cases he does not effect a sale, at least in the first instance. Some customers have already tried the specialty and like it. A few don't like it, after a trial. In that event, he finds out the trouble, and is often able to point out how it can be met. In a good proportion of cases he makes straight sales, and thereby starts new business for the store.

In this connection, it is worth while to bear in mind that it isn't enough to just make sales. It pays to follow the goods up to a certain extent and find out how customers like them. As has been shown, trouble and dissatisfaction may be explained away; on the other hand, a satisfied customer is a good advertisement. When, a little later, the salesman is suggesting a new meat sauce to Mrs. Brown, he can urge, with perfect good faith and honesty, "Mrs. Smith tried this the other day and she is greatly pleased with it."

An important point is that the process of suggestion does not need to be kept up indefinitely. The merchant gradually develops his specialty to the point where a definite, steady demand is created. After that point is reached, the goods will pretty well sell themselves. The specialty has ceased to be a specialty and become a staple.

Of course, much depends on the goods themselves. New lines are not always meritorious or successful. Nevertheless, the standard of food products is steadily rising and there is to-day less risk of the merchant "putting his money on the wrong horse" than ever before. Nevertheless, one merchant who has made a practice of picking winners in the specialty line invariably tries out the goods on his own table before putting them largely in stock. He can thus give them his personal recommendation; or, if they seem (which is rarely the case) lacking in merit, he is saved from making poor investments.

A striking feature of the grocery business in recent years is the number of specialties which have come into steady use until now they are as staple as sugar. Men now living can remember when bananas were imported and sold in tinfoil as so much each; to-day they are the great American fruit. Peanut butter, introduced at a comparatively recent date, is now in regular use on many tables. The number of manufactured, patent-

ed or trade-marked foodstuffs unknown a few years ago which now sell by the hundreds of thousands of packages indicate the possibilities awaiting the merchant who keeps his eye open for promising new lines and joins the manufacturer in pushing them.

Victor Lauriston.

Believes Weather Bureau Should Be Treated Seriously.

Grand Rapids, Nov. 20—I note your comment in the Michigan Tradesman of Nov. 14 on the work of the Weather Bureau in general and my work in particular.

I am going to write you freely in this connection and feel sure you know me well enough to understand that there is no rancor in the remarks that follow.

Humor and good nature, as we all know, are the saving pinch of salt which prolong life and make business easy and pleasant. It seems to me, however, that the newspapers, especially the better ones, should inaugurate a new method of handling the "weather man" and his work. My profession is not only a very useful one, but one which is serious and of which I am proud. The relationship of the Weather Bureau to business—and, in fact, to every phase of human endeavor—is important and in many cases vital, but it seems to be the fashion to treat the Weather Bureau and its activities with more or less levity.

Statistically, our success expressed in percentages is greater than in many other professions, where the elements of diagnosis and resultant prognostication are involved.

It is rather a far cry, I will admit, but there might possibly be as much sense in ridiculing, joshing or treating lightly in some way every doctor when a death occurs among his patients or every lawyer when he loses a direct issue law suit, to say nothing of the treatment which might be accorded to the 90 odd per cent. of business failures that occur.

Referring directly to your mention of my work, it seems to me that it would have been more worth while to use the statistics furnished by the Weather Bureau, which develop that the past October was the coldest in Michigan for over forty years; that it had more rainy days and more cloudiness than has ever before been recorded; that the possibility for more Indian summer is not really over until December 1 is reached. Indian summer periods may occur any time between the middle of September and the first of December.

I might also add that the nature of my business makes it absolutely necessary for me to herald my opinions as to coming weather conditions from the very house tops. I wonder how men in other professions would measure up if they had to herald their business or professional forecast for the coming thirty-six hours to the world, so that the world could know at the end of that time just how successful or unsuccessful they were.

On the other hand, I want you to know that I appreciate that the Weather Bureau is a public servant, paid by the public, endeavoring to do its best for the public, and if the public feels like poking fun at its servants, it may have the right to do so, but it does not appeal to me, as one of those public servants, as a thoroughly dignified procedure.

C. F. Schneider, Meteorologist.

A Small Service—But It Helped Sales.

"All nuts bought of this store by December 18 cracked free." This offer by a grocer in a large city brings him a heavy trade in nuts for holiday use, and best of all it comes before his rush has started.

Moseley Brothers

Grand Rapids, Michigan

Commenced business in 1876. Own their Grounds, Warehouses, Stables, Railroad Tracks and Offices.

On the block bounded by Pleasant street, Hilton avenue, Grant street and Railroads, S. W. They own a thousand feet Railroad trackage on their own grounds

Have the best Railroad Warehouse facilities in the city.

Own and operate a Line of Refrigerator Cars, the only Line of Private Refrigerator Cars owned and operated by Grand Rapids firm, loaded only by them, which are carrying Produce and Fruits to all parts of the United States and advertising Grand Rapids and Michigan Products.

Moseley Brothers are in Business to Buy and Sell Farm Products.

Will Buy or will Sell you

**Beans, Seeds, Potatoes, Fruits and
Farm Produce**



Moseley Brothers

Offices on Pleasant Street, S. W.
Both Telephones No. 1217

Grand Rapids, Mich.

THE BOOKBINDING BUSINESS.

Three-Quarters of a Century Old In Grand Rapids.

Like a strain of music written in a minor key or like the feeling which comes to us at times on a quiet evening in autumn, comes the realization that we have reached the top of life's hill and have started on the road which leads ever downward toward the Valley.

This realization comes to most business men to-day, as a shock. Business life is so strenuous of late years that, in the daily and weekly grind, we overlook the fact that the years are swiftly fading away into that tremendous background of "the past," until some fine day we suddenly realize that we are on the other side of the hill.

A feeling not wholly free from sadness came to me when, a short time back, friend Stowe of the Tradesman, called to my mind that I was "the old man" among the employing bookbinders of Grand Rapids and suggested that I write a sketch of the craft as connected with this city.

While disavowing the general appellation of "old man," still as connected with my life's work, I must needs "wear the cap" and so, as I have had time during the few months past, I have gathered together the following history which, while following more especially the craft of book binding, I have found it hard to keep from mentioning different kindred lines of trade such as printing, book stores, etc.

In the year 1854 John C. Wenham with his wife moved to this city from Cleveland, Ohio, and during that year started the first bookbindery of which I have been able to get any trace, locating on one of the upper floors of a building three or four doors west of the present Herkner jewelry establishment. Mr. Wenham must have continued in business some three or four years, as we find him in the hat, cap and fur trade either in the late fifties or the early sixties.

He taught his craft of bookbinding to at least two Grand Rapids boys, Julian Wheeler and Alfred Currier, both now dead.

Mr. Wheeler did not follow the business he had learned. Mr. Currier however, about the year 1869 or 1870, with Theodore Putnam, started a book store in the small store at the Northwest corner of the Arcade and Pearl street, afterward moving into the Leonard building on Monroe avenue, about where is located to-day the Houseman & Jones Clothing Co.

Above the store they started a bookbindery in charge of Mr. Currier and continued in business about eight years. Mr. Putnam is still living in this city, having been one of the members of the Putnam Candy Co., now the National Candy Co.

As a matter of history, as told to me by George Nelson, who still lives in this city, in July, 1866, a book-store was started by the firm of Nelson & Eaton in a store on Pearl street, next to the Northeast corner of Pearl and old Canal streets, they having purchased the business from a

George P. Barnard, who had been preceded by a Mr. Howe.

Mr. Eaton left the firm of Nelson & Eaton in 1870, the business being continued as Nelson Brothers, the firm moving in February, 1874, to the corner store in the Morton House, corner of Monroe and Ionia, and in 1880 again moving into the old Luce block, where the Herpolsheimer building now stands. Their business here gradually changed into wall paper and in 1892 was sold to the Heystek & Canfield Co.

About the year 1861, Henry M. Hinsdill with his brother and under the firm name of Hinsdill Brothers, started a bookstore in the Lyon block, on the East side of old Canal street, somewhere between Pearl and Lyon streets, later moving into the large store at the Southeast corner of

as foreman until the early part of 1873, when he started in business for himself.

During Mr. Chilver's foremanship was perfected and patented the Hinsdill scratch book. An extensive business was built up in this article which extended over the entire country. Mr. Hinsdill went out of business about 1880.

The Eaton & Lyon bookstore continued business at the Southeast corner until about 1876 and while here they put in what I believe was the first general stock of flat and ledger papers used by printers and bookbinders ever brought to this city, this branch being in charge of Will Utley, still living in Chicago, and afterwards in charge of A. C. Horton, still living in this city. The firm moved their store about 1876 into the Botsford

of the old plant. A. J. Dygert, or as he was best known by his many friends, "Jack" Dygert, was an ardent sportsman and many animated discussions took place in the old shop as to whether the 10 gauge, or the 12 gauge breech loader was the better gun, or whether the proper charge in shooting wild ducks should be $3\frac{1}{4}$ or $3\frac{1}{2}$ drachms of powder, or $1\frac{1}{8}$ or $1\frac{1}{4}$ ounces of shot, or possibly talking over and preparing for one of the many trap shoots, at which in those days were used the real wild live pigeons which are nearly extinct to-day, but which then were shipped from such points as Shelby, Traverse City, Petoskey, etc., where millions of these birds congregated in "gigantic" roosts. Such old time hunters as Lon Hascall, George Decker, Jim Glenn, Mart Boorhem, Charles Parker, George Baars, Jim Buff, Sandy Thomson—yes, and our distinguished citizen of to-day, Charles B. Kelsey—and other lovers of the rod and gun, took part in these palavers. Business? No, it was not good business and would not, nay could not be tolerated in the close competition in trade to-day, but it was mighty interesting to a growing boy, and the memory of the old shop would not be as dear with those "meets" cut out.

Space forbids a general description of the bindery which, in fact, would be more interesting to myself than to my readers, but the room comes back to me very clearly, with its different machines and their exact location, many of which would be antiquated to-day. Even the smell comes down through the years—the smell of leather and paste and printer's ink and occasionally a kettle of glue sitting on the big box stove in the corner, burned dry. Any person who has encountered the "ethereal" fragrance of an old glue kettle burned dry will never mistake the aroma when it again assails his nostrils, even though years "may stretch their weary length" between the sniffs.

Mr. Dygert's family included four sons, all of whom followed different branches of the bookbinding trade. The business continued until 1875 or 1876, when Mr. Dygert sold his interest in the business to Eber Rice, the printer, and with his family moved to the Pacific coast.

The business here continued under the name of Dygert, Buff & Rice, Isaac Dygert, the printer, still being one of the firm, with James Buff at the head of the bindery. The plant was moved to the Southwest corner of Canal and Huron streets and later to old No. 2 Pearl street, between Canal street and the river; about 1880 Mr. Rice and Mr. Buff sold their interests to Mr. Dygert, who continued the printing end of the business until his death, some years later, selling the bookbindery to Tom Ellis, who carried on the bindery for a time on Pearl street, afterwards moving back to Lyon street, somewhere near the original location of the Dygert bindery. Mr. Ellis dying, the bulk of the plant was bought by A. J. Tucker, and J. W. Hannen, Mr. Hannen soon retiring and Mr. Tucker continuing until very recently, when the plant



John B. Barlow.

Canal and Lyon streets, now occupied by the Giant Clothing Co. The Hinsdills continued at this point until August, 1870, when they sold out to the firm of Eaton & Lyon—Charles W. Eaton, before mentioned as partner with the Nelson people and Charles D. Lyon, both now dead. Henry M. Hinsdill started a stationery store during the fall of 1870 at the Northwest corner of Canal and Lyon streets, where the new Commercial Bank building now stands.

Mr. Hinsdill started a bookbindery above the store, with A. J. Dygert, who had moved to this city from Detroit, as foreman. Mr. Dygert did not remain long with the firm and in his place came a person long and favorably known as a resident and a bookbinder in this city, Joseph Chilver, who continued with Mr. Hinsdill

block, on Monroe, about where the Boston Store is to-day, and after several changes in ownership and location is continued to-day as Higgins Book Store. The old store on Canal street will be remembered by older citizens as probably the best appointed bookstore ever in this city.

It must have been about the year 1870 when A. J. Dygert started a bookbindery and afterwards, together with his brother, I. S. Dygert, a printer, carried on what was in those days a very considerable business in printing and bookbinding, being located at the Northwest corner of Lyon street and old Kent street, now Bond avenue.

About the year 1872 the writer of this article began his apprenticeship in this old Dygert bindery and I have very clear and happy remembrances



Bel-Car-Mo Peanut Butter

The Delicious "Bread
Spread" that is
Going Big

*Extensive Advertising
Campaign Just Starting.
Bel-Car-Mo is Popular
and Profits are Good---
Come in, the water's fine*

Uncle Sam Says:

"Ten cents worth of Peanut Butter is equal to twelve eggs in food value. Ten cents worth of Peanut Butter will purchase more than twice the Protein and six times the Energy that could be bought for the same expenditure for Porterhouse Steak." This information was taken from United States Government reports, Bulletin No. 332.

Retail Price:

2 lb. Pail 50c

5 lb. Pail \$1.25

Your Price:

2 lb. Pails - 1 doz. Cases - \$4.40 per dozen = \$1.60 Profit

5 lb. Pails - 1/2 doz. Cases - \$5.25 per case = \$2.25 Profit

Order from your Jobber

Bel-Car-Mo Nut Butter Co. Grand Rapids, Mich.

was discontinued, the remaining tools and machines being sold to different plants around town.

Joseph Chilver began business for himself early in 1873 under the firm name of J. Chilver & Co. and located in upper rooms of a building opposite Friedrich's music store, where he continued until 1882, then moving to the second floor above the Eaton & Lyon bookstore, on Monroe street. In 1889 he again moved his plant to the fifth floor of the Blodgett building, on Ottawa street, just back of the present Herpolzheimer building. Shortly after this Mr. Chilver died, the business continuing in the Blodgett building until 1896 when it was moved into the William Alden Smith building on Ionia avenue, remaining there until 1901, when the plant was again moved to the old Eagle building, on Lyon street, remaining there until 1906 when it was moved to its present location, 245-247 Pearl street, second floor, the business being owned and run to-day by the Powers & Tyson Printing Co.

Barlow Brothers, of whom the writer of this article has been manager since its start, began business February 20, 1877, in two small rooms on lower Lyon street and back of the then Daily Democrat, a newspaper edited by M. H. Clark who died several years ago. The bindery was at that time a small affair, it had been the property of Mr. Levi Stanton, who at that time was proprietor of the Stanton Printing Company, and a George Burr. The Barlows only stayed at the foot of Lyon street a month, when they moved to the third floor of the Ledyard building, on Ottawa avenue, remaining there until about 1880, when they moved to the ground floor of the same building, at 101 Ottawa avenue. It was during their stay in this location that they bought the paper box business owned by Frost & Andrews, and continued this box business, besides the bookbindery, until the year 1887, when they sold this branch to W. W. Huelster and it is running to-day as the Grand Rapids Paper Box Co.

In 1884 was invented the Barlow manifold shipping blank, which developed later into a large business, the blanks being sold up to the present time in nearly every state in the Union.

The business had been moved during these years into the ground floor and basement of the Houseman building, where the Roseberry & Henry electric plant is to-day, and from there a move was made to lower Pearl street, near the river, in the building now occupied by the Tisch-Hine Co. and in October, 1900, they moved back to the fifth floor of the Weatherly & Pulte building, to-day the dining rooms of the Association of Commerce. Their latest move was made in January, 1913, into their present quarters, the fifth floor of the Campau building, at 59-63 Market avenue, the business being owned and run to-day by the two brothers, J. B., and W. H. Barlow. The late Heman G. Barlow, was a partner in the concern from its start up to about three

years ago, when he sold his interest to J. E. Barlow.

I mentioned the Tisch-Hine Co. This business started as the Edwards-Hine Co., March 8, 1904, at 8 Lyon street, and in 1906 moved to 5 and 7 Pearl street, taking up three floors at that point.

In September, 1908, the Edwards-Hine Co. was succeeded by the Tisch-Hine Co., which are still running the bindery in connection with its general stationery business on Pearl street, and the Proudfit Loose Leaf Co., this company beginning at 8 Lyon street. In 1909 it increased its space by taking in the second floor of 10 Lyon street and in September, 1912, moved their plant to its present location, 12 to 18 Prescott street.

John E. L. Miller ran a bookbindery for a few years at 841 Bates street, and on his death, about a year ago, the bindery was bought and continued by James Delnaay.

N. L. Rodenhouse started a bindery during the fall of 1911 and continues it to-day at 308 Monroe avenue.

I have given in the foregoing article, as well as I have been able to trace, the list of plants known as book binders, but there are other plants run in connection with printing concerns, of which I mention the Dean-Hicks bindery, a large plant run in connection with their business of printing and book making, at the corner of Ellsworth avenue and Williams street. The Dean-Hicks Co. was organized in 1889, but the bindery part of their business was not started until about the years 1896-7, while the

HART BRAND

Canned

Fruits and Vegetables

Pears, Plums, Peaches, Cherries, Strawberries, Blackberries, Red Raspberries, Black Raspberries, Peas, Corn, Pumpkin, Succotash, String Beans, Green Lima Beans.

We wish, particularly, to call your attention to the extra fine quality of our Hart Brand Pork and Beans with pure Tomato Sauce and our Hart Brand Red Kidney Beans.

Our products are packed at five different plants in Michigan in the finest fruit and vegetable belts in America, grown on lands close to various plants, packed fresh from fields and orchards under highest sanitary conditions.

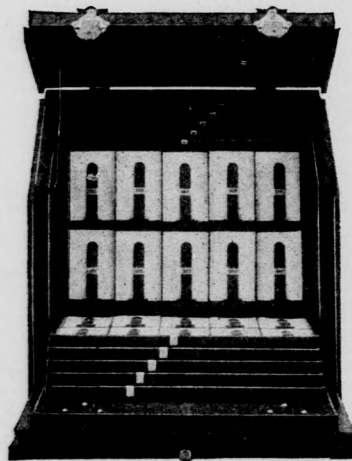
Every can absolutely pure and guaranteed. Write for descriptive booklet. Be sure the Red Heart is on every can you purchase.

W. R. Roach & Company

Hart, Michigan

Judson Grocer Company, Distributors for Grand Rapids and vicinity

DETROIT, MICH. **McGRAW ACCOUNT REGISTER COMPANY** DETROIT, MICH.



McGraw Fire-Proof Account Register.

Holds 200 Accounts

Price \$95.00

Special Half Price
30-Day Advertising Offer
\$95.00 for \$47.50

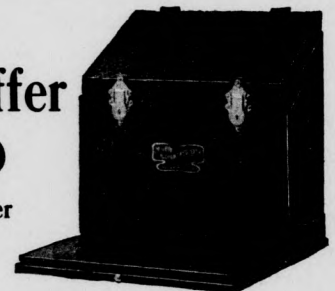
Saves the time and cost of a bookkeeper

A Beautiful Store Fixture. Will last a business lifetime.

"I have had your Register one month today in use and I have checked up my month's business in 5 minutes, where last month it took me a whole day. My work is finished at night when I lock the store. The old way I worked nights and Sundays to keep up what I now do at every charge. I remain yours."—C. E. JARVIS, General Merchandise, West Sound, Wash.

"Gentlemen:—Your 200 Fireproof Account Register just arrived. Please ship us two more." Yours truly, BEEMER & CARLTON, General Merchandise, Orion, Mich.

"Enclosed find P. O. M. O. to pay our last installment on our Register. We want to say it pays for itself every 60 days. We could not do without it at any price now."—T. W. BUGG & SON, General Merchandise & Drugs, Barling, Ark.



Protect Your Accounts Against Fire

The McGraw Steel Clad Fire Proof Register is filled with 4 ply Air Cell Asbestos, securely fastened and flanged between two steel walls. Asbestos is indestructible by fire and the air cells prevent the heat from penetrating. It is not merely a "makeshift" of so called Fire Protection, but real protection against fire. It takes 10 seconds to lock Register, and if your store burns "which might happen any night," your accounts will be safe and sound. An Account Register that does not protect against fire is dangerous and worse than nothing. Just think for one moment what it would mean to wake up in the morning and find your accounts burned! You would lose hundreds of Dollars.

OUR GUARANTEE

The McGraw Account Register is sent out on a 30-day actual use test, under a positive guarantee to be the best method ever devised for keeping accounts.

Try it out side by side with any other make, regardless of price, and if we do not make good, return at our expense.

Could an Offer be More Fair?

Try It Out Sign and Mail the Order Blank today. You can not lose. We take all the risk. Use it 30 days. **FREE**

McGRAW ACCOUNT REGISTER CO., Detroit, Mich.

Ship as soon as possible, f. o. b. Detroit, One McGraw Account Register, at \$47.50, 200 account capacity.

To be returned at your expense within 30 days from arrival at my Station if I do not consider it Fire-proof and the very best on the market for keeping accounts. Otherwise I will keep the Register and pay for it in six easy monthly payments of \$7.95 each.

Signed

Town State

company occupied floors in the William Alden Smith block on Ionia street. The bindery was first started to take care of pamphlet work, but later the plant was added to, during the years the company occupied space in the Houseman building at corner of Lyon and Ottawa, until at present the bindery is a well appointed plant in all lines. The bindery has been under the direction of George H. Miller since its beginning.

The Cargill Company, at Wealthy and Commerce; the James Bayne Co., at 964 Front street; the White Printing Co., at 136-140 Division; Dickinson Bros., at 144-146 Division; and the Tradesman Company at the corner of Ionia and Louis, all have binderies connected with their printing establishments to take care of their individual lines of pamphlet and catalogue work.

As I look back over the list of fellow craftsmen, I ask myself, what have all these different people gained for the years of toil put into their work? Many have taken their last trip across the dark river and none of these have gained either great riches or great fame, but every one has left a clean record and a wholesome memory. We who still work on, let us remember that "All service is the same with God—with God, whose puppets, best and worst, are we. There is no last or first." We all may work in such fashion that some brother scribe may say of us some later day, there was an honest worker and a gentleman.

John B. Barlow.

BANKRUPTCY MATTERS.

Proceedings in the Western District of Michigan.

Grand Rapids, Nov. 13—Herbert A. Porter, doing business as the Motor Sales Co., of this city, has filed a voluntary petition in bankruptcy. Adjudication has been made and the matter referred to Referee Corwin. The first meeting of creditors has been called for Nov. 26. The schedules of the bankrupt show liabilities amounting to \$6,991.47 and assets amounting to \$631.94, of which \$131.94 are debts due on open accounts. Following is a list of the creditors of said bankrupt:

Preferred Creditors.	
Casey Krottje, Grand Rapids	\$ 3.00
Secured Creditors.	
City Trust & Savings Bank, Grand Rapids	\$ 70.00
Unsecured Creditors.	
Allen & Dorthy, Grand Rapids	\$ 7.00
Auto Tire & Vulcanizing Co., Grand Rapids	41.99
Association of Commerce, Grand Rapids	20.00
Bixby Office Supply Co., Grand Rapids	7.68
M. R. Bissell, Jr., Grand Rapids	400.00
Mrs. M. R. Bissell, Sr., Grand Rapids	100.00
J. B. Conger, New Era	1,715.25
P. Burden, Traverse City	100.00
J. B. Conger & Son, New Era	100.00
Coral Auto Co., Coral	100.00
Champion Oil Co., Grand Rapids	10.00
Cable Piano Co., Grand Rapids	31.20
L. E. Colgrove, Grand Rapids	7.70
J. S. Crosby & Co., Grand Rapids	2.90
Dickinson-Drueke Co., Grand Rapids	2.90
Drs. Dodson & Hildreth, Grand Rapids	54.50
Eagle Chemical Co., Milwaukee	10.00
Firestone Tire & Rubber Co., Grand Rapids	32.30
G. R. Forging & Iron Co., Grand Rapids	7.00
Grand Rapids Press, Grand Rapids	281.35
B. F. Goodrich Tire Co., Grand Rapids	25.51
G. R. Oil Co., Grand Rapids	11.48
J. C. Herd, Nashville	100.00
F. E. Hathaway, Muskegon	75.00
F. A. Hout, Cheboygan	68.00
Dr. C. P. Hildreth, Grand Rapids	148.00
Heystek & Canfield, Grand Rapids	5.35
C. S. Holt, Grand Rapids	11.50
Hilding & Hilding, Grand Rapids	4.00
Hamilton-Quigley Pub. Agency, Grand Rapids	65.00
H. H. Jordon, Grand Rapids	250.00
Dr. Jennings, Grand Rapids	11.50
J. Kos & Company, Grand Rapids	18.56

Kent State Bank, Grand Rapids	66.00
Lee Tire & Supply Co., Grand Rapids	622.04
Sidney La Barge, Grand Rapids	77.51
J. B. Moorman, Grand Rapids	20.00
New Era Association, Grand Rapids	64.00
Postal Telegraph Co., Grand Rapids	2.44
J. D. Porter, Detroit	298.00
Paige-Detroit Motor Car Co., Detroit	228.00
J. C. Rappaport, Grand Rapids	29.00
Mrs. Wesley Skinner, Grand Rapids	636.00
Scarborough Motor Guide Co., Indianapolis	5.00
Skinner's Garage, Hastings	100.00
Suburban Fuel & Ice Co., Grandville	33.74
Standard Oil Company, Grand Rapids	5.00
Sherwood Hall & Co., Grand Rapids	23.72
R. E. Sproat, Grand Rapids	40.00
The Stern Company, Grand Rapids	10.00
Torgna Bros., Grand Rapids	8.75
Valley City Ice & Coal Co., Grand Rapids	24.00
Western Mich. Paige Co., Grand Rapids	636.91
G. R. Walbrecht, Central Lake	100.00
Vacuum Oil Company, Chicago	21.84
Wurzberg Dry Goods Co., Grand Rapids	21.25
Unital School of Physical Culture, Chicago	22.50

The Shifting Sands Sanitarium, of Muskegon, has filed a voluntary petition in bankruptcy. Adjudication has been made and the matter referred to Referee Corwin. No meeting of creditors has as yet been called. The schedules of the bankrupt concern show liabilities amounting to \$21,621.53 and assets amounting to \$40,340, of which \$40,000 is the estimated worth of the land and buildings of the Sanitarium. Following is a list of the creditors:

Preferred Creditors.	
Taxes	Amt. Unknown
Frederick E. Marshall	\$200.00
Secured Creditors.	
Dr. Ellsworth Goldthorp, Chicago	\$2,400.00
Geo. H. Barker, Pittsford, N. Y.	500.00
First State Savings Bank, Muskegon Heights	450.00
Clarissa M. Austin, Williamson, N. Y.	1,800.00
Mary Hanson, Chicago	1,400.00
David L. Barker	1,000.00
Jos. Garrety, Chicago	400.00
A. K. Maynard, Chicago	400.00
Rose N. Louer, Chicago	2,100.00
Alvira Fluke, Unknown	300.00
Frederick E. Marshall, Twin Lake	3,200.00
L. C. Austin, Williamson, N. Y.	2,000.00
Gehl Bros., West Bend, Wis.	148.00
Albert Anderson, Montague	150.00

Unsecured Creditors.	
Geo. Pitcher, Twin Lake	650.00
Alle Tunk, Muskegon	143.00
Pelon's Market, Muskegon	140.00
Leahy Company, Muskegon	54.00
C. H. Panyard & Co., Muskegon	77.00
Deeters Market, Chicago	80.00
Marie DeBlshee	700.00
Acme Brick Co.	178.00
Beatrice M. Farquhar	1,050.00
L. G. Sloat, Chicago	2,101.53

In the matter of James Vanden Berg, bankrupt, Big Rapids, the final meeting of creditors has been held. The trustee's final report and account, showing total receipts of \$1,465.10 and disbursements of \$611.10, leaving a balance on hand of \$854 and an interest item of \$5.42 added, making a total balance of \$859.42, was approved and allowed. Certain administration expenses were ordered paid and a final dividend of 46 8-10 per cent.

In the matter of Bethiah Williams, bankrupt, Big Rapids, the final meeting of creditors has been held. The trustee's report and account was approved and allowed, and a final dividend of 13 4-10 per cent. was declared and ordered paid.

In the matter of Leon D. Wilson, bankrupt, Harbor Springs, a sale of the stock in trade and fixtures was held to-day. The merchandise was appraised at \$1,309.49, the fixtures at \$486.25 and the accounts receivable at \$250. The merchandise and fixtures, excepting those on title contract, were sold to Adams & Company, of Harbor Springs, for \$1,200.

A Splendid Bargain.

The clerk was up to his ears in parasols. He was a good salesman, had a rare command of language, and knew how to expatiate on the best points of the goods he sold. As he picked up a parasol from a lot on the counter and opened it he struck an attitude of admiration and said:

"Now, there! Look at that silk! Isn't it lovely? Particularly observe the quality, the finish, the general effect. Feel it. Pass your hand over it. No nonsense about this parasol, is there?"

"No," said the lady, "it has worn well. That is my old one. I just laid it down here."

HAUSER-OWEN-AMES COMPANY
BUILDING CONTRACTORS
GRAND RAPIDS, MICH.

PEANUT BUTTER.

Rapid Growth of a Most Remarkable Industry.

The peanut is generally conceded to have originated in Brazil, whence it was introduced into Europe shortly after the discovery of South America and whence it has been carried by man to nearly all warm climates throughout the world. It is said that peanuts were introduced to the United States by negroes imported from African slavery. Since the Civil War, peanuts have been an important agricultural crop in the South, especially from Virginia to Texas. In Tennessee the peanut is known locally as "goober-pindar" or "ground-pea." From 25 to 50 per cent. of oil may be expressed from the shelled nuts, and this, if carefully prepared, is useful for cooking and in the arts. The "cake" which is left after the oil has been expressed makes an excellent food for cattle and is used as such to a great extent in some localities.

Peanuts are important from the standpoint of human food available from an acre for the reason that, besides being available as a catch crop in corn, they are gaining favor as a staple crop in the sandy lands of the cotton states, especially where the cotton-boll weevil is troublesome. In many sections alternate rows of corn and peanuts give good results, particularly on semiarid lands. In the Southeastern states, from Virginia to Florida, peanuts have long been recognized as one of the chief crops for hog raising. The acreage for this and other purposes has increased greatly as hog raising has been introduced in the coastal-plain sections of the Southeast.

The demand for peanuts has widened greatly as a result of new methods and the product now enters into two important avenues of commerce—(1) in the form of cake or meal, after the oil is extracted, as a valuable food for live stock, and (2) as a source of valuable fat for use for cooking and other purposes. A larger acreage of this crop is to be encouraged as a means of increasing the amount of pork products in the Southern States and to meet the demand for peanuts for the manufacture of peanut butter and for use in confectioneries. Recent experiments at the Texas experiment station demonstrate methods of feeding peanut meal or peanut cake to avoid the soft flesh in pork which ordinarily results from feeding the raw product. In addition to the nuts the hay is in great demand and it has a feeding value similar to that of alfalfa.

At the first anniversary of your wonderful paper, peanuts were only thought of in connection with circuses, fairs and carnivals. To-day peanuts are an established article of consumption. Last year the crop harvested in the United States amounted to over 40,000,000 bushels and was worth over \$50,000,000, and with the high prices of to-day, no one can tell what the crop this year will sell for.

Going back to the subject of peanut butter, it may be of interest to yourself and readers to know that this product was first invented by the Seventh Day Adventists, which people are vegetar-

ians. They found that butter made from peanuts was very nutritious and began manufacturing this product in a small way and sold it exclusively among their own people. The demand for this product gradually increased, as other people who were not vegetarians began to find out that it was a very palatable food and very nourishing. It seems that the Adventists did not commercialize their product. They left this for other people to do.

Until within the last few years peanut butter has only been thought of as a delicacy and was used in connection with picnic, afternoon teas, etc. To-day you will find it in nearly every home, and where people cannot afford cow's butter or oleomargarine it is used exclusively. It is also preferred to animal fats by some people of unlimited means.



L. P. Hadden.

For the benefit of those who are not really familiar with exactly what peanut butter is, it would be well to state, that peanut butter in reality is roasted peanuts, thoroughly masticated, with the proper amount of salt added. Only No. 1 Spanish and Virginia peanuts, the choicest grown, are used, and the two kinds are carefully blended for the finest flavor. After the peanuts have been carefully selected, they are roasted properly. Then the skins, defective kernels, the little bitter hearts and grit are removed. This process is called blanching. The peanuts are then placed into a large machine, where they are crushed and seasoned. The finished butter is poured directly into jars, cans or pails and is then sealed up immediately.

The process of making peanut butter is entirely mechanical. The peanuts are not touched by human hands once

during the process of manufacture.

Peanuts contain plenty of natural oil which is nourishing to the human system, but it is only possible to obtain this oil by crushing the peanuts in properly constructed machines. It is almost impossible for the human teeth to masticate peanuts sufficiently to make them ready for digestion, which accounts for the reason that professional men suggest the use of peanut butter in preference to roasted peanuts.

Although the peanut butter business is practically in its infancy, the annual sales at the present time run into millions of dollars, and it has been predicted by reputable men that in time to come peanut butter will share first place with cow's butter in human consumption.

The acreage planted to peanuts is rapidly increasing. Two years ago it was

of peanuts every year, regardless of the continual increase in acreage.

We have the natural resources in Michigan, in the way of soil and climate to raise peanuts, except for the fact that our season is not quite long enough to give the peanuts an opportunity to mature. L. P. Hadden.

Some Dainty Uses for Peanut Butter.

I have wondered why those who like dainty dishes easily prepared and served have not more widely given attention to the possibilities of peanut butter. When one passes by a peanut stand whose cheery whistling roaster gives forth an aroma to tempt the gods themselves, only a sense of dignity restrains one from going over to purchase a sack of peanuts. But here, in the form of peanut butter, you can enjoy this delightful flavor in your own home and in numberless dainty ways.

Of course the most usual way to use peanut butter is as a spread for bread or crackers. However, for luncheon or tea, I have served it successfully in the following ways:

Stuffed Dates: Cut the dates open and remove the pits. Fill the cavity with peanut butter, press the edges together and roll the dates in powdered sugar.

Peanut Butter Salad: Fill crisp, inner stalks of celery with peanut butter which has been softened slightly with cream. Place on lettuce leaves, garnish with white grapes from which the seeds have been removed. Chill and serve with a French dressing.

Peanut Butter Layer Cake: One-half cup butter, one cup sugar, three-quarters cup milk, three eggs, two teaspoons baking powder, one teaspoon vanilla, two and one-half cups flour. Cream butter, add sugar and beaten yolks of eggs. Add milk, sifted flour and baking powder. Lastly stiffly-beaten whites of eggs. Bake in two layers in rather quick oven.

Filling: Boil one and one-half cups shaved maple sugar and one-half cup water, with one-fourth teaspoon cream of tartar until syrup will thread; pour gradually on stiffly-beaten whites of two eggs. Add two tablespoons peanut butter, and continue beating until thick and creamy. Spread between layers and on top of cake.

Peanut Butter Drop Cakes: One-fourth cup butter, one-half cup sugar, one-fourth cup milk, one cup flour, two teaspoons baking powder, one-half cup peanut butter, two eggs. Cream butter and peanut butter. Add sugar, beaten yolks of eggs, milk, sifted flour and baking powder, lastly stiffly-beaten whites of eggs, and one teaspoon vanilla. Drop in small spoonfuls on greased baking sheets one or two inches apart. Bake in a moderate oven to a delicate brown.

Peanut Butter Fudge: This the children will enjoy making. One cup of maple sugar, two-thirds cup milk, one cup peanut butter, one teaspoon vanilla, a pinch of salt. Put milk and sugar into a saucepan, let it boil until a soft ball may be formed when the mixture is tried in cold water. Remove from range, add peanut butter, vanilla and salt, beat to a creamy consistency, turn into a buttered pan, cool, and cut into squares. Florence Sethlow.

FOSTER, STEVENS & CO.

157-159 Monroe Ave. N. W.

151 to 161 Louis St. N. W.

Oldest Hardware House in Michigan

We Have Built Up Our Business by Handling Quality Goods and Furnishing Unequaled Service

Ever since our business was established, eighty years ago, it has been our aim and our ambition to have our goods and our service equal every expectation that is implied in the use of the words "Quality and Unequaled." We consider there can be no higher aspiration than to so individualize our business that it will truly represent and stand for the highest ideals in merchandising methods and practices.

In pursuance of this policy, we have built up a permanent good will which we consider equally as valuable as any of the more material elements which go to make up our extensive business.

The length of time our customers retain their connection with us and the constantly increasing volume of their patronage are decisive proofs, in our estimation, which definitely determine the correctness of our position.

Fully convinced that efficiency is only another word for service, we are constantly adopting the most modern methods and bringing into active service in our institution young men full of energy and enthusiasm, with a view to not only perpetuating the good name we already enjoy, but to augment it by years of faithful service and constant endeavor by men carefully trained to revere the sturdy honesty and progressive spirit of the venerated founder of our house and his successors.

We gladly avail ourselves of this opportunity to express our appreciation to the trade for the generous patronage accorded us and to express the hope that it may be continued in unrestricted measure so long as we are worthy of same.

If the past is any criterion—and we have always insisted that the only way to judge the future is by the past—the eighty years which have elapsed since our house was established have given us an accumulated knowledge of the hardware business and an intimate acquaintance with the trend of market conditions and tendencies which enable us to be of peculiar service to our customers.

Square Dealing --- Honest Values --- Good Service

FROM CRACKERS TO CALICO.

Metamorphosis of a Genial Gentleman and Salesman.

It is perhaps not inappropriate for me to introduce this article with a sincere appreciation of the honor extended to me when Mr. E. A. Stowe, the editor of the best trade paper in Michigan, invited me to furnish him the following. Nor will it seem amiss, I hope, when I remind the reader that it is no easy matter for a modest drummer to pen a composition which is largely in the first person on a subject which is the very alpha and omega of human necessity—the inner and the outer needs.

The subject I think cannot be treated in an impersonal manner, for "From Crackers to Calico" is an autobiography of my activities as a salesman, yet, if I can in its narration give some patient reader a few moments of pleasure by recalling similar efforts, similar ambitions and parallel experiences, or if these lines stimulate the ambitions of some embryo knight of the grip, my temerity will be justified and my time will be well spent.

In an earlier edition of the year appeared an article of which the following is in part a repetition, yet not so much a repetition as an amplification. As a youth, life on the farm was absolutely impossible to me. Like many a reader probably, out at 4 in the morning, in the fields all day and chores by lantern light held little fascination for me. Things on the farm, they say, are different now, for with automatic milking machines, automatic manurers, automatic cultivators, corn cutters, weeders and what-nots, life to-day on the farm is pretty much touching one button after another or pulling a rope here and a lever there, and blisters, they say, now appear on other portions of the anatomy than on the palms of the hands or on the soles of the feet. But when I was a boy farming I knew no such super-efficiency.

I left the farm at the age of 12 to try city life, getting a position in my uncle's store. Like any boy under the same conditions, city life even in a small town looked pretty live'y as compared with what I had known. It will not seem strange that my eye was soon caught by the prosperous looking gentlemen who came to the general store with distinguished looking trunks and a general air of confidence in himself and in every thing about him. The more I saw of him the stronger became my conviction that life held no more fascinating occupation than that of the traveling salesman, and that as soon as my age permitted it, I would make that my own occupation. Young as I was I distinctly remember comparing the general appearance and behavior of the drummers who carried groceries, tobacco, dry goods, notions, etc. and I made up my mind that the textile side of the house was the business I would like best.

Ambition being at least a portion of my capital stock, it was easy for me to accept a position in a local printing office, where I could get something of an education as well as earn a living. For three years I served as an appren-

tice and then remained three years more on the staff of a village newspaper. I have never regretted those six years in a print shop, but the desire to become a drummer never left me. Seldom did I lose an opportunity of an evening or late afternoon when I spied a salesman lugging that inevitable travel-scarred grip to follow him to his destination and tarry to see him make his advances, display his samples and take his order.

At 19 nothing else would do. I wrote to about every wholesale house I had ever heard of, applying for a position as a traveling salesman. I wanted to travel with dry goods, but when one lonely answer was all I received to all my applications, I forgot the "line" in the joy of an opportunity. The offer was from the Hammell Cracker Co., of Lansing, and I

out the best steel there was in me, but also taught me that corollary of our profession, that to be successful as a traveling salesman it is absolutely necessary to be honest with the trade, honest with the house, honest with yourself and work like blazes all the time for all three.

During these twelve years with the National Biscuit Co. I met, as stated before, many big men, but H. W. Sears soon loomed head and shoulders above them all, not necessarily and yet possibly because of superior qualities, but most of all because he embodies more than anyone I know, my ideal of what a business man should be. When H. W. Sears left the company to assume control of the Grand Rapids Dry Goods Co., a word from him was all that was need-

of whom probably could still give me pointers. Nor have I in these few months absorbed sufficient knowledge of calico to attempt any violation of the erudition of my brothers in my newer occupation as a dry goods salesman.

May I say with becoming modesty that I am now and always have been willing and anxious to learn. I expect to continue my efforts in calico in the only way I know, with a full appreciation of the three parties most interested and with all the energy of which I am capable. I will say with no apology for the statement that I expect to win in calico.

I can hardly close this article without expressing an appreciation of the co-operation given me by my many loyal customers, some of whom will probably be reading these lines, and to inform them that if success should fail to smile on my efforts in calico, I hope to write a supplement to this composition which may be very interesting reading, which is but another way of saying that this is the last time you will have an opportunity to read any article by yours truly.

Frank J. Seibel.

Sentiment in favor of mutual insurance appears to be growing rapidly in all parts of the State. Mutual companies are not being organized fast enough to meet the requirements of the retail merchants for protection of this character.



Frank J. Seibel.

remained with that house three years, serving the company in various other lines in that time and gaining a liking for the cracker business which not only banished all other lines from my mind, but gave me an experience which I was well able to capitalize when a position was offered me by the National Biscuit Co.

Most of my friends will recognize me here. For twelve years and better I served that magnificent organization. Many the friendship that was cemented during that period, many the obstacle and the opportunity encountered, but the most cherished memory I carried away with me was the memory of the sterling quality of the men I aided and worked with. It was with these men that I learned what a salesman should be and their environment. I pay them willingly this tribute. They not only brought

ed for me to see the larger opportunity and, although I felt my many good friends with the best of understanding and with not a few regrets, I felt that it was a case of a man's first duty to himself and to his own and I turned from crackers to calico.

Not until I had been duly accepted did it dawn upon me that the ambition of youth was at last mine—that I had returned to my first love. Needless to say, this realization helps more than a little to spur me on in my new field, but although I have worked hard to get acquainted, not only with a new line but also with a new class of customers, I am not so far as yet able to relate much of whether this first-love is sweeter than that which I learned to know so well.

I shall not devote any time to an endeavor to give advice to my brother salesmen in the cracker trade, many



CHASE Plush Motor Car Robes

Beautiful—Robes of wonderful fast colorings, original, unique designs.

Comfortable—Shields you like the coat of fur given Arctic animals by Mother Nature.

Durable—Chase Plush Robes will outwear—many times over—other woven fabric robes.

Sanitary—Not easily soiled—the hair being smooth does not attract or hold dust or germs. Clean—a simple shaking removes dust.

We carry a full line of these robes in stock. Your orders will have our best attention.

Sherwood Hall Co., Ltd.
30-32 Ionia Ave., N. W.

Grand Rapids

Michigan



Yes, Thank You--

The Coffee
One Quality, Only—the Best
Packed in 1, 2 and 3 lb. All-Tin Cans



The Tea—Several Varieties—also
in All-Tin Cans ¼ and
½ lbs. net.

ARE BOOMING

The great public—always discriminating—has conclusively discovered that our "WHITE HOUSE" COFFEE AND TEA measure up to a standard of quality and uniformity no competing brands seem to be able or willing to approach.

MORAL:—Buy—Talk—Sell—"WHITE HOUSE"

Boston DWINELL-WRIGHT COMPANY Chicago



INCREASED EFFICIENCY.

Methods By Which It May Be Secured.

The watchword of the world to-day is efficiency. It is the touchstone that is applied to the efforts of every individual in the world of work, whether the occupation be professional or commercial. The one question asked in every walk of life is, can he or she deliver the goods? Can he or she give a full equivalent for remuneration received? Competition is so keen that none but the efficient survive—the inefficient ones fall by the wayside. Efficiency presupposes a clear, alert brain, quick to perceive and capable of reasoning correctly; combined with a vigorous, healthy body, equally capable of responding promptly to every cerebral impulse. This combination produces the acme of physical excellence—a sound mind in a sound body.

The highest rewards in every department of life—in every field of effort, are gained by efficiency. The test of efficiency is being applied everywhere in every calling. I shall endeavor in this article to point out and explain some of the ways in which we may become more efficient as clerks and merchants. Some of the most essential things are ambition, honesty, enthusiasm, determination, a good personal appearance and a thorough knowledge of our business.

All of these things are possible, and if we perfect ourselves in these we will have gone a long way toward overcoming some of the greatest obstacles. It is said that no person was ever born lazy, and I believe this is true. If we doubt this, watch any baby, and see if it shows anything but life. So you see we learn the habit of being lazy. To reach the desired goal we must get out of the lazy habit. Hitch the ambition habit to ourselves if we expect to be winners. What others have done we can do—there is nothing impossible under the sun. We all know what it is to be determined: we were determined to get the girl we made our wife; we were determined to have this, that or the other, and we got it. Why? Because we made up our mind to it. We determined to get it. That is why.

We should set our mark high, and be determined to reach the mark sought, and we will. It is often said that clothes do not make the man, and this is true, but a neat personal appearance gives us more weight with the world; and while a man should not be judged by the clothes he wears, he often is. Anyway, it's our stock in trade, so we should look well to our personal appearance.

Our employer's business depends largely on the appearance of his store. If our idea is to keep the stock in "ship-shape" our boss will not overlook this point in us, and all other things being equal, we will have made at least a start for the desired mark. It is very necessary that everything in and around the store be kept in a most sanitary condition, and a merchant can have

no better advertisement. The day is coming—in fact, it is at hand—when the Government is going to demand that the store or shop be kept in a perfectly sanitary condition.

The man who never does more than he is paid for will never be paid for more than he does. Every clerk is or should be a salesman, and, in fact, he must be if he would reach even part way on the road of success. Many times a clerk has said to me, "We couldn't sell this or that," and I have said to him, "You could, but you won't, and there is a whole lot of things you could do, but you won't." This kind of a clerk we will find growing old in the harness, and he will be slow in getting an advance. He is the fellow that does as little as he can for his wages. He is the fellow that watches the clock. He is the fellow that is satisfied with his job, all he hopes is for it to hold



J. I. Bellaire

out. Give me the clerk with the spark to him. He is the fellow who some day will be signing the checks. Everything comes to the fellow who goes after things some fellow is waiting for.

Nothing pays better to all of us than being courteous. Take the clerk who is courteous to his customers at all times, and I will show you a "comer," and an "is'er." A pleasant word costs nothing, and it may mean a whole lot to us. Remember, bread cast upon the waters returns after many days. No matter how badly the other fellow does his work, we should do ours right.

In taking up the last point—a thorough knowledge of our business—I wish to call your attention to the fact that to make any progress at all one must have a thorough knowledge of one's business. Make ourselves perfect as far as we can. And right here I wish to state that what success I have attained I owe to the fact that I always have my eyes and ears open, and never miss an opportunity to read any and everything I can get hold of that has any bearing on business building, and I am always ready to apply that gained from reading and with contact with different people. To-day is the day of the "specialist." A man takes up a special line and follows it until he has become perfection in his line, although

the more we know about things in general the better we become in our specialty. It is not possible for all to be specialists. Some must have a general idea, like the doctor who follows up general practice; like the grocer who has to know, or rather have a general idea of everything in the grocery store; and the general store manager the many lines that go to make up his mixed stock. Now, the better knowledge we have of our stocks, the better we will know how to buy, and the more money we will make. The better knowledge the clerk has of the different lines, the better he will know how to talk them to the customers, thus the more sales he will make, and the more he will be worth to his employer. To acquire this expert knowledge we must take one thing at a time, and thoroughly digest it, and so on. If we follow out this line it will not be long before we will become an "authority." The many different articles that go to make up the stock of the average general store are, as a rule, under cover, that is, we know the cost and selling price, but do we know of their real quality, their real efficiency, their real value? We must know all these points or we are not what we should be as a salesman.

Right here I wish to say that boys behind the counter are commonly called clerks, which, in many cases, they really are. May I ask what they are? I believe the pay envelopes would contain a larger amount of cash on pay day if they could change their style from clerks to salesmen. They can do this; it's up to them. The value of our services depends upon how valuable we make them. The weak spirit has no place in the make-up of the successful merchant. One step at a time—one thing at a time—is the right idea to become proficient, and every step in the right direction puts us that much nearer the desired goal. Then business first, that takes in a lot—and it takes out a lot. Business first every hour of the working day. Talk business, act business, be business. Few men can mix up outside attractions with business and make the business pay. The principle applies to us. Talk the play the night before. Talk the game out the night before. But when we get on the job in the morning, forget everything but the job. In other words, business first. Be ashamed to be absent. Whenever we feel a certain pride in being late on account of the night before, we're going back. Then speak the truth. There's money in it. The liar doesn't last. The truth builds. It makes the come-again customer. Describe faithfully, but attractively, what we're selling. For instance, in selling some peaches, it won't do to say they're in heavy, pure sugar syrup. They're not. Far better to tell about the syrup being light of body and most agreeable to sup. We can describe a second-class thing so that it becomes really good. Some of our best compound preserves are good and truly wholesome, but if we commence to shoot off about "compound" we chill the buyer. Present the truth attractively.

Here's something a bit personal. When the store door was locked Saturday night, and we knew it was a poor day, how did we feel? Did we feel a bit put out, or did we sling on our coats and go home as happy as though the day was a hummer? Now, these are searching, practical questions. But their honest answer tells our attitude toward the company. If we were in the put-out class of fellows, we're safe. If we were in the indifferent class, we're a doubtful proposition. Because no man can do honest, faithful work unless his heart and soul and feet and hands are in that work for all he's worth. Never mind pay. For the love of goodness, don't work for the pay we're getting. If it's \$10, fit ourselves for the 20-dollar man. How in the world are we ever going to command \$20 a week when we're giving only \$10 worth of service? We ought to see the point.

Then the fellow with the overalls, look out for him. Maybe he's got a five-dollar bill to spend in less time than it took us to sell her ladyship a bottle of ten-cent stuffed olives. Treat him like a millionaire. Maybe there's seven of them at home to feed. That's our man. Nail him.

And be good to the woman who brings a big basket and has the money in her hand to fill it up. It's nice to wait upon refined people and give them strict attention. But he's the big valuable business fellow that can give the poor man and the poor woman equal attention. Often a woman will land at the counter with several bundles. Don't wait until she asks us to wrap them together for her. Suggest doing it ourselves. It shows a nice, courteous consideration. Don't let a woman struggle with a basket of goods if she drives up in front of the store. If the young one is crying ask the mother if you may give it a stick of candy. Fish out a chair where you see an indication of weariness or old age. Little things these are, to be sure, but big friendship-binding factors.

Many a corner is turned until the customer gets to the store where "that accommodating clerk" works. Put these little things into practice. It takes no special talent; no extra labor compared to the reward. My first mercantile experience was in a corner grocery in a farming community. I made it a point when I saw a farmer's wife drive up to the store to step out, tie her horse or team, carry in her butter, eggs and farm produce, then to put her groceries in her buggy or wagon and untie her horse when she was ready to go home. It was not long before there was a contest to get to our corner. Our trade greatly increased.

It doesn't pay to stand still; that is, figuratively speaking. A business can't do it and remain a big investment a great while. A young man can't if he intends getting the best out of himself. A beaten path is easier to travel along than a near cut through the woods. Keep thinking. That's what our brains were placed in our heads for.

We should try to figure out a bet-



The Home of the

Hazeltine & Perkins Drug Co.

Corner of Oakes St. and Commerce Ave.

Three Hundred Feet from Main Entrance to Union Depot

We invite you to call and make yourself at home

We are also celebrating our anniversary, but ours is the Forty-fourth
We began business in 1873

Hazeltine & Perkins Drug Co.

Grand Rapids, Mich.

ter way to handle the delivery or a more convenient arrangement for placing our shelf and counter stock. Is the cash register in as handy a place as it might be? If the telephone were moved to a more convenient place would it save steps and time? Look over the stock for improvements and suggest these things to the head. The boss has more on his mind than we think. Then cut out personal talk, never be guilty of letting a customer hear us discuss a fight or game, a show, or anything personal or foreign to the business when we're back of the counter. It's the worst of taste. Occasionally, we give offense without knowing it.

My whole object in writing this article was to try to assist some one to be a better merchant. If anything pinches, size ourselves up. I hope it may be the means of making some one a better salesman, a better business man, a better man altogether by following up and carrying out the suggestions it contains.

We should keep a clean counter; don't leave a sheet of paper on the counter. Put the remaining bags back in the rack. After showing samples, place them back on the shelves. The same with any of the goods in stock. Yet we should have a neat counter display always and we should change it often. In connection with this, let me impress upon you the importance of keeping the scales clean and adjusting them every morning. This can be done in a few minutes. The effect of the shining scale on the buyer is good.

Do we know there is an art of disposing of samples? Never throw them into the order box. Handing one to a customer along with a word or two about the goods is better. It suggests importance. It associates more directly the store with the goods. The impression is good. Handing them out is more of a complimentary affair. The fact that they must be carried home and in a measure taken care of, along with our apparent consideration, gives them weight. Make the most of samples. They cost us nothing.

Then we should be bigger than our jobs. Then we can make the jobs as big as we are and draw increased salaries. If our jobs are bigger than we are, we are bound to be swamped. Some young men labor under the idea that they are not being paid enough, and under that false opinion, lie down and decide not to work so hard. Their jobs are bigger than they are. We no doubt have wondered why this fellow has risen from obscurity to the higher positions in so short a time. He was bigger than his job. He puts his whole soul into his work. He tries to do more and better work than anybody else who ever before held the job. He is not afraid to do more than he thinks his salary requires. He who tries to measure his own orbit and fixes the amount of work he thinks his salary is worth never succeeds. The fellow who gets up and does things, and does not think of salary and time, but of his job, is the one who makes a success of

life. Find an opening that has in prospect a reasonable success, and then, adapting ourselves to the circumstances that surround our labors, bend everything to achieving success, and we will soon be up where the traveling is easier.

I have worked in stores with clerks who have had the habit of being sick. A little headache, a touch of something, puts them out of commission and they have to go home. It gets to be a habit. They think they are sick, and pretty soon are able to persuade themselves that they are really in bad shape. It is an unwholesome habit. Just keep busy enjoying life, taking big, full breaths of fresh air and tackling the work of the day with an optimistic energy, and we will feel so good that even a doctor can not make us believe we are sick, unless something really has gone wrong. The sick habit? Don't get it. It does not pay.

We should not be afraid that our efforts will not be appreciated. If we are one of the class who have to be patted on the back every time we get once around the track before we can make the trip again we will never win the race. Work well done, done the best we know how, does us so much good that we can afford to let the other fellow suffer by lack of not having seen a good thing.

The man who makes a success in life is the one who develops individuality in work and plans, who assumes his responsibility cheerfully and hews to the line in cutting out things that way. The good salesman is not always the one that runs up the largest sales record at the end of the day's business. In fact, very frequently the record of his day's business is not shown by the figures of his sales-book. But every dollar's worth of goods that he does sell is placed with satisfied customers who will again be seen in the store. A satisfied customer is better than a large sale made. Do we realize what it would mean if we could make one friend for our store each day for one year? A little personal work among the people who come in will go a long way towards accomplishing that desired end. It is a short cut to an increase in the pay envelope.

Good salesmanship is the art of finding out what a customer wants and then using a knowledge of merchandising to thoroughly satisfy that want. Some clerks are only slot machines. They know absolutely nothing about the goods they hand out. They should use their dome-power and study the goods, know what is best for their customers and why. "He's a good salesman." That's a good reputation to have. Many a customer that balks and puts off and shops around will talk about us as a "good salesman." She admires our interest and our ability—and she will give us a chance to sell her. A good salesman, we must remember, is highly respected by a customer. Why? Because first of all he knows the goods. He knows what puffed berries are like. He tells the difference between Oregon and California

prunes. He tells the mixed tea drinker what she may expect when she switches off on Ceylon. He knows whom to sell imported oil to and whom to sell domestic oil to. He doesn't say, "Shall I send you renovated butter or creamery butter?" He knows. "He's a good salesman."

We should avoid being parrot talkers who rattle off to a customer sixteen things in just sixteen seconds. Might just as well save our breath and the customer's nerves. Only in this case the nerves are of more consequence. If we're guilty, admit it—to ourselves. Thank this article for calling our attention to it.

Things that count are: First, know the goods; second, put intelligent energy back of the sales. Herein lies the secret of selling, boiled down, concentrated, condensed and epitomized. Both are equally vital—both are necessary to success in modern retailing.

A merchant is logically a purchasing agent for a certain community. His remuneration is represented in his profits. We are members of his staff. We owe to the buying community the same respect and attention that we would accord the president of the large corporation that we are possibly working for. We should realize this at all times and try to serve our customers accordingly. This is no idle theory but reasonable facts.

Enthusiasm is a mysterious force that compels one who is honest in his convictions to do things. It is a force that makes us dig into our work from the opening up in the morning until the closing up at night, and then have a feeling that what we accomplished was one hundred per cent. pure effort. Imbue ourselves with this mighty force; it does not cost anything. In fact, it is about the only thing in this world that is not locked up. It suggests to us the possibilities of our becoming a merchant, and with this inspiration we work (and such work), and before we know it, the week, month and year go by, and so absorbed are we in our new pursuit that we never have time to brood. Our work is intelligent play. We begin to solve problems that we never understood, and every ounce of effort and strength is taken by our work, and then is it any wonder that our work not only satisfies us, but our employer and his customers as well?

One of the hardest things that a forceful, ambitious, energetic, brainy young man has to overcome is his inability to adjust himself to the personalities of those who differ from him. Thousands of tons of energy are wasted every year in business institutions by young men who can not adjust themselves to their superiors. I do not mean to say that when an employe fails to adjust himself to his employer the employe always is wrong in the point for which he fights. He may have a plan which is far superior to that of his employer. He may be in advance of him in many ways, just as his employer is certain to be very far superior to him in other things. Both

need to make sacrifices. Both need to make an effort to adjust themselves to one another. But the young man must try to remember that he is one who must do the most adjusting. Harmony must be maintained, and harmony can not be maintained by one man unless he has a personality of commanding strength. It is certain that no executive can adjust himself perfectly to all personalities in his institution. He is bound to be blessed for some things by some one and damned for those things by others. If I may be permitted to use an old phrase, "What is one man's meat is another man's poison." Life is an adjustment. Laws are merely the crystalized opinions of the majority of people formed to preserve harmony. In business institutions rules and regulations should be made for this one purpose. Every employer and every employe, no matter how high or how low, should ask himself this one question before speaking any word or doing any deed: Will this word or act of mine add to or subtract from the harmony of the institution? More than one young man has had to solve this problem for himself. Employers are too often ignorant of this point and fail to properly convey the necessary lesson. Perhaps this article may assist some one. The suggestions are absolutely true. I have learned the lesson and have paid the price. And tuition in the school of experience, if any one insists on knowing, is almighty expensive. John I. Bellaire.

Soliciting Credit Accounts.

A progressive Central Michigan dealer goes over his books two or three times a year and selects the names of desirable customers whose accounts have been paid for some time, but no new ones opened. To each of these he sends one of his statement blanks, which instead of indicating an amount due, reads as follows:

An inspection of our books discloses the fact that you are indebted to this firm not one cent.

But the question is—why aren't you?

Your account was paid some months ago and since then has remained closed.

Is it possible that our goods or service have in any way proved unsatisfactory? If so, tell us. We stand ready to make any reasonable adjustment.

While it is true that our credit business is somewhat limited, yet your account is more than welcome.

It is a pleasure to do business with one who meets his obligations promptly and we hope more business will be forthcoming shortly.

Few men are immune to a compliment of this sort and the response to this appeal is ordinarily very liberal. And not only do the persons so approached like to favor the dealer with their business, but are mighty careful to see that his good opinion of their credit standings is not allowed to suffer.

Mind your own business and put others in mind of it.

Michigan Hardware Company

EXCLUSIVELY WHOLESALE

Corner Oakes Street and Ellsworth Avenue, Grand Rapids, Michigan



WE have made marked progress during the past year in many different directions. We have added to our office and traveling forces and have taken on many new lines which enable us to serve our patrons even more acceptably in the future than we have in the past—and we have had a pretty fair reputation in the past for filling our orders and meeting the requirements of our customers in an acceptable manner. Our traveling force is now covering Michigan territory very completely, as will be noted by the following list of our representatives and the schedule of the territories covered by them:

W. A. McIntyre—Eastern Michigan Territory.
W. J. Klein—Southern Michigan Territory,
A. Upton—Northern Michigan Territory.
V. G. Snyder—North Central Michigan Territory.
E. F. Goebel—South Western Michigan Territory.
R. J. Nichol—Central Michigan Territory.
M. J. Kiley—Western Michigan Territory.
J. T. Boylan—City.

Michigan Hardware Company

Exclusive Jobbers of Hardware and Sporting Goods

Established 1912

PATRIOTIC SERVICE.

What Uncle Sam Asks of the Leather Trade.

Napoleon is credited with the statement that an army marches on its belly. Of course the great leader of men was dealing in metaphor. He meant to emphasize the vital importance of the commissary. His statement really means that in establishing the efficiency of an army a well-filled belly is second only in importance to well-shod feet.

So, first, Uncle Sam expects the leather industry to provide the army with shoes, also with leather coats, harnesses, saddles, straps, holsters, scabbards, belts, puttees, etc. Not only must these leather goods be provided, but the goods must be promptly delivered and the skill of the tanner, the science of the chemist and the technique of the manufacturer must combine to furnish them of the best quality possible to be produced.

To this task the leather industry addressed itself in the early days of the war. A committee, known as the Shoe and Leather Committee on Supplies of the Council of National Defense, was organized under the leadership of J. Franklin McElwain, of the well-known Boston shoe company which bears his name, and the need of the army for shoes was promptly supplied. Next a Leather Equipment Branch of the same supplies committee, headed by Major Joseph C. Byron, a popular tanner of Williamsport, Md., with previous army experience, a West Point man, took charge of the harness, bag and strap leather situation, promptly providing the needs of the army in these leathers.

The size of the undertaking assumed can be best expressed in the statement of goods purchased by the army under the advice of these two committees which total twenty million pairs of barracks and marching shoes and over two million sides of harness, strap and bag leather, totalling in value \$120,000,000.

A considerable portion of these purchases have already been delivered and daily immense quantities of leather and leather goods are being delivered to Uncle Sam.

These goods are, in most cases, not regular, commercial lines, not the customary articles of trade. They are special, of special design, special tannage, special weight, made from specifications fitted for army use, but unsuited to the regular civilian trade.

Uncle Sam, however, expects other assistance from the leather industry, of perhaps not equal, but of vital importance. Not only must the needs of our own armies be supplied, but large quantities of leather and leather goods must be sent to our Allies. England, France and Russia are coming to this country for supplies. In October, enormous quantities of leather were bought by the British government, including sole leather, side upper leather, glazed kid, sheep leather and woolskins, all for England's war work. Some of this leather is manufactured into goods for the

soldiers' wear, but a larger portion is for the war workers of England, people who are working in the munition plants and are under government control. Russia recently bought a million pairs of shoes and is now asking for bids on additional quantities likely to total three million pairs more.

Premier Kerensky has just emphasized the great need in Russia for shoes and leather and will, doubtless, ask for immense quantities of both. So long as our Government furnishes the money to pay the bills Uncle Sam proposes to buy the goods and these requirements will doubtless be secured through the shoe and leather committees.

One of the smaller items is a request for a million pairs of shoes for the Red Cross which are being se-

"That we commend the loyal and efficient service rendered by our President and the other members of the trade serving on the Shoe and Leather Advisory Committee of the Council of National Defense, and offer our further assistance in any capacity where we can be of service."

The spirit of this resolution has honestly guided the men of the hide, shoe and leather industry who are co-operating with the Government in these war needs. The immense requirements of leather goods have been secured without advancing prices, packers and tanners combining, under Government supervision, to prevent either a runaway market or profiteering. The average market of hides, leather and leather goods is lower to-day than it was before the Government began its enormous pur-

The Record of the Average Man.

The American Bankers' Association has compiled some appalling tables of figures setting forth in blackest hues, relieved only with a very little dark gray, the life experiences of one hundred average men at the age of twenty-five, who are healthy and vigorous in mind and body, and dependent upon their own exertions for their support.

Let us see what happens to them, within the purview of this report, as they pass the milestones of each succeeding decade.

At the Age of Thirty-Five.

Five have died.

Ten have become wealthy.

Ten are in good circumstances.

Forty are in moderate circumstances.

Thirty-five have not improved their condition.

At the Age of Forty-Five.

Eleven more have died, sixteen in all.

Three only are wealthy, all the others rated at age 35 as having resources having lost their accumulation.

Sixty-five are still working and are self-supporting but without other resources.

Fifteen are no longer self-supporting owing to illness, accident, etc., a few still earning something but not enough for self support.

At the Age of Fifty-Five.

Four more have died, twenty in all. One has become very rich.

Three are in good circumstances, but not the same three quoted at age 45, for one who was wealthy at 45 has lost everything, and another not quoted wealthy at 45 has taken his place.

Forty-six are still working for their living without any accumulation.

Thirty are now more or less dependent upon their children, other relations, or upon charity for support; some still able to do light work are being replaced by younger men.

At the Age of Sixty-Five.

Sixteen more have died, making thirty-six in all out of one hundred. One is still rich.

Four are wealthy, one of those who lost everything before 45 having again become wealthy.

Six still at work; self-supporting.

Fifty-four are dependent upon children, other relations, or charity.

At the Age of Seventy-Five.

Twenty-seven more have died, making sixty-three in all, sixty of whom left no estate.

Two only are wealthy, two who were rated as wealthy at 65 having lost their accumulation.

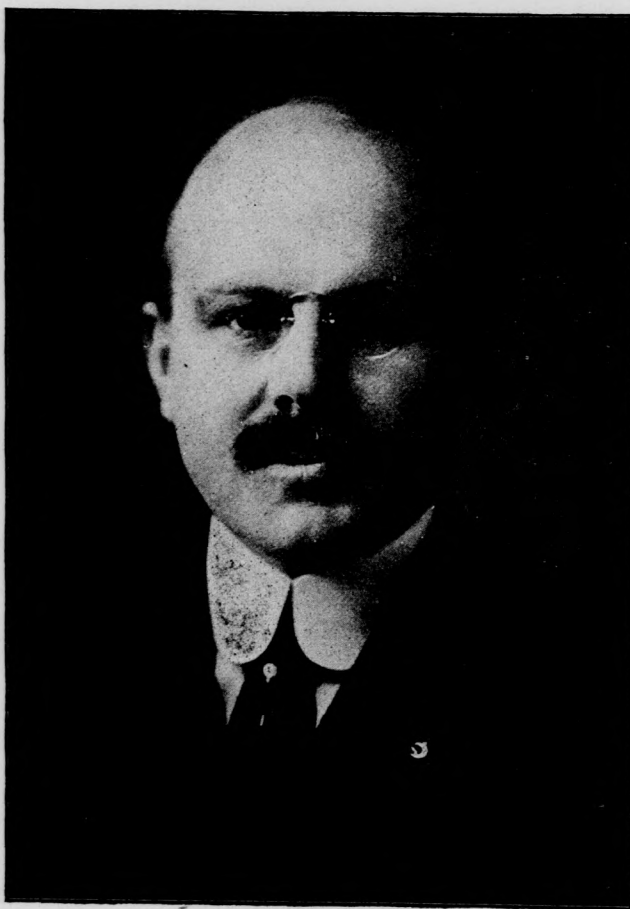
Thirty-five are dependent upon children, other relatives, or charity.

These old men will die off rapidly, we are told, but their financial condition will not improve, and thirty-three of them will not have sufficient means to defray funeral expenses unless insured.

Proof Positive.

Tom—"So you really think you have some chance with Miss Cold-cash, do you?"

Jack—"That's what. She is beginning to find fault with my necktie."



Van A. Wallin

cured through the Council of National Service of the Shoe and Leather Industry. This buying is done after consultation with representatives of our Government to prevent interference with the needs of our own army which must first be met.

At the spring meeting of the National Association of Tanners held in Boston in May of this year, the following resolution was unanimously adopted:

"That we extend to our Government the fullest co-operation of the tanners in the preparations for the conduct of the war.

"That we pledge ourselves to supply the different departments of military affairs the highest quality of leather that can be produced and that the same shall be offered at fair and just prices.

chasing. Uncle Sam expects of the leather industry just what he has a right to expect: Good leather, the best that can be tanned; fair prices; no profiteering; preference in deliveries. No civilian contracts must come ahead of our soldier boys, no matter how attractive the business or how valued the customer. Finally, Uncle Sam insists on having the personal service of every man needed for advice, counsel, guidance, instruction and assistance in the tremendous undertaking.

Uncle Sam will not be disappointed in the leather industry.

Van A. Wallin.

No matter how much a clerk may need to be called down, it is a fatal mistake to let the event happen in the presence of customers.

72nd Year



We extend a cordial invitation to all merchants interested to visit us and inspect our line of

Holiday Goods

in Toys, Dolls, Books, Games, China, French Ivory, Brass, Silver, Cut Glass, Novelties.

We invite you to come in and see our display in person because we realize that there is no such variety exhibited anywhere near us nor but few such stocks in the whole country; you would then be able to examine and handle the goods for yourself and consider your purchase with so much more satisfaction than if they are ordered in any other way.

It is more important this year than ever before owing to so many unusual conditions.

But we have our Holiday Catalog too. A faithful mirror of our stocks, pricing in plain figures the most popular staple goods, so that orders from it will secure quick selling CHRISTMAS LINES guaranteed to please in every respect.

We make prompt shipments and give equal attention to small and large orders, mark all our goods in plain figures, and in every way strive to serve the trade as only a large and low priced wholesaler's stock can serve. We sell to merchants only and have no connection with any retail store.

Do not overlook the important fact THE CHILDREN MUST BE SERVED AND THE TOYS DEMANDED TO-DAY ARE TOYS THAT TEACH.

ERECTOR SETS } Teaches Electricity, Machinery and Construction. Retails 10c to \$15.00 per set.

TINKERTOY } Teaches Invention and Designing. Retails 50c.

PEG LOCK BLOCKS } Teaches Fundamental Building. Retails \$1.00 to \$6.00 per set.

WOOD BUILDDO } Teaches Self Instruction and Designing. Retails 10c to \$1.00.

STRUCTO SETS } Teaches Electricity and Correct Engineering. Retails \$1 to \$10.

BOY CONTRACTOR } Teaches Architecture, a complete cement block plant. Retails 10c to \$1.00.

MASTER BUILDER } Teaches Steel Construction and Machinery. Retails 10c to \$1.00 per set.

H. Leonard & Sons

Manufacturers' Agents and Wholesale Distributors

China, Glass, Crockery, Silverware

Bazaar and Holiday Merchandise

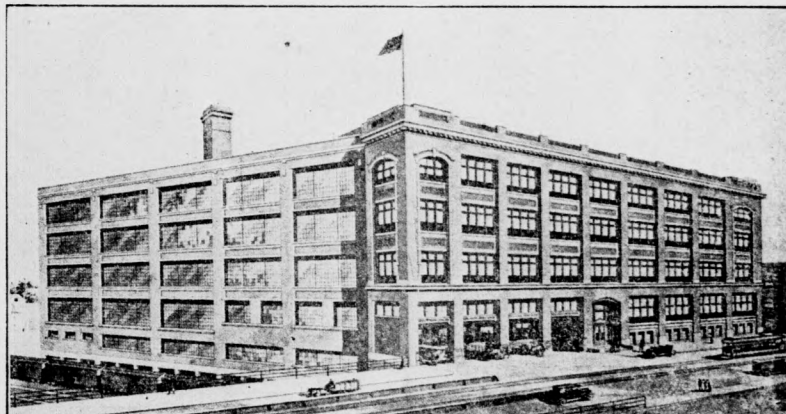
Grand Rapids

:::

Michigan

EDSON, MOORE & CO.

Wholesale Dry Goods And Furnishings



Remarkably Complete Lines of

Seasonable Merchandise

For Immediate Delivery

In All Departments

Automobile Robes

Make Acceptable Christmas Gifts

No. 222	54 x 72	All Wool	4 Patterns	3-1/2 lb.	\$ 5.00 each
No. 333	54 x 72	All Wool	4 Patterns	3-1/2 lb.	6.00 each
No. 444	54 x 72	All Wool	3 Patterns	4-1/2 lb.	7.50 each
No. 555	54 x 72	All Wool	3 Patterns	4-3/4 lb.	8.50 each
No. 777	54 x 78	All Wool	2 Patterns	4- lb.	10.00 each
No. 888	54 x 72	All Wool	3 Patterns	5-1/2 lb.	11.00 each

Two Special Numbers

WATERPROOF Wool Lined 50 x 60 Grey, Navy or Green \$4 each
DEVONSHIRE All Wool 54 x 72 Plain Colors, Black, Navy or Green, \$5 each

We are Sole Distributors for

LITTLE BOY BLUE CLOTH

32-in. Sun and Tub Proof. For children's rompers, ladies' house dresses, etc.

ROSE ARDEN POPLIN

27-in. Silk finish cotton poplin in a big assortment of solid colors.

ORANGE BLOSSOM TAFFETA

Has established a very definite prestige throughout this part of the country. Dependable in wear, reasonable in price. 35-in. Black only.

Prices quoted and samples submitted on request.

Send us your orders for seasonable merchandise.

Efficient service and satisfaction assured.

Edson, Moore & Co

494-514 Fort St. West

Detroit, Michigan

A BETTER SALESMAN.

How the Clerk Can Increase His Usefulness.

Create a favorable first impression by being prompt in approaching every customer.

Attend to your stock with your mind on the aisle. Customers are more important than merchandise.

When the customer comes, discontinue any work you may be doing and go forward immediately.

Meet your customers more than half way without seeming to hurry.

Be courteous. Bow recognition. Look interested. Smile. Show that you are glad to see the customer.

Appear energetic. No one likes to be waited upon by a salesman who finds it necessary to lean against the shelves.

Your bearing should inspire confidence in your ability. Look as though you knew your business.

Offer your services immediately. A slight inclination of the body or raising the eyebrows in an enquiring manner may be sufficient. If not, use some form of greeting that stands for service instead of selling.

Avoid such expressions as "Something?" or "Did you want to be waited on?" You may assume that the customer wants something or she would not be in the store.

Suit your opening remarks to the type of person confronting you. Say and do first what you think the customer will like best.

Let your speech ring with sincerity. Talk as though you believed what you said.

Be prompt in showing goods that are asked for. You should know your stock so well that you can immediately find anything enquired for.

Bring the goods to the customer, if possible, instead of asking her to walk the length of the counter or of the department. Doing so cannot fail to impress the customer with your desire to be of service.

If possible, place the goods in the customer's hands, or at least within easy reach. People like service that saves them physical exertion.

By sizing up your customer, try to determine her preference in color, style or quality, and to show first what will suit best. What she looks at or picks up may give you a clue to what she is interested in. What she wears is an index of what she likes.

Handle your goods in a manner that will enhance their value, instead of throwing them on the counter or otherwise showing that they do not impress you as being desirable.

See that nothing is on the counter that may detract from the appearance of the goods you are showing.

That the first sight of the goods may create a favorable impression, show them in a way that will interest the customer most. Men's four-hand ties look best tied, sheer hosiery shows up best when stretched over the hand, dress goods appear to better advantage when draped. Demonstrate right at the start that these goods have all of the required merits the customer's needs demand.

A hat will look better on the customer's head than in your hands. Ask the woman enquiring for a tailored suit to try on the coat to see if the size is right. Try and select for this try-on something you think will satisfy.

Never ask, "What price do you want to pay?" Possibly the customer doesn't know. In any event, the statement that she wants to pay only a certain amount will make it difficult to sell something more expensive.

Begin showing the goods as quickly as possible. Do not ask too many questions regarding price, size, color, etc. You should be able to judge about what will suit, and by doing so will please the customer. Cross-examining the customer will show that you wish to avoid unnecessary effort, and will not create the impression that you are anxious to show goods.

Your first words about the goods should give the best reason why the particular customer you are serving should want them. If the price is the most vital selling point, use it at the beginning of the sale. If not, create a desire for the article, and the price will often seem low by comparison with the advantages of the purchase.

Adapt your selling talk to the customer's words and actions. If she looks away while you are talking, pushes the goods from her, or picks up other merchandise, you may assume that she is not interested in what you are saying. In this case you will immediately attack her mind from another angle. If you have been concentrating on style, you will change to price, durability or some other desirable qualification of the merchandise. If she shows interest by examining the goods, asking questions, or agreeing verbally with your statement, you may know you are on the right track.

The rapidity of presenting ideas should be regulated according to the individual needs of each customer. All people do not think at the same rate. Those of nervous temperament, who seem hurried, will need a more rapid-fire presentation of selling points than those who are more deliberate. The nervous man may jump at conclusions if you do not give him the facts in a concise manner. The deliberate man will require minute explanation without a semblance of hurry. A study of human nature will enable you to "size up" customers with a fair degree of accuracy.

Be positive in all statements regarding your merchandise. Don't "think, guess or believe." You should know all about the lines you are handling, where they come from, how they are made, what they are made of, how they compare with similar lines, what may be expected in service. Nothing will inspire confidence more than demonstrating the fact that you know your goods.

A study of the merchandise itself, enquiries directed to the manufacturer, a talk with your buyer, and a careful study of the editorial and advertising pages of trade papers de-

voted to the subject will supply the information necessary to tell why your goods will fill the customer's wants and enable you to overcome objections that the customer may make.

Talk as if you believed what you said. Make statements as though they were well known facts. Get the customer to agree that what you say is true and she will have no reason for refusing to purchase.

Show enough goods to demonstrate that you are willing to work hard to please the customer but eliminate as rapidly as possible those not vitally interesting to avoid confusion and assist in arriving at a decision.

Be careful regarding color contrasts in your presentation of merchandise. If called upon to show two colors that will clash, place a piece of gray, black or white between them.

At times a direct comparison with other goods may convince the customer that the merchandise you are trying to sell is most desirable.

If the article is one recommended by durability, tell of the experiences of former purchasers, how satisfied they were with its wearing qualities.

Physical demonstration of points of merit will add to the effectiveness of selling. Stretching elastic web will show its resiliency, running a heated electric iron over a wrinkled cloth will show its advantages better than words, spraying perfume from an atomizer will give the customer a better idea of its odor than any amount of description could.

Pointing directly to some particular feature of superiority will assure the customer's knowledge of its existence.

Try first to show about the grade of goods the customer will want to buy. It is so much easier for the customer to say "Show me something better" than to admit that she cannot afford or does not wish to pay the price asked. Work upwards in price from this first article and each succeeding article will benefit by comparison with the preceding one.

Overcome objection tactfully by seeming to agree. If the customer says it is "too high priced" your response might be "That may seem to be so, but" and further selling points follow. Nothing is high-priced. There are various grades of goods and some are better than others for reasons a well-posted salesman will know.

Anticipate objections. It is infinitely better to tell about colors being fast than waiting for the customer to say "I believe this will fade."

Close the sale as quickly as possible. At an opportune time when the customer is thinking favorably of the merchandise, when all expressed objection have been overcome, show some advantage of immediate buying. There is always some real reason why the goods you are showing should be bought to-day instead of tomorrow or next week. Your conversation with the customer should have brought out this reason.

Do not try to sell goods unless you are firmly convinced that the customer ought to have them and

that they will serve her purpose, all things considered, better than anything else you have in stock.

J. W. Fisk.

Necessity of Harmony in Business.

The business organization can be compared with an orchestra, made up of stringed instruments, wind instruments and vibrating surfaces.

You may not play the first fiddle; they may have assigned you the flute, the pipe or the flageolet; you may beat the drum, swing the cymbals or tote a tom-tom. But, remember this: Wherever you are, keep in harmony.

Harmony among humans is not always easy to get. Most men can play their part fairly well, but a lot of men fail to keep in tune with the other fellow. They seem to think that the player next to them is in their way. In other words, and in perfectly plain words, they are jealous.

When humans are jealous, they are as hysterical as a tree full of sparrows at sunrise.

Jealousy has done more to stall success in business than lack of capital or want of experience.

Jealousy makes a man's heart as heavy as a boarding-house dumpling, and his hands as far from help as limbo is from bliss.

If you would know the man who is melting away, the ever-deceiving, always-inferior individual member of an organization, find the fellow who is out of harmony when playing the tune "Co-operation."

The lazy, indifferent, indolent human seldom gets us steam enough to be jealous. It is the ambitious, energetic live wire who suffers from this green-eyed disease.

If it were the small fry, the crumbling cuss, whose real worth can be compared with a sliver on a hemlock log, I would not devote so much space to the subject of jealousy.

The member of a business organization who is jealous of another member should be given an oboe and sent to the cowshed to play a solo.

Expert Testimony.

Young Mrs. Cornwell was a bride of but a short time. One afternoon she confided to her friends at a pink tea that she was sure her husband never played poker at his club.

"How," queried one of the women, "did you find out?"

"Oh," explained the young bride, "I met a couple of the members of his club the other day and I asked them: 'Can Percy play poker?' They looked thoughtful for a moment and then answered very sincerely: 'No!'"

Where It Belonged.

While traveling through Ohio a few days ago, John J. Dooley consented to address a few remarks to the pupils of the district school that he had attended when a boy.

"Did any of you," he asked, "ever see an elephant skin?"

A boy held up his hand and wriggled excitedly.

"Well?" said the traveler.

"I have," said the boy.

"Where did you see it?"

"On an elephant."

Send Candy to "The Boys"

Veterans returning from the fighting fronts tell us that soldiers "crave candy."

A German prisoner offered his watch for a small piece of chocolate.

The High Food Value of Candy

Is accepted as a scientific fact.

Various kinds of food elements are required by the body.

One of the most important being carbohydrates, which supply fuel and energy.

The craving for "something sweet" is, therefore, nature's call for fuel for the human engine.

Sugar is 100 per cent carbohydrates, 98.9 per cent of its total energy being available to the body.

Candy has the food value of sugar, combined with other materials of as great or greater food value.

It is a highly concentrated, and highly nutritious food.

Its purity and wholesomeness is conceded.

Send candy to "The Boys" for Christmas.

Early come early served as we shall, of course, regulate our output in accordance with the wishes of the government.

PUTNAM FACTORY, National Candy Company, Inc.

GRAND RAPIDS, MICHIGAN

STOCK SELLING STAGE.

Co-operative Jobbing Projects Seldom Get Beyond It.

Last week while conversing with a former Government official and a man unusually well informed upon many matters I was struck by this statement, "This country must do something to prevent the cost of living going higher. The costs of distributing merchandise are much too high. Jobbers alone take a toll amounting to nearly 15 per cent. of the price the consumer pays for his goods. What does the jobber do that he should have the right to 15 per cent. of the people's expenditures? In my opinion, most of this is wasted so far as the public benefit is concerned."

Expressions like that quoted have been coming steadily from newspaper editors, magazine writers, farmers' organizations, public officers, and even from men engaged in the business of distribution.

The wave of criticism has been helped along both by retailers and jobbers. There is, perhaps, a strong element of vanity in the claim, particularly when it comes from a small retailer, that the jobber's margin is saved and "passed on to the consumer." Jobbers sometimes call themselves manufacturers in order that their representatives may tell retailers that they are producers, and are in position to deliver directly to them. Trade papers going to retailers frequently contain advertising urging retailers to "buy direct and save middlemen's (jobbers') expenses." In the long run, this kind of publicity goes far toward increasing public skepticism for the jobber.

Certain classes of retailers, such as the large mail order houses, chain stores, five and ten cent systems, and department stores, though far from all, do most of their buying direct now. Not a few manufacturers have developed sales organizations and the necessary machinery to carry their goods direct to retailers. Jobbers themselves have expanded, in some cases, into manufacturing, on the one hand, or into control or ownership of chain stores on the other, seeming, as it were, to seek a safe foothold in one direction or another in case of further elimination.

There is a widespread idea among jobbers that trade changes are under way which may prove disastrous to jobbing as such. Since the entrance of this country into the war there has grown up the idea that revolutionary changes are likely to occur in our business and industry, that Government regulation and price fixing, as now proposed, are but the entering wedge to far reaching reforms.

Public or municipal markets still have many active supporters and we may look for many more experiments in this direction, although the public market ceased to have any significance as an important factor in distribution after the industrial revolution, a hundred years ago. As a distributing device, the public market looks simple, almost ideal, but the conditions of village and country life,

or simple family wants, and of home industry, have largely passed away, and with them has gone the need for the public market. The strongest movements now aiming at reforming distribution methods are for state and municipal marketing departments or commissions.

The jobber's claim to a place can be given no more or less consideration than that of any person or institution performing a service. Is it necessary? Is it worth what it costs? Is there any other person or institution which would perform the same or an equally satisfactory service for a lower cost?

Just because the jobber has been in existence a long time I assume that no one would urge that he is therefore out of date per se and should be put out. Length of service in the past proves nothing, either for or against fitness or efficiency in the present, either in an individual or in an institution. Every factor in business must, is forced, to justify its existence at all times and rightly so by its output, product or service. So let us approach our analysis of the jobber's service without any presumptions of favor or disfavor from the past.

What is a jobber? To the man on the street the jobber is a large, important commercial house, ranking in stability with the best institutions in the community. Its working capital is relatively large. Its credit rating is excellent. It is an institution whose whole business is to buy goods and resell them to retailers. It is a specialized organization of marketing—a sales organization first, last and always. That is about as far as the average man's notion of a jobbing house goes.

But much more is involved in the work of the jobber that becomes apparent only with a closer view than most people are permitted. The jobber studies the consumer's needs of his trade territory, determines what the people will want and then sets out months in advance of the actual demand to assemble the goods to satisfy the needs, drawing upon all parts of the world. Assembling the merchandise that people will want next season is an enormous social responsibility when you stop to think about it. A grocery jobber must secure from two thousand to five thousand items. He must buy from hundreds of producers, thousands in some cases. A superficial count of the countries of origin of the merchandise of a single jobbing concern showed that there were over thirty countries represented.

To care for these incoming goods storage must be provided, warehouses that will keep the goods safely and free from deterioration of any kind, whether from weather, temperature, fire, dust, vermin, or what not. The jobber's warehouse is the source of supply of most retailers for most goods.

It should be kept in mind that the jobber of to-day is generally and essentially a local institution. Not many grocery jobbers can sell large volumes of goods more than a hun-

dred miles away. The jobber's strong points of service are that he carries a large open stock, from which the retailers within a certain radius can order through salesmen, by mail and wire and secure the goods in a few hours; that orders can be made up for practically everything the retailer wants and in such quantity as desired.

The advantages of the jobber to the manufacturer or producer are obvious. Months in advance of consumption and in advance of the retailers' orders the jobber places his orders and thus relieves the manufacturer of watching the market and making his own studies of consumers' demand. A great many manufacturers are saved practically all selling expenses by selling their entire product to one or a few jobbers by contract for the season, year or in large quantities at a stated time.

It is easy to underestimate the value of and the necessity for salesmen. The mail order exceptions merely prove the rule. Even Government bonds cannot be sold without salesmen and sales organization.

The jobber's salesman represents a large line of goods co-operatively handled. The manufacturer's representative carries nothing but what his concern makes. The expense for the jobber's salesman, including both salary and expenses, in the grocery line probably does not exceed, on the average, 3 per cent. of his sales. In other words, out of one hundred dollars \$3 or less is required to pay these salesmen. The manufacturer's representative costs many times that amount. I have never heard of any manufacturer claiming that he could sell his product at a lower selling expense than the jobber.

The credit man of a jobbing house performs a service in stabilizing business that is highly creditable. His knowledge of his customers extends to matters purely personal and of character in detail as well as of business matters. He is able to judge with great precision how far the retailer may extend his business. If jobbers were to eliminate all of the trade with retailers who are classed as bad credit risks by some manufacturers great hardship would ensue in many parts of the country. The line between success and failure is often finely drawn, but the skillful local jobber's credit man stands in much better position to discern it than the distant manufacturer's credit department.

That the wholesaler performs an economic service to the retailer is clearly evidenced by the fact that more than 80 per cent. of the retail merchandise of the country is bought through jobbers. The jobber maintains a constant, open supply close at hand. Orders may be sent in at any time and for smaller quantities than manufacturers care to handle for the retailer. Orders can be made out for a large variety of goods and all will be filled from source of supply. One order for twenty-five items, instead of twenty-five orders to as many manufacturers, means a saving

of time, postage, stationery and accounting.

Transportation charges are reduced to a minimum. Both time and money are saved. Most jobbers fill practically all orders on the day they are received. Buying in small quantities of each item makes rapid turnover possible and consequent pro rata reduction of overhead expenses, resulting in higher profit per sale and each profit multiplied by the turnover. Manufacturers as a rule while making price concessions require the retailer to buy in larger amounts than the jobber. But what the retailer gains in price he sacrifices in higher overhead, shrinkage and waste.

The small retailer must of physical necessity patronize a jobbing institution. If he were to buy all his goods from individual manufacturers he wouldn't have any time left in which to sell his goods. In dealing with manufacturers the retailer is required to pay out large sums of money, sometimes at inconvenient times, whereas the jobber's times and terms of settlement are regular and may be easily provided for in advance.

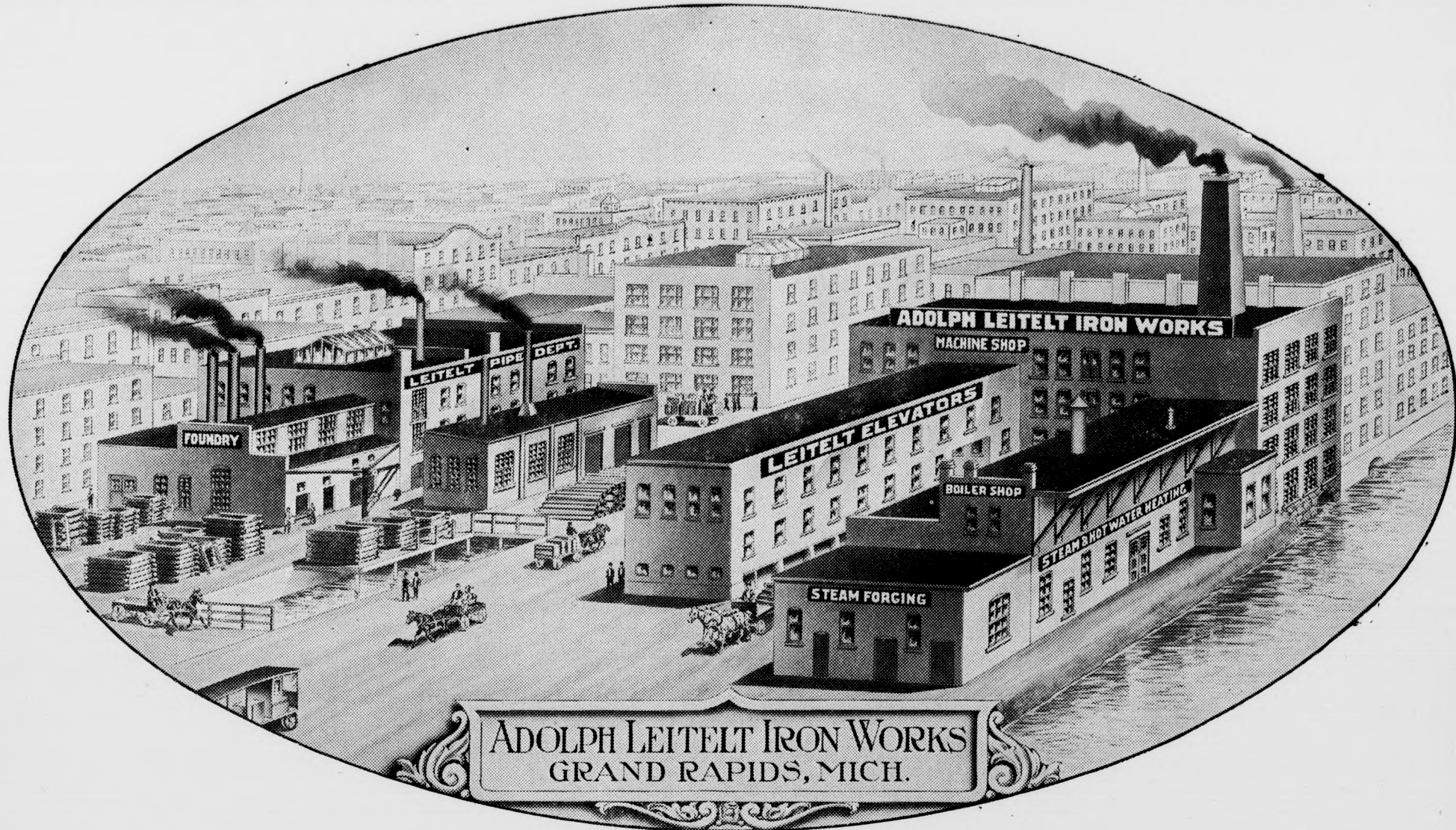
There is another important function of the jobber which I have touched upon only lightly so far, and that is the educational help given to the retailer. The jobber's salesman is frequently the teacher of the retailer, showing what the demand will be, how to prepare for it, what sales methods to use and so on. This, without doubt, has been an important factor in the success of many retailers.

We may summarize the functions of the jobber to manufacturers, retailers and to the public by stating that he is the specialist in distribution on a large scale. We need specialists in manufacturing. We need specialists in every work, and we need specialists in marketing.

The jobber is the shock absorber of distribution. He helps the retailer and relieves the manufacturer. Changes in demand are interpreted to the manufacturer. The risks of distribution are largely borne by the jobber. In doing these things the jobber stabilizes production on the one hand and keeps the consumer's wants adequately satisfied on the other. Prices are stabilized, speculative gambling minimized. Were it not for the enormous stocks and capacity of jobbers price variations would be extreme every year.

The jobber is to distribution of merchandise what the Federal reserve banks are to their respective regions and to the National money market. The weakness of the old money and banking system was that the Government prevented banks from handling credit freely through wholesale financial organizations. The National banking system was too much of a "direct from producer to consumer" proposition. There was no shock absorber such as the jobber in distribution of merchandise to take up the violent variations that occurred in the demand for money from time to time.

It should be obvious to anyone



WE MANUFACTURE

Freight and Passenger Elevators, Lumber Lifts, Special Machinery, Boilers, Smoke Stacks
 Fire Escapes, Patterns, Grey Iron Castings, Steam Forgings and
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acquainted with the facts concerning the work that jobbers actually do that the jobbing system, or some system very much like it, is absolutely necessary and is here to stay. His precise functions will vary from time to time, as they do now from community to community and from line to line. But the study of market demand in a broad way, the assembling of merchandise in large quantities from the widest sources months and even seasons in advance of the actual demand, the redistribution of these products in such quantities as desired at the precise times when needed, are functions that must be carried on some way by some one.

Paul H. Nystrom.

Real Discontent is the Signpost of Achievement.

Discontent is the moving force of the world.

It is the force that moves mountains. It is the animating energy that conquers difficulties.

It is own brother to Ambition, born of the wedlock of Desire and Vision; and its child is Success.

Don't confound Discontent with querulous inefficiency, which in its impotence rails at the things that are.

Real Discontent is an animating, energizing, inspiring influence. The other kind is a puling, weak-souled apology for failure.

Show me a man who is satisfied with his lot, and I will show you a man whose soul is incapable of soaring beyond the pitiful bounds of petty necessity.

Discontent is the discoverer of continents, the builder of mighty cities, the thinker of great thoughts. It is the spur that drives men to colossal deeds.

Had Edison been satisfied with the puny light of an oil lamp, we might never have had electric lights. Had we been satisfied with what our grandfathers thought "good enough," we should have had no palatial steamers coursing the ocean lanes; no limited trains hurtling across continents at the speed of comets; no automobiles; no gas stoves; no trolleys; no elevators; no elevated trains; no subways; no gas-driven engines; no telephones; no telegraphs; no wireless; no aeroplanes; none of the countless improvements that modern civilization affords those who live in this age of maximum comforts.

Discontent was the mother of all the inventions.

Discontent has peopled the desert places and reclaimed the arid lands. Discontent has burrowed the earth for its treasures of minerals and oils.

Discontent has given us our great geniuses and our master builders of success.

Discontent has lifted the humble and put them in the seats of the mighty.

Discontent has brought us universal education.

Discontent has crushed the autocratic power of Divine Right to rule and given the world a government of the people, by the people.

Discontent is the awakener of Great Dreams.

Discontent is the soul of Achievement. Once Discontent—Ambition—dies, then Achievement is ready for interment in the grave of hopelessness.

When a man confesses that he is satisfied; when he admits that he has no dream of empire, no longings unfulfilled, nothing further to crave, then you can read the burial service over the corpse of his Ambition.

Better be dead than to be without Ambition—you are dead anyway from the heart up.

If there is so much as a spark left, no matter how feeble that spark may be, there is still hope, for that spark may be fanned into a blaze that will light the whole course of your life.

Nurse that precious spark. Kindle it with brave thoughts and gallant hopes. Nurture it with the warm red coals of Hope. Build it up into a blazing beacon.

Set yourself a goal to race for.

Train yourself body and mind and heart for the struggle.

There's an infinite joy in achievement, in doing things.

Too many men consider that age is the grave of Ambition. Read what some of the biggest men have done after they have passed beyond the half century, many after they have passed threescore years.

Take heart from the annals of other men and women. There is only one foe to fear—yourself.

The power to succeed is in you, and in you alone. No one else is going to do for you what you don't do for yourself.

The goal is for you to reach. No one is going to push you up to its threshold and beyond it.

Push your way through the struggling mass of the invertebrate, puling, whining inefficients—the soul-dead. There's always room at the front.

It's only those who fall behind in the race who fall over one another's heels.

J. M. Handley.

Fourteen Mistakes of Life.

Setting up one's own standard of right and wrong and expecting others to conform to it.

Trying to measure the enjoyment of others by our own.

Expecting uniformity of opinion.

Looking for judgment and experience in youth.

Endeavoring to mould all dispositions alike.

Estimating men and women by their nationality or by any outside quality.

Refusing to yield in unimportant trifles.

Looking for perfection in our own actions.

Worrying ourselves and others about what cannot be remedied.

Not alleviating as much suffering as we can.

Not making allowances for traits in others, apparently unfitting themselves for success in life.

Considering anything impossible that we ourselves cannot perform.

Refusing to believe anything that our finite mind cannot grasp.

Living as if the present moment would last forever. J. A. Rentoul.

Successful Collection Letters Used By Successful Grocer.

Jeans P. Brown, a grocer in Hillsboro, Ill., uses a few strong collection letters which have brought excellent results. The letters are short and to the point, businesslike and courteous; and while not apt to give offense, make it plain that payment on the account is due and settlement is expected promptly. The last two letters, while in the nature of an ultimatum, are still courteous, with the idea of giving as little embarrassment as possible to the customer, who may be a good one generally but, through carelessness or a temporary shortage of funds, has let the account creep up. The idea of every collection system should be to get the money, but at the same time retain the trade and the good-will of the customer. The letters used by our Hillsboro friend are on the sectional plan, as, for instance, Form No. 1 can be used with any one of the other forms in making up a letter. It is also easy to vary or revise any one of the forms to meet a particular case.

The book-keeper in going over the accounts can simply note the number of the letter to be sent to each individual. For instance, if he makes a notation that Letter No. 3 is to be sent it is known at once that this is a request for a past-due account having an old balance, and Forms 1 and 4 are to be used. A notation to the effect that Letter No. 3 has been sent out should be made on the ledger page, with the date. The various combinations as used by Mr. Brown are as follows:

Code Numbers.

Letter No. 1. Regular Request for Account Due.

Forms 1 and 2.

Letter No. 2. Past Due.

Forms 1 and 3.

Letter No. 3. Past Due and Old Balance.

Forms 1 and 4.

Letter No. 4. Small Account, Pay All.

Forms 1 and 5.

Letter No. 5. Can't Pay All, Pay Part.

Forms 1 and 6.

Letter No. 6. Must Have Cash Now.

Forms 1 and 7.

Letter No. 7. Cash or Note.

Forms 1 and 8.

Form No. 1—General Heading.

We naturally depend upon collections from our good friends who are owing us to pay our own bills, so we are writing to you.

Form No. 2—Due Now; Regular Request.

Your account is Due Now and amounts to \$..... and we will appreciate a remittance from you in settlement of same.

Form No. 3—Past-Due Account; Regular Request.

Your account is now Past Due and perhaps has been overlooked by you. Now that your attention is again called to it, we feel sure you will send \$..... in payment of same.

Form No. 4—Past-Due Account With

Old Balance.

Your account is now Past Due and part of it has been running for a long time. You no doubt have received statements and may have overlooked them; but if there is anything wrong with it let us know at once, otherwise we will expect a remittance for \$..... to cover same.

Form No. 5—Small Account; Pay All.

Yours is a small account amounting to \$..... and no doubt you will prefer to pay it all in full now, for which we thank you.

Form No. 6—If Can't Pay All, Pay Part.

Your account amounts to \$..... and if it so happens it is not convenient to pay all at this time let us have as much as you can spare, say, about \$..... (fill in here one-fourth, one-third or one-half of amount due, owing to conditions, i. e., how long been running, the amount involved and has ability to pay), for which we thank you.

Form No. 7—Must Have Cash Settlement Now.

We have had no response to our statements, letters or itemized bill of your account, which is \$..... If it is not correct, or you cannot pay it all just now, come in and see us about it at once.

We surely want to do the right thing and would regret and dislike to pursue any course that would disturb our present friendly business relations; but in view of the conditions as mentioned above, we now feel that unless we do hear from you that you will compel us to do that which both of us will regret—so come in soon.

Form No. 8—Must Have Cash Settlement Or Note.

You have received from us statements, letters and an itemized bill of your account, which now amounts to \$....., but we have not heard from you.

You must, therefore, know it is past due, and if you cannot arrange a cash settlement now, then sign and return note enclosed. We shall, of course, expect to hear from you promptly, but, failing to do so, our next step will have to be to refer the claim to a professional bill collector.

The Ten Commandments of Business

1. Honor the Chief. There must be a head to everything.
2. Have confidence in yourself, and make yourself fit.
3. Harmonize your work. Let sunshine radiate and penetrate.
4. Handle the hardest job first each day. Easy ones are pleasures.
5. Do not be afraid of criticism—criticise yourself often.
6. Be glad and rejoice in the other fellow's success—study his methods.
7. Do not be misled by dislikes. Acid ruins the finest fabric.
8. Be enthusiastic—it is contagious.
9. Do not have the notion success means simply money-making.
10. Be fair, and do at least one decent act every day in the year.

Never put off until to-morrow the advertising of to-day.

Now or Never!

If the well prepared retailer cannot have a big business the remainder of this year he never can. NOW is the time to get ready. NOW is the time to get the goods. WE HAVE THE GOODS. Ordering from "OUR DRUMMER" you know what the goods are going to cost and what goods you are going to get. Thus your holiday profits---and this means your net profits for 1917---can be assured. Get ready NOW!

BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

NEW YORK

CHICAGO

ST. LOUIS

MINNEAPOLIS

DALLAS

HANDLING RETAIL CREDITS.**How a Successful Merchant Did It Advantageously.**

The crux of the matter is that you, as well as all other merchants, must decide for yourself. The correct solution depends altogether on the merchant, his location, his circumstances, the times and the character of his trade; but, most of all, on the merchant himself. When we get short of change and have borrowed our limit from the bank, also owe as much as we can for goods, we contemplate our "creeping balances" and evade responsibility. Therefore, credits are mighty risky anyway—perhaps I had better get on to the cash basis. Some reasons exist today which it may be well for you to consider very seriously the idea of changing.

Market Advancements.

These may have affected you in two ways—by increasing your stock investment, so that your capital is hardly sufficient to carry your business, and by consequently increasing the average customer's account so that your investment in outstanding bills is larger than you can carry, while the average customer's account now makes many accounts unsafe which formerly were o.k.

Uncertainty of the Future.

Prevailing high prices are liable to decline and thus cause your stock holdings to shrink in value. In face of this contingency you may want to trim sales, reduce investments, cash in on present holdings and generally be on the safe side to meet untoward conditions.

Inability to Handle Credits.

Maybe you have concluded that you are not made right for handling credits. If you are sure that this is so, there is really nothing you can do except change. But note that this must be decided from your own standpoint, behind your own counter in your own store. But you can control your accounts, as goods change in price. Customers' accounts automatically increase in average totals. The family whose monthly bills run \$20 will have an average account of more like \$30 at the end of each month. Thus if you have the same number and same kind of customers you will be carrying about 50 per cent. more in accounts; but if that condition prevails to the inclusion of customers not financially good for the changed sums, the fault is your own. It is not the credit system which is to blame, but your own handling of it. For if stocks require constant watching, and everybody concedes that they do, accounts outstanding require more watching. Accounts always require watching. They require extra watching in times like these when prices are jumping.

Where Credits Are Weak.

The big trouble with the credit business, as conducted by the average grocer, is that he tries to stretch it too far. He doesn't realize what he is overdoing until, like a toy balloon in the hands of a youngster, it finally reaches its point of endurance and goes ker-bang, giving him a wallop

in the eye and then crumpling up like a German dirigible that has wandered within range of the Allies' guns. It is a wise kid who knows when he has stretched his toy balloon to the limit. When he sees the thing he has invested his money in fade away into a useless piece of rubber, he wished he had been wise in time. And so it is with the retailer who overtaxes his credit, giving limit by allowing customers to over-inflate their account with him. The credit business is all right, providing it is not allowed to spread out too much like a fat man in a lawn swing. The man who is insulted when he is presented with a bill that has been in existence since the last Presidential election is a trial and tribulation to the timid storekeeper, but his money is worth much more at such a stage of the game than his

chants to pass any rules which would work any hardships on the consumer, but owing to the short credit now extended by the jobber and manufacturer, the retailer is obliged to limit the extension of his credits. The six years I was in business at the corner of Sixth street and Scribner avenue I was successful in doing a credit business. I figure my losses were about $\frac{3}{8}$ of 1 per cent. My experience in the credit business is that the customer who makes his pay day your pay day is the best customer. The one who is living beyond his means and when pay day comes, pays only part and leaves a balance with a promise to pay all up next pay day is not a desirable customer. This is a case where if you can't keep up, you can't catch up, so why not pay up? Taking orders and making deliveries

see him, he charges you \$2 for the prescription.

In conclusion, permit me to say that I believe in giving a reasonable amount of credit. My motto is quality and service and keep a clean, sanitary grocery. Arthur Cox.

Making His Anniversary a Souvenir Day.

The souvenir has in some instances proved an effective means of wooing buyers, although it is a practice which can, if not carefully guarded, be carried to the unprofitable point.

An unusually successful dealer in a Michigan city of 20,000 each year celebrates his business anniversary by the distribution of suitable souvenirs to all individuals making purchases at his store on this day.

Naturally, new gifts are offered on each occasion, so as to provide an incentive for those already possessing souvenirs from past years and it is surprising the assortments which have been accumulated by some customers of this store. In the forming of a connecting link between giver and receiver, they, of course, have real merit.

The last two of these affairs were unusually elaborate and in all ways the most successful ever conducted, an entirely new feature being introduced. A local artist of considerable talent spent the entire day in one of the big show windows of this store, sketching landscapes. Working at all times on five different views, he applied one color at a time to each picture until all were completed. A crowd of spectators could always be found outside, watching with intense interest the work of developing the various sketches.

These art products were awarded to each customer making a purchase amounting to \$3 or over. After the picture had been chosen, the salesman made it a point to show the customer how nice it looked in a frame, with the result that a very large number ordered their selections framed, for which a reasonable charge was made. The pictures are all of uniform size.

Those whose purchases aggregated less than \$3 received inexpensive but quite attractive souvenir spoons.

This anniversary day was widely advertised and the dealer says it is surprising the number of people from considerable distances who were attracted to his store on this occasion.

Holding Over Old Business.

A merchant who moved minimized the usual drop in trade and made capital of moving by displaying this large placard: "To repay our customers for the slight inconvenience of looking us up at our new location, we will make a sweeping reduction of 10 per cent. on all merchandise for the first fifteen days in our new quarters." Below this he displayed a chart showing a dotted line from his old to his new location.

This plan helped him to keep a large proportion of his old customers and directed a considerable number of new ones in the old territory to the new store, thus making up for his discounts. S. B. Hoffmann.



Arthur Cox

friendship and long term credit business.

If merchants were more careful about long term credits and unreliable accounts, more of them would be riding around in their own gas wagon and spending week ends at the summer resorts, instead of walking home to save carfare and sitting up nights, wondering if the sheriff will be sitting on the doorstep when they get down in the morning. Because of the distressing times brought about by the war, the Government asks the support of retail grocers throughout the whole country and, as true Americans, it becomes our duty to heed this appeal. The Government has appealed to the grocers in a great many ways. One appeal is that they be very conservative in the matter of extending credits. It is not the desire of the Government nor the food mer-

is expensive. Sending out a man to take orders is expensive. Taking orders from house to house requires one extra man. Where is your profit in that, considering the extra amount of business you get? Deliveries should be adjusted to at least two per day. Orders in before 9 a. m. should be delivered before 12 m. Orders in after 9 should be delivered before 4 p. m., and no orders of less than \$1 should be delivered. Why should a grocer be expected to make special deliveries without exacting compensation therefore? If you are in a hurry to get a letter to its destination, you pay the Government 10 cents extra for the service. If you go to a doctor's office during his office hours, he writes you a prescription for \$1, but if you ask him to come to your house to see you, instead of your going to his office to

MICHIGAN OFFICES AND SAMPLE ROOMS

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IRA N. SIMMONS
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C. E. ROLFE
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Menominee

The largest women's and children's ready-to-wear department in Michigan and one of the largest in the Middle West. All the latest novelties in women's silk waists ready for delivery.



Exclusive selling agents for Puritan underwear for men, women and children and Trufit Union Suits for men, brands responsible for the success of hundreds of underwear departments.

Our Representatives Are on the Road with the Lines for Spring Delivery

BURNHAM, STOEPEL & CO.
DETROIT, MICHIGAN

C. J. Litscher Electric Co.

41-43 Market Ave. S. W.

Grand Rapids, Michigan



Wholesale Electric Supplies

"Service is What Counts"

WRONG IDEAS OF RELIGION.

Perverved Notions Entertained By Too Many People.

There is the notion, regnant unfortunately in many an American youth, that red-blooded virile manhood is inconsistent with virtue, that it is smart to be fast and stupid to be temperate, sober and chaste; that it takes a clever man to be really bad and a fool to be good, particularly to be pious; a notion for which unfortunately certain types of piety give some ground.

There is the fear with which pious parents often send their boys to the university, anxious lest their faith be shipwrecked—a fear sometimes well grounded where a shallow, conceited sciolism in the professor's chair sneers at the deep things of the spirit, but groundless where knowledge is reverently and honestly imparted with a single-minded passion for the whole truth.

There is the feeling so often characteristic of the young student, the callow beginner who is just learning to walk in the paths of knowledge, that he can establish his reputation for intellectually by no surer proof than by ostentatiously exhibiting a somewhat loud scepticism about things he has never deeply studied nor understood.

Now these are but moods and tenses of that innate and persistent prejudice, so characteristic of our Anglo-Saxon mind, that strange, irrational feeling that intelligence and goodness are mutually exclusive, that faith and knowledge, reason and religion are irreconcilable.

Throughout his teaching, Jesus identifies intelligence with goodness, sin and selfishness with folly and imbecility. When one stands in his presence, one knows not which to admire the more, his mind or his character. Both fill us with awe. The intellectual grasp of his parables, the marvellous insight of his words, the penetration of his teaching, the amazing knowledge of human nature, the surpassing wisdom of it all, they fairly overwhelm us. And before the splendor of his soul, we fall on our knees and cover our eyes.

In Jesus, the two are one, really and essentially one. He could not have been the supreme character of the world had he not also been its supreme intelligence. The character is transfused with the intelligence and the intelligence is transformed into that moral and spiritual wisdom which is the character. And no man can share the character of Jesus who does not also to the same degree share his spiritual intelligence. If he is to be built up into the perfect manhood, unto the measure of the stature of the fullness of the Christ, a young man must have in him that mind which was also in Christ Jesus.

It requires intelligence to keep a rational, reasonable and vital religious faith, and such a faith is the highest form and mark of intelligence. Some young men have had or are going to have the experience of losing certain old and cherished forms of belief as

they advance in knowledge. To earnest and serious minded men that experience will come with an utterable sadness, the sense of an irreparable loss, the loss of the light that guided their steps in youth and the consolation that comforted them in sorrows, the strength that enabled them to fight with sin, in their doing of duty and rendering of service. To others that experience may come with a kind of shallow and silly satisfaction, because such a scepticism seems to be a mark and a proof of intellectuality, of growth in knowledge.

Two things I would remind young men of when that experience comes:

to religion. If the process be pursued honestly, with a single-eyed passion for the truth, Christ will prove himself to a man's soul as its one true master.

It requires intelligence not only to keep a reasonable and vital faith but intelligence simply to be good, to guide conduct aright, to build up a good character, the first practical end of religion. Any idiot and imbecile can go the fast gait. Any weakling can make a wreck of himself. You can do it just by letting go. The man of mighty passions and appetites and fierce tempers is not necessarily the strong man. If those forces within

the emotions without strengthening the will. It has no discipline in it. Conduct and character require more of the judgment, the intelligence and the will than they do of the emotions and the impulses. Men and women go wrong and wreck themselves as often through mistakes of judgment and lack of intelligence as through wrong impulse and unruly passion. It is a fine art, a high art, this art of being good. And there is only one supreme master of this art from whom we may learn it in its noblest form and its highest efficiency. And that master is Jesus Christ.

And there is that second practical issue of religion, doing good. That also is a fine art which requires intelligence. This age has a passion for doing good. It is more and more translating its religion into terms of social service, social reform, social justice and righteousness, that is doing good in a large way.

But more attempt this task than are fitted for it. The only equipment they bring to it is a few good intentions, noble motives and burning zeal. Often it is a zeal without knowledge, motive without intelligence and intention without wisdom. The world has suffered as much from blundering beneficences as from intentional knavery.

A wise sociologist said to me a few years ago, "Social forces are accumulating with astonishing rapidity. Things are moving fast. What we need to-day is not so much more stimuli, more pricks and goads, as a driver on the box who knows where he is going." We need men like the children of Issacher of old, "with understanding of the times to know what Israel ought to do."

Religion, that highest and all-embracing interest and inspiration of life, both in its faith and in its practical issues of character and service, of being good and doing good, demands intelligence. Therefore a man needs to bring to it the best he has, the best he can get. Faith, goodness and wisdom these three are one.

Charles D. Williams,
(Episcopal) Bishop of Detroit.

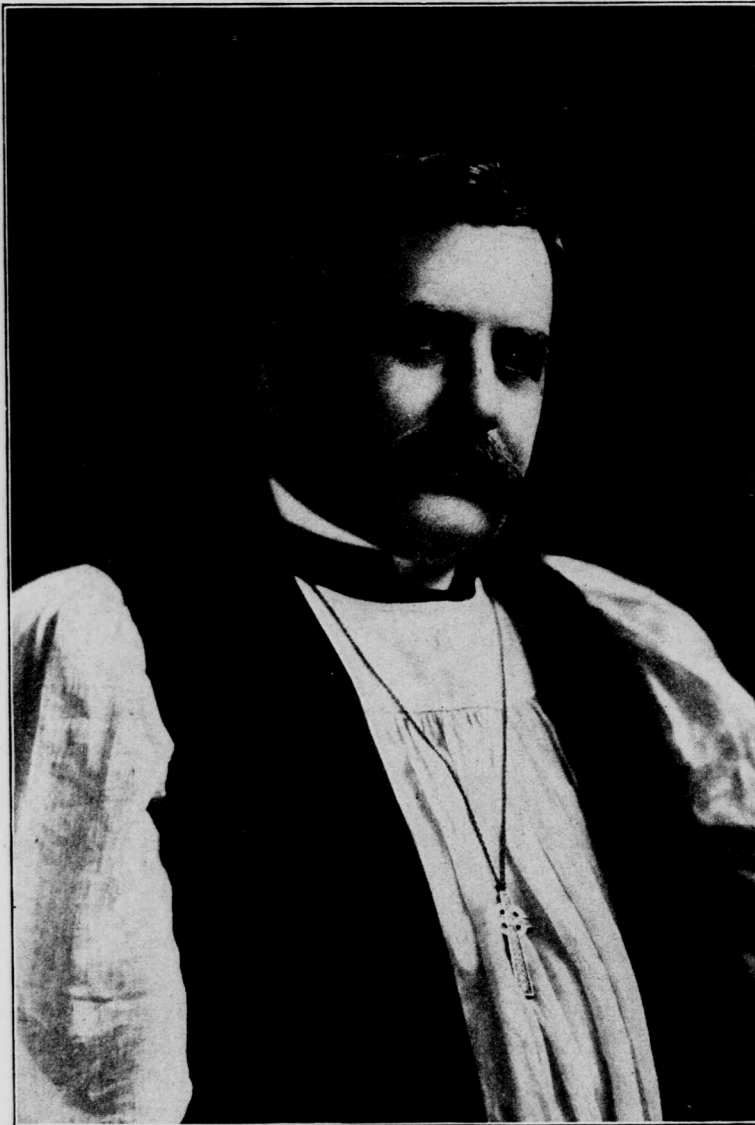
Changing a Town's Habits.

Many neighborhood stores, as well as those in smaller towns, advertise their telephone service not only to attract trade but to build it up. A druggist in an Iowa town of 15,000 advertised "Phone Red 100 when you sit down to dinner. Your ice cream will be there for dessert." A large enough number of new customers took advantage of this service to increase sales materially.

This same druggist suggested, through the newspapers, that his patrons stay home, telephone Red 100, and eat ice cream on their porches, instead of walking downtown on summer evenings for soda or ice cream, as is the custom in many small towns. He developed almost a monopoly in the ice cream business, through making his number known.

J. Heywood.

The advice of successful men can be of much value to you if you will act upon it.



Charles D. Williams

First, these forms of belief are not of the essence of faith and may have nothing to do with it. They are merely the pot in which the plant has grown and the pot may be burst because the plant has grown too large for it. Never confuse the passing forms of belief with the abiding substance of faith.

And second, true faith and complete knowledge can never conflict. A young man thinks he has ceased to believe because he knows. It is simply because he does not yet know enough. As Lord Bacon said, "A little knowledge leadeth away from God. Much knowledge leadeth back into His bosom." Therefore, apply intelligence thoroughly and fearlessly

be unruly, if the man is driven by them without control or guidance, he is like the rudderless ship, the riderless horse and the run-away engine. The really strong man holds all these powers under the control of a wise intelligence and a right will.

And that control can be learned only through mastery of the art of conduct and the science of character—the highest art and science a man can master. They make the most exacting demands upon the noblest powers and faculties of a true manhood. They cannot be achieved by subjecting oneself to a few religious emotions or cherishing a few fine impulses and good intentions. Much of our popular religion mistakenly stirs

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"THE FIRM I REPRESENT."**Famous Address on Subject Which Interests All Men.**

At the recent annual banquet of the National Wholesale Dry Goods Association, its auxiliary associations and its associate members at the Waldorf-Astoria, New York City, Rev. John R. Davies, D. D., was one of the speakers and repeated by special request his address, entitled "The Firm I Represent." The entire membership of the Association expressed great appreciation and approval of the speaker's eloquent and forceful address, which was as follows:

There are firms represented here which are spoken of as being among the oldest in our country, but their age is measured by the life of a father, a grandfather, a great-grandfather, or, at the most, by that of a great-great-grandfather.

The firm with which I am connected was old before the Caesars ruled in Rome; before the Pharaohs built the pyramids; before Nineveh reared its walls upon the banks of the Tigris, and before the Hittites built up their great world power in Western Asia. Backward the life of this firm goes, past all known records, into that remote period which would ever be an insoluble mystery if it were not for the light which revelation so graciously throws upon the opening moments of the world's history.

Like many other great enterprises, we began in a humble way. At first there were only two customers, by name, Adam and Eve. I fear they were not material of which to be proud. Indeed, to tell the truth, they started with a large capital, but left to their own resources they soon became bankrupt; were turned out of house and home, and when they died they left a debt upon the books of the firm which neither they nor their relatives were able to discharge.

However, as time went by other customers took their place, each succeeding generation supplying an increasing number, so that to-day our adherents are numbered not by millions but by tens of millions, there being but few places upon the globe without some one representing the firm.

Take the department with which I am connected, and we are working not only throughout our own country but in Alaska, Mexico, South Amer-

ica, Africa, Japan, China, India, Korea, Siam, Laos, Persia, Syria and the Philippines.

What we are doing other departments of our firm are doing, and some of them in a larger and perhaps more zealous manner; and one of the inspirations that impels us forward in this work is the statement of the head of our firm that He will not be satisfied until all the world is His territory and every creature His customer.

The goods we represent are in several particulars unlike those of any other house. They are historic facts, divine truths and heavenly graces. So far as our part is concerned we charge nothing for the manufacture. The only cost is a slight one for expressage, so that multitudes, especially in our foreign trade, are to-day receiving our products without money and without price.

Many of you at first had but few articles to put upon the market, and these were somewhat crude and incomplete, but through tireless application and skillful workmanship these articles were not only increased in number but also in quality, so that to-day they command the market.

The goods we represent have also passed through a development, but a development connected with such great names as those of Moses, the lawgiver; David, the psalmist; Isaiah, the prophet; John, the evangelist; Paul, the theologian; Peter, the preacher, and especially with that of Jesus, the Christ, who gives to all our products their finest finish, their greatest glory.

It is a frequent saying that commerce follows the flag. I think it is far truer to say that commerce follows the introduction of our goods; because they have the peculiar power of making all who use them dissatisfied with themselves and their surroundings. For instance, a savage in Central Africa comes under the influence of one of our representatives and soon he says: "I am ashamed of myself. Get me a few yards of calico with which to hide my nakedness." After a time another says: "Get me a plow so that I may cultivate my land and grow crops as you do." After a time still another says: "I am tired of my way of living. Get me tools to cut down these trees so that I may build myself not a hut but a home."

This is no flight of fancy born in the speaker's imagination, but a statement of facts that are all the time being verified, and I would ask you gentlemen to compute, if you can, the vast developments which must come to all forms of American commerce, as our representatives make the myriads of the Orient ashamed of the conditions in which they are now not living but existing.

Then, if a man becomes our customer in dead earnest we never lose him. He never substitutes any other goods for those of our house. He says: "I know this firm. They have never sent me a bad article. They have never broken a promise. Their goods just suit me. They give me peace with God, strength to meet temptation, and light in the hour of

darkness and doubt. They enter most graciously into all the needs of my life, and, judging from the experiences of multitudes, I have every reason to believe that they are going with me to the end of the journey, and when the eventide falls about me they will be my eternal support and stay."

I presume in every business represented here, especially if it is of any size or moment, there are those who, because of incompetence, you would like to discharge to-morrow. Representing the different departments of our firm we have in this country alone at least one hundred thousand workers, and need we be surprised that now and again some of them say and do things which we properly criticize and condemn? But, notwith-

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standing all this, we can truthfully say that our firm represents a type of intellectual, moral, religious leadership unlike anything this world has ever known in any other sphere.

For instance, I am worshipping in the Jewish synagogue and there I find Moses, the law-giver, whose commandments have gone into all the civilization of Christendom; David, the psalmist, whose psalms have been sung by millions for centuries along life's pathway; Isaiah, Jeremiah, Ezekiel, great prophets, dealing not only with the present but also drawing back the veil which conceals the centuries.

I am worshipping in one of the great Catholic cathedrals, and there I see Anselm, Bernard, Aquinas, Manning, Newman, men of imperial minds, molding the living and loving of myriads yet unborn.

I am worshipping in the protestant communion, and there I meet great leaders like Calvin, Edwards, Wesley, Chalmers, Hodge, who have done such splendid service in the creation of our modern civilization. These names are only a few, but they are sufficient to bring before every educated, thoughtful man in this company that stately succession of scholars who for thousands of years have been one of the greatest assets of our firm.

But there is not only intellectual power; there is also the splendor of self-sacrifice without a parallel. Think of Raymond Lull, stoned to death at Bugia; of Francis Xavier, dying alone in China, with the ocean spray dashing upon his person; of those

Jesuit missionaries, who for Christ's sake traversed the primeval forests of this continent to find their Westminster Abbey in graves unknown by men but dear to God. Think of Henry Martyn breathing his last at Tocat; of David Livingstone, whose heart is buried in Central Africa; of the martyrs Hannington, Patterson, Hodge, Pitkin and others whom we cannot name, of whom this world was not worthy, who did not count their lives dear unto themselves, who, giving up the things for which this world willingly devotes its gold and its blood, and crossing storm-swept seas, traveling through fever-laden forests, living in pagan cesspools, have with peace unspeakable died at their posts for Jesus Christ.

When you send salesmen to represent your firm you give them a manual of instructions outlining the goods you have for sale, the qualities they possess and the terms upon which they can be bought.

The representatives of our firm have a manual which is so unique that it stands absolutely alone. It required nearly sixteen centuries for its development. Almost 141 years have passed since the Declaration of Independence was read in Philadelphia; since then, what colossal chapters have been written in the world's history! Such a day seems ages away, and yet the development of our manual demanded a period nearly twelve times greater.

More than forty authors were engaged upon its pages. While they held the pen and used their own style,

language and individuality, they were so superintended as to give to their message a divine quality which empowers us to speak of their work as the Holy Scriptures; furthermore, many of these men wrote at different periods, in different communities, from different points of view, entire strangers to each other, and yet when their work comes together there is a unity characterizing the whole, making the book one great cathedral, which finds its central page of worship in a divine Savior who upon Calvary's cross is sacrificed to bring to sinful men pardon of their guilt and peace with God.

Look at the unique experiences of this manual. For centuries it has been hunted by the persecutor, denounced by the infidel, garbled by the critic, misrepresented by its friends, and yet, in spite of the malice of its foes and the neglect of its followers, this manual not only lives but to-day is more published and read than ever.

Then, the truths of this manual exercise a peculiar influence. A friend of mine was selling a farm, and when the bargain was completed he said to the buyer: "As soon as you settle among us we will be glad to have you come and help us in the worship and work of our church." With sarcasm came the answer: "No, I have no time for the church." Then, with curious inconsistency, the buyer said: "But I would not purchase a foot of ground in a community where there was no church."

This, in a nutshell, tells the story

of the influence of this manual. Wherever it goes it civilizes society, founds schools, builds churches, saves the drunkards, redeems the harlot and into such communities men love to go, to invest their money, to live their lives, bring up their children, and such statements can be verified not only in our own country but everywhere around the wide, wide world where men have made the instructions of this manual a lamp to their feet and a light to their path.

In closing, permit me to say a few words about our Master, or to use your language, the Head of our firm. The story is told of an artist, who, in painting one of the scenes of the gospels, when he came to the face of Christ laid down his brush, declaring himself incompetent for such a task. Something of the same spirit touches every one who in any way attempts to portray the life of our Lord. His parents were Jewish peasants, and He Himself the greatest representative of the Jewish race. By a strange providence His cradle was a manger; angels foretold His birth, and shepherds knelt about the Babe. Wise men came from afar offering their wealth and their worship. To save him from Herod, Egypt threw about this child the safety of her sands.

Of the first thirty years of His life, beyond a few brief statements, we know nothing. If He had only been man His biography would have been written in detail; because He was more than man, inspiration drapes this period with the garment of an

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impressive silence. The foxes had holes, the birds of the air had nests, but He had nowhere to lay His head. His last Passover He ate in a borrowed room, and after the tragedy of the cross His body was laid in a borrowed grave.

Consistency, so rare a jewel in us, was such a commonplace in Him that even His enemies were compelled to acknowledge Him sinless. In response to His touch, disease, deformity and death fled from the human frame; so that the blind saw, the lame walked, the deaf heard, the leper was cleansed and the dead were raised to life again.

He had a peculiar influence over others, calling men like Peter and John, women like Martha and Mary, who left all and followed Him, glad of the privilege of suffering for such a Master.

The words He spoke responded to every possible need of the human soul. They are just as much at home in the cottage as in the castle, just as suitable to the sovereign as to the subject.

His sacrifice, a profound mystery, a blessed simplicity, offers to all men, regardless of country or condition, freedom from the condemnation of sin; freedom from the tyranny of sin; freedom from the pollution of sin; the three greatest blessings that an infinite God can possibly bestow; the three greatest blessings that poor, sinful man can possibly receive.

He came to bring life and immortality to light, and this He does in language never to be forgotten, when, in speaking of the glory to be, He said: "In my Father's house are many mansions. I go to prepare a place for you; that where I am, ye may be also."

This is our Master, the Head of our firm, who, now risen and glorified, we humbly worship as Prophet, Priest and King.

Interesting Relic of the Civil War.

The facsimile of an issue of the Vicksburg Citizen on this page is a photographic reproduction of one of the most interesting and valuable relics of the Civil war. The entire edition of this paper was printed on the back of strips of wall paper, which was the only kind of paper left in Vicksburg at the time the city was taken by the Federal forces under Gen. Grant.

Grant invested Vicksburg May 18, 1863, having started the attack at Corinth, Mass., and Boliver, Tenn., Nov. 2, 1862. He was supported for a time by Gen. Sherman and Gen. McPherson on land and by Admiral Porter on the river. The investing line was fifteen miles long. The Confederate forces were commanded by Gen. Pemberton. Grant's embargo of the city was so complete that he cut off Vicksburg from receiving any food from the outside world and practically starved the beleaguered army and people into submission. Grant ordered a general assault to be made July 6, but Pemberton realized that his men were too enfeebled by hunger and exhausted by constant duty to repel an attack and sent a representative to Grant under a flag of truce July 3, proposing an interview to arrange terms of capitulation. Terms were agreed upon and at 10 o'clock July 4, the 31,600 Confederate troops marched out to Grant's headquarters and deposited 60,000 muskets on a pile, laying their battle flags on top of them as they would the tails of battle.

THE DAILY CITIZEN

J. N. SWORDS, Proprietor

VICKSBURG, MISS.

THURSDAY, JULY 3, 1863.

Mrs. Cisco was instantly killed on Monday, on Jackson road. Mrs. Cisco's husband is now in Virginia, a member of Moody's artillery, and the death of such a loving, affectionate and dutiful wife will be a loss to him irreparable.

We are indebted to Major Gillespie for a steak of Confederate beef *à la* meat. We have tried it, and can assure our friends that it is rendered necessary, they need have no scruples at eating the meat. It is sweet, juicy and tender, and so long as we have a rule left we are satisfied our soldiers will be content to subsist on it.

Jerry Asker, one of our most esteemed merchant-citizens, was wounded at the works in the rear of our city a few days since, and breathed his last on Monday. Mr. Asker was a young man of strict integrity, great industry and an honor to his family and friends. He was a member of Commodore Cassin's and by the strict discipline of his duties and his noble disposition, won the confidence and esteem of his entire command. May the blow his family have sustained be mitigated by Him who doeth all things well.

Grant's forces did a little firing on Tuesday afternoon, but the balance of that day was comparatively quiet. Yesterday morning they were very still, and continued so until early in the afternoon, when they sprung a mine on the left of our centre, and opened fire along the line for some distance. We have not been able to ascertain anything definitely as to our loss, but as our officers, with the exception of this move of the enemy, the expectations of the Yankees were not realized by a great deal.

Among many good deeds we have spoken of with pride by our citizens, we cannot refrain from mentioning the case of Mr. F. Ober. This gentleman, having more corn than he thought was necessary to last him during the siege of this place, partitioned off what would do him for the brief interval that would elapse before the arrival of succor to our garrison, and since that time has relieved the wants of many families free of charge. May he live long and prosper, and his name be handed down to posterity when the siege of Vicksburg is written, as one in whose breast the "milk of human kindness" had not dried up.

Porter is enjoying a season of rest, and his often are doubtless obliged to him for his kind consideration for their welfare. On Tuesday he fired a few shells from his parrots, and kept his men tolerably busy sharpshooting across the river, with no other result than might be expected. The mortars have not been used for nearly forty-eight hours. Poor fool, he might as well give up the vain aspiration he entertains of capturing our city or extermination our people, and return to his master to receive the reward such a gaudy conduct will meet at the hands of the unappreciating Government at Washington.

DEATH OF LIEUT.-COL. GRIFFIN.—General Smith's impetuous division seems singularly unfortunate. He has lost many gallant men whose valor and worth the siege has fully developed, and whose death is a great public calamity. Lieut. Col. Griffin, commanding the 31st Louisiana regiment, was killed on Saturday. He was a popular and efficient officer. Gifted by nature with undaunted courage, indomitable resolution and energy, he was also possessed of quick determination, keen glance and coolness in danger, which are the most essential qualities of an officer, while by his mingled firmness and clemency of his conduct, he won the confidence and good will of his men. May the softest winds murmur sweet requiems over his name, and the twilight dew fall gently like an angel's tear-drop and moisten his turf bed.

If aught would appeal to the heart of stone of the extortioner who has been the present necessities of our citizens would do so. It is needless to attempt to disguise from the enemy of our own people, that our wants are great; but still we can conscientiously assert our belief that there is plenty within our lines, by an exercise of prudence, to last until long after succor reaches us. We are satisfied there are numerous persons within our city who have breadstuffs secreted, and are doing it out at the most exorbitant figures, to those who had the foresight or means, at their command to provide for the exigency now upon us. A rumor has reached us that parties in our city have been, and are now, selling flour at five dollars per pound! molasses at ten dollars per gallon! and corn at ten dollars per bushel! We have not as yet proved the fact upon the parties accused, but the allegation to the effect may induce our citizens to ascertain whether such prices have been paid, and to whom; and if so let a band not only be placed upon their throats, but let it be sealed into their very brain, that humanity may scorn and abhor them as they would the tails of battle.

Good News.—In devoting a large portion of our space this morning to Federal interference, copied from the Memphis Bulletin of the 20th, it should be remembered that the news, in the original truth, is whitewashed by the Federal Provost Marshal, who desires to hood-wink the poor Northern white slaves. The former editors of the Bulletin, being rather pro-secessionist, were arrested for speaking the truth when truth was unwelcome to Yankeeedom, and placed in the chain-gang working at Warrenton, where they now are. This paper at present is in duress, and edited by a pink-nosed, slab-sided, long-eating Yankee, who is a direct descendant of Judas Iscariot and a brother germain of the greatest Puritanical, sycophantic, howling scoundrel unhung—Parson Brownlow. Yet with such a character, this paper cannot do otherwise than to give the truth, and the fact that Gen. Robt. E. Lee has given Hooker, Milroy & Co., one of the best and soundest whippings on record, and that the "gallant Union" is now exceedingly weak in the knees.

Gen. Robt. E. Lee Again.—Again we have reliable news from the gallant corps of Gen. Lee in Virginia. Elated with success, encouraged by a series of brilliant victories, marching to and crossing the Rappahannock, and entering the Shenandoah Valley, Winchester and capturing 6000 prisoners, and a large amount of valuable stores of all descriptions, re-entering Maryland, and within a few miles of Baltimore, upward and upward their war cry—our brave men under Lee are striking terror to the heart of all Yankeeedom. Like the Scottish chieftain's braves, Lee's men are springing up from shore and brake, crag and dale, with flashing steel and sturdy arm, ready to die or die in a great cause of national independence, right and honor: To-day the Mongrel administration of Lincoln, like Japhet, are in search of a father for their old Abe has departed for parts unknown. Terror reigns in their halls, Lee is to the left of them; the right of them, in front of them, and all around them; and daily we expect to hear of his being down on them. Never were the British in Algeria more put to the sword by the noble hands of Ab Del Kadir than the Federals of Maryland, Washington City, Pennsylvania and Ohio, by the courageous movements of Lee's cavalry. A.P. Faddy's men are they in the Federal ranks; they have got them, and now they have them. The omnipresence of our troops, and the showing just to the eyes of Federal eyes, of the panic-stricken Federals in Maryland, Pennsylvania and Ohio, is clearly shown by Lee just now in the right margin of this paper.

We lay before our readers in this issue a facsimile of Lee's brilliant and successful onslaught upon the abolition hordes, and show, even from their own record, how our gallant boys of the cavalry have fished their swords to the hilt with their vaulting foe, and how each musket of our infantry has told its fatal, deadly tale.

To-day Maryland is ours, to-morrow Pennsylvania will be, and the next day Ohio—now midway, like Mahomet's coffin—will fall. Success and glory to our arms! God and right are with us.

We have heretofore refrained from alluding to a matter which has been a source of extreme annoyance and loss to our citizens. We refer to the lax discipline of some of our provincial officers in allowing their men to promulgate, day and night, and purloin fruit, vegetables, chickens, etc. from our citizens, and, in the majority of cases, from those whose chief subsistence is derived therefrom. This charge is not confined solely to those at the works, but is equally, if not mainly, attributable to the wagoners and others in charge of our animals. Several cages have come to our knowledge wherein the offenders have, in open daylight, entered premises, seized cattle and other things, and defied the owners to their teeth. We are pained to learn that an esteemed citizen of our Vicksburg, Wm. Porterfield, was under the necessity, in protecting his property, to wound one of two soldiers and deprive another of his life. We fully appreciate the fatigue, hardships and privation to which our men are subjected; but upon inquiry it may be ascertained that our duty is second to none in contributing to, the "welfare" of those gallant spirits who risk their life and limb for the achievement of an end which will make us one of the most honored people of the earth, and such conduct of which we complain is but base ingratitude. A soldier has his honor at stake as much as a civilian; then let him preserve his good name and reputation with the same jealous care as before he entered his country's ranks. But so long as this end is lost sight of, so long may we expect to chronicle scenes of bloodshed among those of our own people. We make this public exposure, hoping as it is to us, with the hope that a salutary improvement in matters will be made by our military authorities.

On Dr.—that the great Ulysses—the Yankee Generalissimo, surrounded Grant, has expressed his intention of changing in Vicksburg on Saturday next, and celebrating the 4th of July by a grand dinner and—10th. When asked if he would invite Gen. Johnston to join he said: "No! for fear there will be a war at the table." Ulysses must get into the city before he dines in it. The way to cook a rabbit is first catch the rabbit.

Yankee News From All Points.

PHILADELPHIA, June 21, 2:30 A. M.—The following is all the news of interest in the Washington City, the United States soldiers, received. Intelligence from Fayette county, Penn., this morning that the rebels are heavily force were advancing on Pittsburgh via the National road leading from Cumberland across the Alleghany Mountains. Their pickets have reached Grantsville, Md., thirty-eight miles from Uniontown, Fayette county, Penn., on Wednesday evening last.

It is reported in Washington to-day that two members of Hooker's staff were captured by guerrillas last night in the vicinity of Fairfax.

HARRISBURG, June 20.—Operations were commenced on this side to-day by a portion of a New York cavalry regiment capturing twenty rebel prisoners at McDonnellsburg, Md., Fayette county.

Col. Lawrence, with a portion of the 17th Pennsylvania regiment, (mounted) captured a squad of rebels who were marauding on this side of the river.

We hold Chambersburg and the citizens are turning and fortifying the city. Gen. Couch had ordered that the place be held.

The Rebels are known to be 8000 strong at Hagerstown and Williamsport. The rebels held the position of the Potomac river, from Chambersburg to Harper's Ferry, and they drove them out of Chambersburg, and when they left they threatened to burn the city. The rebels have done an immense amount of damage.

It is thought Gen. Rhodes is opposite Williamsport with 20,000 men. The rebel Gen. Johnson is reported as advancing, but this is non-judicial doubtful.

FAYETTEVILLE, June 20.—The enemy's cavalry left here yesterday, after capturing a number of horses, and retreating to Hagerstown yesterday.

Six thousand infantry are reported to have crossed at Williamsport. It is not believed they will visit Frederick.

The rebels are reported to be fortifying South Mountain. They have in the vicinity of Williamsport about 6000 infantry, 1000 cavalry and a few pieces of artillery. A squadron of cavalry could undoubtedly capture the entire force this side of South Mountain.

Mid the din and clash of arms, the screech of shells and whistle of bullets, which are a continual feature in the status of our beleaguered city, incidents of happiness often arise to vary in a cheery way the phases of our stern scene.

On the evening of the 20th ult., with gaiety, mirth and good feeling, at a prominent hospital of this city, through the ministerial offices of a chaplain of a gallant regiment, Charles Royall, Prince Imperial of Ethiopia, of the Berberigo family, espoused the lovely and accomplished Rosa Glass, Arch Duchess of Senegambia, one of the most celebrated Princesses of the Lamudraema Regima. The affair was conducted with great magnificence, though as is usual in troublesome times the staid element was predominant.

The fee may hurt their deathly bolts. And think we are frightened. Well may we scorn them, silly dolls, Our Blacks are now united.

WILMINGTON.—We learned of an instance wherein a "knights of the quill" and a "disciple of the black art," with malice in their hearts and vengeance in their eyes, ruthlessly put a period to the existence of a venerable fellow that has for some time within the recollection of the "oldest inhabitant," faithfully discharged the duties it is expected of him to the terror of sundry tenants in his neighborhood. Poor deluded Thomas was then prepared, not for the grave, but for the pot, and several friends invited to partake of a nice rabbit. As a matter of course, no one would wound the feelings of another, especially in these times, by refusing a cordial invitation to dinner, and the guests assisted in consuming the poor animal with a relish that did honor to their epicurean taste. The "sold" assure us the meat was delicious, and that "pussy must look out for her safety."

The Federal General McClernand until recently outside the rear of our city has been superceded. He and Grant could not run in the same harness. He was for splorring and Grant for gassing, both got the loggish heads, so poor Mac had to leave, and Grant has all his own way.

The Yanks outside our city are considerably on the sick list. Fever, dysentery and disgust are their companions, and Grant is their master. The boys are deserting daily and are crossing the river in the region of Warrenton, crossing Grant and abolitionists generally. The boys are down upon the earth deliriously, knowing the bad water, and the hot weather.

GOSS OUT.—The National Intelligencer of Washington has closed its long career in a suspension and a sale of its effects at auction. It has been highly respectable and very miscellaneous in its day and generation. An old union prop. falls with it. If we had the writing of its epitaph we should say, "Old Grimes is dead."

NOTE. JULY 4th, 1863. Two days bring about great changes. The banner of the Union floats over Vicksburg. Gen. Grant has "caught the rabbit," he has dined in Vicksburg, and he did bring his dinner with him. The "Citizen" lives to see it. For the last time it appears on "Wall-paper." So much still engage the luxury of multi-pleat and increased kitchen—urge Southern war to such dirt meter—more. This is the last wall-paper citizen and in erasing this note, from the types as we found them. It will be a suitable hereafter as a curiosity.

to town, where they were subsequently paroled.

The first thing our men undertook to do on entering Vicksburg was to feed the starving soldiers and citizens, who had been reduced to fearful extremities by the investment and siege. The soldiers of both armies fraternized with each other. Naturally, a soldier who had been a blacksmith in civil life hunted up a blacksmith and a printer sought out the local printer. A Northern printer found the type from which the original of this reproduction was made all ready to put on press. He set up the few lines at the bottom of the last column, explaining the change which had occurred since the paper was originally prepared for publication, struck off a few hundred copies and sold them to the Federal soldiers as souvenirs of the occasion for 25 cents apiece.

So far as the Tradesman's knowledge goes, there are only three copies of this paper still in existence. If any reader knows of other copies, it would be a source of satisfaction to know where they are and who possesses them. One is owned by Mrs. Alvah W. Brown, of this city, bequeathed to her by her father, the late Chase Phillips, who was with Grant at Vicksburg. Another is owned in Chicago. The copy from which this facsimile is made is owned by H. P. Nevins, of Six Lakes, who kindly loaned it to the Tradesman for this occasion and who has generously acquiesced in the suggestion of the Tradesman that it be permanently deposited in the historical division of the Grand Rapids Public Library. Mr. Nevins is one of the twenty-seven men who have read every issue of the Michigan Tradesman since it was started in 1883—thirty-four years ago. He was formerly engaged in general trade at Moline under the style of Nevin Bros. and while a merchant always took an active inter-

est in every movement having for its object the betterment of trade.

A singular coincidence connected with this publication was brought to the attention of the writer some years ago. When the Chicago Herald was approaching its tenth anniversary, the late James W. Scott, its publisher, sought some appropriate souvenir of the occasion. About that time interest in the war had been revived by the publication of the Hay and Nicolay History of Lincoln. In some way Mr. Scott obtained a copy of the Vicksburg newspaper and took it over to the printing establishment of Rand, McNally & Co. to have a reproduction made therefrom. The matter was referred to the superintendent, who looked it over and asked if he was expected to get the reproduction out. On being told that such was Mr. Scott's desire, he remarked: "If I get it out, it will be the second time." He was the identical printer who had issued the original paper back in Vicksburg thirty years before.

No Escape.

Crawford—You must have felt pleased when the family next door with the phonograph moved out.

Crabshaw—I was at first; but the people who moved in play the ukulele.

You address a whole community when you advertise—a few when you grumble.

You know what is advertised—and so do others.

Special Sales

John L. Lynch Sales Co.

No. 28 So Ionia Ave.
Grand Rapids, Michigan

Bill's dream that he would be King Bee,
Can never, now, come true;
We're entered in, we're bound to win,
The Red, the White and Blue.
And when old Bill has had his fill,
And is counted down and out,
He'll realize we don't need his dyes,
Of which he bragged about.

No, Bill, you're up against it,
We'll have no use for you,
Nor any of your German dyes
To make overalls of blue;
For the garments that we make to-day
Are of the highest grade,
And the dye that's used to color them
In America is made.

The Ideal Clothing Company

Wholesale Manufacturers

Overalls and Khaki Pants

Grand Rapids Michigan

Rademaker-Dooge Grocer Co.

28-30-32 Ellsworth Avenue

Grand Rapids, Michigan



Wholesale Grocers

"The House of Quality and Service"

The Jobbers' Real Salesman.

The jobbers' real salesman is plainly in evidence all over this broad land. Early and late, and in all seasons, he can be seen moving rapidly over the highways and byways of every section.

He dresses neatly, but avoids being over-dressed just as much as he does untidiness. At a casual glance he appears to be exactly what he is—a substantial, well balanced business man who has a duty to perform and knows just how, when and where to perform it.

He looks through clear eyes at the goal he wishes to achieve, then travels toward it along a straight line.

His methods attract attention, but they are not spectacular by any means. He is just a hustler, and a thorough worker.

There is brightness and intelligence in his eyes, and a spring in his step. He is a downright good business man, and every inch of him looks the part.

He is neither sullen nor breezy. He fares forth looking for business and is not ashamed to let the fact be generally known. He is popular with all classes because he radiates manliness.

He Never Grumbles.

Not a whine ever comes from him. He is as modest when triumphant as he is courageous in defeat. He is solid in his purposes, and firm in character.

Merchants are always glad to see the jobbers' real salesman. He neither wastes their time nor his own. He is full of enthusiasm, and his head is full of helpful information. He is never short on ideas in merchandising, and is ready to make practical suggestions which the merchants are glad to get. He renders them real service.

He never grumbles about the weather nor business. Darkness gives way to sunshine for him. Hope and cheerfulness are his chief characteristics. Being confident of himself he has the happy faculty of inspiring it in others.

Watching him at work one cannot help but think, "There is a man who knows his business!" He is active in both body and mind but he guards his health, and keeps himself in perfect trim to do his work thoroughly at all times.

The jobbers' real salesman is dependable under all conditions. He makes it a point to do exactly what he promises. The average merchant says to him, "Oh, if he says he'll do a thing he'll do it all right."

He takes care to keep himself posted on all the live topics of the day, but he never attempts to impose his knowledge on others. Ask him a question and he will give you a straight, clear answer.

He is familiar with the plans of manufacturers, reads their literature and their advertising in the magazines and newspapers; talks with the manufacturers' salesmen to get first-hand knowledge of their selling points; knows all about special deals and changes in prices; watches general conditions closely and advises with merchants as to the proper course to pursue.

He never enters into controversies

about politics, nor discusses any subject which will give rise to heated arguments; he knows full well it is neither good form, nor wise, to do so when bent on business.

Steve—A Composite Type.

Suppose we pick out a composite type of the jobbers' real salesman, call him "Steve" and follow him around for a day or so? We can go right along with him if we wish, but, be it known, we will have to keep moving at a lively clip because Steve is no laggard.

Steve likes company if they can keep the pace, but he will tolerate nothing which interferes with his business. He will tell you, "If we are going, let's go!" And if you fail to move quickly he will leave you behind.

His present territory permits Steve to get home every Saturday night. This assignment came to him as a reward for his good work and loyalty to his house. He makes every minute during the week count for something, because he is devoted both to his com-

pany and his family. At home each Sunday he relaxes and enjoys himself fully because his conscience is clear.

Long experience has taught Steve that one day is as good as another on which to sell goods. When the sun shines, or the rain pours, he knows that the right goods can be sold when offered in the right manner. Because of his constant salesmanship each day averages out satisfactorily, and it is never necessary for him to bring forward some pre-dated orders merely to make a showing. Each day takes care of itself under his skillful guidance.

The firm, he appreciates, pays him for faithful service, and they have confidence in him. They expect him to send in orders, and he has no intention of disappointing them either. Each Monday morning he can be found on the firing line busily engaged with some merchant even before some of his competitors have left home. He either eats his breakfast early enough to catch the first train out, or waits until he has reach-

ed his first town to do so. He believes firmly in the old adage, "The early bird gets the worm."

He Is Always Cheerful.

Steve steps briskly into a store early Monday morning, and the first thing he hears is a merry, "Hello, Steve—how's everything?"

"Oh, I'm feeling tip-top, and prospects are brighter than a fire-fly," he responds cheerfully. "How is everything moving in this good old burg?"

"I can't complain," answers the merchant. "They came pretty near cleaning me out last week; Saturday was one of the best days I ever had."

"Say, but that is bully, isn't it?" Steve says. "Gee whill'kens, but I am glad I brought along an extra order book. Here is right where I camp until things are arranged to make this store look as puffed up as a bloated bond-holder."

"That won't hurt my feelings one little bit," replies the merchant. "You see, Steve, I figured you were due here this morning so I got down early to fix up my list; I'm almost

SUNSWEET—the quality PRUNE and APRICOT

THE GUARANTEED BRAND

"Nature Flavored"



When you stock SUNSWEET, California's "Nature Flavored" Prunes and Apricots you take no chance on quality, count or price. One box resembles another as much as two peas in a pod.

In selling SUNSWEET you offer your trade prunes and apricots that have passed the rigid inspection of our own inspectors and that of the State Market Commission of California.

The SUNSWEET brand is a guarantee of larger sales and new customers. Link your store with the wide-spread

publicity that will popularize this brand in every home.

SUNSWEET is the quality brand of an association of over 4,500 members who produce over 75% of the prunes and apricots grown in California. It is an assurance of a bigger and better business for you.

Order from your jobber and write for dealer helps that will help you sell more dried fruits.

California Prune & Apricot Growers, Inc.

SAN JOSE, CALIFORNIA

A co-operative growing and marketing association including more than 85% of the growers engaged in this industry in California.

through with it—see if there is anything I have overlooked?”

Steve pulls off his coat, lays his order book and price list on the counter, and gets busy. As he writes down the different articles from the merchants list he makes suggestions from time to time. The merchant draws up a chair, and assists Steve with the order. Steve knows his business thoroughly, and the merchant realizes that he will assist him with quantity, quality and prices in making selections.

In a short time Steve has about completed writing an order of such size that it would cheer any salesman as a starter for the week. Before completing it he says to the merchant, “I have figured out a jim-dandy deal on tobacco for you.” The merchant is all attention at once because he realizes that Steve knows exactly what he is talking about. After a few minutes of explanation he added a tobacco deal to the order.

After the order is completed he leans back and discusses the general situation with the merchant for a few minutes. Crops, banking, general commercial conditions and collections each receive intelligent consideration. They next walk up and down the store on a tour of investigation to make doubly sure that nothing of importance has been left off the order. Then shaking the merchant's hand cordially, he hustles on to the next store.

Why the Merchants Like Him.

“I wish it was as easy to get along with all salesmen as it is with Steve,” the merchant says to his book-keeper after Steve had left the store. “He certainly is a great assistance to me in making up my list. He seems to know as much about my requirements as I do myself, and renders me real service.”

Entering the next store Steve meets with another cordial reception. After finishing up his order he starts a little friendly talk with the merchant.

“Have you been down to the office lately, Steve?” enquired the merchant.

“Yes, I was down just two weeks ago, and I'll declare they are the nicest bunch I was ever hooked up with. Why, do you know there isn't one of them, from the office boy up to the boss, who doesn't delight in co-operating with us fellows on the road. And another thing—I can explain something about conditions in my territory, and it will receive attention at once. They get right in behind any good suggestions you make.”

“I think myself they are fine people to do business with,” responds the merchant. “I never have any trouble with them. Sometimes when I am a little slow in remitting the book-keeper gets after me, but he does it in such a gentlemanly manner there isn't a chance for a fellow to get sore.”

Thus by boosting everyone connected with his firm Steve proves a valuable missionary. He spreads sunshine instead of gloom, and tells only the good things. He knows that if he should complain about anyone in the home office, or about the firm's policies, it would go a long way toward undermining the merchant's confidence. He is an energetic booster.

Uses Diplomacy When Collecting.

Occasionally he is relied upon to do some collecting. In some instances, when merchants have been carried a long time on the books, he is obliged to insist upon immediate payment. Sometimes he is told the old story about mailing in a check direct to the house in a few days, but he reasons with them so firmly that he not only gets results, but retains the regard of the merchant as well.

“We appreciate your business,” he will tell the delinquent merchant, “and we are anxious to keep you in line. My house has been too valuable to you in making prompt deliveries and rendering other forms of service for you to injure your standing with them, or take any chance of breaking off business relations. It is to your advantage not to force us to hold up your orders or cut down the size of them. There is no house in this day of competition that can afford to carry accounts indefinitely, and it is but human nature to render prompt service to those who pay promptly. It is quite true we have no monopoly on the business we enjoy, but we do try to conduct our affairs along safe business lines. If you should force us to employ other means of collecting this account, your standing in the commercial world would not be benefitted. We are in a position to render you the same service that you have always seemed to think so much of, and I would regret to see our relations disturbed.”

By dinner time Steve has worked the trade thoroughly, and is ready to

catch the 2 o'clock train to the next town.

The house requested him to come in for a conference the following Saturday afternoon, so he wrote his wife not to expect him until late. He reported at the home office about the middle of the afternoon on the appointed day.

“Glad to see you again, Steve,” said the boss as he jumped to his feet to welcome him. “Why, man, you look as brown as a berry—must have been out in the sun a good bit?”

“Yes, I have had several long drives to make, and it has been very hot and dry,” he replied.

“Well, how are you feeling old fellow?” says the book-keeper as he gives Steve a hearty hand clasp in welcome. “You certainly did some good work on this trip. Everything is about cleaned up in your territory—how did you manage it?”

Is Hopeful But Cautious.

“What are the prospects around your circuit?” enquires the boss, “Judging from your orders everyone must feel good about the future.”

“I find that conditions are very good on the average. Of course I occasionally run across a merchant who does a little grumbling, but, as a rule, those kind are just chronic kickers. I generally succeed in proving to them that most of their grievances exist wholly in their own imaginations. Yes, sir, conditions are sound, and prospects most promising.”

“How about agricultural conditions in your territory, Steve?” asked the boss.

“With the single exception of the section around Rocky Hollow crops are in splendid condition. The farmers are expecting good prices this fall, so there is no cause for worry on that score. I told the merchants around Rocky Hollow that we intended to co-operate with them as usual, but I also advised them to curtail their orders as much as possible. Their customers, of course, will have to be supplied but it will be best to hold their demand down until conditions there improve.”

On Sunday he thoroughly enjoys his well earned rest. His wife is proud of the showing he is making, and assures him she always knew he would make good. The “kiddies” almost smother him with affectionate attention, so Steve feels every inch a man, and a happy one too.

The “Jobbers' Real Salesman,” of which Steve is a very representative type, are not scarce by any means. The woods are full of them. In these days when real service is both demanded and rendered, there is room for more of them. And as the reward for loyalty and faithful and intelligent work is absolutely assured to all workers the time is not far distant when there will be but few, if any, of the other kind in existence; it is going to prove a genuine case of the survival of the fittest.—Open Door.

The most expensive advertising you can do, the only kind that always costs too much, is advertising that is not quite honest.

ROY BAKER

WHOLESALE

**Flour, Feed
Bags, Twine**



**Bakers' Supplies
Dry Milk
Powdered Egg**

Bakers' Machinery

Dough Mixers

Cake Machines

All Steel

Sifting Outfits

Hoppers and Tanks

Wm. Alden Smith Building

Grand Rapids, Michigan

HYDRO-ELECTRIC POWER.

When It Is Cheaper Than Steam Power.

Up to a few years ago the development of hydro-electric power was large and constantly increasing, but now waterpower construction has practically ceased. It is pertinent, therefore, to enquire why the energy of our streams is allowed to run to waste and fuel that cannot be replaced is consumed instead.

The great advance in steam engineering is partially responsible, but, notwithstanding the reduced first cost and higher fuel economy which has resulted from the development of the steam turbine, waterpower is still the source of the cheapest power where the natural conditions are favorable. The investment per kilowatt of capacity at the power station is about the same in large waterpower and steam developments and consequently the fixed charges are not very different. The waterpower, however, requires no fuel, few supplies, little labor and less depreciation and maintenance.

Never before in the history of the world has there been such a demand for cheap power, especially in the electro-chemical and metallurgical industries. It is necessary for the manufacturer of aluminum, ferro alloys (essential to the steel industry), abrasives, carbide, alkalis and the fixation of nitrogen for fertilizers and explosives. Hydro-electric power caused a city to grow up at Niagara Falls, but no more power is to be obtained there, although 4,000,000 horsepower is still undeveloped. In the United States it is estimated that there are falls that might give 50,000,000 horsepower if turned to use.

Some ten years ago certain well meaning theorists, without either business or engineering knowledge, imagined that they had discovered a "Water Power Trust" which was about to acquire all the waterpower of the country and turn it into wealth at the expense of the public.

Under the name of "Conservation" this agitation resulted in various impracticable proposals for taxation, restriction and even confiscation of waterpower investments built on navigable streams or public lands. In the meantime there was active opposition both in Congress and on the part of officials of departments to any development under existing laws.

Now what are the facts regarding hydro-electric enterprises?

You cannot always build a steam plant at a coal mine; consequently the cost of steam power is increased by the transportation of fuel.

There is no market for power at an inaccessible waterfall, so it must be transported sometimes hundreds of miles to places suitable for manufacturing or existing centers of population.

The cost of power is therefore increased by the interest on the transmission, substation and distribution system, the power lost in transmission and the extra operating expense. Generally the transmission takes the pow-

er to a locality where fuel is cheaper than at the waterpower.

If no market exists for the whole output of the waterpower, industries must be induced to come to the power and are often financed by the power company.

This takes time and money.

The public expects and gets lower prices for water than for steam power.

The price of power is usually one that will show the consumer a saving over his operating cost by coal, neglecting altogether the investment required if he buys engines.

Most streams are subject to wide fluctuations in flow.

In order to get full power and give reliable service throughout the year it is necessary to build storage reservoirs to hold the flood waters back for use in the dry season.

Nearly all water power companies ultimately make a considerable part of their supply by steam.

For instance, during low water the steady load may be carried by steam and the peaks by water. During high water the steady load may be water and the peaks steampower.

A waterpower must be built where nature placed it, and sometimes difficulties are met with that tax to the utmost the resources of the engineer and the courage of the investor. Even after the most careful investigation it is not always possible to keep within estimates of cost, and the work must be abandoned or additional capital raised to complete it. The United States Government work on its irrigation projects and the enormous overrun on the Panama Canal are instances of this.

A waterpower development calls for a large initial expenditure which must be made whether the power is sold or not.

Until a large portion of the power is sold the earnings will not meet the fixed charges, and it may take years of operation at a loss before there is a profit.

A steam station need be no larger than necessary to supply the immediate demand and can be increased gradually as the load grows. Being located at the market for power, it does not require extensive transmission lines.

There is in general much less risk in connection with the construction of a steam than with a waterpower plant.

A hydro-electric development does not differ essentially from any other business such as transportation or manufacturing.

There must be a demand for the product, power, which will load the plant within a reasonable time at a price that will justify the investment in construction.

The management must be efficient, economical and far-sighted.

There must be sufficient capital not only for all possible construction, but to carry the enterprise through the lean years while it is building up a business and reputation.

Although most hydro-electric ventures have ultimately been successful, there have been not a few failures.

There is nothing to indicate that hydro-electric enterprises have been unduly profitable, and with increased risks and added burdens they are not able to attract capital.

Why is it that the Federal Government has any more connection with waterpower than with any other business?

In the Central and Eastern states, with few exceptions, the important waterpowers are on large streams on which heads of 25 to 100 feet are developed by building dams at shoals, rapids or falls.

Such streams may be navigable, and Congress has the right to protect navigation but no authority otherwise.

The fall belongs to the riparian owner and he must buy all lands required. The assent of Congress is now necessary, however, before a dam can be built on any stream officially declared "navigable."

In order to make a river navigable over shoals and falls, dams have to be built, and this is what waterpower development does free of cost to the Government.

The so-called "Conservation" people, however, have succeeded in preventing the passage of any legislation permitting the construction of dams, and streams are now called "navigable" that have never been navigated and never would be navigated, no matter how much money was spent on them.

In the Mountain and Pacific states there are few large rivers, and the waterpowers are mainly in the mountains, where the high heads obtainable compensate for the smaller volume of flow.

The water is often carried many miles along the sides of the canyons by ditches, flumes, tunnels and pipes to some point where an abrupt drop of 500 to 3,000 feet could be obtained. Storage reservoirs at head waters and transmission lines often hundreds of miles in extent are common.

Originally all Western lands were owned by the Government to be held only until settlers, miners and other users could be induced to take them. Practically all that still remain in Federal control are mountain and desert lands that have no apparent value.

Title to water for any purpose is obtained from the states and reverts to the states if not fully utilized for the public benefit.

It is difficult to build a Western hydro-electric power system without flooding some Government land or crossing it with a ditch or transmission line.

Here again the "Conservation" propaganda was active, and lands that might be required for power development were placed in "Water Power Reserves," so that they could not be touched, and the use of other Government land made as difficult as possible by all kinds of restrictions, and then only by permit revocable at the pleasure of some official.

At Niagara Falls the Government went out of its way to get Canada by treaty to limit the diversion of water on the American side to present use,

although it permitted a large increase on the Canadian side.

A continuous horsepower year requires from five to twenty tons of coal, and it is self-evident that the only true "Conservation" principal involved is to encourage waterpower development. The United States has assisted pioneer settlers to turn forest and desert land into profitable farms and has spent large amounts to accomplish that result.

It would be good public policy for the Government to grant liberal subsidies in order to induce the waterpower pioneer to invest in hydro-electric development and save the fuel resources of the country.

At the present the attitude of the authorities is simply one of obstruction, which has driven capital to more profitable fields and caused industries that might have been American to locate in other countries.

However, there is an evident change of sentiment. The last Conservation Congress voted in favor of the bills now before Congress which, if enacted, will result in renewed activity in waterpower construction.

F. O. Blackwell.

Thirty-Eight Years Behind the Counter.

It was thirty-eight years ago Tuesday when Charles P. Lillie went to work for Jud Rice in his general store as clerk in Coopersville. By strict attention to his duties he became a valued employe, and gradually learned the details of the business so that a few years later when Mr. Rice wished to retire he formed a partnership with Mr. Watrous, under the firm name of Watrous & Lillie, and bought out Mr. Rice. This partnership continued for a few years, when Mr. Lillie bought out his partner's interest and continued the business under his own name. Mr. Lillie has been in business here longer than any other merchant and has now the largest and best conducted department store in Coopersville, thoroughly up to date in every particular.

A few years ago he admitted his oldest son, Ellis, into the firm and later his other son, Lee, and the business is now conducted under the firm name of Chas. P. Lillie & Sons. Mr. Lillie still takes an active interest in the business and he is to be congratulated for the success that has crowned his efforts, as well as for the reputation his store has attained in this community for strict integrity and fair dealing.—Coopersville Observer.

Suggestions That Are Always in Season.

The better you show your goods, the more you will sell.

Winning your employes is almost as important as winning customers.

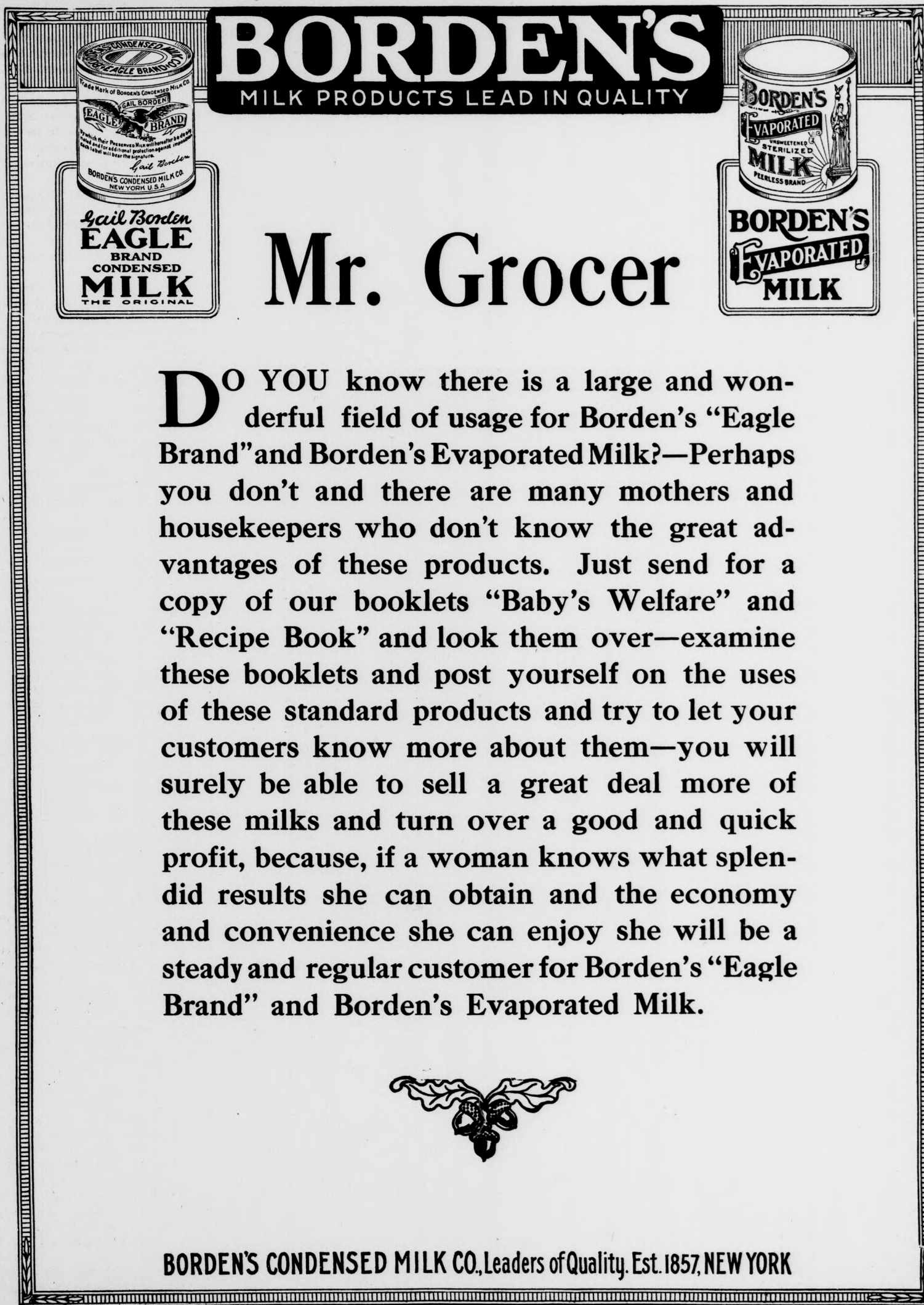
The most successful merchant reserves time for planning and reading.

Using your banker's money to discount bills adds to your net profit.

Be busy all the time. People would rather buy of busy merchants.

Train your salesmen so they can talk every line of goods they handle.


Have courage. Don't be afraid to take hold of new goods or new methods.



BORDEN'S
MILK PRODUCTS LEAD IN QUALITY

Mr. Grocer

DO YOU know there is a large and wonderful field of usage for Borden's "Eagle Brand" and Borden's Evaporated Milk?—Perhaps you don't and there are many mothers and housekeepers who don't know the great advantages of these products. Just send for a copy of our booklets "Baby's Welfare" and "Recipe Book" and look them over—examine these booklets and post yourself on the uses of these standard products and try to let your customers know more about them—you will surely be able to sell a great deal more of these milks and turn over a good and quick profit, because, if a woman knows what splendid results she can obtain and the economy and convenience she can enjoy she will be a steady and regular customer for Borden's "Eagle Brand" and Borden's Evaporated Milk.



BORDEN'S CONDENSED MILK CO., Leaders of Quality. Est. 1857, NEW YORK

THE FLOUR TRADE.

It Is Working in Co-operation With Uncle Sam.

The flour trade ran true to form when the great European conflagration broke out.

As far back as records are available, one of the first effects of war in any country has been the immediate inflation of food values generally and wheat and flour particularly. The removal of a large percentage of the most physically able men of not only one or two countries, but of practically all of the civilized world from the ranks of production cannot but run any commodity that is normally consumed in the crop year in which it is grown dangerously near to exhaustion.

So long as we were able to isolate the war to the old world, wheat values here were allowed a free course, governed in part by a flood of speculation, never even remotely approached before, by purchases by domestic and foreign millers and in many cases representatives of allied governments actually bidding against each other, and the result was a steadily advancing wheat and flour market.

This was the condition we were facing in the spring of 1917 when, partially on account of the speculation of the public, and partially by the representatives of foreign governments now frenziedly seeking supplies of wheat which did not exist, prices began to soar. Labor representatives invoked Government aid to reduce the abnormal inflation in the staff of life and President Wilson, harking to the now general cry, called in Herbert C. Hoover and the machinery was set in motion to regulate and revise downward food values generally and flour values particularly. It is no secret at this time that Mr. Hoover's original plans contemplated the commandeering of all the flour mills in the country and their operation under Federal control, which plan was later abandoned when he became convinced that the millers were willing to operate on a minimum of profit during the war and to faithfully observe any regulations which the U. S. Food Administration, as Mr. Hoover's activities were officially labeled, might think for the best interests of the country generally.

The price of wheat was fixed by law at \$2.17 for No. 2 red wheat at Chicago for the 1917 crop and flour values have declined about \$6 per barrel from the high point of last spring, as a result.

The various Boards of Trade throughout the country were requested to discontinue trading in wheat options, as the grain corporation created by the food control law was practically to control every bushel of wheat in the country.

A campaign was begun to conserve our wheat supply. To make up the loss thus entailed by the American millers, our Allies were asked to take flour instead of wheat, thus leaving also the normal amount of mill feed for the livestock of America, while ensuring the American millers their normal operation.

Every mill is expected to operate under a Federal license and all must secure a permit to buy their wheat supplies. As only licensed mills are allowed to participate in Government or export orders 99 per cent. of all the mills have taken out licenses.

It is this Governmental action that has halted the wildly fluctuating flour market and stabilized prices at a point that, existing conditions considered, is eminently fair to producer and consumer.

It is safe to say that a wildly chaotic condition was avoided by Government control coming when it did. With our Allies facing constantly increasing shortage in flour supplies, the comparatively short wheat crop of 1917 in this country would have resulted in an enormously high price for flour at this time. The shortage

If we would contemplate the social and industrial disorder that would surely have followed the high flour prices that would undoubtedly have prevailed without the elimination of wheat speculation and price control, we would be more appreciative of conditions as they exist to-day.

Under the present regulations, not only are all mills licensed and regulated, but all dealers in flour and kindred food products are under the same control. To guard against hoarding, no wholesaler or jobber is allowed to have in stock to exceed a thirty day supply of flour; no miller is allowed without special permission more than a thirty day supply of wheat, and no retailer is allowed a supply that will last him for a longer period than thirty days, with the exception that he may purchase a

small, to curtail purchases and take profits on all low priced flour then in stock.

Then the announced intention of the Government to fix a price on the 1917 crop and the general feeling that it would be in the neighborhood of \$2, the figure already set for the 1918 crop, led everybody to await as far as possible the movement of the new wheat at the reduced prices before purchasing more than the most meager supplies.

When the new crop started to move everybody wanted flour at once and as the rules under which the mills were operating prohibited the sale of flour for more than thirty days in the future, the demand far exceeded the supply and for two months and in some cases even longer every mill had its full thirty day output sold and a waiting list who were booked in their turn as fast as the completion of old orders allowed. On top of all this the Federal Government has been urgently beseeching all mills as a patriotic duty to take on as much export flour orders as possible each month, on which the full allowance of profit, as allowed under the milling rules, would be permitted.

The maintenance under the above conditions of low prices, and in some instances the voluntary reduction of prices by millers after sales have been made, is at once a tribute to the successful operation of the food control law and to the integrity of the millers operating under it.

From the operation of the law thus far it is reasonable to assume that the supply of wheat in this country will be ample to care for the reasonable needs of our own people and leave a considerable amount for export to our Allies. The Allied soldiers must be fed if they are to fight, and when they for any reason are compelled to leave the battle field, it must not be forgotten that we are as much in this war as they and our soldiers must take up the fight in much greater numbers.

There will be no famine in America. We can take care of our own bread needs easily, but we have a duty to our Allies and indirectly to our fighting boys which bids us conserve our wheat products and avoid all unnecessary use or waste. Every dealer will be allowed a fair margin and will be practically ensured a flour supply, but abnormal war prices are not to be allowed. The most pleasing thing about the flour trade is the patriotic co-operation shown by everybody all through the list from producer to the ultimate consumer.

John A. Higgins.

Bad Both Ways.

Charles' mother was reproving him for not being more tidy about his hair, when his uncle, who was very bald, thinking to soothe his feelings, said:

"Charles, don't you wish you were as bald as I? Then you wouldn't have any hair to comb?"

Charles heaved a long sigh of resignation.

"No, I don't," he said. "There would be that much more face to wash."



John A. Higgins.

in the 1917 wheat crop, being more pronounced in the hard winter and spring wheat districts, has resulted in a surplus of soft wheat and a scarcity of hard wheat flour.

Now under normal conditions this would have meant an immediate and sharp advance in those grades of flour, but we are instead confronted with the almost miraculous fact of stationary or lower prices in the face of the urgent demand and the absolute inability of the mills to supply the flour. If the people more fully understood what "Hooverism" has meant for them in this one commodity alone they would rise up and bless the system, instead of taking the narrow attitude of blaming him for the failure of everything to work out perfectly the very next day following the placing in effect of the food regulation rules.

car load of flour, even though that may constitute a supply for longer than thirty days. This latter provision is in line with the governmental policy of getting the flour to the consumer as cheaply as possible.

The efforts at conservation of our wheat and flour are only just beginning to bear fruit. The recent campaign to secure pledges from housewives to comply with the Food Administration's request has resulted in an almost unanimous response and while the consumption of wheat flour has decreased, the use of rye flour, corn flour, barley flour and corn meal has received a strong stimulus.

Stocks of flour the country over were the lightest ever known at the beginning of the new crop year, for obvious reasons. The extremely high prices prevailing in April and May induced all dealers, large and

Only One Place Where the Nickel Still Reigns Supreme

For many years a nickel was the popular price for a domestic cigar. Now the price of the same cigar, smaller in size, possibly inferior in quality, is 6 cents.

For many years dozens of articles in the grocery line could be purchased for a nickel. Now the same articles are sold at 6, 7 and 8 cents.

The 5 cent loaf of bread has passed into history and its counterpart is now sold at 7 or 8 cents.

The seductive ice cream soda has mounted from 5 to 10 cents per glass.

Your favorite Sunday newspaper, which has been sold for 5 cents ever since the memory of the oldest inhabitant, is now hawked about the streets at from 6 to 10 cents per copy.

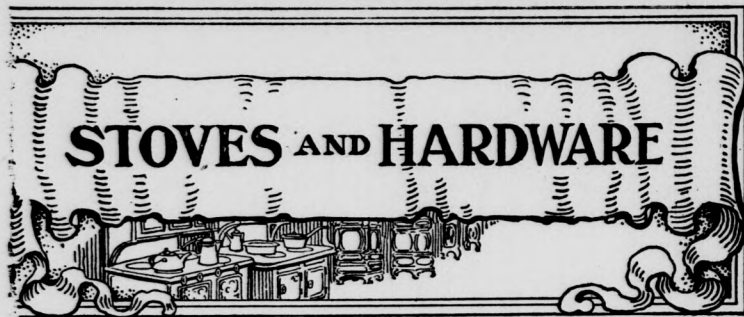
Even the big schooner of amber foaming liquid which once delighted the palate of the thirsty has disappeared. In its place the patron of the bar is served lager beer in a schnit, with a capacity of less than a quarter that of the schooner.

Everywhere you go, every store and shop you enter, every stand you patronize, you look in vain for the old familiar sign, "Only a Nickel." It is no longer there. In the mad haste to advance the price of nearly every article under the sun, the nickel has lost out in the shuffle. It has passed into the discard. It has ceased to be the popular expression of cheapness and good value.

Happily, there is one place where the nickel is still king—on the street car. Here you get more for a nickel than you ever did in the past. You ride in clean, wholesome cars with easy seats over heavier rails than the steam roads used up to a few years ago. You can travel faster, further and with more comfort and satisfaction than ever. Your destination is frequently anticipated by the obliging conductor, who helps you on and off with your packages and your children, accepts your nickel with a smile and forthwith sees to it that you get more solid satisfaction for 5 cents than you can in any other place in the city. When you hand out the nickel you realize that you are patronizing a company which does everything it can to render you an equivalent—a company which hesitates at no expenditure or expedient which will contribute to your comfort and safety and get you to your destination in the shortest possible time.

In the disarrangement of values and the readjustment of prices which have occurred since the Kaiser started out to conquer the world, Grand Rapids people can congratulate themselves that there is still one place—and one only—where

The Nickel Still Reigns Supreme



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.

Suggestions in Regard to Handling of Cutlery.

Written for the Tradesman.

It is superfluous to urge the featuring of cutlery in the hardware store at this season of the year. All hardware dealers feature cutlery, more or less. Some displays are excellent; others are not so good.

Many hardware stores in their cutlery displays rival the very best and brightest of the jewelry shops for artistic effect and striking arrangement of the goods. In others, the cutlery is in no sense displayed—merely, the customer is given a chance to see it in dusty, neglected condition. Such stores are doubtless exceptional, but they exist.

Now, there are in every hardware store plenty of lines that do not lend themselves readily to display. Cutlery is not one of these. The hardware store, in its efforts to brighten up and be attractive, has no more effective agency than a first class cutlery display.

Cutlery should be kept well to the front of the store. The proper method as every wide-awake merchant knows is to display the goods in glass show cases where they can be seen to best advantage and yet kept free from dust and dirt. The cases themselves must be kept clean. The stock is at its best when properly kept, clean, bright and attractive.

Displays should be made at least once a month, if possible, this comprehending not merely table cutlery but allied lines that may be handled, such as silverware, cut glass, brass goods, etc. It will pay to have the windows well lighted at night, at least during the hours that people are out.

In preparing a cutlery display, put some thought into it. Such a display can't be just thrown together. It helps considerably to make beforehand a rough sketch or outline on paper, and to work from that. It is possible to make displays with very little expense, but as a rule it is better business policy to spend some money on each display in order to secure the best possible effect.

It is possible to make a good showing without putting into the display an overwhelming amount of stock. The attractive show cards and other advertising material supplied by manufacturers can here be used to good advantage.

There are many dealers who do not get the full advantage of this material

which is supplied them for display purposes. Indeed, I have known some who say: "Why should I use my window to advertise Blank's paints or So-and-So's shears? If I do any advertising, I want to advertise myself."

Now, every display the retailer puts on should primarily aim to advertise the retailer. He should put his own personality into it, as well as the goods he handles. This knack of imparting to a display the individuality of a merchant or of a store is an important feature. Don't fail, in putting together your display, to feature Smith's, to use the slogan, "See Smith's and Save Cents," or whatever else the slogan may be. Put into the display every personal, every local touch that belongs there. But when that is done, use the manufacturer whose goods you are showing to help you.

If you object to using Smith's window to show Blank's paints or So-and-So's shears, all well and good. But you can profitably reverse the process and use Blank's paints or So-and-So's shears and all the accompanying manufacturers' advertising material you can lay your fingers on, to impress on folks what, A-1, first class, thoroughly excellent lines Smith has to offer.

So, you can make first class use of any advertising material the manufacturer furnishes you when you put together your next cutlery display; and you can do that without robbing yourself or your store or your display of one iota of personality or individuality.

The first thing in making a display is to arrange the background. This is most important as it is the first thing to attract the attention of the passer-by. Considerable time and thought should be spent on this, as it is the main part of your display.

With a great many window trimmers the background is the main trouble, as all windows do not have a solid back. This can be overcome by the use of wall-board, which can be secured in sheets of various sizes and can be used either in one large sheet or cut into circles, stars, etc. and hung at the back of the window. These circles, etc., can be covered with colored crepe paper or sateen and are splendid for showing cutlery as well as other goods. The cutlery is easily fastened to them with fine wire which is not visible from the street.

A solid back to the window enables the trimmer to work to much better advantage. The wall-board can be cut into panels to cover the entire back. Cover these panels with color-

Grand Rapids Calendar Co.

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WEATHER CHARTS, MARKET BASKET and BANK CALENDARS

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Pere Marquette Railway Co.

FACTORY SITES

AND

Locations for Industrial Enterprises in Michigan

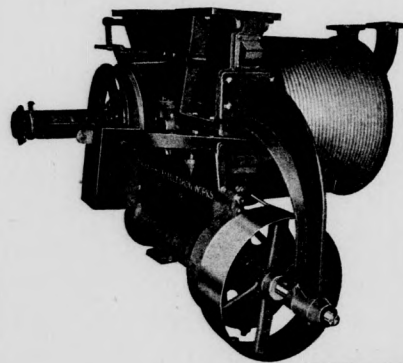
The Pere Marquette Railway runs through a territory peculiarly adapted by Accessibility excellent Shipping Facilities, Healthful Climate and Good Conditions for Home Life, for the LOCATION OF INDUSTRIAL ENTERPRISES.

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 Department invites correspondence with manufacturers and others seeking locations. All inquiries will receive painstaking and prompt attention and will be treated as confidential.

Address

C. M. BOOTH,

General Freight Agent,
 Detroit, Michigan



Leitelt Elevators

For Store, Factory
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Adolph Leitelt Iron Works

213 Erie Street

Grand Rapids, Michigan

Foster, Stevens & Co.

Wholesale Hardware



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

Grand Rapids, Mich.

ed sateen or other material, and you have a splendid "false back" for your window. Trim your panels in the store beforehand, fastening the cutlery on with fine wire, and when ready to make your display you can simply place them in the window and your background is complete.

Another good way to make a background is to use one large sheet of wall board, cut so that when placed on the back there will be a space of about a foot or 18 inches left vacant around the edges. Cover this centerpiece with some bright colored goods, green or red if possible. Then work out some design on this with your cutlery, fastening on the goods with fine wire. Use some other color of goods to cover the rest of your background around this panel. In this space hang scissors or any other pieces of cutlery easily placed. Show cards can also be used here; or the space can be draped with various sizes of brass jack chains, and then in the resulting loops hang scissors or other articles.

With the background complete, start work on the floor or bottom of the window. A raised step should be made across the back, perhaps 12 or 18 inches high; with an extra deep window, use two steps. These can be covered with bright sateen and cutlery placed on them.

Have the larger goods, such as case cutlery or cut glass vases, at the back, and work toward the front with smaller articles. Pedestals and stands can be used to good advantage, particularly to show the larger articles. Incidentally, the placing of the various items is important, as one article misplaced will produce a jarring effect that may even spoil the display.

Back of the window display there should be organized effort to push cutlery. Discuss the subject in your sales conference, encourage your staff to learn more about the goods they handle and to push their sale. Keep the goods where they will be seen, display them well, push them at every opportunity, and you'll get good results.

They are especially pushable at the Christmas season, and make excellent gift lines.

William Edward Park,

Might as Well.

A man went into a hardware shop and enquired:

"How much do you ask for a bath tub for a child?"

"Two dollars and a half," was the reply.

"W-h-e-w!" whistled the customer. "We'll have to go on washing the baby in the coal scuttle until the price comes down."

Revenge.

"Jack, I do believe that was a bad quarter you put in the collection plate for the heathen."

"Quite true. I owe the heathen a grudge for eating a missionary uncle of mine."

His Business Is Growing.

"Our business is growing," reads the catch phrase on a New York florist's stationery.

Here's a Good Display Plan.

I adopted an idea last year used by a paint dealer who had erected a paint testing board across the road from my plant. One end of the board was painted, while the other was not. I watched the board with great interest and in a short time noticed the superior appearance of the painted part. Then I saw how I could use his idea in my business.

I found a vacant lot of a car line, where many owners of homes with lawns pass each day. I erected an artistic sign explaining that half the ground was planted in the ordinary way, and that half was being treated with the special lawn fertilizer produced and sold only by me. From time to time I posted figures on the amount of watering done.

My vacant lot soon became a center of interest for lawn owners. By the middle of the summer the sale of my fertilizer was already seven times what it had been the entire previous year.

J. G. McNear.

Too Much for the Lawyer.

Dr. Ferguson was once summoned as a witness in court. Naturally, in the cross-examination, a lawyer seized the occasion to be sarcastic.

"Are you," demanded the lawyer, "entirely familiar with the symptoms of concussion of the brain?"

"Yes, sir, I am," replied the genial doctor.

Then the smart lawyer put a hypothetical case before the doctor in this way:

"If my learned friend, Mr. Reid, and myself should bang our heads together, would we get concussion of the brain?"

Dr. Ferguson calmly replied, "Mr. Reid might."

Obtuse.

"Now, see here!" said the lawyer. "Before I take your case I want to know if you're guilty."

"Am I guilty?" replied the prisoner. "Wot d'yer s'pose? D'yer think I'd hire the most expensive lawyer in town if I was innocent?"



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"Seeing" By Telephone

That's the secret of one business man's success in talking over the telephone.

He pictures himself face to face with the man with whom he is talking.

He "sees" his man over the telephone. And he talks to him with added carefulness and consideration and courtesy, because he knows that all depends on his voice and manner of talking.

The practice of trying to "see" the man you are talking with goes a long way towards making all your telephone conversations pleasant and more of them profitable.

Michigan State



Telephone Company

You Can Buy Flour —

IN

SAXOLIN

Paper-Lined Cotton
Sanitary Sacks

DUST PROOF
DIRT PROOF
MOISTURE PROOF
BREAKAGE PROOF

*The Sack that keeps the
Flour IN and the Dirt OUT*

Ask Your Miller in Your Town

— he can give you his flour in this sack

Our co-operative advertising plan
makes the flour you sell the best
advertised flour in your community

For samples and particulars write

THE CLEVELAND-AKRON BAG CO., CLEVELAND

HANDLING CHEESE.

Some Valuable Pointers For the Retail Grocer.

Written for the Tradesman.

Why is it so many grocers will tell you there is no money in handling cheese? The answer is simple and to the point, They do not understand their business.

Not one grocer in ten knows any difference between a cheese suitable for his trade and another which can only result in a loss to him, unless someone fool enough to buy the whole cheese comes along about the time it is cut, and fewer yet know how to care for it while being sold. I mean the common American cheddar cheese, of which more than ten times as much is consumed in this country than all other varieties combined. It is also the most economical and best balanced in food value of any variety.

I was buying some groceries a few years ago in a large Sault Ste. Marie, Mich., grocery store. Among other things I wanted a piece of cheese, but when the clerk took the cover off and asked, "How much?" I answered "None this time." It was one of those hard, dry, crumbly and mealy cheeses which left a lot of broken off crumbs about the size of kidney beans, when every slice was cut. I said, "I wonder folks don't kick when you send them a piece of such cheese." "They do kick like hell," he answered, "but it don't do any good. As a matter of fact, the boss does not know a good cheese from a bad one. Sometimes he happens to get a good one. By the time that is sold, and the customers begin to ask for another piece same as the last, he will like as not have stuff that no one cares to eat."

How long would a butcher last in business if he did not know when one tried to sell him a "staggerin bob" and another tried to sell him a carcass of bull beef, and another could sell him a "stag hog?" Well, the grocer who doesn't know when he is buying a bad cheese is in exactly the same class with that kind of a butcher, if such a one could be found.

More would-be merchants go into the grocery trade without any real knowledge of the business than all other lines combined. Jumping from a working life in a sawmill or logging camp into the grocery business is quite common, but the fact that a great many of them fail, mostly from lack of business training, has no effect on deterring others from taking up something they do not understand. I have no thought of reflecting on those who work in a sawmill or in a logging camp. All honest labor is honorable and the idea works both ways. Put a man who has been trained in business from his school days into a sawmill or logging camp, and where is he at? He doesn't know, but he is likely to very soon find out that he is not "there." In other words, he fails for lack of training in that kind of work.

To be a successful grocer, means to be a practical judge of a hundred and one articles which are used as human food; it means that the grocer is able to explain to his customers where his coffee grew, how it is pick-

ed, dried, winnowed, packed, roasted or ground; it is his business to have the same knowledge of the different kinds of tea or explain to them the difference between tapioca and sago. When he is offered a side of bacon by a packing house salesman, it means that he is capable of knowing whether it is from a farrow or from a suckled sow, and that he will not pay as much for one as for the other.

The great majority of grocers never give a thought to acquiring any knowledge about scores of articles they sell every day.

But I started to write about cheese. A greater share of the blame for so much second and third grade cheese being produced in this country rests more on the grocers as a class than can properly be laid to all others in connection with the cheese trade. Practically all the cheese made in America passes through the hands of the grocers of America, who are numbered by hundreds of thousands, and if each one would study out, and know for himself what constitutes a good cheese, then insist on buying only the best, cheese producers and cheesemakers would be compelled to make the quality of cheese called for or else go out of the business.

There is no reason, except ignorance of what he requires, why the average small grocer, or any grocer, should not make a fair profit on what cheese he sells. The margin of profit is generally larger on the face of it than on most other staples handled in the store, such as sugar, flour and a long list of package goods on which the manufacturers arbitrarily establish the price. Also there is no other staple article in the store which gives such an opportunity for increasing sales. Think of it! The total amount of cheese made in the United States, counting all varieties having a commercial value, would only give each one of our population about four pounds for a whole year. I might add that no other article sold by any grocer has anywhere nearly so great a food value per pound as cheese, especially American cheddar.

Let us consider some of the causes why, under these circumstances, so many grocers are selling cheese at a loss.

The average grocer orders cheese from his dealer. Along comes a fresh, soft cheese, containing perhaps more than 40 per cent. of water, usually called "moisture," as it sounds better, which he places in a wire cage called a "safe," which permits a full circulation of air, while the thermometer hovers around 90 in a dry room in summer, or near a red hot stove in winter, where it remains until the last piece is sold, maybe two weeks or more, during which time 10 to 15 per cent. of the weight has gone to help moisten the atmosphere.

The next cheese to be cut may be one containing only 25 per cent. of moisture, but, in the process of cutting half pounds and pounds, the same percentage or more is lost through crumbling. Besides, poor quality will cause very slow sales. Another grocer permits his cheese to remain on the counter summer and winter, exposed to dust and flies. Customers

To the Merchants

SUPPLYING DAIRY, HOG AND POULTRY FEEDERS.

During the past few weeks we have taken over the Wykes & Company business of this city, thereby adding many valuable lines to our business. We have been able thus far to give quick shipments from Grand Rapids on L. C. L. orders and prompt carload shipments from the manufacturers of Hammond Dairy Feed, Dried Malt Grains, Scratch Grains, Millfeeds, etc.

Considering the fact that we are facing the most serious freight problem this country has experienced; by anticipating the actual needs of the feeders the coming winter, and getting a reasonable stock of goods in your warehouses, you will aid the manufacturers, the feeders, the railroads and keep business going as usual. Don't wait until the last minute, when your feeders have got to have the feed immediately to keep their stock in condition for producing food. The freight congestion may be so serious at that time that it will take weeks and possibly months to get goods to destination.

HAMMOND DAIRY FEED is a good balanced Dairy Ration, requiring no mixing, plenty high in protein, fat and carbohydrates to produce the best results, and at the same time an economical feeding ration. Wire or phone us for prices, don't wait.

GRAND RAPIDS GRAIN & MILLING CO.
Grand Rapids, Mich.

SELL LOWELL GARMENTS

and have satisfied customers

Our Spring Lines are now ready and we guarantee to fill all orders we accept.

LADIES'

Gingham, Percale, Lawn and Fleece Housedresses, Sacques, Wrappers, Kimonos, Aprons and Breakfast Sets, Crepe Slippers, Middy Blouses, Outing Flannel Night-gowns and Pajamas.

CHILDREN'S

Gingham and Percale Dresses, Middy Blouses, Outing Flannel and Crepe Night-gowns and Pajamas.

MEN'S

Outing Flannel and Muslin Night-shirts and Pajamas.
Out Sizes and Stouts for Men and Women a Specialty.

LOWELL MANUFACTURING CO.

GRAND RAPIDS, MICHIGAN

will look at it, pass on and say nothing—no temptation for them to buy cheese there. The face is dry and cracked and about the time the last piece is waiting to be sold a nice batch of skippers will appear. If it is sent out with an order, the customer brings or sends it back with compliments and a resolve to buy no more cheese in that store. Result, he has lost not only weight and flavor in the cheese, but at least one customer as well. Some grocers set their cutting machine so as to cut 12 or 14 ounces for a pound, having the idea that his customers "won't know any better." Such a one does not know enough to be honest, even from policy, but he has taken the most effective means of committing business suicide, for families keep scales and find them a good investment. When a business man loses the confidence of his customers it is "good night."

Every grocer who handles cheese should have a good nickel plated trier, with which to sample each cheese before it is cut. If he does this with a determination to learn, he will soon be capable of judging the class of cheese the majority of his customers want. When he should refuse to accept any cheese which does not come up to his standard. As I have stated above, if every grocer in America would do that, cheese producers would soon have to see to it that the demand for quality must be met.

There can be no harm done if one who has grown old and gray in the cheese business, as cheesemaker and cheese dealer, and who in stress of war time is again in the harness making cheese, gives a few principal pointers that may help some grocer to acquire by degrees a knowledge so necessary to success in this branch, which should be a very important adjunct of his business.

A good cheese will always "look good" unless it has been especially abused. It should feel firm, but not hard and rigid. It should feel slightly elastic, but not soft or spongy, under pressure of the thumb. The rind should feel smooth, "satiny" and neither moist nor dry. When a plug is taken out it should fill the trier and show a coating of cheesy matter on the back of the trier, an important and infallible indication that the cheese has "broken down" and is not dry, although from causes that space will not permit me to explain here, it will be crumbly if the plug falls to pieces when removed from the trier. The best cheese never shows holes in the plug, but for home trade a plug may show quite porous and yet be a good cheese for eating and will seldom fall apart when sliced. The color should be a clear orange yellow or pure white, depending on whether it is a colored or uncolored cheese. In texture it should be smooth and silky, melting in the mouth like a piece of hard butter. Always turn down a cheese that feels coarse on the tongue, giving a sensation of having fine corn meal in the mouth, for whether it is young or old it never was and never will be a good cheese.

A word about the care of cheese while it is being sold. Before placing a cheese on the block it should always

be stripped of the bandage and face cloths. Particles of paraffin or other matter should be brushed off, giving it a tidy appearance. If a cutting machine is used, the board should be washed with vinegar occasionally to kill the mold, and the knife should be washed with soap or other alkaline, thoroughly dried and then rubbed with sweet oil to prevent rust. A dirty, rusty old knife which will leave a streak on every piece of cheese it cuts, and a rusty, dirty board that will start a growth of mold on the cheese in a few hours is a poor combination to draw customers. Unless a cheese is cut and sold every day or two, it should be greased all over with butter, after pulling off the bandage, to prevent it from drying out. Then if the knife is kept shut down on one side of the cut and the shield kept on the other side of the cut, very little loss from evaporation will follow. If cutting is done by hand, there is nothing better than a glass cover which fits perfectly tight all around. It should be replaced at once when a piece is cut. In a word, the idea is to keep cheese shut in from air after it is out. Those dealers having show cases fitted with refrigeration have the matter under best control.

It is up to the grocer whether his cheese business will be a factor in the Nation's economics or not. The possibilities are unlimited and its greater consumption would not only benefit the consumer in town. The benefit reaches away out to the farthest nook in the hills and valleys all over America, in stimulating farmers and dairymen to greater production; but the quality produced will depend on the grocer's ability to select a good cheese, and his determination to handle only the best.

R. Robinson.

Colors for Attractive Displays.

Below is a list of colors that harmonize, and which will be of value to those desiring to make attractive displays, either in the show window or in the store. The list should also be valuable to the salesman in suggesting colors that will be suitable for different color garbs:

Blue and white.
 Blue and gold.
 Blue and orange.
 Blue and salmon.
 Blue and maize.
 Blue and brown.
 Blue and black.
 Blue, scarlet and lilac.
 Blue, scarlet and black.
 Blue, brown, crimson and gold.
 Red and gold.
 Red and black.
 Scarlet and purple.
 Black with white, or yellow and crimson.
 Scarlet, black and orange.
 Crimson and orange.
 Yellow and purple.
 Green and gold.
 Green, orange and red.
 Purple and gold.
 Purple, scarlet and gold.
 Lilac and gold.
 Lilac, scarlet and white or black.



You
Owe
Us
a
Visit



Scores of people who visit our salesrooms after they have outfitted their store or office regret they did not come before buying.

We sell Scales, Cash Registers, Coffee Mills, Show Cases, Soda Fountains and Supplies, Counters, Account Systems, Safes, Desks, Files, etc., for the merchant and for the office.

Both new and used.

**Grand Rapids
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City Bakery Company
Grand Rapids, Mich.

THE VISION OF ANTON.

It Meant Much When Transformed Into Action.

Once upon a time there lived a near-sighted and obscure clock maker in an ancient town in Flanders. It was in fourteen hundred and something, at about the time when new continents were being discovered, and old continents being ransacked for whatever might serve to enrich the life of Europe. We call it the period of Renaissance, and this is the story of the Renaissance of Anton, the Flemish clock-maker.

Anton was an apprentice to an old craftsman who made clocks to help very rich people to know the time of day. No one but the rich could afford to buy clocks in those days, so the old clock-maker needed but one assistant. They were crude clocks with one hand, but they served the purpose. Anton, however, had a soul in his body and he became very tired of bending eternally over his work bench, making one-handed clocks for people he didn't know. His was a restless sort of soul, but a starved one, and it didn't know how to show Anton the way to better things.

So Anton decided to find out for himself. As he went about the streets of a Sunday, he heard of the good gray monks that lived beyond the hill. He was told that they were wise and kind and that they made sure their entrance into Heaven by many prayers and much fasting. They were so good that they had time enough left from their prayers to engage in scholarly pursuits. In short, they lived an ideal kind of existence and one that Anton thought would satisfy the cravings of his soul.

So one day Anton left the old clock-maker and journeyed over the hill to the monastery of the good gray monks. They took him in as a lay brother and set him to weeding the garden; but soon they learned that he was skilled with tools and they gave him the task of building the new altar in the chapel.

When the altar was nearly finished the abbot of the monastery came to Anton and said: "My son, I perceive that thou has much cunning. Canst thou carve a legend for the front of the altar?"

"I can, Father," said Anton.

So the abbot sought for a legend that would fit the space on the front of the altar, and after much searching he brought to Anton this:

"Where there is no Vision the people perish."

Anton accordingly selected a piece of hard, close-grained oak and began to carve the legend. Now Anton possessed enough of the craftman's soul to make him strive to carve the legend well and he spent many days and took infinite pains. As he worked he said the words over and over to himself: "Where there is no Vision the people perish."

He found himself wondering what these words meant and as he carved his perplexity grew upon him. At last he could contain himself no longer and he went to the abbot. "Holy Father," said he, "I am much troubled to know the meaning of the words thou hast given me to carve."

Now the abbot had selected the legend without great thought. It sounded well

and it was the right length. So he made answer lightly. "Those, my son, are the words of a Wise Man of old. They refer to that divine guidance which saves men's souls and which comes only through prayer and fasting."

But Anton had prayed and fasted and no Vision had come to him.

He asked his brother monks to explain the words to him, but they could not satisfy him and Anton nearly went mad in the endeavor to understand.

When the carving was complete and the altar finished, Anton found no more work that interested him. He looked about him and saw the monks feasting and fasting, praying and working, but he could not discover to what purpose.

"If it be true that without a Vision the people perish," he said to himself, "shall we not all perish? Not even the good gray monks have a Vision. They know not what a Vision is."

So gradually he became dissatisfied with the monotonous life of the good gray monks and their tiresome prayers and fastings to save their souls, until at last he could stand it no longer, and, never having taken the vows, he left the monastery. It was then that he be-thought himself of the old clock-maker for whom he had worked in the town. He remembered how wise he was and he sought the familiar shop. The old clock-maker was glad of the return of so good a workman and received him joyfully. Then Anton told his story—how he had longed for something to satisfy his soul, how he had failed to find it even among the good gray monks and how the words of the legend, had perplexed him.

Then spake the wise old clock-maker. "A Vision," quoth he, "is something good and lofty and desirable which the soul may see, and having not, may reach forth to obtain. Without a Vision the body may live, but the soul is starved. It is death in life. Men may eat and drink and sleep and laugh and work and quarrel and beget children and die, but all to no purpose. They might as well die in the first place, and so the Wise Man saith, 'Without a Vision, the people perish.'"

"And what may I do to get a Vision, that I may live?" asked Anton. "He that seeketh, findeth," replied the clock-maker.

"Where shall I seek?" asked Anton. "At thine own workbench," was the answer. "Thou has been to the monastery of the good gray monks and found no Vision there. Thou may'st travel the world over and no Vision will reward thy search. Look within thy heart Anton, even unto its hidden corners. Whatsoever thou findest that is good and worthy, examine it. Thus wilt thou find thy Vision. Do thy daily work, Anton, and let thy Vision find thee working. Then shalt thou be ready to receive it and the meaning of thy life and work will be made clear to thee."

Anton marvelled at the words of the wise old man and pondered them in his heart as he went back to work at his bench. And every day he talked with the old clock-maker, and strove to learn, until at last the light broke in upon him, and he understood. For the meaning of the legend appears only through much thought and self-examination.

A day came when the old clock-maker arose no more from his bed and Anton took his place as master of the shop. "Now," he said, "I will see if I can find a way to work with a Vision, for I know it is better than to work without one."

Every Sunday he went through the market place and talked to his fellow-townsmen. He found that there were many things good and lofty and desirable that were lacking in their lives, but he could discover no way to supply them. His soul was reaching forth, but it had not yet laid hold on a Vision.

One day in his shop, however, a Vision came to him. It was a little Vision, to be sure, but it was a beginning.

"I cannot give bread to all the poor or bring happiness to the miserable," he said. "I know only how to make clocks. So I will make a clock for the people, that they may have what only the rich may buy."

So he set to work and built a huge clock with two hands, like one he had seen that came from the South. Its face was two cubits across and it was fashioned to run in all weathers. Beneath the face he carved and painted a legend:

"Where there is no Vision, the people perish."

In twelve months the clock was done and he received permission to place it on a tower in the market place, where all men might see it and read the time of day. Many came and saw and learned to tell the time from the figures on the dial, and the clock became famous throughout Flanders.

But there were many in the countryside who seldom came to town, and so never were benefitted by the clock, and it occurred to Anton one day that the reason for this was that the roads were so poor. He was now a man of substance and influence in the town, so he went to the burgomaster and told him that he would like to build better roads for the country people to use in coming to town. It took him a long time to make the fat burgomaster see this Vision, but at last he succeeded, and the upshot of the matter was that in a few years there were fine, smooth roads running in all directions.

Anton's fame spread throughout Flanders and, to make a long story short, the king at last sent for him and make him a counsellor at the royal palace. This gave him a chance to broaden his

Vision. He saw a greater and happier Flanders, with the people prosperous in trade and industry and art, and when he died, full of years and honors, he left Flanders a better place because of his Vision. Walter A. Dyer.

Vivisection of the Sales Force.

"One very serious fault with a large number of retailers is that they do not devote sufficient time and attention to training the men who represent them to the public," says a highly successful hardware dealer. "Apparently they fail to fully appreciate that indifferent selling effort can knock a tremendous hole in the yearly earnings."

"As the proprietor and highest salaried man on the force, I consider it my duty to see that every salesman at all times gives to the business the very best there is in him and in working out plans designed to increase the selling power of our organization, I have spared neither time nor effort."

"One little scheme I have adopted which I think has real merit, is to pass out at more or less regular intervals small slips of paper containing questions touching various phases of selling, which the salesmen are asked to answer in writing and hand in their replies to me."

"From the way a question is handled, I am at once enabled to decide whether a salesman is strong or weak on that particular point. If this reply portrays a thorough understanding of the subject, I, of course, am perfectly satisfied so far as that is concerned, but if it suggests uncertainty or manifest lack of knowledge, I at once confer with him and do my best to set him right."

Following are some specimen questions which this dealer called upon his clerks to answer:

Suppose a customer objects to the price of a lawn mower on the ground that a mail order house offers one almost like it for less money—what is your argument?

How would you proceed in convincing a woman that the best interests of herself and family demand a refrigerator in the home?

When a customer seems unable to decide which of several styles of a commodity he prefers, how do you assist him to arrive at a satisfactory conclusion?

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Union Labor a Menace to the Government.

Written for the Tradesman.

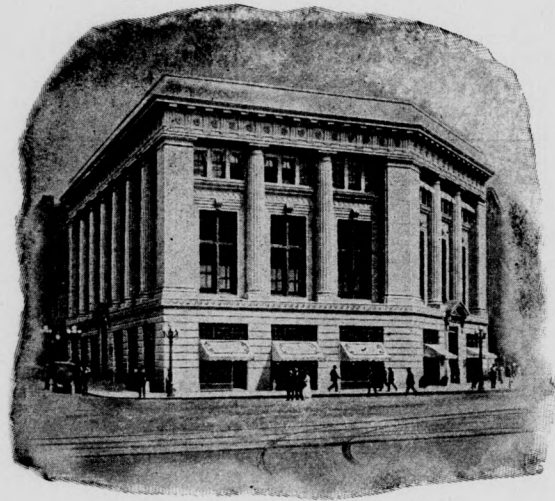
Looming larger and larger on the business horizon is the union labor problem. It is assuming proportions which compel the most serious consideration. Are the labor unions for or against the United States? This question is pertinent and well warranted. The time has come for putting them to the test. A great deal has been said and written of manufacturers and others being engaged in "profiteering" by charging exorbitant prices, but recent events have demonstrated that labor unions are engaged in a species of "profiteering" no less reprehensible than that practiced by the conscienceless manufacturer. The Government has taken steps to curb the greed of the manufacturer and the scheme of regulating the prices and distribution of products is the result. But while dealing in a somewhat relentless manner with the manufacturer, the Government has not taken union labor in hand and apparently evinces no disposition to do so. The consequence is labor unions are running things pretty much as they please. While shouting loyalty and vehemently disclaiming any desire to embarrass the Government, they are crippling it in the most criminal manner through strikes and threatened strikes. There is an undoubted scarcity of labor. The cost of living has so enormously advanced, and is still advancing, that there were reasonable grounds for higher wages, but the unions, taking advantage of the needs of the Nation, are piling demand upon demand in a ruthless manner, little less than piratical. No sooner do they get one increase in wages than they demand another. The manufacturer, the producer and the merchant are one and all helpless against these infamous demands of the venal and unscrupulous union leaders. With the country at war, strikes cannot be permitted since they would interfere with industrial activities of all kinds. Accordingly, labor leaders only have to make a demand, follow it up with an order for the men to quit work and they can depend on getting all they ask for. There is a limit to endurance. That limit has about been reached. No thought has been given by labor unions to the effect upon the millions of people who are not within the ranks of union labor, and are not, therefore, receiving exorbitant wages with which to meet the higher cost of living forced upon them by the greed of the unions. Mr. Gompers is a member of the Council of National

Defense and of a number of important war committees. He is also the head of the American Federation of Labor. If he is not able, willing and anxious to bring the demands of union labor to a reasonable basis, he should either resign from the Council of National Defense or be KICKED OUT. As a matter of fact his presence in that organization is a menace to the Government and a fearful handicap on the prosecution of the war. It is high time the Government acted with firmness. If not awake, it will be aroused from its slumber by a fearful shock when the people rise in their indignation at allowing an insignificant portion of American wage earners to place our forces in jeopardy by blocking the production and distribution of munitions and supplies necessary for the successful prosecution of the war.

Comment may be made that the seriousness of the labor situation may be overestimated. Pause before judgment is passed. On Nov. 3, according to Government reports, 500 strikes have occurred since our war with Germany began, as against 144 during the entire year 1916. On Nov. 3, 100 strikes were still in force. Fifty of these were given up as impossible of adjustment under the present system of dealing with such matters. We can learn much from England in this respect. Sir Stephenson Kent, K. C. B., now visiting the United States, in an address at Boston said: "Neither the laborer nor the employer in England is allowed to make a profit from the Nation's needs, and if the increased cost of living hampers the laborer, the minister of munitions distributes 15 shillings a week to the working man in order that he may not be made to suffer. In England, because of compulsory arbitration, it is impossible to go on strike. The MAXIMUM PENALTY IS PENAL SERVITUDE FOR LIFE. The safety of the army and the ultimate success of the war are dependent upon the ever increasing stream of munitions." England took some time to reach this stage of control, the result of bitter experience. The United States is beginning to realize it is involved in a struggle for existence. When this realization is complete, labor and capital must both yield to the necessity of the hour.

The condition of the securities market is in anything but a satisfactory condition. The selling is largely caused by the necessity for providing war capital for the Government. The public is selling stocks on a large

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scale in order to pay for its Liberty Bonds. John Moody pertinently remarks, "It is impossible to extract \$12,000,000,000 of war capital from the \$3,500,000,000 of American yearly savings." The market is breaking because our expenses exceed our income and we must therefore sell our assets.

It is doubtful if the public generally has realized the significance and importance of the thrift campaign and the value of the earnest advice to save given by thinking bankers. It should now be brought home with sharp emphasis. Until the American people can be trained to increase their savings as a war measure from 9 per cent. or 10 per cent. to 30 or 35 per cent., the liquidation of securities to provide war capital will continue. An increase in current saving means not only individual benefit, but National welfare. This liquidation and consequent fall in security prices, however, should not precipitate people into the slough of despair. Brighter times are ahead of us. The strain on financial resources is close to its apex. The \$700,000,000 falling due Nov. 15 on the second Liberty Loan has been paid. December will witness a decrease in the financial strain caused by the harvesting and movement of the crops, the returns for which flow back in the regular channels of business, while the enormous January dividend and interest disbursements will make the payment then due on Liberty Bonds much easier to meet. As these facts become clearly evident there will be a decided check to the pessimism which so largely governs security prices at the present time. It should also be remembered that present market prices by no means represent the intrinsic value of securities. Those who now buy seasoned securities are not only placing themselves in a position to secure large profits at some future time, but are also rendering a patriotic service to the Government through thus furnishing additional war capital.

It is well to let the people know what the effect of their co-operation with the Hoover food conservation will do. The monthly bulletin of the National City Bank of New York says regarding what it considers the most vital factor in the economic situation—food supplies—that these supplies have been greatly improved by the certainty that we are to have a much larger amount of corn than has ever been harvested in the United States. So far as grain and vegetables are concerned, the United States has, so the bulletin states, an abundance of them, with the exception of wheat. Evidences are plentiful that the people of the United States, as a whole, are beginning to cheerfully cut down their wheat consumption and will continue to do so until the harvesting and distribution of the 1918 crop. Washington estimates there will be a 10 per cent. reduction in the use of wheat in the United States and, if this expectation is realized, there will be a surplus of nearly 78,000,000 bushels available for export.

In connection with the food problem there is also another vital factor to be considered—labor on the farm. It is short and will be shorter. Here is where our Michigan bankers and merchants can again be of invaluable service to the farmers and at the same time benefit themselves. In certain Southern and Southwestern communities bankers and merchants have clubbed together and bought a number of farm tractors, holding them as a community asset. These tractors are rented to farmers at small rentals, thus enabling the agriculturists to more than make up for deficiency in man and horse power at much less cost. The rentals could be applied on the purchase price pro rata among the purchasers of the tractors after the cost of maintenance is deducted—the farmers renting the machines paying for the gasoline, oil, etc., necessary for operation and for parts and repairs due to breakage while in their possession. A plan of this kind has rendered possible largely increased acreage in the territory where the tractors have been used at a minimum cost to the farmers, enabling them to devote the money they would have otherwise been obliged to pay out for labor and team up-keep to the purchase of additional seed or other necessary expenditures. The cost of the tractors when divided between the business interests of any agricultural community would be comparatively small and would be in the nature of an investment, returns from rental ultimately paying back the principal, besides furnishing a small amount of interest on the money invested. If this experiment should be tried, there is little doubt but that manufacturers of the tractors selected would gladly sell them upon terms which would make the payments upon the machines easy to meet. There is also little doubt but that the farmers would appreciate this movement and gladly avail themselves of the tractor service, thus benefitting themselves and at the same time serving their country through increasing the food supply. The scheme is worth trying. Before any tractors are purchased a canvass of the farmers should be made, perhaps accompanied with a demonstration of tractor service. In this way the project could be put upon a mutually beneficial basis which would obviate any guess work as to cost and receipts. Paul Leake.

Tips to the Feminine.

Every woman wants to know how to be beautiful. Having a few ideas ourselves, we suggest:

1. Speak no ill, think no evil, hear no gossip.
2. Overlook your husband's shortcomings. You have a few of your own, but he's too considerate to mention them.
3. Don't stoop to the curtain lecture; it goes with an ugly face and ugly disposition.
4. Never strike a child in anger; it makes wrinkles inside and out.
5. Sing at your housework; remember, hubby is up against it downtown.
6. Smile; then smile again; keep smiling, and smile!

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FRENCH DELAINE.

How a Backwoods Merchant Sold Twelve Bolts.

Written for the Tradesman.

Herman Rivers thought he had a bargain when he bought out the complete stock of a general store at Muskegon, and toted the same over rough, muddy roads to his store building in one of the backwoods towns in the up-river country.

The stock invoiced something like \$3,000 and was made up of odds and ends of all manner of goods, some of it shelf worn and weary from long travail on the shelves of the Wood-iron store.

"I'll make those up-river store fellows sit up and take notice," chuckled Rivers. "I'll startle the natives too with the big things I've got to show them."

Now this was back in the early days when farming was less in evidence than logging, lumbering and working in the pinewoods, making fortunes to be spent later on in the building up of Chicago and other prairie cities of the West.

Rivers was a millowner as well as storekeeper. He employed a score of men, to whom he sold all their belongings, from clothes, boots and shoes, meats, dried apples, salt pork, codfish to the delicious family butter, put up in firkins on the Wisconsin dairy farms, and which reached the consumer in a state of frowy strength that would stagger the strongest athlete.

I can testify to the native strength of that butter, since until quite well into my teens I had never tasted anything else in the dairy line, and supposed the rank taste a part of the qualifications of standard churned cream. Later, when mother made a fresh article from the cow imported into the woods, I learned the true joys to be had from eating a fine quality of golden butter.

Then there were the dried apples of commerce. An apple tree I had never seen, and the apples, dried and packed in barrels, were solid masses which required a hook and strong hand to dig up for pies and sauce. These apples were black and sticky, many of them uncured, and a liberal quantity bored through and through by the worms.

There was one article of food, however, that beat anything the modern grocery can supply, and that was the codfish of those days, packed flat, immense, meaty, whole fish the like of which we shall never see again.

Mess pork came in barrels, cut in large pieces averaging fifteen to twenty pounds each. Some of the early settlers lived on salt pork, potatoes and firkin butter, the latter spread upon home made bread from flour not deleted of its wholesomeness by modern processes.

Herman Rivers' store was the mecca for a large surrounding region, and when the new goods arrived from the Muskegon store everybody talked about them and of the enterprise of the man who fetched them.

Everything was not, however, plain sailing for the backwoods merchant. In the language of the every day

woodsmen he feared, when he unpacked the goods, that he had bitten off more than he could chew. And this was true of many things in that conglomerate mass of odds and ends from the hither-most parts of the earth.

It was said of Rivers for a long time after he introduced that stock of goods into the North woods that you could not ask for anything under the sun that he didn't have in his store. One Eastener who happened in the burg, overhearing the remark, bet with a native a new hat that he could stump Rivers by a first enquiry.

"You can't do it, Ben, and I'll take your bet."

The two men repaired to the long wood-colored building that housed Rivers goods. Stepping to the counter behind which was the merchant-lumberman himself, the man asked for a pair of goose yokes.

"Eh? Goose yokes," commented the merchant. "Ah, I'll see."

"Your man is stumped now," chuckled the customer, grinning at his friend.

"Wait. He'll find 'em, see if he don't."

The merchant went into a rear room, brought out a ladder on which he climbed to the upper shelf, and from a dusty corner produced the desired articles. "I knew I had 'em," laughed Rivers, "but I'd forgotten for the minute where they were."

Needless to say the native won his new hat.

Of course, in such a variety of goods there were many unsalable articles; in fact, so many of these that Rivers afterward regretted the "bargain" he had secured when he bought out the Muskegon store.

"There's something you'll never sell," said his wife one evening as, with closed doors, Rivers was overhauling some of his new-old goods. He had piled nearly a dozen bolts of dress goods of a single pattern upon the counter. These goods were expensive for that region, since a new calico gown was the height of style among the backwoods belles.

"I can sell that stuff for two-and-six," said Rivers, "and come out ahead on the deal. But there's more of it than I wish there was."

"Why, there's enough to stock the country from one end of the river to the other," laughed the wife. "It's nice looking goods, though, and you might get rid of one piece—no more. Won't Mr. Woodiron take the rest back?"

"I shan't ask him to do that." The merchant gritted his teeth and looked troubled. It was true, as his wife said, there was enough of the cloth to make every woman and girl a dress from the mouth of the river up to and including Croton. What to do with it was the rub.

This was rather the hardest proposition Rivers had been up against in the whole line of his experience. He whistled and cogitated. Twelve forty yard bolts of dress goods which must fetch at least 30 cents per yard in order to make a profit.

"I'll tell you what," said his wife, "you might put one lone piece on the

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shelf at a time, and as it is a fine looking cloth you'd be apt to sell some at least."

"Yes," agreed the merchant, "but think of a dozen pieces!"

However, Mr. Rivers acted upon his wife's suggestion, placing a single bolt of the dress goods upon the shelf at a time. It was a beauty, and it attracted much comment from the women of the woods.

"How many yards in the piece?" asked Mrs. Newman, the blacksmith's wife.

"Thirty-nine only," from the merchant.

"Mercy! I must have a dress pattern off'n that sure. I'll speak to John about it to-night. It's certainly a beauty—French calico, ain't it?"

"French all right, but no calico," said Rivers. "You see it's mostly wool goods, an elegant figure. It will make any lady a fine gown."

"And there's only thirty-nine yards! Mercy me, I must have some of it right off, before it's all gone!" And she did. That very night, she called the merchant out of his house after he had closed the store, telling him she couldn't sleep without that dress pattern, for fear it would be all sold. She bought thirteen yards to make sure of having enough. She was a large woman, and as that was in the days of hoop skirts ten yards was only a small pattern.

The way that dress goods sold was astonishing to Mr. Rivers. Every woman who saw it was determined to have a dress regardless of price. It was "so handsome—and so little left."

And that was the way the merchant got rid of his over stock of "French delaine!" Women came from near and far to buy a dress. Even from Muskegon came several who wanted to get a pattern off the wonderful French delaine that enterprising Mr. Rivers had got direct from across the water. And you know that same goods had lain undisturbed for a year on the shelves of the Woodiron store at Muskegon.

The great fear was that the goods would be gone before one could purchase. The merchant put one piece upon the shelf at a time, and the good ladies imagined that this was all to be had.

Soon after the last piece of French delaine was sold the cat was let out of the bag. It happened at a grand ball given by one of the hotel men of the time. Fifty couples were there to dance, and of the twenty-five ladies present nineteen wore a French delaine of most intricate and beautiful pattern.

It is not necessary to tell of the comparing of notes, of the wrath and indignation of many worthy dames. Lucky was it, however, that Herman Rivers was not a dancing man, consequently, was not present at that ball. Old Timer.

A Reasonable Question.

Editor—Have you submitted these poems anywhere else, first?

Poet—No, sir.

Editor—Then where did you get that black eye?

Frightening Unsuspecting Investors into Losses

Quite properly operators of large and well-known public service corporations as well as investment bankers who have financed these projects are indignant at the vicious bear raids engineered against their securities by unscrupulous brokers. They have run across instance after instance where such brokers have gone short of their stocks and in order to cover their operations with a profit have not hesitated in circulating disquieting rumors so as to induce unsuspecting holders to throw them on the market.

Such tactics in a period when it is the duty of every American citizen to lend all of his efforts to maintain confidence among American investors in the integrity sound securities is not only unpatriotic but could be called by a worse name prostituted as are such methods with extreme selfishness.

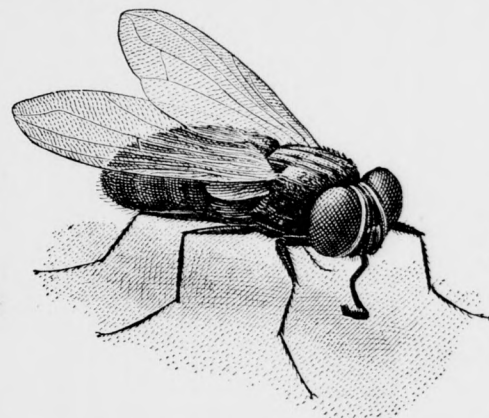
Vicious bear raids can more easily be engineered by brokers who wish to engage in profitable short sales in public utility securities for they are more closely held and dealt in principally on the outside market. None of these trades need be reported. The telephone and the telegraph can be used to advantage in making quotations which do not exist without much of an opportunity for checking prices up.

To such raids have been subjected such well-known utility securities as the American Light & Traction, Cities Service, American Gas & Electric within the last few months and at the expense of considerable loss to many unsuspecting stockholders, who, out of sheer fear that something which was never existent was responsible for the decline in prices, threw their securities overboard.

Efforts have been made to drive the vicious bear raiders into a corner but like crafty foxes they are too wary for they never at any time go short more than a few hundred shares when they cover and then feed out again another low price. Were it not for this shiftiness on their part they could be punished by making them cover at a considerable advance but this cannot be done with them seeking their rat holes at the first indication of their danger. Therefore it is necessary to warn unsuspecting holders of public utility securities before selling to first learn the character of the broker who is endeavoring to induce them to part with their stocks at the present ridiculously low prices.

TANGLEFOOT

The
Sanitary
Fly
Destroyer



Non-
Poisonous

Gets 50,000,000,000 Flies a Year
Vastly more than all other means combined
POISONS ARE DANGEROUS!

The O. & W. Thum Company
Grand Rapids, Michigan

Manufacturers of
Tanglefoot Fly Paper, Tanglefoot Fly Ribbon
and Tree Tanglefoot

DUTCH MASTERS SECONDS



Will stimulate your trade

Handled by all jobbers

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

BEING FRIENDLY.**Most Desirable Attribute of Human Character.**

Written for the Tradesman.

A smile at the right time is sometimes worth while.

Practice it and see. Make your store a resort for the good country folk; have a nice easy chair for the tired little country mother with the babe in arms. She'll appreciate it, never fear, and it is worth something to your own peace of mind to be good to even strangers when you feel that they need a little comforting.

The grouchy person, wherever he may be, is one who ought to be let alone. Life is too short to fill up even the minutes with bad thoughts and ugly frowns.

It is not necessary to go about with an inane grin forever on your face as did one minister I knew of. Just be friendly and you'll make friends. That is the secret of life—being friendly. The Lord helps him who helps himself and you merchants who have an ever welcome word or nod for even the passing stranger will never rue the little courtesy.

When Hannah, of Moss Hollow, comes into the store, meet her with a kindly smile of interest. Be ready to show her the utmost attention, even though her gown be of plain print, her form uncomely, her accent not of the best. It pays in more ways than one to be courteous. The successful merchant is the one who is filled with the milk of human kindness for all the world.

Never notice a slight. Never even enquire why so and so quit trading with you and now deals solely with your rival; that will settle itself in due time. Seldom does a customer quit the genuinely honest, up-to-date merchant without again returning to him later. He'll make no apologies, of course, when he returns. It will be in a casual way, for a small purchase, feeling his way back gradually. Why not? This is a free country. Men and women have a right to trade where and with whom they please. Never for one instant question that right.

Your only concern should be to make your own store so attractive the disgruntled customer cannot help returning after a time, when he is very likely to become a fixture as a

customer providing his backsliding be not noticed or commented upon.

Never even question the right of a customer to do all his trading with a big city mail order house; he will resent it if you do, and that leads to a wider degree of estrangement. I have known men to make a parade of their big mail order catalogues by a store front for the very purpose of aggravating the proprietor who has been heard to speak disparagingly of the whole mail order business.

"I'll trade where I please," is the resonant declaration of the independent American citizen. He feels a sort of lofty pride in making the announcement. Many such, however, have been won back to allegiance to local stores by the tactful deportment of the local merchant.

Be ever on the alert to please. No abject subserviency to the multitude, but a courageous pleasantry that wins by its likableness. The suavely honest merchant need have no fear of the ultimate success of his business.

There may be places occupied by men who deal with the public in a sour severity which the public must stand, but in the mercantile business no such equipment will win. A business that depends wholly upon the good will of the public must cater to the better feeling of that public else prove an ultimate failure.

Once a young fellow, just entering upon the mercantile trip, wrote an advertisement for the local paper, submitting copy to the writer for criticism. Among other things the advertiser made declaration (he lived in a farming community) that he desired the trade of all the common people of the vicinity; the poor man's money was more than welcome. In fact, he cared more to please this class than the big fellows with money to burn.

I pointed out the mistake here, telling the embryo merchant that it was hardly good business to make any exceptions. One man's dollar was as good as another's and, as there were a number of wealthy farmers in the district, it certainly seemed bad policy to point them out for ostracism.

The young merchant saw the point, changed the wording of the advertisement, and sent it out, winning a start that, by judicious advertising, wholesouled cordially and business

sense won for him an enviable reputation.

Being friendly is one of the most desirable attributes of the human character. A well known divine, who had a wide acquaintance and whose friends were numbered by these, declared that "if you want friends prove yourself friendly." So it is with the trader. He must be a man of many parts, above all genial and kindly, ready to treat everybody as a friend, thus alone can he hope to succeed in his business life.

One way, perhaps, go to extremes, even in the line of being friendly. The ordinary human being is not deceived. He knows whether the merchant's smile beams real friendliness or is a smirk, put on for the occasion.

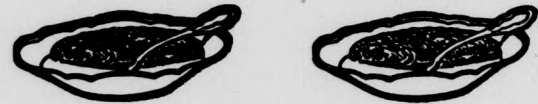
The smile of welcome that is wholly manufactured for the occasion is unnatural, therefore of doubtful utility. Above all things be natural. Don't put on an outward seeming that has not the heart in it. If you cannot be naturally pleasant with others then you have missed your calling and had best cast about for some desert island where you may hide your personal inadaptability until such a time as nature turns the curdled milk of human kindness in your bosom back to the sweet cream of friendliness for all.

Perhaps this last would come about as hard as unscrambling eggs. If so you may know that being a merchant is something not in your gnarled nature to become, consequently you are

More Nourishing Than Meat

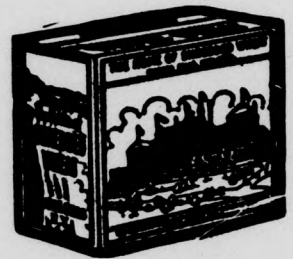
Your customer who complains of the high cost of living is, no doubt, paying for a meat breakfast now about five times the cost of a

Shredded Wheat



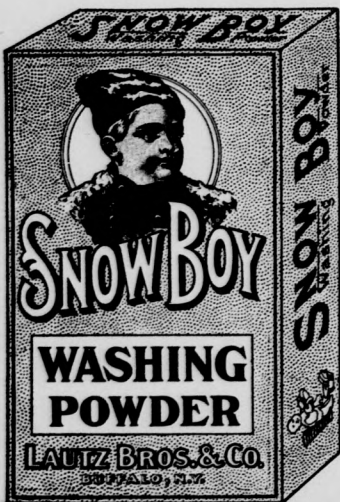
breakfast and without getting any more nourishment.

Tell your customers about the low cost and economy of Shredded Wheat and you'll get the benefit of our extended, far-reaching newspaper and magazine advertising campaign in which we are emphasizing these points.



The Shredded Wheat Company

Niagara Falls, N. Y.



SNOW BOY

Washing Powder

Pays Retailer
Good Profit

Pleases the
Consumer

It Repeats!

MANUFACTURED BY LAUTZ BROS. & CO. - - BUFFALO, N. Y.

marked for some other line of work. Whatever it may be is not for the writer to state in this article.

The knack of being friendly isn't so hard if you only cultivate the better part of your nature and firmly resolve that you love your neighbor as yourself and decide to treat him in the manner that you know is pleasing to you in your intercourse with others. Be friendly whatever else you may put into your deal with those around you. *Old Timer.*

Hoover Rules Issued For Government of Bakers.

Rules and regulations governing the licenses of manufacturing bakery products have been promulgated by the Food Administration. These are the regulations which go into effect December 10 next, according to the President's proclamation. The regulations provide as follows:

The licensee, in selling bakery products, shall keep such products moving to the consumer in as direct a line as practicable and without unreasonable delay. Resales within the same trade without reasonable justification, especially if tending to result in a higher market price to the retailer or consumer, will be dealt with as an unfair practice.

The licensee shall not buy, contract for, sell, store or otherwise handle or deal in any food commodities for the purpose of unreasonably increasing the price or restricting the supply of such commodities, or of monopolizing, or attempting to monopolize, either locally or generally, any of such commodities.

The licensee shall not destroy any bakery products and shall not knowingly commit waste, or wilfully permit preventable deterioration in connection with the manufacture, distribution or sale of any bakery products.

The licensee shall not accept returns of bread or other bakery products, nor make cash payments, nor allow credit, to any retailer, for any unsold bread or other unsold bakery products, nor shall the licensee exchange any bread or bakery products for other bread or bakery products which he has sold.

These special rules and regulations governing licensees manufacturing bread and rolls were made public:

Rule 1—The licensee shall manufacture bread and offer it for sale only in the following specified weights, or multiples thereof, which shall be net weights, unwrapped, twelve hours after baking: 16-ounce units (not to run over 17 ounces), 24-ounce units (not to run over 25½ ounces). Where twin or multiple loaves are baked, each unit of the twin or multiple loaf shall conform to the weight requirements of the rule.

Rule 2—The licensee shall manufacture rolls and offer them for sale only in units weighing from 1 to 3 ounces, but no rolls shall be manufactured or offered for sale which shall weigh, unwrapped, twelve hours after baking, less than 1 ounce or more than 3 ounces.

Rule 3—The standard weights herein prescribed shall be determined by averaging the weight of not less than twenty-five loaves of bread of any one

unit, or five dozen rolls of any one unit, and such average shall not be less than the minimum nor more than the maximum prescribed by these rules and regulations for such units.

Rule 4—The licensee in mixing any dough for bread or rolls shall not use the following ingredients in amounts exceeding those specified below per unit of 196 pounds of any flour or meal or any mixture thereof.

Sugar—Not to exceed 3 pounds of cane or beet sugar or, in lieu thereof, 3½ pounds of corn sugar. Where sweetened condensed milk is used, the licensee, in determining the permitted amount of sugar, shall deduct the added sugar content of such condensed milk from the net amount of other sugar, of the kinds herein designated.

Milk—Not to exceed 6 pounds of fresh milk from which the butter fats have been extracted, or the equivalent thereof.

Shortening—No shortening shall be used except as follows:

Not to exceed 2 pounds of compounds containing not more than 15 per cent. of animal fats. In lieu of such "compounds" the licensee may use not to exceed 2 pounds of vegetable fats.

The licensee in making any bread or rolls shall not add any sugars or fats to the dough during the process of baking, or the bread or rolls when baked.

The United States Food Administrator made these recommendations to bakers:

The United States Food Administrator earnestly urges all wholesale bakers to establish as the wholesale prices of their products the prices at which they will offer such products for sale in lots of 25 pounds or more, unwrapped, for cash, at the bakery door, the prices so established to be subject to such additional charges as may be fair for wrapping and delivering when such services are performed by the baker. The United States Food Administrator requests that when such wholesale prices are established the licensee report this fact and state such prices to the Federal Food Administrator in the state where his bakery is located.

Inasmuch as some wholesale bakers in certain communities are now retailing bread at their plants direct to the consumer, unwrapped, undelivered and for cash, at wholesale prices, the United States Food Administrator recommends that this practice be extended wherever bakers find it possible to do so, adding only sufficient extra charge to cover extra expense.

The United States Food Administrator believing that frequent deliveries are uneconomical and tend to enhance prices, urges all bakers to reduce deliveries wherever possible to one a day over each route, and to consolidate deliveries or zone their territories in order to reduce the expense of deliveries as far as possible.

Advantageous Marriage.

Mrs. Jiggs: "So your daughter married a surgeon?"

Mrs. Noggess: "Yes; I'm so glad. At last I can afford to have appendicitis."

Watson-Higgins Mfg. Co.
GRAND RAPIDS, MICH.

Merchant Millers

Owned by Merchants

Products sold by Merchants

Brand Recommended by Merchants



New Perfection Flour

Packed in SAXOLIN Paper-lined Cotton, Sanitary Sacks

Coleman (Brand)

Terpeneless

LEMON

and

Pure High Grade
VANILLA EXTRACTS

Made only by

FOOTE & JENKS
Jackson, Mich.



PEANUT BUTTER

CAN BE COMPARED TO COFFEE AS TO QUALITY

Don't be fooled by price. Buy where quality comes first. Buy Jersey Peanut Butter and notice the difference in taste. Order from your jobber today.

Perkins Brothers, Inc.

Bay City, Michigan

AGRICULTURAL LIME BUILDING LIME

Write for Prices

A. B. Knowlson Co.

203-207 Powers' Theatre Bldg., Grand Rapids, Mich.

Sand Lime Brick

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

Brick is Everlasting

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

Signs of the Times Are Electric Signs

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

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

THE POWER CO.

Well M 797

Citizens 4261

Fieglers

Chocolates

Package Goods of
Paramount Quality
and
Artistic Design



Before the Visit of the Stork Is Due.

Child-training begins with the training of the mother. Dr. Holmes thought it ought to begin at least with the careful selection of grandparents—or was it great-grandparents? For most of us, however, the best we can do is to try to get the parents, and especially the mother, into the right frame of mind toward the expected infant, and toward the tremendous job she has undertaken.

Happily for most of the mothers of to-day, the coming of a child is no longer spoken of in whispers, as if it were something to be ashamed of. Almost extinct is that nauseous breed of dirty-minded folk like the woman who "thought it indecent to speak of a child until it was at least six months old!" The right-minded mother, surrounded by right-minded friends, goes about her wonderful business of preparation secure in the knowledge of sympathy and approval.

But even yet, sadly few women enter upon marriage with any adequate notion of the importance and privilege of motherhood. Many of them are well educated in mathematics, languages, literature, history, art, economics, science, and so on, and all that is well enough; but the principal reason and purpose of marriage is still treated as if it were the least of the happenings of life. For few of them is there any definite preparation for the most wonderful experience they are to have, an experience involving not only their own welfare and the welfare of their children, but that of the whole of humanity. Who knows what this child that is coming may be in the history of his generation and the generations following??

Even a plumber or a letter-carrier has to have some training for his business. What trade is there for which one is not fitted somehow by instruction, by knowledge of the elements of the work to be done? But mothers! Most of us were suffered to go about the most important trade in the world with little or no preparation or understanding of any of its aspects. For most of us, we were left to learn our business of being mothers by the hardest kind of experience, and at the cost of the first of the children. Yes, it was a wonder that they turned out as well as they did!

During the last twenty years or so, the change in the general attitude toward this subject has borne fruit in a wonderful lot of research on the part of doctors, scientists, reformers, statesmen, teachers, and plain, earnest women without professional status. The physical, mental, and moral growth of the child has been worked over and written about until there is a large and inspiring lit-

erature about every phase of his development from infancy through adolescence. In every degree of simplicity and elaboration these books are available for the expectant mother.

I am far from meaning that she should delve deep into medical books, and get herself in a morbid state of mind by reading of obstetric technicalities. Leave that to the doctor; it is his business. But I do mean that she should make herself intelligent about the experience that is to come to her, and about the great task she has undertaken, of bringing a new life into the world.

First of all, she must realize now vastly important it is that she should keep well, that her body should be a fit home for the coming child. She must see that she has plenty of simple, nourishing food, warm and comfortable clothing, freedom for constant walking and muscular action and for her own breathing, and without restriction of the soft parts that must have room for the growth of the child, during the entire nine months before the baby is born. Every minute of the period is important if mother and child are to keep well.

Heredity is no doubt immensely important; but that is a settled matter. Let us hope that you selected the right father for your child. Anyway it is too late now to alter that. Be the heredity what it may, you can work wonders with environment. The worse the heredity, the more important it is that the environment shall be the best possible, and the physical well-being and mental attitude of the mother are for the child the beginnings of environment.

Try to live in an atmosphere of love and happiness. I know that is sometimes easier to say than to do, but strive for it, nevertheless. Try to keep sensible, calm, well poised, high-minded. Avoid petty gossip and irritating quarrels. Keep worry out of your life, and anger most of all; both are deadly poisons. Keep out-of-doors at least two hours of every day, and walk as much as possible—two or three miles, if you can. Let the doctor advise you about how much physical exercise you can safely undertake. Insist upon ample and undisturbed sleep at night, and have a nap during the day.

See that your house is in good running order; reduce its detail to the utmost of simplicity, and in any event do not permit yourself to get fussed over picayune matters. Let nothing interfere with your daily bath and rub, deep breathing exercises, and as much of a walk as you can stand. After the baby comes there will be a most exacting round of duties; your leisure will be

scant, your sleep will be interrupted, and every ounce of strength that you can store up in advance will be drawn upon.

Begin your study at once, even if you expect to have a trained nurse to care for your baby. Nurses are going to be hard to get for a long time now, and you want to know as much as you can. You may have to do most of this work yourself. Anyway, you will want to know whether the nurse is doing it properly.

There is something about doing the physical things for your child as much as you can yourself that draws you together wonderfully. For myself, I would not surrender this experience altogether to any nurse, although she were the most competent in the world. The whole character and personality of the child are influenced by these simple and commonplace things. The body, mind and soul of a child are not confined in separate compartments; he is a person, and all of him grows together and is influenced together. Every detail reacts upon his whole nature. Right at the beginning, the simplest physical experiences may be dealt with in such a way, or neglected so as to fasten upon him bad habits that will clog or curse his whole life. That is why you should inform yourself in advance about the best way to conserve the physical welfare of your child.

Prepare plenty of simple clothing for him; consider your own diet with reference to your intention to nurse your own child. Take advantage of every opportunity to equip your mind to lead his.

Get in touch with a good kindergarten, who may be able to explain to you some of Froebel's "Mother Plays" dealing with the early life of the child. Read good and helpful books, attend concerts, visit art galleries, do everything to get and keep yourself in a peaceful, happy, forward-looking state of mind. Keep it before your very soul that you are about the most wonderful business there is in the whole world.

Prudence Bradish.

Serving Every Customer.

Instead of giving a bad impression every time a customer catches him out of an article, this druggist impresses the quality of his service by the following plan:

"I keep two want books. One of them is the usual kind by which I order my goods; the other is taken downtown by myself or by one of my clerks on each trip that anyone makes. All 'wants' of customers which we can not fill are listed in it.

"For instance, Mrs. McWilliams calls for a specified make of soap. I do not have it; instead of expressing my regret and letting it go at that, I say, 'I'm sorry, but I do not have that brand. I'll have it delivered to your house this very afternoon, though. Count on me.'

"Although the transaction yields no profit, I obtain the soap on my trip downtown and have my boy deliver it to the customer. She appreciates this service, and so do the hundreds of others who know it and who consequently give me all their trade."

How Suggestion Increased Sales.

"Most hardware stores sell washing machines," says a merchant who has made a success in this line. "In our store we carry out the idea of suggestion as far as possible. Our window display, for instance, gives the prospect a picture of wash day in a properly equipped kitchen. We show the washing machine, the wringer, the tubs, the boiler, the washboard, a big, collapsible clothes horse, a small clothes rack attached to the wall, common flatirons with stands, electric irons attached to the current so that they may be demonstrated at a moment's notice, an ironing board, and a stretch of clothesline—as well as a half dozen other articles used on wash day or ironing day. To add to the realistic effect, a strip of white cheesecloth or cotton hangs from the ironing board into a clothes basket.

"The display typifies the method of salesmanship used inside our store. If a customer buys a washing machine, the salesman follows up the sale by calling attention to the wringer, and then turns to tubs, boiler, washboard, and the rest. If the customer comes for a flatiron, the merchant directs attention to the ironing board, the clothes horse, and other items that logically follow.

"In our advertising and circular matter, instead of talking merely of this washing machine or that wringer, we talk of saving labor on wash day by providing modern equipment to do the work. This plan helps us to sell additional articles, and in several cases we have sold entire wash day outfits because of it."

W. E. Park.

If You Want New Customers.

Below is a particularly interesting letter from a successful grocer in a Middle Western town in which he tells his method of getting new families to trade at his store.

"I go after the business of every new family that comes to town. I secure the names of new families from the newspapers, from real estate agencies, and any other available sources.

"Among my plans for getting these names is an agreement with the pastors of several churches. I say to them, in effect, 'If you will tell me the names of any new families you know of moving into your territory, I shall do the same for you.' Both the pastors and I have blanks that we fill out once a month. We both benefit by the scheme.

"Then I go to the new family in person, taking with me samples of all the advertised food products of which I have samples at the time. I give them the samples with my compliments and explain that I carry all the well known brands and can give them the goods they know about. This appeals to them as being better than starting on new and untried foodstuffs. The sample assortment is a gift; constantly their good will and their business frequently come to me. I keep after them with personal letters, until I feel that I have the business permanently."

We Divide Our Profits With You

This company was founded on the principle of an equitable division of all its profits with the policy holders. Under this system, backed by careful selection of risks and economical management, we have been able to return to our policy holders each year

Thirty-three and One-third Per Cent of Your Premiums

There is every reason to believe that we will be able to do as well or better in the future.

We adjust and pay all losses promptly. Note the following facsimile letter for proof of this statement:

"Portage"
NON-SKID TIRES INSURE
SAFETY
—
FREE AIR STATION

CENTRAL VULCANIZING COMPANY

GEORGE WAGNER, PROP.

215-217 DIVISION AVE., N. W.

EXPERT TIRE REPAIRERS

WESTERN MICHIGAN
DISTRIBUTORS

"Portage" Tires

ALL SIZES AND TYPES IN STOCK
CITIZENS PHONE 1715

GRAND RAPIDS, MICH., August 27, 1917.

Mr. Wm. A. Haan, Secy. & Treas.,
Grand Rapids Merchants Mutual Fire Ins. Co.,
City.

Dear Sir:-

Your letter of the 27th instant, enclosing checks to the amount of \$1896.53 constituting payment of fire loss to my stock of tires which occurred on the 29th day of July, 1917, at hand. We desire to thank you for the courtesies which you have extended to us in the adjustment of this claim and also desire to thank you for the promptness in the settlement of this loss. If, at any time, the writer can favor you by recommending your Company, you may ask it with the greatest of freedom and without any hesitation. Again thanking you, we are

Very truly yours,

CENTRAL VULCANIZING COMPANY.

George Wagner Prop

This is a MERCHANT'S company. It was organized and is officered by retail merchants. It is the out-growth of a demand for relief from excessive fire insurance rates and unfair adjustments.

We now have over \$3,000,000 of the very best class of fire insurance on our books. Our losses are very low and our assets are ample to meet all demands. We are earning good profits, and we divide those profits equitably with our policy holders.

Correspondence Solicited.

Grand Rapids Merchants Mutual Fire Ins. Co.

Wm. A. Haan, Sec'y and Treas.

325-328 Houseman Building, Grand Rapids, Mich.



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.

SAGE CHEESE.

General Outline of Method of Manufacture.

While we have no actual records at hand we doubt if there has been any material increase in the manufacture of sage cheese in this country during the past few years in fact, it is possible that there has been an actual decrease in the quantity manufactured. The cheese has only a limited outlet and while it is possible that were it more widely known it would find a larger sale, it would be a risky variety to make up in large quantity without an assured outlet. The best sage cheese at times commands a substantial premium over the best cheddar cheese, but at other times the margin is very narrow and since the outlet is more limited the market is more easily surplussed than in the case of cheddar types of cheese. To anyone contemplating its manufacture we would suggest that they get in touch with the larger handlers of the product before starting in or if they contemplate building up a demand for the cheese in a new field it would be advisable to start in a rather small way. Sage is a flavor that is well liked by many and disliked by some and it is too pronounced a flavor for a steady diet.

We give herewith the method of manufacturing sage cheese, recommended by the U. S. Department of Agriculture:

Sage cheese, with its yellow surface mottled and flecked with small dark grayish green spots, is an old-time favorite. Sage is a very old seasoning herb and sage cheese is very probably of old English origin. The manufacture of sage cheese is now carried on in a limited way only in the United States, and is restricted to certain localities, yet a great many people are exceedingly fond of it, and will pay from 1 to 2 cents per pound more for it than for ordinary cheese.

The Michigan Experiment Station has studied the subject of sage cheese making and states that this cheese is prepared in exactly the same way as cheddar, i. e., common American factory cheese, differing from it only in possessing a sage flavor, which is imparted to it by adding sage extract or sage tea to the milk before the curd is precipitated, by adding the extract to the curd before salting, or

by adding sage leaves to the curd before salting.

The addition of sage tea or extract to the milk is objectionable, requiring a large amount of sage, ten to twelve ounces for 1,000 pounds of milk.

The addition of extract to the curd gave entirely satisfactory results in tests at the station when the extract was not too dilute, and when it was added very cautiously to prevent waste. The amount of sage required was six or seven ounces for the curd from 1,000 pounds of milk.

The most satisfactory method, however, was found to be the old-fashioned way of adding the sage leaves to the curd. This required the least amount of sage, three ounces being sufficient for the curd from 1,000 pounds of milk. In following this method the sage should be weighed, the stems all picked out and the leaves finely powdered and added to the curd just before salting.

Following is the method recommended by W. W. Fisk, of Cornell Dairy School:

The milk for the making of sage cheese must be of the very best quality. Many makers believe that bad flavored and foul smelling milk can be made into good sage cheese, for they think that the sage flavor will cover any bad flavors in the milk. It is true that these flavors can be partly covered by the sage, but they cannot be entirely disguised and they will show just as in an ordinary Cheddar cheese. No maker can expect Cheddar cheese of the best quality from overripe or gassy milk and neither should he expect to make sage cheese of the first quality from milk of this sort. In fact, it would be rather difficult to make sage cheese from overripe or gassy milk, as will be seen later. The finished product can be no better than the raw material from which it is made.

Leaf Method.

In this method a regular Cheddar cheese curd is made up to the time of salting. Just before the salt is added, sage leaves are mixed with the curd. The leaves should be dried and freed from stems and other coarse particles and the leaves themselves broken up rather fine. The leaves are then added at the rate of three ounces for every 1,000 pounds of milk. Care must be exercised to see that the leaves are evenly mixed through the curd or an evenly mottled cheese will not result. The salt is then added and this tends to drive the flavor into the curd.

If these cheeses are consumed as soon as well cured no fault can be found. On the other hand, if they are held for any length of time, there

Dandelion Vegetable Butter Color

A perfectly Pure Vegetable Butter Color and one that complies with the pure food laws of every State and of the United States.

Manufactured by Wells & Richardson Co.
 Burlington, Vt.

SEEDS

Reed & Cheney Co.
 GRAND RAPIDS, MICH.

Turkeys

Geese, Ducks and Chickens

Telegraph, phone or write us for special prices before you sell

Wilson & Co.

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will be a collection of yellow material about each piece of sage leaf and soon the leaves will decay and so spoil the cheese. This method gives a very true flavored sage cheese and the only objection is the fact that it cannot be held in storage for any length of time.

Sage Extract Method.

When this method of making sage cheese is employed it is necessary that the maker have a vat with a movable partition or a large and a small vat. In many cases the receiving can is used as the small vat. After the milk is properly ripened and ready to set, one-sixth to one-seventh of the milk is put into the small vat. To this small vat, green coloring matter is added. The juice from the leaves of corn, clover and spinach, which was pressed out by the maker, was formerly used as the coloring matter. For this reason, the manufacture of sage cheese by this method was limited to the seasons of the year when these leaves could be obtained. But now the dairy supply houses have a harmless green color paste which is much cheaper and it can be had at any season of the year. The amount of color paste to use will vary from 30 to 35 cubic centimeters for every 1,000 pounds of total milk. This amount of paste should be added to the small vat of milk. This gives a green milk and later a green curd.

Both vats are worked along together, until the time of removing the whey. Then the partition in the vat is removed or the small vat is mixed with the large vat. The green curd should then be evenly mixed with the white one or an even green mottled cheese will not result. The curds should not be mixed until they are well firmed or the white curd will take on a greenish cast and so spoil the appearance of the cheese.

After the whey is removed the curd is allowed to mat like an ordinary cheddar curd, but care must be exercised to pile the curd so that it cannot draw out. Because if it does draw out the small green spots will be stretched out and large blotches or patches of green will be the result. This is one of the places where the cheesemaker must watch his curd closely or he may not get the much desired small green mottles. When the curd is well matted, it is milled like an ordinary Cheddar curd and just before the salt is added the sage extract is applied to the curd.

Sage Tea and Commercial Extracts.

The sage extract can be obtained from dairy supply houses or a sage tea can be made by steeping the sage leaves. In many cases the commercial extract gives the cheese a strong, disagreeable flavor and not a true sage flavor. The sage tea gives a

flavor which is more like the flavor when the leaves themselves are put into the curd. Too much of the extract or the leaves will give a very rank flavor. The sage extract can best be put on the curd by means of some sort of a sprayer or atomizer with which it can be evenly sprayed over the entire curd. The extract should be applied two or three times and the curd well stirred after each application. The amount of the extract to use will depend altogether on its strength; an ounce of the extract or three ounces of the sage tea to 1,000 pounds of milk will be found to be about the right amount to use. After the extract has been added the salt is added at the same rate as with a normal Cheddar curd and the sage curd is carried along the same as a Cheddar curd should be.

This method gives a sage cheese mottled with small green spots which somewhat resemble the green of the sage leaves. A cheese made after this method can be held for a long time, as nothing has been added which can decay. The only objection to this method is the fact that the sage extract may not give a true sage flavor. Therefore the maker must try to get the best extract possible or make his own out of the sage leaves.

The Correct Way.

During a sale of safety razors a drug store decorated its window accordingly and then captured customers with the sign: "Shave safely. If you do it right it is awfully simple; if you do it otherwise it is simply awful. Come in and we will show you the correct and easiest way."

Rea & Witzig

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Connection with 750,000 Telephones in Michigan, Indiana and Ohio.

Citizens Telephone Company

THE BELL TELEPHONE.

Historical Facts Concerning Its Birth and Development.

The birth and development of the telephone reads like a chapter from fiction, instead of a page from the prosaic book of plain business. It is almost precisely forty years this fall, since the commercial development of the telephone began. It was during the years 1874 to 1877 that the germ of this invention was incubating in the brain of Alexander Graham Bell, its inventor. Prof. Bell, an instructor of the deaf came every day from his home in Salem, Mass., to Boston for his professional work. His summer vacations were spent at the home of his parents in Brantford, Ontario. His father, Alexander Melville Bell, was also a teacher of the deaf, so that father and son were, we might say, experts in matters pertaining to acoustics and allied subjects. To quote briefly from an address made by Prof. Bell before the Telephone Pioneers of America at its annual convention, a few years ago: "And so it happened that in the summer of 1874 during my visit to my father's house in Brantford, Ont., considering myself and discussing with my father the numerous experiments I had made in Boston relative to the reproduction of musical sounds by electricity, for the purpose of multiple telegraphy, the thought of the membrane telephone was elaborated. So the conception of the telephone originated in Brantford in the summer of 1874. You are all familiar with it. It was practically the same instrument that was shown in the patent. It was a theoretical conception of a magneto telephone, that the vibrations of the voice might create electrical impulses like the aerial impulses and produce an audible result at the other end. And so on my return to Boston in Oct., 1874, and all through the winter of and through the spring of 1875 I was working and trying to devise methods of increasing the strength of these electrical undulations. Then came the discovery on June 2, 1875. In a moment all of the difficulties in the way of a practical solution of the telephone disappeared. This took place at 109 Court street, Boston, where the telephone was born."

Had this experimental work not been in the hands of so skilled a man as Prof. Bell, who actually had known in advance what he might expect as a result of his researches, and to recognize the results secured in such crude fashion, the invention of the telephone would have been delayed likely, for many years.

The application for the patent was filed Feb. 14, 1876, and granted March 3, 1876. In the case of the telephone, the scientific world almost at once took up the new invention. The public generally and the business men of the country, on the contrary, were very slow to see any value in the telephone. Prof. Bell read his first paper on the telephone before the American Society of Arts and Sciences in Boston on May 10, 1876. The invention was exhibited at the Centennial Exposition, held that year in Philadelphia, and for the most part excited little comment. Prof. Bell, busy

at his school in Boston teaching visible speech to the deaf and dumb, had little time to devote to it. However, on a quiet Sunday at the great exposition, Sir William Thomson, the great English inventor, and Prof. Bell met quite by chance, when Don Pedro, the Emperor of Brazil, was a visitor and through them the attention of others was directed to the invention, and thus the necessary start was made. On Oct. 9, 1876, the first conversation held by telephone between persons separated by miles of space was held between the Walworth Manufacturing Company office in Cambridge, Mass., and its office in Boston, two and one-half miles.

On Nov. 26, 1876, the distance was increased to eighteen miles over a line between Boston and Salem. On Dec. 3 of the same year a conversation was held over a telegraph line between Boston and North Conway, a 143 mile cir-

time the telephone was used for newspaper dispatching. That article in the Boston Globe was copied all over the world.

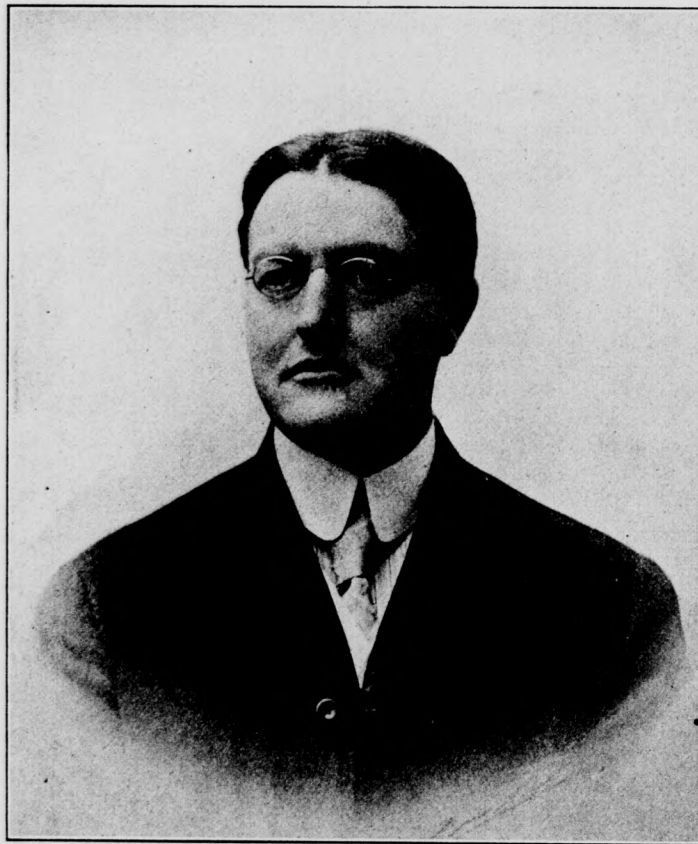
It is interesting to note, in this connection, that in October of this year (1917) an imposing memorial to Prof. Bell—a creation in marble of vast dimensions—was dedicated at Brantford, Ont., on which occasion the Governor-General and other prominent citizens of Canada and the United States were present. The memorial was erected by the citizens of Brantford in commemoration and recognition of its being the birthplace of the telephone.

The undertaking which confronted Theodore N. Vail when he became manager in 1878 was enormous. What they undertook to do was to transform the great undeveloped possibilities of the telephone into a concrete and commercially practical and, theretofore, unknown

was exhibited in various parts of the country. From that time the development of the telephone in all parts of the United States dates. Licenses were granted to various associated companies, covering in some instances one state, sometimes more than one, and the work of development went rapidly forward. It was at this period, it should be remembered, necessary to develop and create all the accessories of the business—switchboards, signalling devices and all of the machinery which makes intercommunication possible. Practically none of these devices had at that time been invented. But those responsible for the growth of the Bell system never faltered. The obstacles to be overcome cannot, however, at this day be appreciated or understood by the vast majority of people. They were all overcome eventually and the great system which stands to-day as the monument of their faith and persistency is another illustration of unbounded energy and imagination of the American people, for Prof. Bell saw in advance the great possibilities of his invention and in a letter written about this time, he forecasted the central exchange with its business and residence connections; cables carrying telephone wires; both underground and overhead; long distance lines connecting central offices in distant cities affording communication between distant portions of the country; the capitalists whom he sought to enlist thought that he had a splendid imagination. He was right and they were wrong.

The development of the telephone in Michigan dates from the year 1878, when William A. Jackson, then in the employ of the Western Union Telegraph Company, became interested in the subject and procured two of the "machines," as they were then called, and exhibited them in Detroit. The exchange in that city was opened the same year. He interested Senator James McMillan and others in the business and the construction of lines was started in many of the cities and villages of the State.

The first electric telephone ever seen in Grand Rapids and Western Michigan was brought to Grand Rapids by J. W. Converse, from Boston, where he had seen it exhibited by Prof. Bell. Mr. Converse was at that time a large holder of real estate and the owner of large plaster quarries in Grand Rapids. These instruments were first used on a telegraph wire owned by the Lake Shore & Michigan Southern Railway between the Plaster company's office over 16 Monroe street and the Plaster company's mill office at the plaster quarries on the West Side of the river. They were installed by William S. Hovey, of the Grand Rapids Plaster Company, and were first used on the evening of Oct. 30, 1877. Mr. Hovey had secured a license from Prof. Bell for the use of the patent in Grand Rapids. However, he felt skeptical about the possibility of its ultimate use and never pushed the project. In the latter part of 1878 the Michigan State Telephone Company, having been organized at Detroit, the work of establishing an exchange in Grand Rapids was undertaken. S. E. Watson, then an operator here for the



Charles E. Wilde.

cuit. In January, 1877, a line was constructed between the rubber shoe factory of J. W. Converse, in Malden, and his residence in Boston and this line called a great deal of public attention to the telephone. About this time two young Japanese students in Boston became interested in the telephone and asked Prof. Bell for a demonstration of it, asking if it would talk "Japanese." A test of the apparatus developed that it would, and this was the first foreign language used over the telephone. Years afterward, Prof. Bell, traveling in Japan, met these two students under quite different circumstances. They were then Baron Kaneko and Mr Kamuro, the two foremost men in Japan to-day.

On February 23, 1877, a lecture was given on the telephone at Essex Institute by Prof. Bell and a reporter present sent an account of it to his paper, the Boston Globe. This was the first

public service. They had the rudimentary idea, but no one else clearly saw its possibilities. There was no telephone art and only the merest beginning in apparatus. They were without the assistance of either experience or tradition. The telephone pioneers did not even know what they needed, but they did know that there were certain great ends to be accomplished. Capital was wary. It is related that in seeking to interest one great New York capitalist in the invention, a demonstration was arranged for him. After testing the instrument, he acknowledged its merit as an interesting creation, but he said that he doubted the commercial success of the thing and added "What would people find to talk about, even if the thing does work?" Eventually however in Boston, the money was forthcoming to make a start and during the year 1878 an exchange was started, and the invention



Facts About the Sugar Situation

Our Government has asked you to use sugar sparingly. We believe that the people of this country will be glad to do their part to conserve the sugar supply when they know the facts.

These facts are as follows:

More than two-thirds of the source of Europe's sugar supply is within the present battle lines. This has resulted in greatly reducing the production of sugar in Europe

England and France and other countries have been forced to go for sugar to Cuba.

Ordinarily, nearly all of the Cuban raw sugar comes to the United States and is refined here, chiefly for home use. This is not the case now.

In view of the exceptional world demand for sugar there is no surplus, and barely enough to tide us over until the new crop comes in. The people of the New England and Atlantic Coast States should use sugar sparingly. No one should hoard or waste it.

This Company has no surplus sugar to sell. It is working with the Government to conserve the supply and to take care of the Allies so far as possible.

The Franklin Sugar Refining Company

PHILADELPHIA

"A Franklin Sugar for every use"

Granulated, Dainty Lumps, Powdered, Confectioners, Brown



Western Union, was appointed manager. On June 1, 1879, an exchange with twenty-one subscribers was opened over 12 Canal street and the first completed call was from the office of Curtiss & Dunton, who were then in business at 17 Canal street to the Rathbun House, located where the Widdicomb building now stands. On June 15, 1879, the first directory was published and showed sixty-five subscribers. Lines to surrounding towns were constructed during the years 1881, 1882 and 1883. Night service was first established April 22, 1884. In October, 1888, these quarters in the Canal street office having been outgrown, a new office was established in the Blodgett block and here the office remained until August, 1899, when the present main exchange building was erected. In December, 1884, the exchange had 1,000 subscribers and there were in the State about 6,700. In those days all the lines were grounded circuit (single wire) and mostly iron. Contrast these conditions with the present and appreciate what a development has been accomplished. To-day copper metallic circuits connect every telephone and the development of the common battery relay switchboard is one of the marvels of the electrical age. The Grand Rapids exchange district is served by five exchanges and Grand Rapids subscribers talk with ease with 352,000 subscribers connected to the Bell system in Michigan, and, in addition, to any one of the nearly ten million Bell subscribers in the United States. Let us go into figures for a moment. On Dec. 31, 1916, there were in the United States in use in the Bell system the following: 337,289 miles of pole line. 19,850,000 miles of wire, 5,397 central offices, connecting 9,847,192 subscribers, who use the telephone 28,530,000 times daily. To this can be added 889,860 long distance messages daily.

The great trans-continental line, whereby subscribers in New York and San Francisco are in daily communication, as well as all places in between, is one of the wonders of the world. In no country in the whole world is the telephone service at all comparable.

The total outstanding stock and bonds of the American Telephone & Telegraph Company (Bell system) Dec. 31, 1916, was \$580,605,700. The number of shareholders was 70,555. Of this number 62,090 held less than 100 shares each; 8,064 held less than 1,000 shares each. No great fortunes, contrary to general public opinion, have been created by the developers of the Bell system.

During the current year the task imposed upon the Bell system in connection with the war has been immense. At the principal centers of activity the traffic has grown by leaps and bounds. This has been particularly true in the city of Washington. In addition it has been required to construct complete exchanges of varying capacities for sixteen U. S. army cantonments in various parts of the country. Additional local and long distance circuits for Government requirements have been provided in record time. The sixteen exchanges above referred to were constructed and equipped complete in ninety days. In all these matters Government has had

the right of way. As is well known the military telephone plays a very important part in modern warfare and all sections of the battle fronts and first line trenches are in constant communication with each other and the officers in command. Here, as elsewhere, many important maneuvers could not be made but for the use of the telephone. The Signal Corps, then, becomes the ears of the army, and for this important branch of the service many telephone men have volunteered and are now in service at the front and elsewhere.

There is no public service or utility upon which the public is more dependent; no utility whose quality of service is more important. It has become one of the dependencies of modern life and may be correctly termed as it has often been, "The nervous system of social and economic organization." The prerequisite of a telephone service is that it should be a continuous, immediate telephone service, free as possible from any interruptions, and it must be possible for anyone in any one place to get in personal conversational communication with any one in any other place; any other service would be a limited service. There is no other public service or utility in any way analogous. Electric light, gas and water are from a common supply. Your service is obtained by turning a key. Personal transportation is conveyance in a vehicle in common with others running on schedule between definite points. On the contrary, telephone service is designed for the personal and exclusive use of the parties talking. No others can use it at the same time. The Bell was pioneer in the exchange system, pioneer in the toll line system, pioneer in the long distance system and at all times met the incredulity of the public, first as to the possibility of any telephone service, then as to the possibility of anything but a local service, and then as to the possibilities of any but a short distance service, and, finally, as to the possibility of a long distance service. This service was always given to the public in advance of the demand. The demand was created by the service given. No public service is so close to the whole public all the time as the telephone. Furthermore, telephone service is now and always has been worth more than has been asked for it. It is further unique that it has no alternate, no substitute, but the poorest approach to it, would always cost at least ten times as much.

Charles E. Wilde.

The sooner every one accepts the situation and plans his life according to a war basis, the better it will be for us and for our fellows. Prepare for the worst in order to avoid the worst. If we wait to see how it is all coming out before we do anything, we will wait too long to save ourselves or anyone else.

President Suspenders
for comfort

Of All Jobbers

PRESIDENT SUSPENDER CO., Shirley, Mass.

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The NEAL Remedies given at NEAL Institute will destroy the appetite at the end of treatment. A guarantee Bond, for every patient, with (3) day Liquor Treatments, upon request. Don't doubt nor hesitate, COME; make us prove it, at our expense if we fail; strictest privacy is maintained to patients, their friends, at our Home.

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A syrup most folks prefer is made from Crescent Mapleine, sugar and water. Costs half as much as good, ready-made syrup. Demand for Crescent Mapleine for making syrup is extra heavy. * * Crescent Mfg. Co., Seattle, Wash. (M-10) Order of jobber or Louis Hiller Co., 1205 Peoples Life Bldg., Chicago.

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Blue Seal Matches

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We solicit shipping accounts from country dealers
SCHULZE BAKING COMPANY GRAND RAPIDS, MICH.

Boomlets From Bay City.

Bay City, Nov. 9.—In compliance with the request of Grand Counselor Hach, Bay Council will hold a rally meeting Saturday afternoon and evening, Dec. 8. The various councils in this zone will be invited. Several of the Grand Council officers will be present and the Supreme Council is also expected to be represented. A class of twenty-five or thirty new members will be initiated and a general good time is expected. If each member will do his bit, this can be made the most successful meeting ever held by Bay Council. Now, boys, get busy.

The S. M. Isbell Co., Jackson, has bought a half interest in the Rhodes elevator, at Rhodes, from Henry Schultz, the present proprietor.

The Ross Land Co., of Detroit, has established a branch office in Bay City, with George Rood as local manager.

Bay City oversubscribed her Liberty loan quota by 97½ per cent. If the remainder of the State had done as well, the amount of bonds taken by Michigan would have been \$147,125,000, instead of \$106,210,150. The Y. M. C. A. subscription of \$25,000, the city's quota, has also been taken care of.

As a result of the action of the Post-office Department, closed pouch service has been established on the Handy Bros. road, between Bay City and Port Huron. This will be a great saving in time, as heretofore all mail from local points on the road came to Bay City and Saginaw and then to Port Huron.

Postmaster William Hemmeter, of Saginaw, met with a serious accident Thursday evening while repairing the acetylene lighting plant used to light his home. His face was seriously burned, causing temporary blindness.

Edward Baumgarten, who a few months ago sold his grocery business to Peter Smith & Son, has re-engaged in business on the corner of Center avenue and Trumbull street.

John Pettinger, Atlanta, who has been engaged in the general merchandise trade for the past twelve years, has sold his stock to Michael Doty, formerly engaged in the hotel business. Mr. Pettinger will continue the business until Jan. 1, when Mr. Doty will take possession.

James Ames, general merchant at Sterling, has sold a half interest in his business to Clark Pomeroy.

One of the union miners working at the Beaver coal mine, located about three miles from the city, claims his pay envelope was \$3.50 short last pay day which the operators dispute. The result was a strike was called, which resulted in the mine lying idle three days, causing a loss to the people of nearly 2,000 tons of coal and \$3,000 in wages to the miners, at a time when the people of Bay City were suffering for fuel. It is very evident that the operators or the miners care but little for the suffering public. Such actions are paving the way for State or Federal control of coal mines.

The erection of the Grand Trunk Railway car shops, and the plant of the Mueller Manufacturing Co., at Port Huron, is causing the merchants to smile a smile and then a broader smile in anticipation of increased business.

G. M. Hamlen & Son are now proprietors of the Economy shoe store, formerly owned by M. Gardner, Rochester.

A canning plant will be erected at Crosswell, the estimated cost of which is \$100,000. The citizens of Crosswell donated the site and \$12,500 in cash.

The Balmer Bros. Co., Yale, has moved its stock of general merchandise to Newberry.

P. H. Zuelch has built a large store building at Fargo and moved his stock of general merchandise from Avoca where he has been engaged in business for several years.

The Saginaw Shipbuilding Co. has increased its capitalization from \$350,000 to \$500,000. The plant will be greatly

enlarged over the original plans and will be nearly double the size that was first scheduled. It recently secured several large contracts from the U. S. Government.

Buehler Bros., who have been conducting a retail meat business on Water street the past two years, have moved to their new location, 109 Center avenue. The building they now occupy has been recently remodeled and is said to be one of the most modern and up-to-date retail meat markets in the State.

H. M. Loud & Sons are starting a saw and planing mill at West Branch. Between thirty and forty men will be employed.

Roy Whitney, druggist at Bentley, has sold his building and drug stock to John Falk, of Rhodes, who has taken possession and will continue the business.

The Wright-Carson Co., Gladwin, which recently purchased the Wm. Heubner grocery stock at 1307 Columbus avenue, Bay City, has decided to move same to Gladwin and consolidate with its business there.

W. T. Ballamy.

Plenty of Food in Cold Storage.

The November report of the Bureau of Markets of the United States Department of Agriculture covering the amount of foodstuffs in cold storage in the United States was made public Nov. 15. In almost every classification it reflects the refusal of the public to pay the high prices asked, with the consequent accumulation of products. Some of the comparisons with last year's totals are sensational. Frozen beef, for instance, shows an increase of 93.7 per cent., while the increase for the month of October is 49.4 per cent. Although the increase of frozen lamb and mutton compared with last year is negligible the increase for October this year is 39 per cent., as compared with 33.1 per cent. last year.

This is the time of the year when poultry, butter and eggs should come out of storage. In spite of the efforts to force frozen poultry into use the decrease for the month was less than 1 per cent. Turkeys did better; they showed a decrease of 9.9 per cent.

Creamery butter, which has been showing a deficit as compared with last year in total stocks in storage, now shows an increase of 9.3 per cent. Only 6 per cent. has come out of storage for the month, as compared with 15.7 per cent. last year. Cheese stocks are 66.5 per cent. greater than last year. Egg holdings are 20.8 per cent. greater than they were at this time last year. The most significant feature of all is that the stocks of storage eggs decreased only 19.8 per cent. for the month of October, as against 25.3 per cent. last year. At this rate it will be well into March before these stocks are consumed when they should be out of the way by the middle of January. Poultry and some other items can be carried over but eggs cannot, although under the new Government regulations a year is the limit. It is declared in the trade that only a sharp cut in prices can get the eggs out of the way in time.

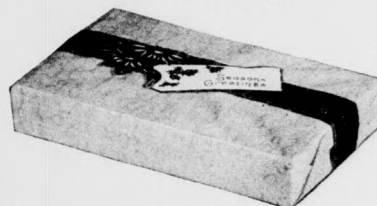
Two Wives.

"My wife is like George Washington; I don't believe she could tell a lie to save her soul."

"You're lucky! Mine can tell a lie the minute I get it out of my mouth."

CIGARS

Dornbos Single Binder Xmas Package



Give your order to your salesman now

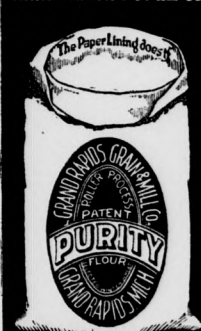
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HARNESS OUR OWN MAKE
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We use only carefully selected leather and the very best grade of trimmings. Our manufacturing facilities are unsurpassed, which enables us to offer a product that has unusual MERIT.

Owing to the extreme scarcity of all materials, it is imperative that dealers place their orders early. While we are making every preparation to keep up to our orders, but in spite of any service we can give you, you will be disappointed unless you anticipate your probable requirements as far in advance as possible, and specify early shipment.

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 Grand Sentinel—A. W. Stevenson, Muskegon.
 Grand Chaplain—Chas. R. Dye, Battle Creek.
 Next Grand Council Meeting—Jackson.

Salient Suggestions From Saccharine Saginaw.

Saginaw, Nov. 19—Judge Arthur Clements, at present justice of the peace, has been honored by both the Republican and Democratic parties in being endorsed for Justice of the Consolidated Courts. The election will be held Dec. 11. Judge Clements is one of Saginaw's most respected citizens. He has held his present office for several years with honor, always handing out justice to rich and poor alike, regardless of color or creed. He is a man who is not afraid to stand for the right. Owing to his popularity, he will not be opposed for the office.

George A. Prescott, State Federal Food Administrator, has placed a ban on the great public holiday nuisance, feather and keno parties. Thousands of dollars go into the pockets of the manipulators from the fellow who should go to the market and buy what he wants in an honest manner, but instead will go play the game and spend several dollars to obtain his holiday feast for we all know the fellow running the game never loses. Hats off to Mr. Prescott!

While we are all ready to condemn, and justly so, the kaiser for the barbarous deeds he is daily committing by murdering, starving and freezing human souls, we ought to take notice of some similar acts committed in our own great State. Thousands of people are shivering—yes, suffering—for want of coal daily and we note just the past week where one of the coal mines closed for one day, because the union refused to permit the men to go to work simply because one miner claimed he had \$3.50 coming, while the owners or operators of the mine claimed the opposite. Closing the mine one day deprived the general public of 650 tons of coal they so badly need. Where is the patriotism of such men? Let us hope the day is not far off when such union iniquity will be handled in a severe way by our Government.

Charles H. Close, who for many years traveled this section of the country in the interest of the Wixon Spice Co., of Chicago, called on the jobbing trade here last week. Mr. Close makes his home in Chicago.

The grocers and butchers of Saginaw started Nov. 1 doing their bit toward helping to Hooverize the food question by going on a cash basis. It means better service, better prices and the making of better merchants from a financial standpoint.

Next Friday Saginaw county will send forth to the cantonment camps nearly 200 of her young men to make ready for the fight for liberty.

The Saginaw Retail Merchants' As-

sociation has sent an appeal to National State Fuel Administrator H. A. Garfield, State Fuel Administrator W. K. Prudden and the Michigan Railway Commission for aid in bringing about relief from the situation arising in Saginaw through the cutting off of passenger and freight trains, especially those running through the Thumb territory. Great injury has been done to both the retail and wholesale trade here and in nearby cities and the general traveling public—especially the commercial travelers—have suffered immensely. In reality the railroads are the losers. Let us hope for better service.

The local order of Odd Fellows are making strenuous efforts to have Saginaw made the permanent headquarters of the Grand Lodge of Michigan. The Grand Lodge at present is located in Lansing. A better home could not be wished for than Saginaw by this noble order and we hope they accept the invitation of the local I. O. O. F.

Harry C. Reinke, of the Reinke Grocery Co., on East Genesee avenue, has been called to the colors and will leave Friday. The Reinke Grocery Co. is one of the liveliest concerns of its kind in the city and much of its success is due to Harry and his brother Ed., the latter being business manager.

J. J. Dewald, formerly manager of the Majestic Theater, of Flint, has taken charge of the Jeffers-Strand here. Mr. Dewald comes here highly recommended as a real theater man and promises to give theater goers the greatest they have ever had for their money.

Assistant Secretary C. M. Howell, of the Board of Trade, announces that two conventions have been secured for Saginaw—the Michigan Hotel Men, December 10 to 11, and the Michigan Dairymen, February 4 to 7. Mr. Howell is working hard to secure the next State Grange convention.

Boys, are you boosting Saginaw? Don't forget it is your town.

Saginaw had the largest delegation of any Michigan city, outside of Detroit, at the war conference in Detroit last. The local delegation was headed by Mayor Paddock and President Fred Buck, of the Manufacturers' Association.

Hats off to Saginaw, the convention city!

The latest out, a stick pin studded with an ivory white American navy soup bean. The same is being worn by some of our street car employes.

A new company has entered the automobile field. Frank & Co. will handle Kissel Kars and trucks for the entire State. The new concern has taken over the splendid salesroom and service station formerly occupied by the Coleman-Frank Co., on South Washington avenue. Within a short time they expect to open a branch salesroom and service station in Detroit, which is under construction at the present time.

Did you send that holiday greeting card to the boys somewhere in France? Don't forget it. It will do them more good than a pipe of tobacco. Also don't overlook the opportunity to cheer the boys who are at our cantonment camps in this country.

Elmer H. Rohring, for many years connected with Seiner Bros., has gone into service. Mr. Rohring is well known and is held in high esteem by his many friends and companions who wish him good luck. He leaves a widowed mother at 1623 Holland avenue.

We are mighty sorry to hear that E. M. Roberts, member of No. 43, is in such poor health. He is one of the best known travelers in Michigan, having been on the Hemmeter Cigar Co. sales force for the past twenty-five years. He would be glad to have you drop in and see him at his home, 311 Brockway, Saginaw.

Mike Conaton is traveling these parts now, introducing to his old trade the new local representative of the John W. Ladd Co. in the person of George Rohrbeck, 106 Brockway, this city. Mike's headquarters are in Cleveland, Ohio.

Secretary Bennett, of Bay Council, has sent Saginaw Council an invitation to come to Bay City Dec. 8, at which time they expect to hold a rally meeting. Both Supreme and State officers will be on hand. It is hoped that many of the local boys will go and enjoy a good time, as Bay Council knows how to plan for such events.

Frank M. Watson, member of No. 43, is sick at his home, 208 West Sixth street, Flint.

Through the courtesy of P. S. Counselor Wm. C. Moeller, of No. 43, representing the Cudahy Packing Co. and living at the Robertson Hotel, South Bend, Ind., an invitation has been extended to B. N. and Mrs. Mercer to attend the annual Thanksgiving U. C. T. ball at South Bend, Nov. 28. They expect to attend.

One of the high spots about U. C. T. is: John "Jack" Baker, salesman for the local branch of the National Grocer Co., while playing ball with the local U. C. T. nine last summer, slid home and broke his leg. His total disability was thirteen weeks; partial disability, four weeks. He filed his claim Nov. 3 and it was paid on Nov. 9, drawing a total of \$387.50. Dear reader, think it over and if not a U. C. T. member, get busy and sign an application blank and join your nearest council. Remember, it works when you are hurt and is a good pal when you're well.

R. B. Horine, former representative of the Booth-Boyd Lumber Co., who enlisted in the service of his country as a private, has been promoted to Second Lieutenant in his company, stationed at Waco, Texas. Mr. Horine is a member of No. 43 and we are proud of him.

J. W. Stout, at present making his home at the Planters Hotel, Chicago, a former representative of Libby, McNeill & Libby, covering Michigan territory for many years, has entered the services of Uncle Sam, not as a soldier, for there are many ways we can rightly serve our country aside from taking up arms, and this Mr. Stout has done. Mr. Stout is under the supervision of Capt. W. F. Moffatt, commander in charge of the Great Lakes Naval Station, and Dr. J. B. Kauffman, who is P. A. Surgeon and athletic officer. He is assisting these men in writing the history of the Great Lakes station from the time it was organized up to the present time. There will be 25,000 copies issued and the money derived from the sale of the books will go toward making life happier for the boys in training. At present they have no entertainment fund and Mr. Stout is devoting his entire time to assisting the athletic end in giving the young men there the opportunity of their lives before they sail overseas. J. W. is a member of Saginaw Council and we all wish him well. He is the son-in-law of Mr. and Mrs. Thomas H. Burton, of Bay City.

Will wonders never cease? An Eastern man recently wrote the Saginaw Board of Trade, offering to furnish an outline of all the details of

a condensed milk plant if the Board would send him one bushel of Michigan beans. It is understood the Board holds the beans too valuable to waste on such a trivial matter.

L. M. Steward.

A store is conspicuously successful in just the same proportion that its advertising is conspicuously good, attractive and well written.

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

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

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

MERTENS
 GRAND RAPIDS
 Rates \$1.00
 With Shower \$1.50
 Meals 50c
 WIRE for RESERVATION
 A Hotel to which a man may send his family

Beach's Restaurant
 41 North Ionia Ave.
 Near Monroe
 GRAND RAPIDS, MICHIGAN
 Good Food
 Prompt Service
 Reasonable Prices
 What More Can You Ask?
 LADIES SPECIALLY INVITED



Five Stories Completed April, 1917
HOTEL BROWNING
 GRAND RAPIDS NEWEST
 Fire Proof. At Sheldon and Oakes.
 Every Room with Bath.
 Our Best Rooms \$2.00; others at \$1.50.
 Cafeteria - Cafe - Garage

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

Review of the Grand Rapids Produce Market.

Apples—Winesaps and York Imperials, \$2 per bu.; Baldwins, Greenings and Wagners, \$5.50 per bbl.; Northern Spys, \$6@7 per bbl.

Bananas—\$5 per 100 lbs.

Beets—\$1.40 per bu.

Butter—The market is firm, at previous quotations. There is a sharp scarcity on strictly fancy butter and a moderate supply of the medium grades. There is a fairly active demand for all grades and trading has been generally good. No change is looked for in the immediate future and the withdrawals from the warehouses are gradually increasing. Receipts of fresh creamery butter are very scarce. Local dealers hold extra fancy creamery at 44c; centralized brings 1c less. Local dealers pay 40c for No. 1 in jars and 30c for packing stock.

Cabbage—Home grown, \$2.50 per 100 lbs.

Carrots—75c per bu.

Cauliflower—\$2 per doz.

Celery Cabbage—10c per bunch.

Cranberries—\$14 per bbl. for Late Howes; \$7.50 per ½ bbl.

Eggs—The market on fancy new-laid is very firm. There is an extreme scarcity of new-laid stock and a fairly good demand for the same. The market on storage eggs, however, is somewhat draggy at this writing. The withdrawals from storage, however, are gradually increasing. The consumption of both fresh and storage eggs is in good shape now and no material change is looked for in the near future. Local dealers pay 45c for strictly fresh, loss off, including cases. Cold storage operators are putting out their stock on the following basis: Extras, candled, 38c; first, 36c; seconds, 34c.

Green Peppers—65c per basket for Southern grown.

Honey—22c per lb. for white clover and 20c for dark.

Lemons—California selling at \$7.75 for choice and \$8.25 for fancy.

Lettuce—15c per lb. for hot house leaf; \$2.50 per hamper for New York head.

Limes—\$1.50 per 100 for Italian.

Maple Syrup—\$1.75 per gal. for pure.

Mushrooms—75c per lb.

Nuts—Almonds, 21c per lb.; filberts, 20c for Grenoble; Brazils, 18c; Mixed Nuts, 16½c.

Onions—Home grown command \$3.25 per 100 lb. sack; Spanish, \$2.25 per crate.

Oranges — California Valencias, \$4.75@5.

Oysters—Standards, \$1.85 per gal.; selects, \$2.25 per gal. Shell oysters, \$9 per bbl. for either Blue Points or Cotuits; 75c per 100 for Blue Points and \$1.25 per 100 for Cotuits.

Figs—10 lb. layers, \$1.65; 20 8 oz. packages, \$1.85.

Grape Fruit—\$4.75 per box for all sizes Floridas.

Grapes—California Emperor, \$5.25 per keg or \$2.25 per crate; Malaga, \$6.50@7 per keg.

Green Onions—Shallots, 65c per bunch.

Potatoes—Up State buyers have

stopped taking in stock to a great extent, because their warehouses are full and they cannot obtain cars in which to make shipments. In some cases 75@90c is being paid.

Poultry—Every indication points to a good poultry market for the coming holiday. Prices will be high and the demand will be extremely heavy. It will not be a question of price, but supply. There will be a big demand for both live and dressed poultry, and the condition of the weather at the time must decide whether it is safest to ship live or dressed. Turkeys will be scarce, so this will create an added demand for geese, ducks and large springs. The market is firming up now on good weight springs and hens and large fat geese and ducks. Shipments of dressed should be made in time to reach destination any time between now and Nov. 28. Local dealers pay as follows:

Dressed turkeys, young No. 1 35@36c.

Dressed turkeys, Old Toms, 32@33c.

Dressed geese, fat, 25@26c.

Dressed ducks, large, 28@30c

Dressed springs, large, 24@25c

Dressed hens, No. 1, 24@25c.

Live turkeys, young No. 1, 30@32c.

Live turkeys, Old Toms, 27@28c.

Live geese, fat, 20@22c.

Live ducks, colored, large, 23@24c.

Rabbits, wild, per dozen, \$3@3.25.

Live ducks, white, large, 24@25c.

Live springs, large, 21@22c.

Live hens, No. 1, 20@21c.

Dressed calves, fancy, 18@19c.

Dressed calves, choice, 15@16c.

Dressed hogs, light, 21@22c.

Dressed hogs, heavy, 20@21c.

Dressed roasting pigs, \$4@5.

Live roasting pigs, \$3.50@5.50.

Belgian hares, per lb. 16@17c.

Radishes—25c per doz. bunches for small.

Sweet Potatoes—\$4.50 per bbl. for Virginia.

Tomatoes—30c per lb. for hot house.

Security Holders Advised to Be Courageous.

The Superintendent of Banks of the State of Ohio, Philip C. Berg, has addressed a letter to all banks under his jurisdiction advising them that the department would not require the charging off of the depreciation in bonds and other high grade securities at this time. He says that it is not believed that the present low levels will continue and remarks: "The advice of this department to holders of high grade American securities is to be courageous and back up their unlimited faith in America's future by holding them until the purchasing power of the market is restored." Mr. Berg adds, however, that "bankers must always be conservative, and reserves should be maintained to provide against unforeseen exigencies."

The Hefner Art Shop, Inc., has been organized with an authorized capitalization of \$6,000, of which amount \$4,100 has been subscribed, \$4,000 being paid in in property.

"One opportunity is enough for a man who knows how to take advantage of it."

Newago Portland Cement

On account of its

Superior Strength and Uniform Color

Is particularly recommended for

Concrete Roads, Sidewalks and All Exposed Work

On your next job try

Newago Quality and Newago Service

Newago Portland Cement Co.

General Offices and Plant: Newago, Mich.

Sales Offices: Grand Rapids, Mich.

The Heyboer Stationery Co.

EXCLUSIVELY WHOLESALE

(Successors to WILL P. CANAAN CO.)

3 IONIA AVE., N. W. :: :: GRAND RAPIDS, MICH.

We Carry the Most Complete and largest stock of

NOVELTIES, SEALS, TAGS, BOOKLETS, POST CARDS, STATIONERY, FIRE-WORKS, SPORTING GOODS, SCHOOL SUPPLIES and DRUG SUNDRIES in West Michigan.

FOR THE CHRISTMAS TRADE

We Prepared in Advance—Long before the rise in price on all classes of merchandise.

Send Your Mail Orders to Us with the assurance that you will receive quick service and a Guarantee of the Best Merchandise in America at Before-War-Time Prices.

BUSINESS ECONOMICS.

Create a Sinking Fund as a Reserve.

When we turn to our encyclopaedias we find the term political economy and the term is very generally used, but in a large measure misunderstood.

About fifteen years ago a quite noted gentleman of the United States Senate was asked by a Western lady to give his definition of political economy. He replied that it was the art of buying no more votes than a man needed. If we apply the term political economy to Congress and the Senate of the United States, it would be very difficult for us to define just where political economy begins and where it ends and to what extent it exerts its influence.

It is not the object of this article to engage in a discussion of political economy, as referred to above, but only to remind our readers that the term is quite generally applied nowadays to all forms of economy and, regardless of whether it occurs in the productions of nature, in individual effort, in family life, in community engagements, in city, county and state administration or in the operations of the Federal Government.

When we were young especially did we shudder when someone stated to us that we must economize. We inferred from the term and the caution that we must necessarily be deprived of something that was necessary to our existence and which would rebound to the benefit of someone else. This is what might be called the fearful side of economy. The facts are that safety in all the undertakings of life depend upon the knowledge of economics from beginning to end.

The American Nation has been for fifty years enormously extravagant. When we measure the distance between the extravagance of to-day and the point at which economy must be practiced in order to bring us back to operations which are nearly normal, we will be surprised at its greatness. Everything in the operations of nature about us—through animal life, through business operations and conduct of government—must be based upon certain knowledge of the law of economics. The further we get away from this into the field of extravagance, the greater the difficulty to get back by recovery and become normal again when exigencies occur and necessities require.

When we are going through trials and tribulations from an individual or a collective standpoint, when the Nation passes from prosperity into depression or a panic, we then say that never again in the future will we violate the law of economics, but prosperity is one of the greatest enemies of the human race, and through covetousness, jealousy, competition, etc., we at once expand our undertakings, our expenses and everything appertaining thereto into full proportion to our undertakings and our accomplishments.

Whenever an individual allows himself to be carried away under prosperous circumstances and loses sight of the fundamental law he is immediately in danger. We all know what

this means in the life of a family, we all know what it means in community life, and we are well aware at the present time what it means in our National life. If our country had not been reinforced by natural productions and we had not been extremely prosperous for a great length of time, the present crisis which is upon us would be even more severe.

We have just begun to realize that we have been so far beyond the normal condition that even to-day the word economy has no effect upon our every day life. We travel, we visit large cities and live at expensive hotels, and there is not a single evidence of economy, and in this we refer to the things that might be dispensed with and that are not absolutely necessary.

Beyond the elimination even of the

in large undertakings of manufacturing, wholesaling and retailing have, without exception during the last two or three years, enjoyed what are called war profits. Many men have begun at once to live up to the full limit of these profits. The writer is not a pessimist, but he knows that there is a weather chart in the business life, the same as there is in the weather, and that for every hill there is a valley, but to our relief the valleys are not always in proportion to the hills and so we are in hopes in the present crisis.

The business men as referred to may be called upon to pay to the Government a share of these war profits, but the remainder of them or the greater portion of them should be put into a reserve to take care of the valley that is beyond the hill. We

the book-keeper, to the small merchant, to the large operator, whether it be in wholesaling merchandise or the manufacture of the same.

The fact was established many years ago that every undertaking of life put forth in an honest way is entitled to a profit and that every man and institution should, out of its achievements, accumulate certain reserve for the benefit of others or for the taking care of exigencies when they arise. This applies to man, physically, mentally, morally and financially.

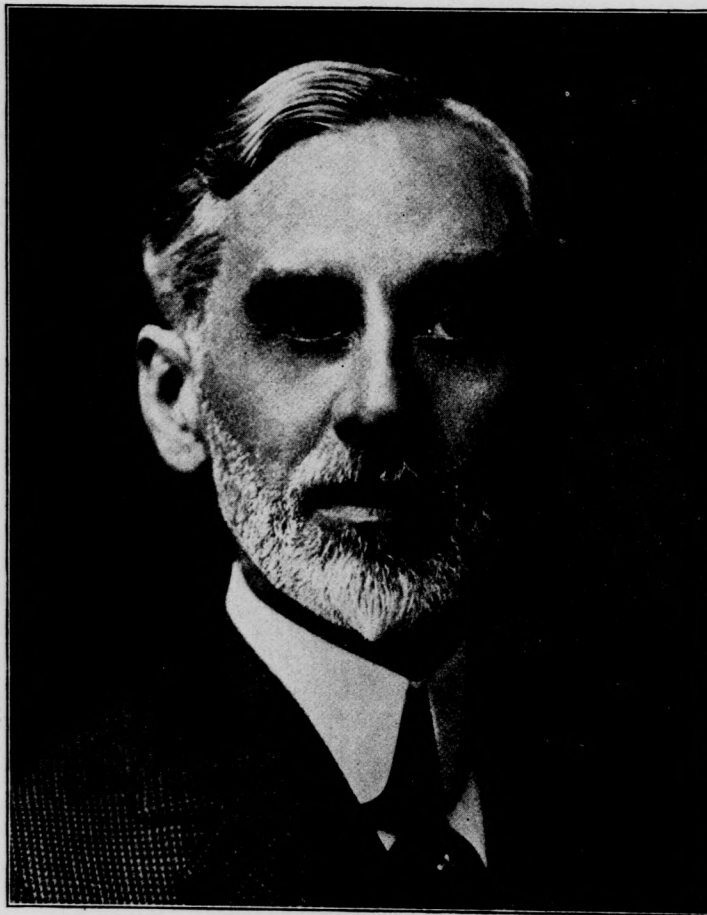
Lee M. Hutchins.

Showing Appreciation of a Popular Merchant.

LeRoy, Nov. 19.—You have not forgotten our own Frank Smith, at one time a most popular merchant in LeRoy, nor has his wife forgotten you, as Saturday afternoon after the crowd had dispersed that lady requested me to send data of an event to you for publication in the Tradesman.

Ray Smith has been in business in LeRoy for several years. He is by far the most popular merchant in town, his name being a household word. He deals in everything legitimate and honorable and his dealings are always on the square. He is dependable in every sense of the word. These facts have so endeared him to the people that they feel they can not do enough for him. Saturday afternoon more than 200 of his customers and friends met at the Grange hall. Mr. Smith was escorted to the hall and there for the first time told of the object of the meeting—told of the high esteem in which he was held as a merchant and benefactor of the people at large. The meeting was a complete surprise to Mr. Smith, who for the moment was taken off his feet. A fine luncheon had been prepared by the people and served. To further show their sincerity, the people present made up a purse and presented Mr. Smith with \$85 in cash. Such a demonstration of friendship was never before shown a merchant in these parts and certainly it was an honor to be proud of. Mr. Smith deals in everything, but principally flour, feed, poultry, farm products and groceries.

R. H. Allen.



Lee M. Hutchins

unnecessary is a very vital principle. In many instances we preach economy from false premises when we should preach economy from the standpoint of the proper use of everything that enters into our lives to the elimination of waste by using everything to its utmost.

In the household it is not so much a matter on the part of the cook as to doing without certain items of food, but as to the proportion and the use of the same without waste. This applies to all departments of family life. A large amount of the time that is wasted in preaching economy should be used in teaching conservation.

The one thing that we would like to say at the present moment is that business men should take warning just now. Those men who have been

are told by many eminent men that there will be no valley this time and we hope that these men are correct but if the valley is not beyond the hill, it will be the first time in the history of this country.

We take the position that every manufacturer, wholesaler or retailer should establish what might be called a sinking fund to be held as a reserve against this time, be it ever so small or great. We hear someone say that this is all right for business, but does not apply to me. There are few exceptions to the rule, as history will prove. The same illustration as given above will apply not only to the productions of the earth, as brought forth by the hand of man, but to the endeavors of the mechanic, who to-day is getting larger wages than ever before; it will also apply to

Established 50 Years

BUY Diamonds-Watches JEWELRY FOR CHRISTMAS

The HERKNER JEWELRY CO. solicits your patronage upon the quality and merit of their merchandise and the moderate prices given you throughout the store.

Our vast buying power enables us to quote you better values on Diamonds, Watches and Jewelry than you are accustomed to paying for goods of equal merit.

Our holiday stock is the largest we have ever shown and invite your inspection when in the city.




Selection packages sent anywhere in Michigan to responsible people.



HERKNER'S

114 Monroe Ave.

GRAND RAPIDS - MICH.

CASTENHOLZ Self Curing Headache Remedy	<h2 style="text-align: center;">Castenholz SELF CURING Headache Remedy</h2> <p style="text-align: center;">The Most Wonderful Remedy for Sick or Nervous Headaches, Neuralgia and that Tired Feeling Known.</p> <p style="text-align: center;">25c Two Sizes 10c</p> <p style="text-align: center;">Known as the Best Because it has Stood the Test, If it is not true, I will refund your money to you.</p> <table style="width: 100%; text-align: center;"> <tr> <td style="width: 33%;">P</td> <td style="width: 33%;"></td> <td style="width: 33%;">S</td> </tr> <tr> <td>R</td> <td></td> <td>A</td> </tr> <tr> <td>O</td> <td></td> <td>F</td> </tr> <tr> <td>M</td> <td></td> <td>E</td> </tr> <tr> <td>P</td> <td></td> <td>S</td> </tr> <tr> <td>T</td> <td></td> <td>T</td> </tr> </table> <p style="font-size: small; text-align: center;">This is the 10 CENT SIZE of the most WONDERFUL HEADACHE REMEDY known and I challenge anyone to produce its equal. Try it today and if it does not cure you I will refund to you your money. Yours truly <i>Fred A. Castenholz</i></p> <p style="text-align: center;">25c SIZE CONTAINS THREE TIMES AS MUCH AS THE 10c SIZE.</p> <p style="text-align: center;">Your Money Back if it Fails to Cure.</p> <p style="font-size: x-small; text-align: center;">Guaranteed by Fred A. Castenholz under the Food and Drug Act, June 30, 1906. SERIAL NUMBER 26472</p> <p style="text-align: center;">OFFICE AND LABORATORIES MUSKEGON, MICHIGAN.</p>	P		S	R		A	O		F	M		E	P		S	T		T	CASTENHOLZ Self Curing Headache Remedy
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Trade Supplied by
Hazeltine & Perkins Drug Co.
Grand Rapids, Mich.

THE WHOLE COUNTRY IS AROUSED
AGAINST

Fire Loss

Automatic Sprinklers solve the ques-
tion and provide a suitable and effi-
cient remedy. Get in touch with us.

Phoenix Sprinkler & Heating Co.

Grand Rapids, Michigan
Detroit Office, 909 Hammond Bldg.


HOLIDAY GOODS

Druggists' Sundries Stationery Books and Novelties

It is our custom each year on or about November 1st, to make a statement to our customers as regards the above lines of merchandise. Up to the present moment our volume in output of these goods is larger than ever before. We are nearly thirty days ahead of our work as compared with other years, and November 1st finds us yet with a good stock of this class of merchandise and well prepared to extend further invitations to the buyers who have not visited the market to come and see us and inspect our line.

We have a good stock, but the indications are that later in November merchandise will be scarce. If we can have an early date, we will make prompt shipments upon holiday datings, and will be very glad to see you at the earliest possible moment.

Hazeltine & Perkins Drug Co.
Grand Rapids, Michigan



It's Pure. That's Sure

Piper Ice Cream Co.
Kalamazoo, Michigan

"CRITERION"

House Paint, Flat Wall Paint and Finishes

THE CRITERION PAINT LINE is made especially for Michigan needs—gives perfect protection, maximum spread and costs little compared with brands that offer less.

SOME MICHIGAN TERRITORIES are still open for the right kind of agent. Write for our agent proposition NOW. Know the facts—then you will make no mistake.

Heystek & Canfield Co.
GRAND RAPIDS MICHIGAN

GROCERY PRICE CURRENT

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

ADVANCED	DECLINED
<p>Clothes Lines Green Peas Canned Meats Peanut Butter</p> <p>ARCTIC AMMONIA 12 oz. ovals, 2 doz. box 2 40</p> <p>AXLE GREASE Fraser's 17b. wood boxes, 4 doz. 3 00 17b. tin boxes, 3 doz. 2 35 3 1/2 lb. tin boxes, 2 doz. 4 25 10 lb. pails, per doz. 6 00 15 lb. pails, per doz. 7 20 25 lb. pails, per doz. 12 00</p> <p>BAKED BEANS No. 1, per doz. 1 35 No. 2, per doz. 2 25 No. 3, per doz. 2 75</p> <p>BATH BRICK English 95</p> <p>BLUING Jennings' Condensed Pearl Bluing Small, 3 doz. box 1 95 Large, 2 doz. box 2 40</p> <p>Folger's Summer Sky, 6 oz., per doz. 45 Summer Sky, 12 oz., per doz. 85</p> <p>BREAKFAST FOODS Bear Food, Pettijohns 2 90 Cracked Wheat, 24-2 4 60 Cream of Wheat 7 50 Cream of Rye, 24-2 4 30 Quaker Puffed Rice 4 30 Quaker Puffed Wheat 4 30 Quaker Brkfst Biscuit 1 90 Quaker Corn Flakes 2 75 Washington Crisps 2 30 Wheatena 5 10 Evapor'd Sugar Corn Grape Nuts 2 85 Sugar Corn Flakes 2 80 Holland Rusk 3 80 Krinkle Corn Flakes 2 80 Mapl-Flake, Whole Wheat 4 05 Minn. Wheat Food 6 50 Ralston Wheat Food Large, 18s 2 90 Ralston Wht Food 18s 1 95 Ross's Whole Wheat Biscuit 4 50 Shred Wheat Biscuit 4 25 Triscuit, 18 2 25 Pillsbury's Best Cer'l 2 50 Post Toasties, T-2 3 30 Post Toasties, T-3 3 30 Post Tavern Porridge 2 80</p> <p>BROOMS Fancy Parlor, 25 lb. 9 00 Parlor, 5 String, 25 lb. 8 25 Standard Parlor, 23 lb. 8 00 Common, 23 lb. 7 50 Special, 23 lb. 7 25 Warehouse, 23 lb. 10 00</p> <p>BRUSHES Scrub Solid Back, 8 in. 1 00 Solid Back, 11 in. 1 25 Pointed Ends 1 00</p> <p>Stove No. 3 1 00 No. 2 1 50 No. 1 2 00</p> <p>Shoe No. 1 1 00 No. 2 1 30 No. 3 1 70 No. 4 1 90</p> <p>BUTTER COLOR Dandelion, 25c size 2 00</p> <p>CANDLES Paraffine, 6s 11 Paraffine, 12s 12 Wicking 46</p> <p>CANNED GOODS Apples 3 lb. Standards @ 5 00 No. 10 @ 5 00 Blackberries 2 lb. @ 2 25 Standard No. 10 @ 9 50 Beans Baked 1 25@2 25 Red Kidney 1 25@1 35 String 1 50@2 00 Wax 1 50@2 00 Blueberries Standard @ 1 75 No. 10 @ 8 00</p>	<p>Clams Little Neck, 1 lb. 1 60 Clam Bouillon Burnham's 1/2 pt. 2 25 Burnham's pts. 3 75 Burnham's qts. 7 50</p> <p>Corn Fair 1 85 Good 1 85 Fancy 1 85</p> <p>French Peas Monbadon (Natural) per doz. 1 50</p> <p>Gooseberries No. 2, Fair 1 50 No. 2, Fancy 1 50</p> <p>Hominy Standard 1 25</p> <p>Lobster 1/4 lb. 1 90 1/2 lb. 3 10 Picnic Flat 3 75</p> <p>Mackerel Mustard, 1 lb. 1 80 Mustard, 2 lb. 2 80 Soused, 1 1/2 lb. 1 60 Soused, 2 lb. 2 75 Tomato, 1 lb. 1 50 Tomato, 2 lb. 2 80</p> <p>Mushrooms Buttons, 1/2s @ 30 Buttons, 1s @ 50 Hotels, 1s @ 44</p> <p>Oysters Cove, 1 lb. @ 1 20 Cove, 2 lb. @ 1 80</p> <p>Plums 1 50@2 00</p> <p>Pears in Syrup No. 3 can, per doz. 2 50@3 00</p> <p>Peas Marrowfat 1 25@1 35 Early June 1 50@1 60 Early June siftd 1 60@1 75</p> <p>Peaches Pie 1 25@1 50 No. 10 size can pie @ 3 75</p> <p>Pineapple Grated 1 75@2 10 Sliced 1 45@2 60</p> <p>Pumpkin Fair 1 30 Good 1 40 Fancy 1 50</p> <p>Raspberries No. 2, Black Syrup 2 00 No. 10, Black 10 50 No. 2, Red Preserved 3 00 No. 10, Red, Water 10 50</p> <p>Salmon Warrens, 1 lb. Tall 3 25 Warrens, 1 lb. Flat 3 30 Red Alaska 2 85 Med. Red Alaska 2 60 Pink Alaska 2 20</p> <p>Sardines Domestic, 1/4s 6 50 Domestic, 1/2 Mustard 6 50 Domestic, 3/4 Mustard 6 25 Norwegian, 1/4s 15@18 Portuguese, 1/2s 30@35</p> <p>Sauer Kraut No. 3, cans 2 75 No. 10, cans 2 75</p> <p>Shrimps Dunbar, 1s doz. 1 25 Dunbar, 1 1/2s doz. 2 40</p> <p>Succotash Fair 1 90 Good 1 90 Fancy 1 90</p> <p>Strawberries Standard 2 00 Fancy 2 75</p> <p>Tomatoes No. 1 1/2 1 40 No. 2 1 75 No. 10 8 60</p> <p>Tuna Case 1/4s, 4 doz. in case 4 50 1/2s, 4 doz. in case 7 50 1s, 4 doz. in case 10 00</p> <p>CATSUP Van Camp's, 1/2 pints 1 90 Van Camp's, 1 pint 2 75</p> <p>CHEESE Acme @ 29 Carson City @ 30 Brick @ 32 Leiden @ Limburger @ 32 Pineapple @ Edam @ Sap Sago @ Swiss, Domestic @</p> <p>CHOCOLATE Walter Baker & Co. German's Sweet 24 Premium 35 Caracas 28 Walter M. Lowney Co. Premium, 1/4s 35 Premium, 1/2s 35</p> <p>CLOTHES LINE Per doz. No. 40 Twisted Cotton 1 50 No. 50 Twisted Cotton 1 80 No. 60 Twisted Cotton 2 35 No. 80 Twisted Cotton 2 50 No. 50 Braided Cotton 2 00 No. 60 Braided Cotton 2 25 No. 80 Braided Cotton 2 75 No. 50 Sash Cord 3 00 No. 60 Sash Cord 3 50 No. 60 Jute 1 25 No. 72 Jute 1 40 No. 60 Sisal 1 30</p> <p>Galvanized Wire No. 20, each 100ft. long 1 90 No. 19, each 100ft. long 2 10 No. 20, each 100ft. long 1 00 No. 19, each 100ft. long 2 10</p> <p>COCOA Baker's 39 Cleveland 41 Colonial, 1/4s 35 Colonial, 1/2s 33 Epps 42 Hershey's, 1/4s 32 Hershey's, 1/2s 30 Huyler 36 Lowney, 1/4s 38 Lowney, 1/2s 37 Lowney, 5 lb. cans 37 Van Houten, 1/4s 12 Van Houten, 1/2s 18 Van Houten, 1s 36 Webb 33 Wilbur, 1/2s 33 Wilbur, 1/4s 32</p> <p>COCOANUT per lb. 1/4s, 5 lb. case 32 1/2s, 5 lb. case 31 1/4s, 15 lb. case 30 1s, 15 lb. case 29 1/2 and 10c pails 4 25 Bulk, pails 20 Bulk, barrels 18 1/2 Baker's Brazil Shredded 70 5c pkgs., per case 3 00 36 10c pkgs., per case 3 00 16 10c and 33 5c pkgs., per case 3 00 Bakers Canned, doz. 1 10</p> <p>COFFEES ROASTED Rio Common 19 Fair 19 1/2 Choice 20 Fancy 21 Peaberry 23</p> <p>Santos Common 20 Fair 20 1/2 Choice 21 Fancy 23 Peaberry 23</p> <p>Maracaibo Fair 24 Choice 25</p> <p>Mexican Choice 25 Fancy 26</p> <p>Guatemala Fair 25 Fancy 28</p>

<p>Java Private Growth 26@30 Mandling 31@35 Aukola 30@32</p> <p>Mocha Short Bean 25@27 Long Bean 24@25 H. L. O. G. 26@28</p> <p>Bogota Fair 24 Fancy 26 Exchange Market, Steady Spot Market, Strong</p> <p>Package New York Basis Arbuckle 21 50</p> <p>McLaughlin's XXXX McLaughlin's XXXX package coffee is sold to retailers only. Mail all or- ders direct to W. F. Mc- Laughlin & Co., Chicago.</p> <p>Extracts Holland, 1/2 gro. bxs. 95 Felix, 1/4 gross 1 15 Hummel's foil, 1/2 gro. 85 Hummel's tin, 1/2 gro. 1 43</p> <p>CONDENSED MILK Carnation, Tall 6 20 Carnation, Baby 6 10 Dundee, Tall 6 50 Dundee, Baby 5 40 Hebe, Tall 5 10 Hebe, Baby 5 00</p> <p>CONFECTIONERY Stick Candy Pails Horehound 16 Standard 16 Boston Sugar Stick 20 Jumbo 17 Big Stick 17 Boston Sugar Stick 20</p> <p>Mixed Candy Pails Broken 17 Cut Leaf 18 French Cream 18 Grocers 13 Kindergarten 19 Leader 17 Monarch 15 Novelty 18 Paris Creams 19 Premio Creams 22 Royal 16 Special 16 X L O 14</p> <p>Specialties Pails Auto Kisses (baskets) 19 Bonnie Butter Bites 23 Butter Cream Corn 21 Caramel Bon Bons 21 Caramel Croquettes 20 Cocoanut Waffles 20 Coffy Toffy 22 National Mints 7 lb tin 24 Fudge, Walnut 21 Fudge, Choc. Peanut 21 Fudge, White Center 21 Fudge, Cherry 21 Fudge, Cocoanut 22 Honey-suckle Candy 22 Iced Maroons 22 Iced Orange Jellies 19 Italian Bon Bons 20 Jelly Meito 18 AA Licorice Drops 175 Lozenges, Pep 19 Lozenges, Pink 19 Manchus 20 Molasses Kisses, 10 lb. box 20 Nut Butter Puffs 20 Star Patties, Asst. 22</p> <p>Chocolates Pails Assorted Choc. 22 Amazon Caramels 23 Champion 19 Choc. Chips, Eureka 26 Climax 20 Eclipse, Assorted 21 Ideal Chocolates 21 Klondike Chocolates 27 Nabobs 27 Nibble Sticks, box 1 75 Nut Wafers 27 Ocoro Choc Caramels 25 Peanut Clusters 30 Quintette 22 Regina 18 Star Chocolates 20 Superior Choc. (light) 22</p> <p>Pop Corn Goods Without prizes. Cracker Jack with coupon 3 50 Cracker-Jack Prize 3 75 Checkers Prize 3 75</p> <p>Cough Drops Boxes Putnam Menthol 1 35 Smith Bros. 1 35</p> <p>NUTS—Whole Almonds, Tarragona 21 Almonds, California soft shell Drake Brazilis 18 Filberts 20 Cal. No. 1 S. S. 24</p>	<p>Walnuts, Naples 22 Walnuts, Grenoble 22 Table nuts, fancy 16 1/2 Pecans, Large 17 Pecans, Ex. Large 20</p> <p>Shelled No. 1 Spanish Shelled Peanuts 16 @ 16 1/2 Ex. Lg. Va. Shelled Peanuts 16 1/2 @ 17 Pecan Halves @ 90 Walnut Halves 65 Filbert Meats @ 42 Almonds @ 60 Jordan Almonds</p> <p>FLAVORING EXTRACTS Jennings D C Brand Pure Vanilla Terpenless Pure Lemon</p> <p>Per Doz. 7 Dram 15 Cent 1 20 1 1/4 Ounce 20 Cent 1 75 2 Ounce 30 Cent 2 60 2 1/2 Ounce 35 Cent 2 75 2 1/2 Ounce 40 Cent 3 00 4 Ounce 55 Cent 5 00 8 Ounce 90 Cent 8 50 7 Dram Assorted 1 25 1 1/4 Ounce Assorted 2 00</p> <p>FLOUR AND FEED Grand Rapids Grain & Milling Co. Winter Wheat Purity Patent 11 35 Fancy Spring 12 50 Wizard Graham 11 00 Wizard, Gran. Meal 12 00 Wizard Buckw't cwt. 7 00 Rye 11 00 Kaw's Best 12 50 Valley City Milling Co. Lily White 11 85 Light Loaf 11 45 Graham 4 90 Gramena Health 5 00 Gran. Meal 5 30 Bolted Meal 5 20 Watson-Higgins Milling Co. New Perfection 11 50 Tip Top Flour 11 10 Golden Sheaf Flour 10 60 Marshalls Best Flour 12 00 Watertown Wisconsin Rye 10 00 Warden Grocer Co. Quaker, paper 10 65 Quaker, cloth 10 65 Kansas Hard Wheat Warden Grocer Co. American Eagle, 1/8s 12 30 American Eagle, 1/4s 12 20 American Eagle, 1/2s 12 10 Spring Wheat Judson Grocer Co. Wingold, 1/8s cloth 12 30 Wingold, 1/4s cloth 12 25 Wingold, 1/2s cloth 12 15 Warden Grocer Co. Wingold, 1/8s cloth 12 40 Wingold, 1/4s cloth 12 35 Wingold, 1/2s cloth 12 25 Meal Bolted 10 55 Golden Granulated 10 75 Wheat Red 2 08 White 2 05 Oats Michigan carlots 65 Less than carlots 68 Corn Carlots 2 14 Less than carlots 2 17 Hay Carlots 20 00 Less than carlots 22 00 Feed Street Car Feed 75 00 No. 1 Corn & Oat Fd 75 00 Cracked Corn 80 00 Coarse Corn Meal 80 00 FRUIT JARS Mason, pts., per gro. 7 00 Mason, qts., per gro. 7 40 Mason, 1/2 gal. per gro. 9 85 Mason, can tops, gro. 2 75 GELATINE Cox's, 1 doz. large 1 45 Cox's, 1 doz. small 90 Knox's Sparkling, doz. 1 75 Knox's Sparkling, gr. 20 50 Knox's Acidu'd doz. 1 85 Minute, 1 doz. 1 25 Minute, 3 doz. 3 75 Nelson's 1 50 Oxford 75 Plymouth Rock, Phos. 1 40 Plymouth Rock, Plain 1 25 Waukesha 1 60 GRAIN BAGS Broad Gauge, 12 oz. 24 Climax, 14 oz. 29 Stark, A, 16 oz. 29 HERBS Sage 15 Hops 15 Laurel Leaves 15 Senna Leaves 25 HIDES AND PELTS Hides Green, No. 1 19 Green, No. 2 18 Cured, No. 1 21 Cured, No. 2 20 Calfskin, green, No. 1 26 Calfskin, green, No. 2 24 1/2 Calfskin, cured, No. 1 28 Calfskin, cured, No. 2 26 1/2 Horse, No. 1 7 00 Horse, No. 2 6 00 Pelts Old Wool 75@2 00 Lambs 50@1 50 Shearings 50@1 50 Tallow Prime @ 13 No. 1 @ 12 No. 2 @ 11</p>
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Wool Unwashed, med. . . @60 Unwashed, fine . . . @55

FURS Coon, large . . . 3 00 Coon, medium . . . 2 00 Coon, small . . . 1 00 Mink, large . . . 4 00 Mink, medium . . . 3 00 Mink, small . . . 2 00 Muskrats, winter . . . 45 Muskrats, fall . . . 30 Muskrats, small fall . . . 15 Muskrats, kits . . . 05 Skunk, No. 1 . . . 3 00 Skunk, No. 2 . . . 2 00 Skunk, No. 3 . . . 1 00 Skunk, No. 4 . . . 5 0

HONEY A. G. Woodman's Brand. 7 oz., per doz. 3 90 20 oz., per doz. 3 90

HORSE RADISH Per doz. 90

JELLY 15lb. pails, per doz. 1 30 5lb. pails, per doz. 2 50 30lb. pails, per doz. 2 50

Jiffy-Jell Straight or Assorted Per doz. 1 15 Per case, per 4 doz. 4 60 Eight Flavors: Raspberry, Strawberry, Cherry, Lemon, Orange, Lime, Pine-apple, Mint.

JELLY GLASSES 1/2 pt. in bbls., per doz. 25 1/2 pt. in bbls., per doz. 27 8 oz. capped in bbls., per doz. 27

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

MINCE MEAT Per case 3 75

MOLASSES New Orleans Fancy Open Kettle . . . 56 Choice 52 Good 50 Stock 50

Half barrels 2c extra Red Hen, No. 2 1/2 . . . 2 90 Red Hen, No. 5 . . . 2 80 Red Hen, No. 10 . . . 2 65

MUSTARD 1/2 lb. 6 lb. box 16

OLIVES Bulk, 1 gal. kegs 1 20 @ 1 30 Bulk, 2 gal. kegs 1 15 @ 1 25 Bulk, 5 gal. kegs 1 05 @ 1 15 Stuffed, 5 oz. 1 10 Stuffed, 3 oz. 1 15 Stuffed, 14 oz. 2 50 Pitted (not stuffed) . . . 2 50

Manzanilla, 8 oz. . . . 1 10 Lunch, 10 oz. 1 50 Lunch, 16 oz. 2 60 Queen. Mammoth, 19 oz. 5 00 Queen, Mammoth, 28 oz. 6 25 Olive Chow, 2 doz. cs. per doz. 2 25

PEANUT BUTTER Bel-Car-Mo Brand 4 oz. 4 doz. in case . . 3 60 7 oz. 2 doz. in case . . 2 90 8 oz. 2 doz. in case . . 3 30 18 oz. 1 doz. in case . . 3 00 5 lb. pails, 6 in crate 5 40 10 lb. pails 18 1/2 15 lb. pails 18 25 lb. pails 17 1/2 25 lb. tins 17 1/2

PETROLEUM PRODUCTS Iron Barrels Perfection 11. Red Crown Gasoline . . 21.5 Gas Machine Gasoline 34.9 V M & P Naptha . . . 21. Capitol Cylinder, Wood Bbls. 34.9 Capitol Cylinder, Iron Bbls. 33.9 Atlantic Red Engine, Iron Bbls. 20.9 Winter Black, Iron Bbls. 11.9 Polarine, Iron Bbls. . . 38.9

PICKLES Medium Barrels, 1,200 count 12 00 Half bbls., 600 count 6 50 5 gallon kegs 2 60 Small Barrels 14 00 Half barrels 7 50 5 gallon kegs 2 80 Gherkins Barrels 25 00 Half barrels 13 00 5 gallon kegs 4 50 Sweet Small Barrels 24 00 Half barrels 12 50 5 gallon kegs 4 20

PIPES Clay, No. 216, per box Clay, T. D. full count 80 Cob, 3 doz. in box . . 1 25

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

POTASH Babbitt's, 2 doz. . . . 1 90

PROVISIONS Barreled Pork Clear Back . . . 51 00 @ 52 00 Short Cut Clr 48 00 @ 49 00 Bean 47 00 @ 48 00 Brisket, Clear 52 00 @ 53 00 Pig Clear Family . . . 35 00 Dry Salt Meats S P Bellies . . . 32 00 @ 33 00

Lard Pure in tierces . . . 29 1/4 @ 30 Compound Lard . . . 22 1/2 @ 23 80 lb. tubs . . . advance 1/2 60 lb. tubs . . . advance 1/2 50 lb. tubs . . . advance 1/4 20 lb. pails . . . advance 3/4 10 lb. pails . . . advance 7/8 5 lb. pails . . . advance 1 3 lb. pails . . . advance 1

Smoked Meats Hams, 14-16 lb. 23 @ 29 Hams, 16-18 lb. 27 @ 28 Hams, 18-20 lb. 26 @ 27 Ham, dried beef sets 29 @ 30 California Hams 23 @ 23 1/2 Picnic Boiled Hams 31 @ 32 Boiled Hams . . . 41 @ 42 Minced Hams . . . 20 @ 21 Bacon 37 @ 42

Sausages Bologna 15 Liver 12 Frankfort 17 Pork 14 @ 15 Veal 11 Tongue 11 Headcheese 14

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

Pig's Feet 1/2 bbls. 1 75 3/4 bbls., 40 lbs. . . . 3 40 1/2 bbls. 9 00 1 bbl. 16 00

Tripe Kits, 15 lbs. 90 1/4 bbls., 40 lbs. . . . 1 60 3/8 bbls., 80 lbs. . . . 3 00

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

Uncolored Oleomargarine Solid Dairy 23 @ 26 Country Rolls 28 @ 29

Canned Meats Corned Beef, 2 lb. . . 6 50 Corned Beef, 1 lb. . . 3 75 Roast Beef, 2 lb. . . 6 50 Roast Beef, 1 lb. . . 3 75 Potted Meat, Ham Flavor, 1/4s 55 Potted Meat, Ham Flavor, 1/2s 95 Deviled Meat, Ham Flavor, 1/4s 52 Deviled Meat, Ham Flavor, 1/2s 1 00 Potted Tongue, 1/4s . . 55 Potted Tongue, 1/2s . . 1 00

RICE Fancy 8 @ 8 1/2 Blue Rose @ 8 Broken

ROLLED OATS Monarch, bbls. 10 00 Rolled Avena, bbls. 10 25 Steel Cut, 100 lb. sks. 5 10 Monarch, 90 lb. sks. . 4 90 Quaker, 18 Regular . 1 75 Quaker, 20 Family . 5 60

SALAD DRESSING Columbia, 1/2 pint . . . 2 25 Columbia, 1 pint . . . 4 00 Durkee's, large, 1 doz. 4 20 Durkee's, small, 2 doz. 5 00 Snider's, large, 1 doz. 2 40 Snider's, small, 2 doz. 1 45

SALERATUS Packed 60 lbs. in box. Arm and Hammer . 3 10 Wyandotte, 100 3/4s . 3 00

SAL SODA Granulated, bbls. . . . 1 40 Granulated, 100 lbs. cs. 1 50 Granulated, 36 pkgs. . 1 40

SALT Common Grades 100 3 lb. sacks . . . 3 15 70 4 lb. sacks . . . 3 05 60 5 lb. sacks . . . 3 05 28 10 lb. sacks . . . 2 90 56 lb. sacks 48 28 lb. sacks 27 Warsaw 56 lb. sacks 26 28 lb. dairy in drill bags 20 Solar Rock 56 lb. sacks 43 Common Granulated, Fine . . 1 80 Medium, Fine 1 90

SALT FISH Cod Large, whole @ 12 Small, whole @ 11 1/2 Strips or bricks . . . 15 @ 18 Pollock @ 10

Holland Herring Standards, bbls. 13 50 Y. M., bbls. 15 00 Standard, kegs 85 Y. M. kegs 96

Herring Med. Fat Split, 200 lbs. 8 00 Laborador Split 200 lb. 10 00 Norway, 4 K, 200 lbs. 16 50 Special, 8 lb. pails . . 70 Scaled, in boxes . . . 17 Boned, 10 lb. boxes . . 17

Trout No. 1, 100 lbs. 7 50 No. 1, 40 lbs. 2 25 No. 1, 10 lbs. 90 No. 1, 8 lbs. 75

Mackerel Mess, 100 lbs. 20 00 Mess, 40 lbs. 8 50 Mess, 10 lbs. 2 40 Mess, 8 lbs. 1 85 No. 1, 100 lbs. 19 00 No. 1, 40 lbs. 8 10 No. 1, 10 lbs. 2 10

Lake Herring 100 lbs. 4 00 40 lbs. 2 35 10 lbs. 58 8 lbs. 54

SEEDS Anise 35 Canary, Smyrna . . . 9 Caraway 75 Cardamon, Malabar 1 20 Celery 45 Hemp, Russian . . . 7 1/2 Mixed Bird 9 Mustard, white 2 Poppy 70 Rape 15

SHOE BLACKING Handy Box, large 3 dz. 3 50 Handy Box, small . . 1 25 Bixby's Royal Polish 85 Miller's Crown Polish 85

SNUFF Scotch, in bladders . . 37 Maccaboy, in jars . . . 35 French Rapple in jars . 43

SODA Boxes, English 5 1/2 Kegs, English 4 1/4

SPICES Whole Spices Allspice, Jamaica . . . 9 @ 10 Allspice, lg. Garden @ 11 Cloves, Zanzibar . . . @ 48 Cassia, Canton @ 20 Cassia, 5c pkg. doz. @ 35 Ginger, African @ 15 Ginger, Cochin @ 20 Mace, Penang @ 20 Mixed, No. 1 @ 17 Mixed, No. 2 @ 16 Mixed, 5c pkgs. dz. @ 45 Nutmegs, 70-80 @ 35 Nutmegs, 105-110 . . . @ 30 Pepper, Black @ 30 Pepper, White @ 32 Pepper, Cayenne @ 22 Paprika, Hungarian . . .

Pure Ground in Bulk Allspice, Jamaica . . @ 16 Cloves, Zanzibar . . . @ 60 Cassia, Canton @ 32 Ginger, African @ 24 Mace, Penang @ 1 00 Nutmegs @ 36 Pepper, Black @ 30 Pepper, White @ 40 Pepper, Cayenne @ 30 Paprika, Hungarian . . @ 45

STARCH Kingsford, 40 lbs. 9 1/2 Muzzy, 48 lb. pkgs. . . 9 1/2 Kingsford Silver Gloss, 40 lb. . . 9 1/2 Gloss Argo, 48 5c pkgs. . . 2 40 Silver Gloss, 16 3lbs. . 9 1/2 Silver Gloss, 12 6lbs. . 9 1/2 Muzzy 48 lb. packages . . 9 1/2 16 3lb. packages . . . 9 1/2 12 6lb. packages . . . 9 1/2 50 lb. boxes 6 1/2

SYRUPS Corn Barrels Half barrels Blue Karo, No. 1 1/2, 2 doz. 3 05 Blue Karo, No. 2, 2 dz. 3 80 Blue Karo, No. 2 1/2, 2 doz. 4 60 Blue Karo, No. 5, 1 dz. 4 45 Blue Karo, No. 10, 1/2 doz. 4 30 Red Karo, No. 1 1/2, 2 doz. 3 20 Red Karo, No. 2, 2 dz. 4 05 Red Karo, No. 2 1/2 2dz. 5 00 Red Karo, No. 5, 1 dz. 4 85 Red Karo, No. 10 1/2 doz. 4 60 Pure Cane Fair 16 Good 20 Choice 25 Folger's Grape Punch Quarts, doz. case . . . 6 00

TABLE SAUCES Halford, large 3 75 Halford, small 2 26

TEA Uncolored Japan Medium 20 @ 25 Choice 28 @ 33 Fancy 36 @ 45 Basket-fired Med'm 28 @ 30 Basket-fired Choice 35 @ 37 Basket-fired Fancy 38 @ 45 No. 1 Nibs 30 @ 32 Siftings, bulk 9 @ 10 Siftings, 1 lb. pkgs. 12 @ 14

Gunpowder Moyune, Medium . . . 28 @ 33 Moyune, Choice . . . 35 @ 40 Ping Suey, Medium 25 @ 30 Ping Suey, Choice 35 @ 40 Ping Suey, Fancy . . . 45 @ 50

Young Hyson Choice 28 @ 30 Fancy 45 @ 56

Oolong Formosa, Medium . . . 25 @ 26 Formosa, Choice . . . 32 @ 35 Formosa, Fancy . . . 50 @ 60

English Breakfast Congou, Medium . . . 25 @ 30 Congou, Choice . . . 30 @ 35 Congou, Fancy . . . 40 @ 60 Congou, Ex. Fancy 60 @ 80

Ceylon Pekoe, Medium 28 @ 30 Dr. Pekoe, Choice . . . 30 @ 35 Flowery O. P. Fancy 40 @ 50

CIGARS Peter Dornbos Brands Dornbos Single 37 00 Blender 37 00 Dornbos, Perfectos . . 37 00 Dornbos, Bismarck 73 00 Allan D. Grant 65 00 Allan D. 35 00

Johnson Cigar Co.'s Brand Dutch Masters Club 75 00 Dutch Masters, Ban 75 00 Dutch Masters, Inv. 75 00 Dutch Masters, Pan. 75 00 Dutch Master Grande 72 00 El Portana Dutch Masters, 5c S. C. W. Gee Jay

Above four brands are sold on following basis: Less than 300 37 00 300 assorted 36 00 2500 assorted 35 00 2% cash discount on all purchases.

Worden Grocer Co. Brands Boston Straight . . . 37 00 Trans Michigan . . . 37 50 C. P. L. 37 50 Court Royal 43 00 Hemmeter's Cham-pion 42 50 Iroquois 42 50 La Azora Agreement 38 50 La Azora Bismarck . 70 00 Whalebuck 37 00 Worden's Hand Made 36 00 B. L. 40 00

TWINE Cotton, 3 ply 47 Cotton, 4 ply 47 Jute, 2 ply 25 Hemp, 6 ply 32 Flax, medium 35 Wool, 100 lb. bales . . 18

VINEGAR White Wine, 40 grain 15 White Wine, 80 grain 21 White Wine, 100 grain 25

Oakland Vinegar & Pickle Co.'s Brands Highland apple cider Oakland apple cider . . State Seal sugar . . . Blue Ribbon Corn Oakland white picklg 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 20 Bushels, wide band . 1 45 Market, drop handle . 55 Market, single handle 60 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 1/4 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

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 35 Eclipse patent spring 1 35 No. 1 common 1 35 No. 2, pat. brush hold 1 35 Ideal, No. 7 1 35 12lb. cotton mop heads 1 75

Pails 10 qt. Galvanized . . . 3 50 12 qt. Galvanized . . . 4 00 14 qt. Galvanized . . . 4 50 Fibre 5 50

Toothpicks Birch, 100 packages . . 2 00 Ideal 85

Traps Mouse, wood, 2 holes . . 22 Mouse, wood, 4 holes . . 45 10 qt. Galvanized . . . 1 55 12 qt. Galvanized . . . 1 70 14 qt. Galvanized . . . 1 90 Mouse, wood, 6 holes . . 70 Mouse, tin, 5 holes . . . 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

Washboards Banner, Globe 3 75 Brass, Single 6 75 Glass, Single 4 00 Double Peerless 6 25 Single Peerless 5 50 Northern Queen 4 75 Good Enough 4 65 Universal 5 00

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

WRAPPING PAPER Fibre Manila, white . . 5 1/2 Fibre, Manila, colored No. 1 Manila 6 1/2 Butchers' Manila . . . 6 1/2 Kraft 9 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. . . . 5 15 Yeast Foam, 3 doz. . . . 1 50 Yeast Foam, 1 1/2 doz. . . 85

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

SOAP Proctor & Gamble Co. Lenox 4 75 Ivory, 6 oz. 5 65 Ivory, 10 oz. 9 20 Star 4 35

Swift & Company Swift's Pride 4 75 White Laundry 4 85 Wool, 6 oz. bars 5 15 Wool, 10 oz. bars 7 00

Tradesman Company Black Hawk, one box 3 50 Black Hawk, five bxs 3 45 Black Hawk, ten bxs 3 40 Box contains 72 cakes. It is a most remarkable dirt and grease remover, without injury to the skin.

Scouring Sapollo, gross lots . . 9 50 Sapollo, half gro. lots 4 85 Sapollo, single boxes 2 40 Sapollo, 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 50 Nine O'Clock 3 85

WASHING POWDERS. Gold Dust 24 large packages . . . 5 75 100 small packages . . 5 60

SPECIAL Price Current

BAKING POWDER K C Doz. 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 upon 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

AXLE GREASE MICA AXLE GREASE 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 5c CLEANSER

KITCHEN KLENSER ANTISEPTIC CLEANS-SCOURS SCRUBS-POLISHES FITZPATRICK BROS. CO. Guaranteed to equal the best 10c kinds. 80 can cases \$3.20 per case.

SALT MORTON'S SALT NEVER CAMES OR HARDENS FREE RUNNING SALT IT POURS Morton's Salt Per case, 24 2 lbs. . . . 1 80 Five case lots 1 70

Sparks From the Electric City.

Muskegon, Nov. 19—Muskegon Council, No. 404, held a very successful rally Saturday, Nov. 17. A goodly number of Grand Rapids counselors, accompanied by their ladies, were in attendance. Eugene A. Welch (General Gene of Kalamazoo) and H. D. Bullen, of Lansing, were also present and made very appropriate remarks. A. W. Stevenson acted as toastmaster in his usually capable way. Several musical numbers were rendered by local talent. Mayor Ellfson told of what they were doing in the new venture with the city fish market. Ernest Hopperstead, Secretary of the Chamber of Commerce, also made a very pleasant talk in welcoming the visitors. The following were admitted into the order:

Harry Jacob Wynn (Walker Candy Co.).

John Henry Bodine (Fink Cigar Co.).
Jesse Vincent Porter (International Harvester Co.).

Louis Manning, pastor of Central M. E. church, accompanied by Mrs. Manning, were guests of honor. The eats surely were a credit to the committee in charge. They were so good that M. Steindler stayed all through the meeting and we hear that Allen F. Rockwell ate so much that he had to be assisted to his car. Any one wanting further proof, ask C. B. Higgins. John D. Martin gave the Ray of Hope lecture in a very impressive manner.

The Muskegon Chamber of Com-

merce is advocating bonding the city for general paving and street improvements. It also wants a two year term for mayor and favors the commission form of government. It went on record as opposed to a thirty year franchise to the Traction Co.

After a careful canvass we are informed that the restaurants and hotels of Muskegon are desirous of complying with meatless and wheatless days.

Work on the Union National Bank building and the armory is being rushed before cold weather sets in.

Muskegon's fish market hopes to get at least 1,000 pounds of fish to sell three times a week. Fish are sold at cost or about 14c for trout and 7c for herring.

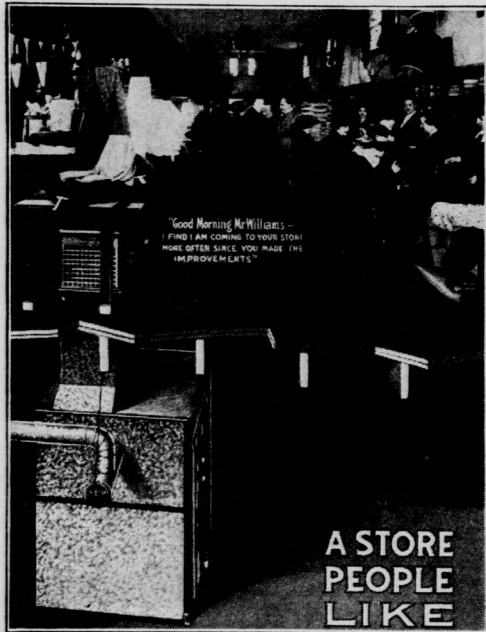
Chas. O. Vialt (Armour & Co.) is laid up with a very bad limb.

William Engle has severed his connection with Swift & Co. and is now selling meats for the Albers-Castenholtz Co.

Harry Waters leaves for Camp Custer in a few days.

Rudyard farmers are having a hard time handling their hay. In the first place it grew so long they had to cut it in two several times before they could load it on the wagons and so large that mice in large numbers built their nests in the hollow roots. The crop was so large that, like Abe Lincoln, they stacked all they could get out of doors and put the rest in barns.

E. P. Monroe.



A STORE
PEOPLE
LIKE

INSTALL A

Majestic Duplex Heating System

And Get More Heat at $\frac{2}{3}$ the Cost

The Majestic not only saves 1-3 of your coal, but gives you more heat evenly diffused. Every corner of your store is warmed and the neat duplex register fits under an extra counter in place of the stove. The ends of the register draw the cold air in to be warmed and the sides send the warm air through the room.

No dust or ashes to make your store untidy. The Majestic does away with the uncleanness and disorder of the old fashioned stove or furnace and does not allow any heat to escape in the basement. The Duplex Register does not become a cuspidor as do the large floor registers.

WRITE FOR FREE BOOK

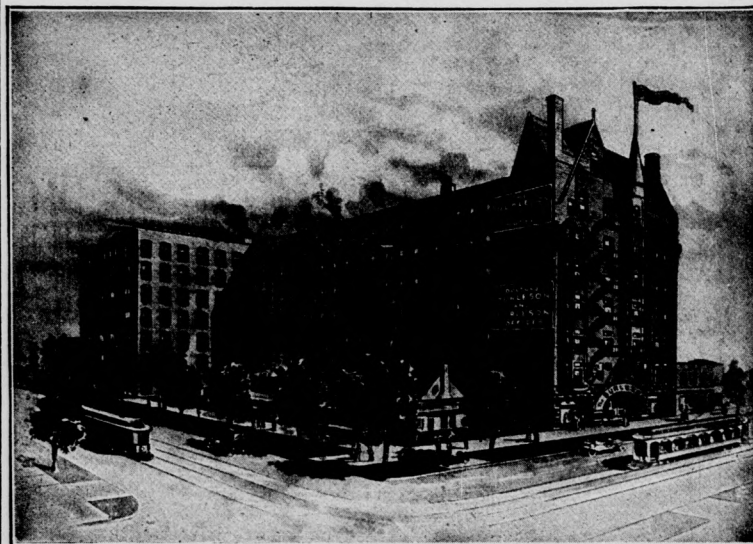
"A Store People Like" which describes the Majestic Heating System thoroughly.

731 Erie Street The MAJESTIC COMPANY Huntington, Indiana

Save $\frac{1}{3}$ Your Coal Bill

With coal going up to \$12 and \$15 a ton, saving two or three tons in a winter is worth your consideration. And the Majestic Duplex Heating System saves 1-3 of the coal you are now using with your old stove or furnace.

Piles Cured WITHOUT the Knife



The Largest Institution in the World for the Treatment of Piles, Fistula and all other diseases of the Rec- tum (Except Cancer)

WE CURE PILES, FISTULA and all other DISEASES of the RECTUM (except cancer) by an original PAINLESS DISSOLVENT METHOD of our own WITHOUT CHLOROFORM OR KNIFE and with NO DANGER WHATEVER TO THE PATIENT. Our treatment has been so successful that we have built up the LARGEST PRACTICE IN THE WORLD in this line. Our treatment is NO EXPERIMENT but is the MOST SUCCESSFUL METHOD EVER DISCOVERED FOR THE TREATMENT OF DISEASES OF THE RECTUM. We have cured many cases where the knife failed and many desperate cases that had been given up to die. WE GUARANTEE A CURE IN EVERY CASE WE ACCEPT OR MAKE NO CHARGE FOR OUR SERVICES. We have cured thousands and thousands from all parts of the United States and Canada. We are receiving letters every day from the grateful people whom we have cured telling us how thankful they are for the wonderful relief. We have printed a book explaining our treatment and containing several hundred of these letters to show what those who have been cured by us think of our treatment. We would like to have you write us for this book as we know it will interest you and may be the means of RELIEVING YOUR AFFLICTION also. You may find the names of many of your friends in this book.

We are not extensive advertisers as we depend almost wholly upon the gratitude of the thousands whom we have cured for our advertising. You may never see our ad again so you better write for our book today before you lose our address.

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RECTAL SPECIALISTS

150 East Fulton St.

GRAND RAPIDS, MICH.

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.

For Sale Cheap Or Exchange For Real Estate—Stock of drugs and fixtures. Will sell half interest to live wire. Located in best town in Michigan. Address No. 437, care Michigan Tradesman. 437

Soft drink bottling plant, established twenty-eight years. Death, reason for selling. Big buy for some one. Mrs. C. Shultz, 39 Cherry street, Wyandotte, Michigan. 438

For Sale—Billiard room and cigar store. Seven B. B. tables; doing good business; lease, largest and best place. Terms cash. C. J. Barber, Lapeer, Michigan. 439

Down Town—Good shoe location, half store with large modern window. Reasonable rent. For information write to The Hub, 115 Michigan Ave., Detroit, Michigan. 440

Market and Grocery—Doing business of over \$25,000 a year. Only market in live town of 750. Best reasons for selling. Address No. 442, care Tradesman. 442

Wanted To Purchase—Used time clock. Bryan's, 444 So. Fourth, Louisville, Kentucky. 443

For Sale—Dasco Detroit Automatic Computing Scales. Double weight bars, glass platform, weighs thirty pounds of produce. Tested and sealed November 29, 1916. Good terms. Fred Woods, Bellevue, Michigan. 444

For Sale—General stock inventories about \$1,200. Annual sales, \$12,000. Can be increased. Rent low. Good reason for selling. Will sell with or without fixtures. Fred Narrin, Sigma, Mich. 446

For Sale—Good clean stock of general merchandise in country town of Southern Minnesota. Will invoice about \$9,000. Doing big business. Can give good reason for selling. Address No. 447, care Michigan Tradesman. 447

Merchandise For Sale—New running stock consisting of dry goods, shoes and notions. Invoices about \$4,500. Located in Kusa, Oklahoma. A new gas and smelter town. Will sacrifice for cash. Address J. R. Mize, Owner, Kusa, Oklahoma. 448

Laundry For Sale—Wichita's best laundry. Annual net profits fifteen thousand dollars. Terms. Write or call 308 Barnes building, Wichita, Kansas. 449

For Rent—First floor and basement of the Masonic Temple in the hustling town of Reed City, Michigan. 5,400 ft. floor space; steam heat. Grand opportunity for furniture and undertaking establishment. John Schmidt, Reed City, Michigan. 450

Merchandise Auctioneer—W. E. Brown, office 110 North Mitchell St., Cadillac, Michigan. Ten years' experience. 451

UNITED SALES CO.

431 Houseman Bldg. Grand Rapids, Mich.

WE CONDUCT SALES FOR MERCHANTS ANYWHERE

If you want to stimulate business or retire from business, get in touch with us at once.

For Sale—Grocery and meat market. One of the best locations in Lansing. Doing a fine business. Reason for selling, sickness. Enquire of Northrup, Robertson & Carrier, Lansing, Michigan. 429

If you have \$100 to \$1,000 to invest in a live Western wholesale and manufacturing drug company, write I. S. Steensland, Secretary, Hutchinson, Minn. 430

For Sale—Restaurant at East Lansing. Doing good business; good opening for bakery in connection; none in place; soda fountain. Box 1032, East Lansing, Michigan. 433

For Sale—One story brick shoe building, containing shoe stock and fixtures and shoe repairing outfit. In good farming district. Address No. 434, care Michigan Tradesman. 434

For Sale—Country store to close estate. Stock of dry goods, groceries, boots and shoes and small stock of hardware. In connection with store is postoffice, which paid \$340 last year. Postoffice has one R. F. D. route. Also in connection is railroad station, which work is done in store. That pays \$20 per month. Property has about \$600 annual income from postoffice and station. Store sales will run about \$6,000 per year. Stock will now invoice about \$2,000. Store and dwelling can be rented reasonable. Fine opportunity for right party. Mrs. Frank Wright, Administratrix, Cressy, Michigan. 435

Oil Claims—Located in coming Pecos Valley oil fields. Map and particulars free. Dooley & Yates, Artesia, New Mexico. 436

For Sale—Best country store with ten acres of land. Good building and good business. Address No. 427, care Michigan Tradesman. 427

Safes Opened—W. L. Slocum, safe expert and locksmith. 128 Ann St., N. E., Grand Rapids, Michigan. 104

Cash Buyers of clothing, shoes, dry goods and furnishings. Parts or entire stocks. H. Price, 194 Forrest Ave. East, Detroit. 678

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

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—Good, clean stock dry goods, groceries, boots, shoes, furniture and undertaking, invoicing about \$10,000. Location Central Michigan, splendid farming community. Good live proposition; will bear closest inspection. Address No. 398, care Tradesman. 398

For Sale—General stock of merchandise. Prices and terms to suit. Prosperous trade. Address No. 403, care Michigan Tradesman. 403

Collections.

We collect anywhere. Send for our "No Collection, No Charge" offer. Arrow Mercantile Service, Murray Building, Grand Rapids, Michigan. 390

Cash Buyer of clothing, shoes, dry goods, furnishings and carpets. Parts or entire stocks. Charles Goldstone, 333 Gratiot Avenue, Detroit, Mich. 407

General Store For Sale—This store has been established thirty-five years. Splendid business opportunity. Best location in Isabella county for a general store. Nine miles to the nearest town. Stock and fixtures will invoice \$7,000 to \$8,000. Am doing good business—over \$32,000 last year. Expenses light. Am a dentist by profession. Will trade the real estate. The brick store building is 32 x 100 with basement, and an L, 18 x 50. The business is in fine running order and the estate is needed here. Will trade the real estate. Would be glad to have you come and investigate. B. M. Adams, Winn, Michigan. 410

Cash Registers—We offer exceptional bargains in rebuilt National or American Cash Registers. Will exchange your old machine. Supplies for all makes always on hand. Repair department in connection. Write for information. The J. C. Vogt Sales Co., 215 So. Washinton Ave., Saginaw, Michigan. 335

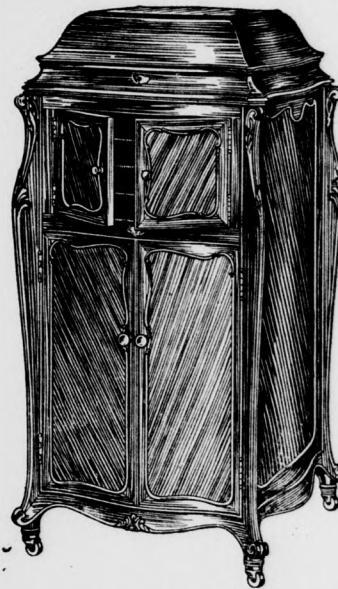
HELP WANTED.

Wanted—First-class dress goods salesman. One capable of helping in advertising. Good wages to the right man. Reply to S. Rosenthal & Sons, Petoskey, Michigan. 441

Wanted—Salesman to carry a line of art needlework specialties as a main or side line. Apply to The Euclid Art Manufacturing Co., 2042 East 4th St., Cleveland, Ohio. 445

SEE NEXT PAGE.

Advertisements received too late to run on this page appear on the following page.



Victrolas

\$20.00 to \$250.00

VICTOR RECORDS

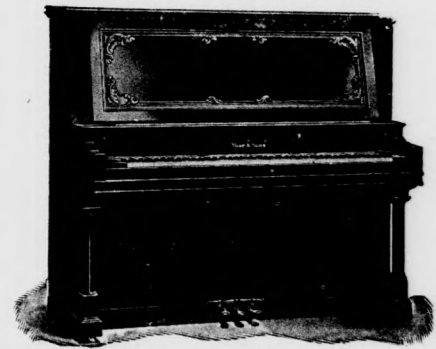
Most Complete Library in Western Michigan

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Grand Rapids, Michigan

The HERRICK PIANO CO.

PIANOS

Chickering
Vose
Kurtzmann
Herrick
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Newaygo Portland Cement Co.



Sales Office

Grand Rapids
Mich.

Conservative
Buyers

Patronize

Tradesman
Advertisers

WRECK OF OLD IDEALS

Hoover Ruling Supercedes Law of Supply and Demand.

It would be hard to find any more loyal and patriotic men anywhere than are represented in the food trades. Yet a great many hundreds and thousands of them have not yet fully come to realize that we are at war and that the war is the biggest enterprise America ever faced.

This remark is suggested by the occasional complaints heard in the food trades about Mr. Hoover's policy of eliminating all speculative elements from the trade and running things under bare poles. While grocers and those allied with them in the work of feeding the people are determined to stand by the President, there has been more or less grumbling about it, because there is no longer any chance to make money, save through a practically fixed allowance for duty performed.

Speculation and hoarding are seeing their finish. Selling licensed food articles on a basis of cost is proving successful. The law of supply and demand is out of commission, and will not be revived until the close of the war.

It is not necessarily lack of patriotism that leads to the complaint of the grocer; rather he finds it hard at one jump to change the whole mercantile principles and practice of a lifetime, and he has just commenced to grasp the meaning of the rule that limits his earnings to a "reasonable profit" for the work he performs. The lesson is the more bitter, as he finds goods coming into his store from the packer and producer at cost prices far below the price his customer would gladly pay, and he cannot avail himself of the opportunity without disobeying the law and rendering himself amenable to the penalties, the chief of which is the loss of his license and being put out of business.

And yet the plain fact is that the business man must cease to think of "profits" as such, must sacrifice all the advances in the market and content himself with working for Uncle Sam. To rebel against it, or grumble at his lost opportunity, is really of the same stripe as the plaint of the soldier who leaves a lucrative salary to work for \$30 a month and wear a khaki uniform. "Doing his bit" is the same in either case and sacrifice is the spirit of the age.

A great many things are being upset by this war in a mercantile way. First of all is the fact that it is illegal to report that this or that thing is high on account of its scarcity or the tremendous demand. Scarcity and demand may deprive us of things, but the price is no longer to mount because of it. The price will stay where it was in its relation to cost until the stock dwindles and vanishes. Everyone will be served as long as the stock lasts and when it is gone no one can have any, whatever the price. This is hardly comprehensible to the mind that continues to dwell in the realm of old ideals.

Nor are grade and brand and reputation to play their part. Jobbers are

getting in canned foods to-day at prices far below the market value, and, under the law, must sell them at prices far below what they would cost them to-day; for they can advance only a "reasonable profit" over the actual cost, based on future prices of last February or March.

The packer must sell at less than the market or lose his license. Salmon held on the Coast for sale at \$2.50 must now be sold for \$1.75, under penalty of losing the license. Contracts of the past may govern the price at which the goods now coming in will be received, but it may be higher or lower than spot goods would cost to-day. The packer with a famous reputation packs beans or peas or sardines to sell on the same basis with those packed by an unknown packer without reputation. Unless his goods are clearly a specialty there can be no difference in the value. Maine corn—long at the top of the corn list for price—must be sold on the same basis as Southern corn, save that the actual increase in cost only may be counted in.

Corn is corn and peas are peas, and salmon is salmon and sardines are sardines; no matter where packed or by whom. The cost must be averaged and the price made on the basis of that average cost; even though it may destroy the general level of uniformity that has so commonly prevailed in the market. It will mean that the low-priced goods will run out first, or the best grades be taken first. Price will not reflect the situation or the quality. As one grocer who has really absorbed the situation thoroughly said:

"We are no longer selling grades, or brands, or futures, or spots, or 'bargains' or any of those things; we are only selling 'food,' and the sooner we forget all our old notions the better off we will be. It may make us all 'slot machines' of distribution, but we must realize that we are only soldiers of a special type, obeying the orders of our officers and no longer doing as we think best. We're not expected to do the thinking now."

A few days ago there appeared a complaint of a certain wholesale grocer in the South, in which he suggested that jobbers in that section of the country were handicapped more than those of the North by the Hoover rule of eliminating speculative advances. His chief point was that Southern territory grocers do a very large part of their business in staples, whereas the Northern jobber has many specialties on which he makes good the losses he sustains on staples.

This raises an interesting point on which there will probably be more or less complication for the governmental plan. While it is true that profits on staples are small, it is probable that if the grocer was forced to sell every article of his stock on a flat percentage of profit—specialties as well as staples—he could not comfortably live and prosper on the "reasonable profit" suggested in the Hoover plan. And this is already causing some jobbers considerable anxiety.

It has been said by good authorities heretofore that as high as 40 per cent. of the grocer's stock is sold at a loss; made good out of extra prof-

its on the other 60 per cent. Of course this is no longer legal. If now the uniform profit is to be applied to the 60 per cent., some grocers claim that it will require a new set of prices on the staples, materially higher than in the past.

The Government figures, in this connection, sometimes operate to increase the profits of a grocer. If actual cost is to be the basis, some goods will be sold at a higher price than if sold on the basis of the "market." Yet no one has heard any popular complaint that the governmental price fixing had advanced prices. But it would not be surprising if it does eventually.

In the face of complications like this the only remedy is for the grocer to forget the whole question of liberal profits and by every endeavor cooperate with the Government, ascertaining exact costs and eliminating unnecessary expense. These are times when selfish interests are not to be considered. The problem of Mr. Hoover and of every food trader is to feed our own people comfortably and save enough to help our Allies win the great struggle. If Germany should win the war there will be no occasion for thinking of profits; little enough room for the survival of the independent trader anyway. If sacrifice of profits to-day will be the one sure way by which profits may be possible after peace is obtained the merchant who can't make the sacrifice for the period of the war in a spirit of patriotism doesn't deserve to be perpetuated.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Nov. 20—Considering the large amount of transients who visit Holland it is a little singular that some one does not inaugurate a good hotel and restaurant in that enterprising city. As a matter of fact, there is not a good eating place anywhere in the city. So far as the hotel is concerned, the less said the better. The building is old and out-of-date, the rooms are not any too cleanly, the housekeeping is not up to standard and the service—punk. The Holland people are a live bunch and insist on having most things right. How they have managed to overlook the hotel situation is almost unaccountable. Holland offers to-day the best opening for a first-class hotel of any city in Michigan.

Uncle Louie Winternitz (Fleischmann & Co.) is spending a few weeks at Excelsior Springs, Mo., en route to his winter stand at St. Augustine, Florida.

Douglas Malloch, the poet of the forest and the lumber camp, delivered his celebrated lecture on the "Seven Sinners of Business" before the Grand Rapids Rotary Club last Thursday. According to his idea, the seven sinners are the liar, gossip, grouch, whiner, quitter, pessimist, and the man who works all the time. Mr. Malloch will be recalled as a regular contributor to the Tradesman when he was employed on the Muskegon Chronicle, about fifteen years ago. He left the Sawdust City in 1903 to become a member of the editorial staff of the American Lumberman. He was subsequently promoted to the position of associate editor, which he still fills to the satisfaction of all concerned. He is now a regular contributor to Life and has published four books of poems: In Forest Land, Resawed Tales, The Woods and Tote-Road and Trail.

In the death of Bastian Rademaker, the wholesale grocery trade of Grand Rapids loses one of its oldest and most respected members. Thirty-four years ago Mr. Rademaker was book-keeper for Fox, Muselman & Loveridge, then engaged in the wholesale grocery trade on South Division avenue. He subsequently forsook the ledger for the sample case and covered the city trade for Muselman & Widdicomb and the Muselman Grocer Co. for many years. As one of the founders of the wholesale grocery house of Rademaker & Dooge, he faithfully devoted many years to the upbuilding of the establishment and did much to place the house in the proud position it now occupies among the wholesale institutions of the city.

Charles Sergeant, manager of the hosiery and underwear department of the Grand Rapids Dry Goods Co., is attending the opening sales of goods in his line in New York this week.

Harry Rindge is again on the staff of Rindge-Kalmbach-Logie Co. He is now house salesman. His many friends are pleased to see him back in the old environment.

L. M. Steward, the well-known Saginaw salesman, has been so fortunate as to secure the most responsible and best paying position he has ever held—that of State representative for the Wixon Spice Co., of Chicago, with headquarters in Saginaw. Mr. Steward is one of the most painstaking salesmen in Michigan and will prove a valuable accession to his new house, which, by the way, bears an excellent reputation, both as to character of goods handled and business methods. Mr. Steward has had rather more than his share of reverses, due to the unfortunate injury he received at the hands of a Bay City grocer some years ago, and his myriad friends will rejoice in his good fortune and unite in wishing him the success which he so richly merits.

William Logie has severed his connection with Rindge, Kalmbach, Logie Co. to take a position as road salesman for the Chicago branch of the McElwain Shoe Co. Mr. Logie is a gentleman of such pleasing address and energetic disposition that he can hardly fail to achieve success in his new connection.

When E. R. (Ned) Carpenter was on the road selling cigars, he was considered one of the biggest eaters in the fraternity. Now that he is manager of a big paper house, he satisfies his ambition in that direction by feeding every outside soldier who passes through the city on his way to camp. No matter what hour in the day or night the troop trains pull in, Ned is on the spot with the best the market affords.

Hull Freeman has recovered his shattered health and gone on the road for the C. W. Mills Paper Co., covering territory which has not been covered thoroughly by that house heretofore. Hull's many friends will be glad to hear of his improved health and also that he is at work again with his old time vigor and effectiveness.

Funeral services for Wallace W. Wendell, who died Thursday at his home, 1059 Dunham street, were held at 9 a. m. Saturday at St. Andrew's cathedral. Interment in St. Andrew's (old) cemetery. He was a member of Company F, commanded by Berkeley Jones of the old 32nd Michigan regiment, during the Spanish-American war. Since that time he had been representative in Michigan of the Pittsburgh Plate Glass Co., and was well and favorably known throughout the State. His widow, who was Miss Elinor Lynch, daughter of Mr. and Mrs. Daniel Lynch, five children, one brother and six sisters, survive him. His age was 44 years.