

A New Christmas Message

CHRISTMAS is the protest of the human race against gloom.

It is the supreme fact about life, that it is joyful. It stands for the childhood of the world, perpetual, evergreen, inexhaustible.

It is the highway of opportunity to bring happiness into the world, and its spirit speaks to all mankind in a voice as low and as gentle as the sea. It peeps out of the attic windows of our mind and sits at the hearthstone of our hearts.

Exhaling the fragrance of an ideal as sublime and as comprehensive as the horizon, the gladsome message of Christmas has pierced like a shaft of eternal light, through the muck of the Dark Ages, the mold and mildews of heathenism and the welter of universal ignorance, until to-day, in a world sobered by the clang of a great conflict, it sounds in the heart of mankind like the roll and boom of the ocean.

"Peace on Earth, Good Will to Men" may sound like a mockery in an hour like this, yet, if there be not peace in the world, there still can be peace in our hearts, and good will to believe and have faith in a better, grander day, when all the swords in the world shall be turned into pruning hooks, and the spirit of the Master reign clearer and nearer in the heart and mind of all nations and peoples.

For forty years there has been abroad in the world the spirit of old Herod, seeking with the menace of combined intrigue and force to throw its mantle of tyranny and autocracy over all humanity. Like the Herod of old, the kaiser and his co-conspirators planned to destroy America, the "young child of Democracy," in order that their hypocritical designs of selfish aggrandizement might be forced upon all liberty-loving peoples. America elected to meet that challenge and that menace with the power of the same righteous indignation that characterized the Master himself, and scourged from Democracy's Temple, the "money changers" of autocratic might, to give to the world for all time the true Christmas Spirit, sacred with its visions of happiness and youth, freedom, friendship and fireside.

On the eve of Christmas sweet-voiced singers carol their song of joy, and the perfume of the message they sing floats out upon the air as from a censer swung in the dusk of some old cloistered cathedral. Let this gladsome spirit continue to glow and grow. Let it be ever present, not only to-day, but in every day through the months to come, to the end that our Great Task, which we so nobly undertook and executed in order that "Peace on Earth, Good Will to Men" might abide with us and be carried out efficiently, expeditiously and successfully.

To Every Man Who Sells Fleischmann's Yeast



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

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

Our best wishes for your success during the New Year.

THE FLEISCHMANN COMPANY

"Fleischmann's Yeast"

"Fleischmann's Yeast"

WE ARE ACCEPTING CONTRACTS NOW FOR
1919 DELIVERIES OF

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

If you have not signed up, drop us a card.

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

We also carry a full line of Soda Fountain Accessories.

Putnam Factory Grand Rapids, Michigan

Manufacturers of

Putnam's "Double A" Chocolates

Ceresota Flour

Always Uniformly Good

Made from Spring Wheat at
Minneapolis, Minn.

Judson Grocer Company
The Pure Foods House

Distributors

GRAND RAPIDS, MICHIGAN

Red Crown Gasoline for Power

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

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

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

For sale everywhere and by all agents and agencies of

STANDARD OIL COMPANY
(INDIANA)

Chicago

U. S. A.

DEAL 1814

MORE PROFIT

SNOW BOY WASHING POWDER 24s—Family Size

through the jobber—to Retail Grocers

25 boxes @ \$4.85—5 boxes FREE, Net \$4.04

10 boxes @ 4.90—2 boxes FREE, Net 4.08

5 boxes @ 4.95—1 box FREE, Net 4.12

2½ boxes @ 5.00—½ box FREE, Net 4.17

F. O. B. Buffalo: Freight prepaid to your R. R. Station in lots of not less than 5 boxes.

All orders at above prices must be for immediate delivery.

This inducement is for NEW ORDERS ONLY—subject to withdrawal without notice.

Yours very truly,

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

MICHIGAN TRADESMAN

Thirty-Sixth Year

GRAND RAPIDS, WEDNESDAY, DECEMBER 25, 1918

Number 1840

MICHIGAN TRADESMAN

(Unlike any other paper.)

Each Issue Complete in Itself.

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OF BUSINESS MEN.

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E. A. STOWE, Editor

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issues a month or more old, 10 cents;
issues a year or more old, 25 cents; issues
five years or more old, \$1.

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

EXCEPTIONAL INVESTMENT.

The decline in the Liberty bonds of last October's issue has carried the price down to 94½, as against the issue price of par and a market price of 98 in the week before the armistice was signed. On the face of things, such a movement will doubtless seem incomprehensible to many people. The war was over, and the very first announcement from the Treasury was that, whereas further Liberty loans of \$9,000,000,000 had previously been planned for the period between now and the middle of the year, the ending of hostilities would reduce the borrowings to \$5,000,000,000. Why, therefore, ought not the price to rise instead of falling? As a matter of history, Government loans have fared much the same in the period immediately following every costly war. The record of United States 6 per cents is familiar. They had sold at 111 a week or two before Lee's surrender, but they fell back to 105 that month. Even British consols went lower after the Battle of Waterloo than their price of the preceding year. The explanation was undoubtedly the same on those occasions as it is to-day; primarily, that individuals had been unusually large investors in the bonds, sometimes on borrowed money, that the immediate spur of war-time patriotism had disappeared, and that a good many previous subscribers were converting their holdings into cash.

But it is well to keep in mind—what many people seem to forget—that a Liberty bond purchased at present prices is a very exceptional investment, and that, for the same reason, the sale of Liberty bonds at 94½ is an unwise sacrifice of value. At that price, and allowing for the increment of value up to the date of the loan's redemption at par, the annual return to the investor is nearly 4¾ per cent. Before the war, even United States 3 per cents were selling above par. If the precedent of the

period after other wars foreshadowed the decline which has occurred in the present Liberty bonds, that precedent equally shows that recovery in price followed invariably, as soon as the influence of the immediate realizing sales was spent. In 1866 United States bonds sold 8 per cent. above their low price in the first few weeks of peace. After their decline of 1815, British consols advanced 11 per cent. within the ensuing twelvemonth. The very much higher figures to which both these securities rose in later years is well-known history.

Representative Mann's declaration that he will be a candidate for Speaker will vex and try the Republicans in the next House and the party managers. The latter had been enjoying Mr. Mann's poor health. Without going so far as the old farmer who hoped that his invalid wife would "get well, or something," they had counted upon the Illinois Representative's voluntarily dropping out of the Speakership contest. But now he proposes to force the issue. The objections to bestowing the honor upon him are well known. They have often been stated forcibly by Republican orators and newspapers. Mr. Mann's "war-record" is about as bad as it could be. Whether from natural perversity, or a desire to please the German-American vote in his district, he was on the wrong side of one question after another, before this country went to war. Moreover, while he is a good parliamentarian and industrious in legislative work, he has never shown real qualities of leadership. The general conviction is that he is of too small a pattern to be made Republican Speaker at a critical juncture. His open challenge will presently show whether his party has the courage and independence to put its best foot forward, regardless of personal ambitions and left-over claims.

The ending of the war naturally brings out many stories about Lord Kitchener. He is already becoming something of a legendary figure. This is shown by the way in which shrewd sayings and remarkable predictions are now attributed to him. Having made at the beginning of the war a more successful prophecy than any other public man regarding its length, there is an effort at present to make him out still more accurately prescient. Thus a friend of his turns up who heard him say in September, 1914, "The war will last four or five years." This was not enough, but he must needs add—in story—that "there will be some thrones vacant at the end of the war."

GERMANY'S WEALTH.

How large an indemnity can Germany pay? Attempts have been made to answer that question by recalling the various estimates of the empire's "national wealth"; a rather hazy and unsatisfactory concept, as expressed in money values. The latest of these estimates was one made, curiously enough, to promote the ninth German war loan. Its author, the Wurttemberg Minister of Finance, placed the total, "before the war," at \$100,000,000,000, made up as follows: Real estate, \$62,500,000,000; railways, \$6,250,000,000. During the war itself, \$23,750,000,000; capital invested abroad, \$6,250,000,000; gold coin \$1,250,000,000. During the war itself, the Finance Minister thought, national wealth must have increased at the rate of \$5,000,000,000 annually.

In 1913, Dr. Karl Helfferich, afterwards Imperial Finance Minister, estimated that German national wealth was more than \$75,000,000,000. Assuming a possible \$80,000,000,000 total, he assigned \$5,000,000,000 to capital investments abroad. Thus Helfferich and the Wurttemberg official, whose figures cover approximately the same period, were twenty or twenty-five billion dollars apart; a fact which possibly is explained by the circumstances under which the late estimate was published.

THE DRY GOODS MARKET.

Buyers in the markets contend that there are still many impediments being placed in the way of a natural response of markets to conditions which they believe exist. They point to the withdrawals of wool by the Government at the auction sales as one evidence of a control of the law of supply and demand, and they cite the agreement with the Government concerning the disposition of surplus war merchandise as another instance. Until they are sure that such hindrances to the natural workings of the law of supply and demand are no longer considered necessary in stabilizing the after-war situation they contend that it is not safe for them to operate for the long future. As they are able to meet their needs by small purchases they do not consider that they are running any great risk at this time.

Cotton goods markets are steadier, and more business is being done at prices under the Government levels. Print cloths have been more active than for a month or more and first hands have been selling. The business has not been general, but the movement seems to be healthy, inasmuch as it started from a very low basis, and one that was close to cost. Shrinkage in costs is slow and bids

fair to be so for some little time. In the cotton yarn markets spinners are returning to old sales terms, and a number of them are averaging up their losses through charging Government allowances over the whole of their product. Many of the spinners are trying to reach a position where they can offer customers definite assurances of steady values so that they will not be forced to close their mills or accumulate stocks of yarns that may not be needed in just the form spun.

Disappointment is expressed at the results of the two wool auction sales last week. Early reports stated that substantial volumes of goods would be offered, and even during the day some published reports stated that as many as 40,000 pieces of goods were offered. Barely a fifth of this yardage was actually offered, and where prices were not satisfactory it appears that buyers took in the goods, and the merchandise will not come on a free market for some time except under conditions satisfactory to the owners. Moreover, the wool sales have settled nothing in the raw material markets that is satisfactory to dealers. Nor do manufacturers find much comfort in a restricted sale when a free sale was what they were hoping for.

CANNED GOODS SITUATION.

Talk of lower prices in the canned goods trade is decidedly unpopular these days. With the removal or export restrictions no one can see anything else than higher prices, for export at least. On licensed articles there is not likely to be any change as the food regulations are still in force and prices are up to their maximum under these rules. Unlicensed items are also carrying all the traffic will bear so that for the domestic market prices are not likely to advance. Foreign buyers, however, are apparently willing to pay anything to get the goods, which are scarce enough to begin with, so that there may be a temptation to divert supplies from domestic channels to the foreign market. There is already an urgent demand for salmon but as yet there is not the willingness shown on the part of foreign buyers to outbid the domestic market. For one thing the offerings are light so that the bids made by foreigners have not been attractive enough. Furthermore they are surrounded by too many conditions which put the burden of getting the business through up to the seller. In other words buyers have not yet realized that they are up against sharp competition, or if they do realize it they are not letting it be known.

BREAD ON THE WATERS.

It Came Back at a Most Opportune Time.

Written for the Tradesman.

When young people of to-day shall have become old and garrulous, they will regale their children and grandchildren with picturesque accounts of the winter of 1917-18, the last winter of the Great War.

Ugh, such a winter! It almost makes one shiver to think of it! There was snow, ice and slush; and then more snow. There were bleak skies, cold, biting, saw-tooth winds and low temperatures. It was a truly old-fashioned, thorough-going, downright winter; and the never-ending series of inclemencies was punctuated with snows.

There was a coal shortage, a gas famine, and all manner of transportation problems. In certain sections food of certain kinds was scarce and hard to get. Trains and inter-urban cars were delayed for hours at a time and cross-country travel in automobiles or other vehicles was hazardous or impossible.

Of course, all these inconveniences incident to a severe and long-continued winter played the very deuce with business. People didn't care to stir from their homes if they could help it. Wherefore the printed appeals of frantic merchants, picturing glorious economizing opportunities in merchandise of many sorts had little effect. The comforts of a fairly-comfortable home were more to be desired than bargains in reduced-price wares.

Many dealers in divers lines in sundry places were hard hit. But it is doubtful if any of them anywhere were hit harder than Edgerton Biddle, of Plainville. Edgerton Biddle owns and conducts a diminutive department store. His principle lines are dry goods, clothing, footwear and haberdashery; but after this catalogue of stocks, Biddle invariably appends the expressive little word "etc" in his advertising appeals. And this abbreviated phrase covers a multitude of commodities.

I have said that Edgerton Biddle was hit hard by the adverse conditions of the rigorous winter of recent memory. Mr. Biddle seems ever to have been that kind of a man: things had a way of hitting him hard. Between Edgerton Biddle and the Untoward there appears to have been some sort of an occult affinity. Certain it is, he got more than his share of the bad breaks in the game of life. There are those who insist that, instead of "Edgerton," they should have named him "Hard Luck" Biddle.

For seven years, or from the time Biddle was 17 years of age until he became 26, he was a fireman on the C. & T. Railroad—facetiously known as the Cuts & Tunnels line—and of all the unlucky guys connected with that dinky and inconspicuous concern, Edgerton Biddle was by all odds the unluckiest. If there was a smash-up anywhere on the road, it was a foregone conclusion that Biddle was in it. He had a leg broken

in one wreck, an arm broken in another, three ribs staved in on another occasion, his foot terribly wrenched and lacerated at still another time. It was on this last occasion that his friends prevailed on him to quit railroading.

"Biddle," said his doctor, "you've come out of this last wreck by the skin of your teeth; and, in my judgment, you've used up the last bit of good luck you ever had. The next time it will be 'curtain' for you. Take my advice and quit now while the quitting is good."

Biddle thanked the doctor for his advice and gave up the job.

Not knowing what else to do, Biddle bought out a small business in Plainville and broke into merchandising.

ing of yet more snow. The business was rotten.

Edgerton Biddle sat at his desk in the dinky little office in the rear of his storeroom drumming on his desk top. Before him lay a sheet of paper filled with figures. Judging from the look of depression on Edgerton's face these figures were not pleasant to contemplate. They indicated that Biddle was hopelessly bankrupt.

It was around 2 o'clock in the afternoon. For the first time in his life Edgerton Biddle was ready to give up in despair. There seemed to be no way out.

He had learned to like the business, even if he hadn't made a success of it; and he felt that, in view of the valuable experience he had acquired, he was now in a position to go for-

thought he knew) the jig was up.

For some minutes after Runyan's departure, the envelope lay unopened on Biddle's desk.

At length he opened it and started to read. As he read his eyes grew big with astonishment. He read it through, then began again and read it a second time, then a third time, and then, just to make sure he was not dreaming, he read it through the fourth time.

It was not from the legal firm representing his largest creditor. It was from a concern representing the estate of a well-to-do man of the distant city and informed Edgerton Biddle that he was heir to \$18,000—\$8,000 in stocks and bonds of gilt-edged quality, and \$10,000 in cold cash.

The windfall was an expression of long-deferred gratitude. In one of the numerous wrecks on the C. & T. line in days gone by, and on an occasion when Edgerton was not smashed up quite as bad as common, he had rescued a man in middle life. The party's leg had been caught and crushed and securely held by some of the heavy timbers in the wreck. Edgerton had cut him loose, rescued him and applied first aid, and then accompanied him to the nearest hospital. The incident had quite escaped his memory. But now it all came back most vividly. He recalled how grateful the party had been, how he had subsequently received a letter from him, and he dimly recalled having read in that letter some hint as to "a more substantial reward." But as the years went by and nothing further was heard from him, he, of course, assumed that this was mere sentiment—a temporary feeling of gratitude that had long since been forgotten.

Eighteen thousand dollars! Gee-whilikins! but that was some Christmas gift for poor, debt-harassed Edgerton Biddle! Eighteen thousand dollars! It would put him on Easy Street! The \$10,000 cash would enable him to pay every dollar he owed, and still have \$4,000 left over, and the \$8,000 in stocks and bonds could be laid up for a rainy day.

Biddle had to pinch himself to make sure it wasn't one of those vivid day-dreams of unexpected luck. He had read of things like that, but this was his first experience. What he had done seemed very little indeed compared with the greatness of this unexpected reward. He assumed it to be in line with his duty as a railroad man to render such help as he could. He hadn't gone to any special pains in this particular case. The truth is, Edgerton Biddle was naturally good-hearted.

But for the good-hearted, it is written in the volume of the book, luck must eventually break.

It was Christmas, 1917, that it broke for Edgerton Biddle. Thus far in 1918, Biddle has broken all previous sales records. In spite of war conditions, Biddle has been making money. He has not only cleaned the slate, but he has installed new furniture and fixtures, enlarged his lines, increased his stock, taken on more help, and developed into a real busi-

CHRISTMAS BEHIND THE GOLD.

I am wondering what the Christmas tide can hold
For the hearts behind the mystic stars of gold,
For the hearts that have to fullest measure paid
The price by which the enemy was stayed.
O, Christmas tide, what can your coming hold
For the hearts behind the mystic stars of gold?

Can you say to them that the spirit of the day,
That the glory of it, the joy bells all in play,
That its meaning since the nation's yesternight
Is because those boys swept forward in the fight,
That vic'try came because they were so true?
O, tell them this, it will be so good of you!

And Santa dear, somehow to them unfold
The thought that since the blue has turned to gold,
That to them has come the place before the throne
Where glory waits to crown her very own,
For those who poured from life's sweet mystery
That this old world thereby might better be.

And O sweet angel of the Christmas tide,
What'er your cheer to sacredly divide,
Whisper to them that all the Christmas joys
Of the nations saved come true because the boys
Gave of their all to clear the sodden way
That peace might come, the sweet peace of to-day!

And tell them that their full flood-gate of tears
Will "carry on" the glory of the years.
And that o'er its crest first gleamed the ray of light
That led the world from out its darkest night;
And say to them that the hearts behind the gold
Are Freedom's type, cast in its finest mould.

L. B. Mitchell.

The things Biddle didn't know about buying goods and selling them at a profit would fill volumes.

He paid too much for the store to start with and he didn't know how to run the business after he got it.

He was good-natured and people imposed on him. He sold on credit and failed to collect his money.

He was an easy-mark for slick salesmen who not unfrequently loaded him to the guards on something or other.

He learned by hard knocks, but in the process of learning he acquired debts that rode him day and night.

At the end of fourteen years in merchandising, Biddle had acquired a lot of valuable experience, but he had just about come to the end of his tether insofar as credit is concerned.

It was December 24, 1917—bleak, cold and blustry. The snow was piled deep on the ground. The dark, bluish-gray clouds indicated the com-

ward—if; but ah! there was the rub. How on earth could he wipe the slate clean? It couldn't be done. He must make an assignment and hunt a job.

He didn't relish the idea of working for somebody else after all these years in which he had been his own easy and considerate boss.

His meditation was interrupted by the arrival of Harry Runyan, the postman. There were several papers and a long envelope bearing the name and address of a legal concern of a distant city in the upper, left-hand corner. At the sight of this envelope Edgerton Biddle involuntarily started. It came from the city where one of Biddle's houses was located—the one to whom he was most deeply and hopelessly indebted. They had been pushing him hard. They'd threatened to bring suit. They had given him a definite time limit and the time limit was up. Without ripping open the flap, Biddle knew (or

ness man. Anybody in Plainville will tell you that Edgerton Biddle is a live wire. But it was the Christmas gift of 1917 that enabled him to get by.

Charles L. Garrison.

Late News From the Metropolis of Michigan.

Detroit, Dec. 24.—The National Bank of Commerce has transferred \$250,000 from undivided profits to surplus, making capital \$1,000,000 and surplus the same. Since organization in June, 1907, the bank has transferred \$700,000 from undivided profits to surplus and has paid \$665,000 in cash dividends. A quarterly dividend of 2 per cent. was declared. A reserve fund of \$50,000 for taxes was set up.

E. A. Bowman, wholesale automobile accessory jobber, 719 John R. street, gave a theater party to his employees Monday evening. Mr. Bowman believes in the fraternal spirit. All present expressed themselves as having had a delightful evening. Mrs. Bowman acted as chaperon.

An involuntary petition in bankruptcy was filed against the Detroit Men's No-Tip Service Co., 58 Michigan avenue, Thursday, by Edward A. Rich, attorney for a member of the firm's creditors. Mr. Rich acted to have the Michigan Barbers' Supply Co. return the firm's chairs, which it seized for debts, so that it could continue business and pay off its other creditors.

Retail shoe merchants are more optimistic every day about the prospects for future business, and most of them say they already notice an improvement in general trade. Of course, the future will make little difference in women's shoes, because this end of the business has been all that could be asked. While it is true that girls working in munition factories have been buying better shoes than ever, and that now that they will have to work for less it is probable they will not buy quite as expensive shoes, on the other hand many women, particularly those who could afford it but who have been giving their time to war charities and patriotic work, conserving on their apparel, will be free to give more time to dress, and now that it is not necessary to conserve they will buy the best and as often as they desire.

A final dividend of 19.45 per cent. has been ordered paid to the creditors of the Alter Motor Car Co. Ten per cent. has already been paid in an earlier dividend. The payment was ordered by Lee E. Joslyn, referee in bankruptcy. The Alter Motor Car Co. was organized several years ago to manufacture a popular priced pleasure car at Plymouth. The company built a plant and rapidly developed a good sale of its car. In 1916 plans were made to move the plant to Grand Haven, where the company had been able to interest many citizens in its capital stock, and an up-to-date manufacturing plant was built for the company there. Before the company was able to move from Plymouth to its new quarters in Grand Haven, financial disaster overtook it, and it became necessary to have a receiver appointed. Paul W. Voorheis, assistant prosecutor for Wayne county, was appointed receiver in the Wayne Circuit Court, and for several months proceeded with the liquidation of the company's assets. In May, 1917, the company was adjudicated a bankrupt in the United States District Court, and in July the Security Trust Company was appointed trustee in bankruptcy. The company's creditors are about 100 and \$23,632.28 in amount.

For one we do not believe that brains count so much as inspiration and the determination to do things.

TRANSFERRED TO LANSING.

Deserved Promotion of Well-Known Grocerman.

Fred W. Rauhut, who has been assistant manager of the Grand Rapids branch of the National Grocer Co. for the past eight years, has been promoted to the position of manager of the Lansing branch. The change takes effect Jan. 1, when D. D. McLean retires from the management of the Lansing branch to take up his residence in California.

Mr. Rauhut was born at Cheboygan July 28, 1875, being the oldest child and only son in a family of seven children. He received his education in the public schools of his native city, going as far as the tenth grade. His first dip into a business career was as driver of a delivery wagon for J. M. Meyers, the Cheboygan grocer. He continued in this capacity seven years, when he entered the big general store of W. & A. McArthur as clerk behind the counter. He remained in that position two years, when he resigned to accept a clerkship in the general store of the Onaway Mercantile Co., at Onaway. He remained in Onaway three years, when in 1905 he removed to Bay City to take the position of stock man for the National Grocer Co. He did his work so well that two months later he was placed in charge of the cigar, tobacco and candy department. Four years later he was transferred to the Cadillac branch of the National Grocer Co. as buyer. Eighteen months later, when Ed. Kruisenga was promoted from the position of assistant manager of the Grand Rapids branch to manager of the Cadillac branch, Mr. Rauhut was transferred to the Grand Rapids branch as assistant manager under Manager Elgin. On the retirement of Mr. Elgin, who was succeeded by Mr. Kruisenga, Mr. Rauhut continued as assistant manager.

Mr. Rauhut was married May 14, 1900, to Miss Marie Goupell, of Whittemore, and is the father of a fine son, Vernon, 16 years of age, who is attending high school, with the intention of fitting himself for a career as a lawyer.

Mr. Rauhut is a member of the Elks, but has no other fraternal affiliations, although he has others in prospect. He attributes his success to hard work, but those who know him best insist that his pleasant personality and steadfast friendships have had much to do with the steady advance he has made in his chosen avocation ever since he espoused the grocery business.

Mr. Rauhut has the happy faculty of being able to pick out good men as assistants. He is a student of character. His associates admire and love him because of his sterling worth and because he exemplifies in his own life those qualities which he expects of his co-workers. He does not ask any more of a man who is working with or for him than he himself is willing to give.

The quiet friendship and social side of his nature are a delight to his friends. No man ever sat down and

asked him about any subject but who felt that he was talking to a student. A wide reader, a close observer, and with an analytical mind that brings deductions from his reading, his observation and his conversation, his words are truly words of wisdom. He has a far sight into the future, and because of his close study of human nature he very frequently anticipates by a considerable length of time what the other fellow is going to do. This rare quality has enabled him to lay plans in distributing merchandise which have brought a tribute of recognition of his judgment and his salesmanship ability.

He has a very tender heart. No appeal that carries any merit comes to him unanswered. While quick to respond, his modest character compels his many acts of charity and of goodness to go unheralded, and no one but him and his Maker know of them.

He does not forget the friends of his youth. Men who knew him when he was struggling to get a foothold are received as cordially as are the men of affluence and importance who have known him in his later years of success. His friendship is valued, his advice sought by a very large number of men in all walks of life.

The Lawyer Was Satisfied.

Jim Webster was being tried for trying to bribe a colored witness, Sam Johnsing, to testify falsely.

"You say this defendant offered you a bribe of \$10 to testify in his behalf?" said Lawyer Gouge to Johnsing.

"Yes, sah."

"Now, repeat precisely what he said, using his own words."

"He said he would give me \$10 if I—"

"He can't have used those words. He didn't speak as a third person."

"No, sah; he took good keer dat dar was no third pusson present. Dar was only two—us two. De defendant am too smart ter hab anybody list-'nin' when he am talkin' about his own reskelity."

"I know that well enough, but he spoke to you in the first person. didn't he?"

"I was de fust pusson myself."

"You don't understand me. When he was talking to you did he use the words, 'I will pay you \$10?'"

No, boss; he didn't say nuffin' about you payin' me \$10. Your name wasn't mentioned, ceptin' dat he tole me ef eber I got inter a scrape dat you was de best lawyer in San Antone to fool de judge and jury—in fac', you was de best lawyer in de town for coverin' up any kind of reskelity."

"You can step down."

The straight line is the shortest distance between failure and success.

Stevens & Co. Special Sales

Men who know how to raise money for you.

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

Bread is the Staff of Life

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

Much depends upon the quality of the bread.

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

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

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

Lily White

"The Flour the Best Cooks Use"

and you will be delighted with the results.

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

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

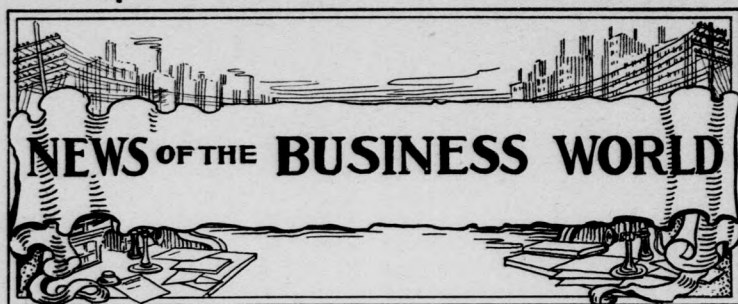
Good home-made bread meets the requirements. In other words, "it delivers the goods."

Satisfaction is positively guaranteed.

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

VALLEY CITY MILLING CO.
Grand Rapids, Mich.

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



Movements of Merchants.

Jackson—G. S. Cruger, grocer on Michigan avenue, has opened a branch store at 127 South Mechanic street.

Marquette—Alfred Austin has engaged in the meat and fish business at the corner of Pearl and First streets.

Jackson—C. W. Ballard, shoe dealer at 125 West Main street, is closing out his stock and plans to retire from business.

Kalamazoo—A. Zuldig, meat and fish dealer at 106 Eleanor street, has sold his stock and equipment to H. L. Wilbur, who has taken possession.

Shaftsbury—T. C. North, who has operated a general store here for the past eleven years, has closed out his stock at special sale and removed to Lansing.

Milan—W. C. Young, of Oak Harbor, Ohio, has leased the Simpson Hotel and will open it for business as soon as it has been renovated, re-decorated and furnished.

Detroit—The Cook-Dueweke Warehouses, Inc., has been organized with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$2,500 paid in cash.

Boyne Falls—Fire damaged the store building and stock of general merchandise of M. Jaffe and the Koklack meat and grocery stock Dec. 18, entailing a loss of about \$10,000.

Wacousta—Myron L. Garlock has sold his stock of general merchandise to Lowell S. Grisson, who has managed the business for the past five years. He will take possession Dec. 26.

Mason—F. P. Millbury has sold his interest in the granite and marble business of Millbury & Bell to his partner, C. W. Bell, who will continue the business under his own name.

Detroit—Ball, Inc., has been incorporated to conduct a general tailoring business with an authorized capital stock of \$2,000, all of which has been subscribed and \$1,000 paid in cash.

Flint—The Rosenthal Co. has been incorporated to conduct a clothing and millinery business with an authorized capital stock of \$20,000, all of which has been subscribed and paid in cash.

Detroit—A. E. Ertell, who represents the R. P. Smith Co. of Chicago, in Detroit and surrounding territory, was operated on at Harper's Hospital Dec. 6. While still in the hospital he has passed the danger mark and is well on the road to recovery. He is a brother of James Ertell, of the retail firm of Ertell & Butler.

Maple Rapids—William Schneider and Albert Richards have formed a copartnership and purchased the grocery stock of Nathan Kaplan and will continue the business at the same location.

Wolverine—Carl Lynts has sold his interest in the grocery, hardware and sporting goods stock of Bray & Lynts to Edward Schoby. The business will be continued under the style of Bray & Schoby.

Richmond—W. H. Acker, private banker of Richmond, who went into bankruptcy several years ago, in the crash of the Richmond Elevator company, is completing liquidation of his bank, paying every creditor in full.

Detroit—V. V. McBride, who recently left the Queen Quality Store, where he was in charge, to connect with The Lindke Shoe Co., has severed his relations with the latter concern and will soon make an announcement concerning his new affiliation.

Wyandotte—H. Rosenthal, who has conducted a clothing, men's furnishing goods and shoe store here for the past 28 years, has sold his stock to Max Burger, 411 Empire building, Detroit, who buys stocks and ships them to Detroit. The stock inventoried \$30,000.

Detroit—Bob Robinson has severed his connection with the Wilson & Robinson retail shoe store at Port Huron, having disposed of his interest to his partner. In the future he will devote his entire attention to his wholesale and jobbing lines. Mr. Robinson is extremely popular in Detroit and surrounding territory, and makes his headquarters at 196 Randolph street.

Detroit—The Detroit Retail Shoe Dealers Association has postponed all business meetings until after the first of January. Dealers feel that they are too busy with the holiday trade to attend meetings, or to give any consideration to their Association. However, after the first of the New Year, closer co-operation is planned for the betterment of the business and the elimination of trade abuses.

Manufacturing Matters.

Detroit—The Michigan Pattern & Machine Works has been incorporated with an authorized capital stock of \$300,000, of which amount \$250,000 has been subscribed and paid in, \$15,000 in cash and \$235,000 in property.

Detroit—The Manufacturers Systems Co. has been incorporated to manufacture, buy and sell office and factory accounting systems, office equipment and general stationery,

with an authorized capital stock of \$25,000, of which amount \$22,000 has been subscribed and \$3,500 paid in property.

Allegan—F. L. Spring, of Indianapolis, has formed a copartnership with Burrell Tripp and engaged in the manufacture of shock absorbers for Ford cars under the style of F. L. Spring & Co. The output will be marketed by the Defender Auto-Lock Co., of Detroit, of which Mr. Tripp is the head. Space has been rented in the front part of the W. G. Born building, on Brady street, and about eight men and girls will be employed at the start. Mr. Spring will be the general manager.

Detroit—Major E. O. Hinton celebrated last Tuesday the fortieth anniversary of his employment by Berry Bros. as traveling salesman. Major Hinton is known as the dean of varnish and paint salesmen of the United States and has held several important offices in the association of paint and varnish men. Despite the fact that he has represented Berry Bros. in the Southeast section of the United States, he has remained a resident of the city and has been a consistent and enthusiastic booster for Detroit.

Is Your Town Losing Trade?

Free motion pictures one evening a week have restored much vanishing trade to New London, Ohio, during the past season.

New London is in the midst of a number of larger towns, to which its cold stores, during the fuel shortage, had driven the trade. The business men wondered what they could do to bring it back. Some one suggested making use of the motion picture theater.

As a result, each business man—there are about fifty in all—contributed \$1 a week toward the purchasing of films.

Three shows each evening now bring to the stores from 1,100 to 1,700 people who drive in from the country and even from the border towns. Tickets are given away at the places of business to any who ask for them.

Individual merchants have reported greatly increased sales. The third Wednesday evening a hardware dealer sold goods worth \$100, as against sales of \$10 to \$25 on other evenings. A grocer's sales leaped from \$10 or less to \$55 and even \$75 on Wednesday nights.

D. Granger.

A Unique Reminder.

Visitors to a manufacturing concern in Ohio receive, on their departure, an unusual souvenir of their tour through the plant. It is in a small envelop which pictures the chief product—a strip of film showing half a dozen views of the plant and grounds. Its being out of the ordinary generally ensures its being preserved.

The Board of Directors of the Valley City Milling Co., at a meeting held in the company's office, Dec. 21, declared the regularly quarterly 1 1/4 per cent. preferred stock dividend, payable Dec. 31.

German Boycott Gaining Headway in New York.

Over 700 stores in New York are displaying the signs of the American Defense Society, which read "No German Made Goods Sold Here," and an active campaign is being conducted at the present time by the Women's National Committee of the society under the direction of Mrs. McAllister Smith. In a report on the work Mrs. Smith said:

"James McCreery & Co., Best & Co., and Lord & Taylor are among the larger stores displaying the signs but we have not concentrated on the big stores only. We have obtained the co-operation of the smaller stores throughout the city who have shown that they are true patriots. The stores in the neighborhood of 125th street have been thoroughly canvassed and the greater number are displaying the signs.

"The Broadway Association has written us that they are heartily in accord with the movement of the Society to boycott German made goods and stand ready to aid in every way possible.

"The following letter has been written to the Fifth Avenue Association and the Retail Dry Goods Association, but no reply has as yet been received. It is our earnest hope that these two associations will decide not to buy German made goods, as the sentiment in America seems to be growing day by day against the selling of German made goods:

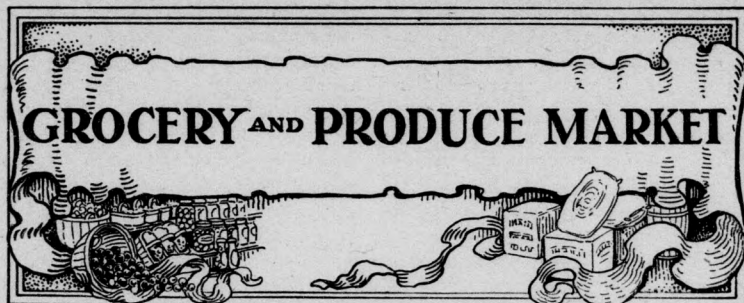
"Will you bring before the members of your Executive Committee the work which the American Defense Society is doing toward eliminating German made goods from our stores. As you know, German goods were admitted into this country before the signing of the armistice, at which time thousands of Americans rose in indignation.

"The American Defense Society is placing in the windows of loyal shopkeepers, cards, a sample of which is submitted herewith. These cards have been accepted by a number of prominent retail shops in the Fifth avenue district. We are asking your association to co-operate with us in urging the prominent New York stores to show themselves 100 per cent. American.

"Some of the merchants object on the ground that they will offend pro-German customers. Our point is that the subtle agents of Germany are here to place German made goods on the market and undersell our own manufacturers.

"We do not need to point to you the patriotic example of Butler Brothers, who refused to accept these enemy made goods, saying that they gladly pocketed their loss. We have fought Germany on land and sea and now have to fight her at home. The cheap goods from Germany are made at slave's wages. We must protect our own industries in order to give employment to our returning soldiers."

It occurs to us that the Hindenburg line would be a hard line to sell just now—even at cost.



Review of the Grand Rapids Produce Market.

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

Bananas—\$7.50 per 100 lbs.
Beets—75c per bu.

Butter—The market is firm, at prices ranging about the same as a week ago, with a fair demand, considering the high prices. The quality arriving is fully up to the standard for the season and there is a shortage in the make which is also seasonable. The stocks of butter are reported to be much lighter than they were last year. The market is in a healthy condition at the present time and we do not look for very much change. Local dealers hold fancy creamery at 65c in tubs and 67c in prints. Creamery more than a month old sold at 64c. Jobbers pay 48c for No. 1 dairy in jars and sell at 50c. They pay 35c for packing stock.

Cabbage—\$3 per crate or \$1 per bu.

Carrots—75c per bu.

Celery—30c per bunch.

Celery Cabbage—\$1.25 per doz.

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

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

Cucumbers—Indiana hot house \$3 per dozen.

Eggs—The market is weaker, owing to the receipt of many eggs from the South in Northern markets. Local dealers pay 60c per doz., loss off, including cases, delivered. Cold storage operators are putting out their stocks on the basis of 49c for candled firsts and 44c for candled seconds.

Egg Plant—\$3 per dozen.

Garlick—60c per lb.

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

Grapes—California Emperors, \$10 per keg.

Green Onions—18@20c per dozen.
Green Peppers—80c per basket for Florida.

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

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

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

Onions—\$1.75@1.90 per 100 lb. sack for either Red or Yellow.

Oranges—Floridas, \$4.75@5.50 per

box; California Navals, \$4.50@7, according to size.

Pineapples—\$6 per crate.

Pop Corn—15c per lb.

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

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

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

Squash—Hubbard, \$3.50 per 100 lbs.

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

Tomatoes—California, \$1.15 per 5 lb. basket; hot house, 35c per lb.

Turnips—65c per bu.

Celebrates Golden Anniversary.

The grocery firm of Rice Brothers, St. Joseph, recently celebrated its fiftieth anniversary. The store was decorated for the occasion and refreshments were served to all the customers. This firm is one of the oldest grocery stores in the State of Michigan.

The business was established Nov. 1, 1868, by R. Gates Rice, who was shortly afterward succeeded by Zebina Rice, the father, under the firm name of Z. Rice & Son. Later the business was taken over by the two sons of Z. Rice, Nelson C. and Dwight C. Rice, under the firm name of Rice Bros. Upon the death of D. C. Rice, in 1917, his son, John L. Rice, succeeded him, continuing the firm name of Rice Bros.

Nelson C. Rice, who has many friends throughout the State, has been continuously with the business since the first day the store opened for business.

To keep a check on the alarming quantity of goods returned by retail merchants, one dry goods house uses a special form for both its wholesale and its retail business. All items returned are entered on these slips, which are carefully examined each day to discover ways and means of reducing the "returns." Any goods sent back in bad condition or returned without real cause are handled in a way that will be best for the house.

Sometimes credit is refused on returned items. The officers of this concern believe that it is more important to examine carefully the goods returned for credit than goods coming in, because of the growing tendency to ask for unreasonable concessions. J. C. Cantwell.

The Grocery Market.

Sugar—The sugar market shows no change for the week and no change is in sight, as prices both on raw and refined will very likely remain as they are for several months. Relations of refiners to the Food Administration are somewhat uncertain, as there is a rumor that certain of the refiners will not sign up with Administration to buy sugar from the committee, but will get it elsewhere. If this is true, it may or may not affect the market. In the East sugar is scarce, owing to the large movement for export, but it is only local and only temporary. There is plenty of sugar in Cuba. Consumptive demand is fair.

Tea—The market is very quiet and prices are still rather steady. There seems to be plenty of tea about for the demand and the trade are still of the opinion that prices will have to go lower in a little while. Nobody is buying any tea that he doesn't have to have.

Coffee—The market shows no change. The Government has made some slight modification in the regulations, but they have, if anything, made the situation worse. No. 4 Santos coffee, the standard grade of Santos, green and in a large way, has sold during the week at 24½c, which is more than twice the normal value and gets Santos up into the Mocha class. As to milds, Bogota, which normally sells around 14@15c, is now quoted at 27c. All grades of coffee are very scarce and very firm and will continue so until the Government removes all the restrictions.

Canned Fruit—Prices are as high as it is possible to force them and still sell goods. As a matter of fact there is some stock that is not selling for this very reason. Offerings, however, continue light.

Canned Vegetables—There are not many cheap offerings of tomatoes in the market at the moment. Recent sales at low prices have been caused by holders who needed money and who were willing to make sacrifices accordingly. However, it is still possible to pick up occasional lots at \$1.75, although canners are asking more, generally about \$1.80 factory.

Canned Fish—There is a great deal of interest being displayed in salmon at the present time, but owing to the light supplies there has not been very much actual business. Sardines are very quiet.

Dried Fruits—As long as present conditions prevail it is not likely that there will be many changes in the dried fruit situation from day to day. The feeling is, of course, a little better than it was before the Government released its recent allotment, but at the same time the market is only a shadow of its former self. Until there is a sufficient supply of fruit to meet normal requirements, which will not be this season, nothing like a normal market can be had. One encouraging feature in the situation as regards next year is the report from the Coast that there has been an abundance of rainfall which should ensure good crops next year. This, however, is a long way off and

in the months intervening the present meager supplies will have to do. Those who are studying future possibilities do not see a chance of very much lower prices next year even if the crop should be a large one as there will undoubtedly be a very heavy export demand besides an unusual domestic demand. The new crop will come upon an absolutely bare market not with reference to any single item but all items. There will be no carryover and the new crop will enter into consumption as soon as it can be prepared. In the meantime conditions on the present market remain unchanged.

Corn Syrup—The market lacks new features. Prices are steady, with trading quiet.

Cheese—Stocks are very light, only about half as many in stock as there were a year ago. The consumptive demand is good, considering the high prices, and the market is likely to remain about where it is now for the balance of the year at least.

Sugar Syrup—There are no new developments in the situation, the market being steady.

Starch—There is a routine demand on the basis of previous quotations.

Rice—There is an absence of new developments in the market. Trading is routine, with prices steady.

Molasses—No new features have developed, the market being steady, with a seasonable demand.

Provisions—Everything in the smoked meat line remains high, with light stocks and a fair consumptive demand. We do not anticipate any change in the immediate future. Pure lard and lard substitute in fair demand at unchanged quotations. Dried beef, barreled pork and canned meats are all unchanged, with a fair consumptive demand.

Salt Fish—All grades of mackerel are firm and unchanged, as is cod, hake and haddock.

The vacancy at the Grand Rapids branch of the National Grocer Co., caused by the retirement of Mr. Rauhut, will be filled by R. M. Diveley, who has traveled for the house for the past fifteen years. Mr. Diveley's territory will be covered hereafter by Perry McDougal, who has been in the office of the Grand Rapids branch for the past year.

The third edition of the Rating Guide, issued by the Commercial Credit Co. of Grand Rapids contains 3,000 more names than the second edition, published one year ago. This book is one of the most comprehensive publications of the kind in the country and is deserving of a liberal patronage at the hands of the trade.

William Judson has received novel Christmas presents from his two brothers every year for the past thirty-six years. From the hardware dealer at Big Rapids he has received a pearl handled pocket knife and from his farmer brother at Schoolcraft he has received two fat fowls.

Your opinion of yourself can be cashed only at the Bank of Make Good.

REALM OF THE RETAILER.

Automobile Industry Hurts As Well As Helps.

There is no disputing the fact that Detroit is now suffering the result of too rapid expansion and development of the industry prior to 1916. The automobile has done wonders for Detroit, because it has changed the metropolis of Michigan from a city of the third class to a city of the first class—from a city of dreamers and has been to a cosmopolitan community. During the past two years there has been a recession in business which no one seems to be able to explain. I asked several of the leading department store managers about the situation and the answer was invariably the same: "Industrially, Detroit appears to be doing well. Labor is fully employed at remunerative wages, but for some reason retail trade during 1917 and 1918 has not been up to the volume of 1916." Hoping to secure definite information on the subject from the Detroit Board of Commerce, I approached William Stocking, the statistician of that remarkable organization, who made me the following statement:

Business classifications on pages 2273-80 of the Detroit city directory furnish the means for interesting comparisons between various kinds of business in 1917 and 1918. The total of wholesale houses listed under thirty-seven different classes was 977 in the former year and 888 in the latter. Some of the largest reductions in numbers are in dealers in bakers' goods, coal, confectionery, fruits and paper, and these changes are directly traceable to war conditions. Operation of the prohibitory liquor law accounts for the wiping out of forty-four wholesale dealers in wines and liquors who were listed in 1917. Their place is partly taken by an increase from five to twenty-seven in manufacturers or wholesale dealers in soft drinks.

There are several classifications in the lumber trade, two of which are "manufacturers and dealers" and "lumber wholesale." The latter is the one used in the table. It is represented by ninety-three firms in 1917 and 104 in 1918, a larger number than that represented in any other kind of business. There are small decreases in the number of wholesale dealers in butter, eggs and cheese, clothing, cigars and tobacco, furniture, groceries, hardware, notions and shoes. There are small increases in dealers in drugs, dry goods, furs, meats and physicians' appliances.

In 1917 the number of retail dealers listed under fifty-nine different headings was 10,254 and in 1918 it had declined to 8,983. Between the two periods the 1,350 saloonkeepers who swelled the 1917 list had disappeared, but the vacancy was partly filled by 997 retail dealers in soft drinks. The largest number in any single trade are grocers, the number of whom fell off from 2,442 in 1917 to 2,183 the next year. Confectionery stores rank second with 1,265 and 1,112 as the numbers for the two years. The decline in these three trades is enough to account for a number of vacant small store locations in different parts of the city. There was also a considerable falling off in the number of retail dealers in bakers' goods, cigars and tobacco, confectionery, who still come next to grocers, in total as well as a decrease in dealers in clothing, flowers, hardware, jewelry and shoes. Next after candy stores in number came dry goods, 515, and drugs, 456,

in both of which there is a small increase over 1917.

In miscellaneous occupations there are wide variations between the two years. The number of real estate dealers listed has fallen off from 1,934 to 1,429, and of contractors from 2,570 to 1,339. There is also a decrease in the number of advertising agents, architects, barbers, brokers, cleaners and dyers, dressmakers, insurance agents, lawyers, music teachers, nurses, painters and decorators and physicians. The personal occupations and professions other than the two mentioned, that are represented by over 500 each in 1918 are barbers, 902; dentists, 503; insurance agents, 574; lawyers, 1,146; nurses, 577; physicians, 1,110; shoemakers, 601, and tailors, 892.

Mr. Stocking was unable to give me any tangible reason for the reduction of business houses, so I will have to draw my conclusions from other sources.

Detroit has seen much shifting in her manufacturing industries during the past forty or fifty years. When I started the Tradesman, thirty-five years ago, there were six large shoe factories doing business in Detroit, besides several good sized jobbing houses. To-day there is no shoe factory or shoe jobbing house at that market. I asked O. B. Taylor, who is looking after the legal features attending the dissolution of Pingree & Smith, why this condition prevailed and was told that it was almost entirely due to the stringency in the labor market, due to the high wages paid by the automobile manufacturers. "In the case of Pingree & Smith," he said, "we would go down to Lynn and secure 250 skilled workmen in shoe factories by offering them a 25 per cent. increase in wages. We would expend a large amount of money to transport these 250 laborers and their families to Detroit, but inside of two weeks they would all slip away from us to accept employment in the automobile factories. After repeating this experience several times, we gave up in disgust, junked the plant and retired from business." John B. Howarth, who managed the plant several years after the death of the founders of the factory, is now engaged in Y. M. C. A. work in France.

"The same condition applies to many other manufacturing industries," continued Mr. Taylor. "Take the Murphy Chair Co., for instance. This company did a profitable business for many years. Then along came the automobile industry which could pay higher wages than any chair manufacturer could afford to maintain. The result is the Murphy Co. has deserted its valuable battery of buildings, moved its machinery to Owensboro, Kentucky, and resumed the manufacture of chairs at that place."

Up to a dozen or fifteen years ago Detroit was an important clothing manufacturing center. Schloss Bros. and Heavenrich Bros. both conducted a business of large volume, but to-day there is no men's clothing manufactured in Detroit outside of overalls, blouses and jumpers, which are produced in enormous quantities. The decline of the clothing industry occurred before the automobile industry

become a dominant factor in Detroit, so some other cause must be assigned for this change.

I am told that the stove industry of Detroit is enjoying a remarkably successful season and that the high ratio of wages maintained by the automobile industry can be successfully faced by the stove manufacturers.

M. J. Rogan, who has been identified with the clothing trade for more than forty years, first as retailer and later as traveling salesman, leaves next week for California, where he will devote a couple of months to sight seeing and golf. This is Mr. Rogan's first trip to California, previous winters for several years having been spent in Florida. He is under the impression that he has made a mistake in shifting from sunny Florida to fickle California, but as the tickets are bought and the reservations secured, the only way to determine the matter is to go ahead.

There may be men who sell more clothing on the road than Mr. Rogan, but I have not the honor of their acquaintance. He is now dangerously near a volume of a million a year and hopes to exceed that limit with the return to normal times and conditions.

My first acquaintance with Mr. Rogan was when he was engaged in the retail clothing business at Otsego, more than thirty years ago. He failed in this undertaking through causes which I do not now recall. What I do remember, however, is that he refused to accept the situation as final, so far as his relations to his creditors were concerned. Securing a position on the road, he worked like a Trojan until he had paid every creditor dollar for dollar. Then he remained on the road until he acquired a competence which has enabled him to raise and educate a family of six children, all of whom promise to make their mark in their chosen occupations.

I was told by several leading business men of Detroit that Joseph J. Crowley was the busiest man in town. Not content with managing the wholesale dry goods house of Crowley Bros. and the retail department store business of Crowley, Milner & Co., he is now serving the Board of Commerce as President and setting a pace which few can follow. Notwithstanding the many irons he has in the fire—all of them irons of no mean size—he is one of the most companionable and approachable men in the metropolis.

The wholesale hat and cap men of Detroit assert that it will require at least a year to get that industry on a normal basis again.

When the Michigan Central depot was completed, three years ago or so, it was thought that any kind of a crowd could be handled advantageously. Experience has demonstrated, however, that the depot is not adapted to moving large crowds with either facility or comfort, due to organic defects in the structure and to lack of managerial capacity on the part of employees.

I note with regret that the complaints which have been coming to

me from Detroit for some time past regarding the unjust exactions of taxi drivers are founded on actual fact. It is exceedingly unfortunate that the city government does not take steps to punish such mercenary methods which are giving Detroit a bad name among travelers in general who have occasion to use the taxi service while in that city. Nothing tends to leave a bad taste in the mouth more than to be made the victim of one of these gentry on leaving the city. Their usual method seems to be to drive in a roundabout way to the depot, instead of going by the most direct route. This gives some show for the excess charge demanded and leaves the passenger so few minutes to make his train that he can not devote any time to comment, controversy or an appeal to an officer. He pays the blood money exacted by the highwayman unwillingly and leaves Detroit in an angry mood toward the city and its splendid people. In no way can Detroit do her parting guest a greater favor than by curbing the bloodthirsty attributes of these knights of the road who are doing so much to destroy the good name Detroit people have devoted so many years to building up and maintaining.

E. A. Stowe.

No Restriction On Sale of Candy.

Christmas candy will not be restricted by the Food Administration. Many candy stores, in accordance with a voluntary sugar conservation plan undertaken upon the initiative of the trade itself, have been refusing to sell more than one pound at a time to a customer. This restriction is not regarded by the Food Administration as a necessary conservation measure this holiday season, since the sugar shortage has been materially relieved.

Last year the Nation faced a serious sugar shortage at Christmas time, and the manufacturers were allowed to use only 50 per cent. of their normal requirements of sugar. This brought about a candy shortage and the Food Administration was at that time asking people as a patriotic conservation measure to hold candy consumption to the minimum and to use those varieties which contained little or no sugar.

The Food Administration has never taken any action which would limit manufacturers' sales to individual customers. Several of the confectioners' associations, however, have passed resolutions requesting their members to sell not more than one pound to a customer, unless it is for shipment to soldiers overseas. While the Food Administration has never participated in any of these measures during the sugar stringency, it regarded them as valuable aids to conservation. The need for sugar saving in this direction, however, has passed and the Food Administration this year will not ask that the Christmas purchases be limited.

You will find that successful co-operation is not so much a matter of willingness to work together as ability and desire to understand one another.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Dec. 24—It would do your heart good to look at the Nadeau & Lindberg store, at Manton, filled with Christmas goods. It certainly would do credit to a town much larger than Manton.

Anyone wishing to see an up-to-date Christmas window trim need not go any further than Reynold Swanson, at Manton. The evergreen boughs with the mounted deer head for a background, with lots of pretty Christmas goods in the foreground, is a sight which makes one glad that Christmas comes every year.

Little Katherine Montague, daughter of Mr. and Mrs. C. W. Montague, merchant at Paris, is suffering with an attack of the influenza. We wish the little lady a speedy recovery.

Again we have with us the week containing the 25th of December, and as we recall days long before we thought of taking up the sample case as a means of earning a livelihood, our thoughts are carried back, and as a bunch of us are together they wander to almost every nook and corner of the U. S. A. The writer to a small hamlet in Western Minnesota. At this time of year we were always sure of plenty of snow and a breath of dry frosty air, and as a boy I often wondered what would Santa Claus do if he has as much trouble finding his reindeer as I did finding our cows each night, and if he had no snow upon which to run his sleigh?

Those were days when we hung our stockings up by the log fireplace and went to bed resolved to keep one eye open and see what happened when the welcome visitor arrived, but finally fell asleep before he got there. I am sure as each traveling man reads this, his mind will wander along the same channels and bring back sweet memories of happy days when life's problems were not our studies, when we as salesmen have to be up and doing and be just one jump ahead of the actual happenings of the day.

But as we lay off, and our duties do not call for a trip over the territory this week, this Christmas has a very significant meaning, and should be one of exceeding joy. I am sure no class of workers appreciate this week more than the traveling salesman. It gives him a chance to become acquainted with his family; to call on the neighbors and have a chat with his friends. So after four years of war, with the United States a participant for the last two years; the Government using the traveling salesman as a means of carrying and interpreting the various rules and regulations in effect during this period, it is with exceeding great joy that we hail the secession of hostilities and the prospect of a lasting peace among the many nations.

This Christmas will long be remembered as one that has brought cheer to many hearts. Many are the heartaches that have come to many of us during the past year, but as we look back we see and understand that it was in the cause of liberty—a word truly loved and cherished by all true Americans.

America has answered the rollcall and has not been found wanting, so let us enter into this holiday period with the best of spirits and make it one long to be remembered as the Liberty Christmas to the entire world.

Alfred E. Holloway, city salesman for the National Biscuit Co., has been seriously ill for the past three weeks at his home, 724 Shawmut street.

William E. Barron, a well known traveling shoeman, died in Lynn last week after an illness of nine months. Mr. Barron, who was born in Saginaw, forty-five years ago, had lived in Lynn five years, prior to which he made his home in Syracuse. He had traveled far and wide as a shoe

salesman, and was a familiar figure in the shoe world from coast to coast. He began his career in Denver where he was connected with the retail shoe business. Later he represented the Harry Gray Shoe Co., of Syracuse, on the Pacific Coast. He then became associated with the Rickard Shoe Co. of Lynn, and for a year was with the Cotter Shoe Co. At the time of giving up business because of ill health he was salesman for the Bradley Shoe Co. of Haverhill.

Practically all the salesmen who have been in service will be given their old positions, or better ones, on their return. Several manufacturers and sales managers interviewed on this subject were unanimous in their intentions to find room for the boys who helped to win the war.

Erwin D. Shedd has been engaged to cover the jobbing trade for Michigan for the Borden Condensed Milk Co. Mr. Shedd is a son of Dana B. Shedd, the trusted employee of the Grand Rapids Savings Bank.

The traveling men of Grand Rapids ask every one to keep their porch lights burning Christmas eve and evening and New Year's eve and evening, to the end that all four evenings may be made as brilliant and cheerful as possible.

John H. Schumacher, who has represented Theo. Gottman & Sons, candy manufacturers of Chicago, for five years will start out the first of the year on his old territory with the Geo. Ziegler Co., of Milwaukee, line of candies.

Isn't it about time Manley Jones lost his hat again? The last time this happened he was riding with friends on a beautiful moonlight evening. A sudden gust of wind blew off a \$5 Fedora he had purchased earlier in the day. All the occupants got out of the automobile and looked for the missing caput more than a half hour. When they finally abandoned the search, the hat was found reposing quietly and gracefully under the machine.

D. F. Helmer.

Industrial Notes From Greenville.

Greenville, Dec. 24—The Tower Motor Truck Co. has received five carloads of frames for its two ton truck which is capturing the market. An order has been received to ship immediately two of these trucks to New York City, one of which will be exhibited at the convention of the New York Truck Dealers' Association prior to being used by the purchaser.

The Atlas Electric Storage Battery Co. has increased its capitalization from \$40,000 to \$80,000. The additional \$40,000 thus placed upon the market is being rapidly sold. The Brown & Sehler Co., of Grand Rapids, has a large force of traveling men in this State calling almost exclusively upon the automobile trade, and this house has secured the State agency for Michigan. State agencies have also been established in Wisconsin, Pennsylvania and Ohio, with Illinois and New York pending. Contracts either closed or in sight will keep the factory running to full capacity for the coming year.

Albert Smith.

How Well We Remember the Day—

When bread was five cents a loaf.

When milk was seven cents a quart.

When you could get a pair of shoe-strings for nothing.

When General Haig said, "We have our backs to the wall."

When William Hohenzollern said, "It shall be a German peace."

Success in business depends not so much upon lying awake nights as in keeping awake daytimes.

Thanks for the Past Joy for the Present Hope for the Future

At this season of Good Will we wish to extend to you our hearty congratulations for the successes of the year which is past and to tender you our sincere best wishes for the year which is to come.

It seems to us that this year we, in America, have unusual cause to enter into a keen appreciation of the true Holiday Spirit, and that our words of Good Cheer have much more significance for us than in other years.

And so, as we wish you "A Merry Christmas and a Happy New Year," we ask you to accept our greeting with the assurance that it is offered with the fullest measure of meaning.

WORDEN CROGER COMPANY

GRAND RAPIDS—KALAMAZOO

THE PROMPT SHIPPERS

PRICES TOO HIGH.

What has been suspected by the general public for some time is now frankly admitted by the trade, namely that butter and egg prices are too high. What is more, they are artificially high, which means that the natural law of supply and demand is being interfered with. From a supply standpoint as shown by statistics, prices should be lower and from a demand standpoint, high prices are causing a curtailment that means a loss of profit to dealers because they can not sell as many eggs as they should be able to do. High prices, they insist, do not mean enormous profits. On the contrary, considering the amount of capital now required to do business they represent a small margin of profit and dealers long for the time when there commodities will be nearer normal levels and when no one will think of economizing on their use because of the price. But with butter costing 69 cents a pound at wholesale, in large lots, it means that the number of families using substitutes is greatly increased.

The artificial conditions affecting the butter market relate principally to the Government control of the storage supply. It is declared that the Army and Navy cannot possibly make use of the quantity on hand although there appears to be a tendency on the part of the British commission to take over all the Government can spare. Whether or not the quantity which would naturally be released because of demobilization will go to the domestic consumers or be turned over to the British public remains to be seen, as no definite announcement has been made on this score as yet.

There is considerable grumbling in the trade because the Government does not seem to be co-operating in the matter of releasing storage butter to the dealers as rapidly as could be done. Theoretically, 40 per cent. of the butter can be sold by the trade in the regular way, but only after being released by the Government. Actually this butter is being held back, probably because of red tape and not through any disposition on the part of the Administration to obstruct the regular course of business. At the same time it is declared that there might be a little closer co-operation if the Administration officials fully realized what it meant to the public. It is frankly stated that if this were done and there were more storage butter released by the Government it would promptly bring down the price of creamery butter. As it is dealers are at sixes and sevens as to any knowledge relating to their ability to sell storage butter.

In the matter of eggs, the situation is entirely different. There are plenty of eggs in storage, but they do not seem to be coming out. Consequently there is an abnormal demand for the fresh eggs available at this time of the year and prices are highly inflated.

As the public well knows eggs are not always what they seem and al-

though the supply of fancy nearby fresh eggs is very, very small, it is a safe bet that one can buy them at any retail store in any city—that is to say, the price and the printing on the carton all indicate that they are the very finest eggs the market affords, but experience has revealed that they might be the above mentioned "fresh gathered," or they may be April storage eggs, which are pretty good eggs in their way and this year are unusually high quality, or they may be any old eggs. Fresh gathered eggs are eggs that are supposed to be fresh when they are gathered, but how long they were laid before the farmer discovered them is another matter. Often at this time of the year it is as much as a week.

As to the reason why the large storage supply is being held back, enquiry reveals that the bulk of the supply is owned by the big Chicago packers, and the suspicion in the trade is that they are hoping to sell them for export. They tried the experiment two years ago and failed dismally. This year they regard circumstances as more in their favor and are willing to try the experiment again. On the former occasion they couldn't get the ships, but with the proposition for America to feed Europe, steamer space is quite likely to be provided, and they look for a market abroad, which is quite possible—if the price is not too high.

It is more than rumor that England will demand the delivering up of the ex-Kaiser for trial. There is an official statement to that effect. Mr. Bonar Law formally declared in a speech to his constituents that the Government had decided to urge the step. The course followed, he explained, would be to urge Great Britain's allies—"and we have no reason to suppose that they will differ"—to join her in asking the surrender of the former Kaiser in order that he may be compelled to answer for his crimes. In this form of statement, as in the legal explanation put forth by Lord Robert Cecil, there is a clear implication that Holland cannot be called upon to give up the head of the Hohenzollerns as a strict matter of obligation under international law. It might be done, however, as a matter of international courtesy, if the Dutch Government had before it a joint request from the Allies. Apart from the ex-Kaiser's acts as a ruler, there are to be considered his acts as a military leader. If it can be shown that he issued orders directly in violation of the laws of civilized warfare, or contemplating deeds of inhuman cruelty, the chiefs of the armies that fought him might unite in demanding that he be turned over to them for trial, in respect of these specified illegal acts, before a military tribunal. Whatever the application that may be made of it in the case of the fallen Lucifer of Germany, the principle is sound that a good way of preventing another war like the horror that ended on November 11 is to punish condignly the men who can be proved to bear the guilt of the present war.

WOMEN'S WEAR.

Women's wear manufacturers are doing some business, but the uncertainty over future prices for piece goods is affecting the demand, according to some factors in the trade. Buyers are only taking on what they need and retail business is not such that their needs are very large. The unsettled trend that has been ruling for the past two months or so is still very much in evidence.

The auction of wool and worsted piece goods gave the trade some sort of a basis for future values and in most cases they seem to feel satisfied with the reductions as they resulted from the auction. Along with the wool values that have been reduced somewhat also through an auction, it seems to be fairly well understood that a declining market will rule for the near future at least. The worst part of it all is that many factors in the trade are afraid of a declining market and do not know just how to operate in one.

It is evident from the spring business that has been done to date that silk will play quite a part in the models for 1919. This is, of course, to be expected. Staple weaves and fabrics such as satin, taffeta, foulard and georgette are in the lead, and while novelties may show themselves it is a question if the cutter will use them to the detriment of the staples.

Sport models declined in popularity as the war continued, but now that it is over it is generally felt that they will come back, possibly stronger than ever. Evening clothes have come back to some extent, although there has been only a short time for them to come back. Fabrics suitable for sport wear are available in the market and cutters in addition have supplies on hand. It is all a question of the demand and that will be awaited with interest. The turn of the year should show which way the wind is blowing.

GET-RICH-QUICK PROMOTERS.

Close following the completion of the season's crop return has come a swarm of stock promoters in the country towns. The farmers are especially sought with schemes which promise big dividends and are presented as "investments." Many of these are oil promotions, and as almost every county in the oil regions during the past two years has had an oil-well dream, with hundreds of prospect holes put down and tens of thousands of acres under lease, every farmer sees a fortune beckoning in oil properties.

These sometimes are masquerading under names that are far removed from oil, but have their basis of income on wells either in Kansas or Oklahoma. Then there are plans for developing new forms of machinery, automobiles, tractors and similar implements for the farm, which appeal to the farmer's idea of what he would use himself. In consequence, he is secured as an investor, giving his note for the stock. "It is hard work to sell the notes," said one of these promoters. "I have a note for \$1,500 given by a farmer who is worth \$20,

000 and not a bank in the town will buy it. Seems to me they would jump at it."

Many banks are making it a rule to handle none of this kind of paper, knowing that it means a dissatisfied customer later, which makes it harder for the promoter. The country bankers are doing a good service in trying to educate their farmer customers in this direction.

PREPARING TO QUIT.

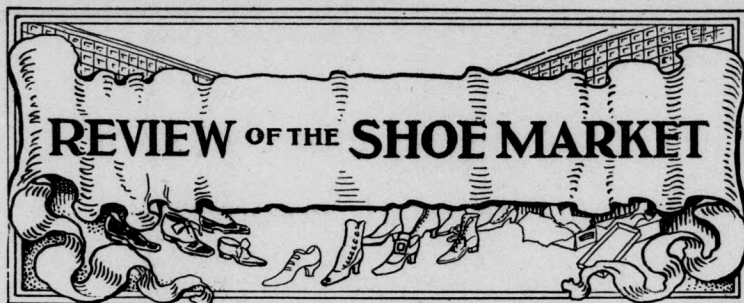
The United States Food Administration is nearing the end of its existence. The paid employees of all state, county and local Food Administrators will be discharged Jan. 1, and all activities requiring paid staffs, including the work of the Sugar Equalization Board, will be discontinued on that date. Voluntary workers and the various Food Administrators will remain until the National Food Administration is dissolved as a Governmental agency by President Wilson.

The work of the Food Administration officers is gradually being brought to an end. The Conservation and Policies Board has been dissolved and the Educational Division has been reduced to a small number of employees needed to carry on publicity work in connection with the programme for relief of other countries.

Our regular army is a superior housekeeper, a perfect jewel for dusting up jungles, amusing Filipino babies, and introducing the wonders of cookery to those who have managed without it. It is also one of the most prominent opponents of self-determination for germs. But to vacuum-clean Cuba and sterilize the abodes of head-hunters was a light task in comparison with undertaking the sanitation of Russia, the Balkans and the Ottoman Empire, which are the places suggested by Mr. Morgenthau as offering the best field for general housework ever available. He adds that Russia is 80 per cent. illiterate, but, of course, one needs neither reading nor writing to feel alarmed at sight of a pneumococcus drawn on a blackboard. Nevertheless, a spring cleaning in Siberia seems more formidable than in the Balkans. If any one can bear tidings of prophylaxis to the regions mentioned, it would be our good-humored, trustworthy soldiers. They have excellent references, are always ready to chase flies and mosquitoes, clear out nests of bandits, and take in washing.

The Agricultural Commission of the Michigan State Bankers' Association has prepared a poster urging farmers to write to Senators and Representatives to enact legislation against dogs, which are taking a heavy toll among sheep. The poster shows a pile of sheep killed by dogs. It is suggested that the number of dogs would be lessened if a tax were put upon them.

"Lots of beautiful days are spoiled by the fellow who can't help thinking there will be rain before night."



Michigan Retail Shoe Dealers' Association.

President—J. E. Wilson, Detroit.
 Vice-Presidents — Harry Woodworth, Lansing; James H. Fox, Grand Rapids; Charles Webber, Kalamazoo; A. E. Kellogg, Traverse City.
 Secretary-Treasurer—C. J. Paige, Saginaw.

Predicts Drastic Style Changes in Shoes.

Shoe styles should follow dress styles, meaning, of course, women's shoes. Unfortunately, shoe styles are planned much further ahead than dress styles, often to the embarrassment of the merchant who finds himself stocked with a type of shoe not quite suited to, or in harmony with, the prevailing style of women's dress.

And that is about the situation now, which will become more pronounced next spring, and probably reach its full height next fall.

The writer spent a few days in New York last week studying women's styles at the source; that is, dressmakers, the large stores and the best restaurants in New York, in company with eighteen other buyers for department stores. Our errand was the same—to study advance styles in the process of evolution, and to find out how present shoe styles fitted into the scheme of dress. We all reached the same general conclusion.

The smart dressers are wearing much longer skirts, quite small and tight at the bottom, draped in folds, puffs and pockets around the hips. The colors are noticeably black and blue.

Now, this vogue in dresses unquestionably requires a Louis heel, light weight, dainty and entirely feminine piece of footwear. And the walking boot with a 12-8 heel is not possible to go with such a dress, suit or skirt.

So the conclusions reached by this trip of observation are that the mode of dress described has a good start, and will undoubtedly grow in favor.

If this analysis is correct, it means that we are in for a reversal of form in the general style trend of women's footwear, and based on reason and logic, the following points should prove true.

Women's low heel boots should decline in sales, and women's low heel oxfords will not sell as readily and in such quantities for next spring as last.

This would mean that we are in for an era of high and low effects with Louis heels.

Turn boots and low shoes will continue to be in active demand.

Tans will decline in sales, and black will be increasingly popular.

Tans are a tailor-made proposition, and we are in for a "frilly" period, and the two don't mix.

On the basis of present buying there are enough low heel oxfords purchased to take care of the natural demand for next season. The shortage will be on black oxfords, pumps and buckle pumps. Materials that will be demanded are patent, black kid, black buck or suede and black satin, all with Louis heels.

There will be a reaction soon against long pointed lasts. Nothing ever lasted too long in the way of lasts, and next fall will see a demand for a shorter last (but not a short vamp) with a high arch, 17-8 and 18-8 Louis heel, a moderate opera toe, not too wide and not too pointed.

Based on dress styles, next fall should bring out as the principal sellers a vogue of black vamps, patent and kid, with colored tops in subdued medium shades of the fawn variety. Tan boots will take a decided drop if they do not go out altogether. And black low effects will be good, particularly in turns. Patent vamps will probably be the big style note of fall, 1919, as patent almost invariably has followed a brisk period of tan. Patent vamp turn boots, with any kind of black top, either mat kid, black suede or satin tops.

Local conditions may effect the style situation in various centers, but the above line of reasoning would seem to apply to two-thirds of the country.

As against the above analysis, I have a report from a prominent style man, with one of the largest producers of women's shoes in the world, who has just returned from a country-wide trip of investigation. He believes there will be a call for 8½ and 9 inch boots, and also that colored shoes will be in strong demand again.

Now, there are two slants, and you must take your chance. It all hinges on the question of skirt length, and as to how freely they will be worn. It would seem clear that if skirts generally are to be ankle length that the question of the height of boots will become a secondary question.

As for the color question, it is the history of the trade that any long continued vogue in style is followed by a reaction, nearly always opposite in effect, and if that is to hold true, black will be the big style note in vamps, with black and colored tops, kid vamps second, and gun metal a bad third. Tan will be confined to walking boots of the medium heel type, but Louis heels, both wood and leather, will be in greatest demand.

We take this opportunity to thank you one and all for the favors extended us this past year.

If we have failed in serving you well it sure has not been our intention. We ask you to forget, to stop and think of the unusual conditions we have all been working under.

We are now living in peace times and conditions will soon adjust themselves.

HIRTH-KRAUSE COMPANY

Grand Rapids, Mich.

YOU will find the Honorbilt Line a profitable one to stick to because those who wear Honorbilt Shoes stick steadfastly to the Honorbilt merchant. Honorbilt Shoes gives exceptional service and complete satisfaction.

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

Mayer
**HONORBILT
 SHOES**

There is a possibility that colors will come back to a degree, but if so they must be different colors from those which have had their run.

It will be interesting to watch the color development and note what new colors the tanners will be able to produce.

In men's shoes, there are two schools. Some believe the soldiers will kick off their "Munsons" and demand the English last. Others believe the "boys" will demand a wider toe than the English. My own belief is that both are wrong and both right, and that if we pursue a middle course, we will hit it right. I believe the youngest chaps, the privates, the unthinking boys, will dress up, and this type will buy the conservative English last, a smart suit of clothes, and the necessary articles to go with it. The general men's business will be good, as our soldiers have taken on weight and their old clothes will not fit them, and shoes will share in this general increase.

There will be many boys from the ranks, older men, more thinking men, who will not go back to the English, and of this type, particularly officers, and it seems that there were a million of them who never went over seas, there will be a large class who will demand a medium, high-class custom last, and it will be a desirable trade to cater to. I do not believe that any large per cent. of our army men will demand the "Munson" or anything like as wide a toe.

Therefore, I should say we ought to play the conservative English moderately, drop the extreme narrow English, and tighten up our stock on smart custom lasts with a medium toe.

H. B. Scates.

Editorial Comment.

It is true that dressmakers and manufacturers of ready-to-wear outer apparel are pushing long skirts for the coming spring season. Indeed, well dressed women in the larger cities this season are wearing longer skirts than they have for some seasons. There is, however, a division of opinion in the apparel trade, as well as among shoemen, whether the long skirt will be more than a "one season" proposition. For several years women have found great comfort, pleasure and plenty of style in wide, short skirts because they were cleaner to wear, gave them plenty of "leg" room and were adaptable either to low or high shoes, depending upon the season of the year. Women who are now wearing long skirts have been heard to say they were not comfortable in them. In other words, the transition from the short to the long and narrow skirt has been too much of a change. If this view should prevail among women who change from short to long skirts, it would not be surprising next fall if they went back to short skirts, or to some compromise between the long skirt and the short effect. It is too early now to say whether long skirts will be the vogue next fall, or to what extent their sale this coming spring will decrease the popularity of short skirts.

The situation as regards colors is

somewhat uncertain, that is to say, what color or colors will be in greatest favor next fall, but it is certain that colors will be a great factor with black upper stock in kid, calfskin and patent leather. The shoe committee which met in New York last Wednesday and recommended colors for the fall season, favored three shades of brown and two of gray, which with white, black and patent leather, in plain effects and combinations, if generally adopted by the industry, will give wide enough latitude for tanners and shoe manufacturers. Dainty, refined colors and styles should be favored instead of glaring colors or freakish patterns.

The style restrictions for spring permitted the manufacturer and retailer to make and sell low turn and welt shoes with Louis heels. We believe retailers bought these styles, as well as low straight heel walking oxfords.

It may be that some purchased more low heels than they did Louis effects, but we believe they will have little difficulty in disposing of both styles, inasmuch as the coming season will be largely a low shoe one.

Previousness of George, the Shoe Salesman.

Headed for the Southwest, on a try-out as a shoe salesman, was a young man whose predilections were all for the simple home life. Three months' separation from a wife and two babies was an experience he did not look forward to with enthusiasm. A year ago when he was a well-paid manager in one of the big shoe stores, the offer of a traveling job would have been regarded as a joke.

"Of the fifty-seven or more varieties of trouble which lie in wait for a man some appear in a disguised, seductive form," remarked the old-time shoe merchant. "George's case is a duplicate in a general way of several that have come under my observation. The boy started in with me right after getting out of high-school. I found him a prize. A born salesman, he was also clean and industrious. While I worked him pretty hard, it was for his own good. There's nothing like putting a young fellow through the traces. If he's the right stuff it helps to develop him.

"When George left me he was getting more money than I had ever paid a clerk before. I realized from the first that it was only a question of time when I lost him. He belonged to the elect. My store ranked second-class in location. Although I was doing a nice comfortable business, I had my limitations on the salary question.

"It wasn't long before George was with the class of stores that are in such good society that they call themselves shoppes or booteries. I say it with pride that the training he got from me stood the test up in the high rents. He was a star there from the beginning, and in the course of a few years he was manager in a fine place. There wasn't a better job in the town. But soon after this he got the bug that brings grief to

With sincere appreciation of
your helpful co-operation
during the past year;

And with the best wishes
for your continued success
throughout the New Year;

We extend to you the

Season's Greetings

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

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

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

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

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

Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear

GRAND RAPIDS, MICH.

many a bright salesman—that of going into business for himself. Mind, I have respect for that kind of ambition when the opportunity is ripe.

"But George's time had not come. For one thing, he didn't have the capital to start in on the scale he had in view, and then his plans were not well enough matured. He allowed himself to be jollied into a venture that wasn't sanctioned by sober judgment. My advice is to beware of people who pat you on the back and tell you that you've got too much ability to be working for someone else. Generally speaking, these same people wouldn't follow you across the street for all the real interest they have in your welfare.

"The salesman who bases his hopes of success on the amount of trade he is going to carry with him from the place where he is employed is in for a disappointment. To be sure, every good man has some loyal personal constituency. It's a valuable asset, but it doesn't spell success all by itself.

"I tried to talk George out of his idea. He took it good-naturedly, but remained unconvinced. In less than nine months he got what was coming to him—bankruptcy.

"I made a good hired hand, and I guess that's my limit," he said to me in the early despondency over his failure. One thing the matter with George, as I have intimated, was that he didn't have enough money. Then his lines had not been well worked out in advance. One or two of them were gold bricks, and the whole lacked proportion. He hadn't taken time to get the right perspective on the venture. In his hurry he started in with disturbed poise. The remains showed other structural weaknesses.

"But post-mortem revelations did not alter the fact that George had sunk everything, including a little home partly paid for, and that he was in debt two thousand dollars. There was no question about his being able to get a position in another store, but he had lost a certain prestige with the trade and his ginger-jar was at least temporarily depleted. An employer takes these things into account in a salary sense when he throws out a life-line in the form of a job.

"When George told me he had a chance to go on the road I encouraged him to take it. A year or two of traveling I felt would be valuable. It would give a new viewpoint and help to broaden him. Besides, he could get out of debt sooner than if he depended upon a clerk's income. He will make good on the road, and he'll be a come-back as a shoe merchant. He's built that way. But he might have saved himself a sad experience if he hadn't been too previous."

C. C. Johnston.

No Chances.

"Do you believe in telepathy?"

"No; we always have a homeopathic doctor."

The best stamp collection is a Thrift stamp collection.

Complaining Wastes Time and Energy.

Have you fallen into the habit of complaining about trifles? If you have, you are in a fair way to ruin many of your chances for success. It is constantly demonstrated that we get very much what we look for, and if you are constantly complaining you will be more than apt to always find something to complain about.

Perhaps there is no habit in the world which so easily grows upon one as the habit of complaint. If one chooses to look for trouble one may find innumerable things over which to fuss.

Sometimes the coffee is not strong enough, or breakfast is late and one misses the car, or there are interruptions to business, or the office is too warm or too cold, or someone breaks an engagement and the day's work is disorganized. There are many things to complain about if we choose to look for them.

Often our troubles are entirely imaginary, and sometimes they are very real, but in either event it does not help matters in the least to be constantly talking about them and finding fault because we cannot have things run always in a perfectly smooth groove.

If the coffee at home really is too weak, it is an easy thing to get a good cup at a restaurant, if we believe it essential to our well being. If breakfast is really served too late for you to catch your train, in all probability this is because you get up at the last minute and never leave yourself a margin of time.

If there are constant interruptions to business, it may be that this is partly your own fault. When people come in to see you, do you detain them yourself, or do you let them state their case and then give them courteously to understand that your time is fully occupied with your work? If some one breaks an engagement, is it not a fact that you are not always as prompt yourself as you might be in keeping an appointment.

But, no matter what the reason may be for your complaining, the fact remains that it does not help you one particle to be continually finding fault.

If you keep your mind constantly engaged in worrying over trifles you take your mentality from some task where it is required, and you do not bring to your business that efficiency which you owe to it if you hope to make a success of life.

That is one reason that men do not seem to pay as much attention to details as women do. Sometimes they make a mistake in the large generalizations to which they are prone, but frequently they do not give attention to these small matters because if they did it would take their minds from the larger affairs in which they are concerned.

Women have a sort of sixth sense where detail is concerned, and this is one reason they are apt to worry about small things more than men do. But while this attention to detail is a fine thing when well directed,

if it is allowed to degenerate into futile scolding about things that cannot be bettered, then it becomes not only a detriment to the happiness and success of the one who is indulging in this petty characteristic but it becomes a real menace to society.

It is an old story, that of the man who would not hire a workman unless he knew that he whistled over his work. But it is true that the men and women who go cheerfully about a task accomplish twice as much as those who go grudgingly.

We all have our tasks. If we have not we are slackers of the worst sort. But it may not occur to us that if we have our work, and then fail to do it, we are even worse than slackers—we are counterfeiters, for we are pretending to be doing our part when we are really doing nothing of the kind.

We have been given a chance in the work of the world, but instead of taking that chance we are wasting our energies in trifles, refusing to give to our task the best that is in us. And unless we do give our best we may be very sure that our work will not reach the high standard which is so necessary at this time.

The Cost of Lighting.

The cost of lighting may be reduced by avoiding dark colored walls. A black wall destroys 87 per cent. of light.

Dark brown walls destroy 87 per cent. of light.

Emerald green, 80 per cent.

Pink, 64 per cent.

Orange, 50 per cent.

Light yellow, 40 per cent.

White, 20 per cent.

Thus a white wall throws back 80 per cent. of light that shines upon it; and costs no more than a black wall. Every dark wall is a light destroyer. It is wasteful. It greatly increases the cost of lighting, and you will be surprised to find how many dark walls you have in your store.

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R. K. L.

R. K. L.



Watchful Waiting in the Railway Situation.

Written for the Tradesman.

Of all the re-adjustment problems facing the country none is of more importance than that of railroad ownership and operation. Director General McAdoo counsels an extension of Government control and operation for five years. What his letter to Congress really says is: This problem is a very difficult one to solve; therefore let us plead that we are unequal to grasping and settling it and let us just put it off for three years more, in the hope it might settle itself in some way. For years the yielding to labor agitators and the successive postponement of the settling of the whole transportation matter has been but a piling up of difficulties and the lowering of the moral standard of the people. If the further postponement of the railroad settlement is made for five years, why not ten? Then why not indefinitely? The cry then would be, Why disturb things when we have become accustomed to the situation and are getting along pretty well? This is the danger in the present case. We have pattered along and procrastinated, following the lines of least resistance, dodging trouble when we should have tackled and overcome it. Now we must either yield or grapple with it. Which course will the country through Congress choose? Will it do its duty or will it simply go on drifting? It would be deeply humiliating to take the latter course and thus publish to the world that we have neither the intellect, courage or honesty to take hold of this problem and find a sane and just solution for it, and thus show to the world the Americans are not the people they are supposed to be. We admit the railroad problem is very difficult of solution and that is all the more reason why it should be taken hold of at once by Congress which should be encouraged and sustained in a courageous course by fully expressed public opinion. The railroad question vitally affects us all. It is our plain duty to give it serious thought and to express to our congressmen and senators our individual opinion, so that when these opinions are taken collectively, they will serve as a guide to those who represent us at Washington. We have proved our physical courage in the field of war. Let us now prove our moral courage in times of peace, grant no further extension of Government control, but strive to return the railroads to their rightful owners in accordance with the solemn promise made to them

by the Government; and return them in as good or better condition than when they surrendered and under such lawful restrictions as will give them a living income and ensure adequate service to the public.

Postmaster General Burleson has taken the bit in his teeth and seems to labor under the delusion that he is the President, Congress and the United States Supreme Court all in one; in other words, the real Poo Bah of this administration. He has turned over the cable control and operation to the Western Union and appointed an operating committee headed by Western Union officials, has attempted consolidation of the Western Union and Postal companies, and, as President Mackey, of the Commercial Telegraph & Cable Co., says: It is apparently part and parcel of a plot to bring about Government ownership of all wire companies and, incidentally, to enable the Western Union and the Bell Telephone Companies to sell out to the Government at a high price. It is high time that Congress place curb bits on administration plungers.

As the labor problem is also an important one in re-adjustment, a few facts as to the strength of organized labor—the unions—in comparison with the total labor of the United States will prove interesting, as it will show how, through union labor band wagon methods, it has imposed upon the public, especially as a political bugaboo. The American Federation of Labor, of which Samuel Gompers is titular head, claims nearly 2,100,000 workers, and it is safe to say this is not underestimated. A classification based upon the last census figures of 1916 shows approximately 30,000,000 males and 8,000,000 females engaged in working for a livelihood. In this order of numbers these include in agriculture, forestry and animal husbandry, 12,600,000. Next to this comes manufacturing and similar industries with 10,600,000; domestic and personal service, 3,700,000; trade, 3,600,000; transportation, 2,600,000 professional service, 1,600,000; mining, 964,000, and public service, enormously increased since the war, showed in 1916 459,000. It was officially estimated that the average maintained employment in manufacturing was in 1914 rather over 8,000,000. From these census figures must be deducted at least 2,500,000 for children under the age of 15, with heavy deductions for what they may be conveniently called "occasional occupations," while in rating influence, workers under 21 years of age

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Wm. N. Senf, Secretary

FREMONT, MICHIGAN

are to be considered. It must also be remembered that a large number of union workers are not voters. Many of them are not naturalized and many do not even speak English. It is, however, safe to assume that there is a remainder of 20,000,000 persons engaged in labor or work of real economic value. This would leave unionized labor with nowhere near 10 per cent. of workers able to express themselves in the American way at the polls. It is no wonder that Mr. Gompers and other labor leaders of intelligence are not head-over-heels in love with the idea of a political labor party, who are sharp enough to realize it would be a case of "the tail wagging the dog." There is nothing to say against the right of workers to combine or the policy of collective bargaining, legally open to both capital and labor. But it is high time, when a single class and one so relatively small to our population, demands privileges and unlimited authority to put these facts on record. It is a disgraceful fact that union labor has thoroughly cowed many of our politicians who mistake noise for numbers and seek to hold their jobs at the sacrifice of principle. There is a good excuse for injecting these subjects into these financial columns because they are so closely interwoven with future business conditions. What we need to stabilize this future is the earnest expression of public opinion to stiffen the backbone of our U. S. senators and congressmen.

At the last meeting of the Board of Directors of the Grand Rapids Association of Commerce, among other important matters considered, was the subject of good roads in Michigan. Upon motion of John W. Blodgett, a resolution was unanimously adopted endorsing the action at the good roads meeting in favoring a bill submitting to the people a constitutional amendment authorizing the State to issue bonds for the building and maintenance of trunk line roads within the State. In addition to this, the resolution requests Governor Sleeper to incorporate in his message to the Legislature a recommendation that such a bill be passed; that it provide for a highway commission of five members, one of which will be the State Highway Commissioner, and that all of the members except the Commissioner shall serve without compensation; that they be given supreme control of road construction and the maintenance of trunk line highways. There is no question but that such a bill will be introduced. It is believed it will carry early in the session by a large majority, so that the amendment to the constitution can be submitted to the people at the spring election, in order that bonds to the approximate amount of \$20,000,000 can be issued for good roads by the State. It is probable that connected with the new road legislation will be comprehensive provisions, including the repeal of the Covert act, which is almost universally condemned as unsatisfactory. Phil. J. Colgrove, President of the Michigan Good

Roads Association, is heartily in favor of the proposed legislation and through the Association a campaign of education will be conducted to familiarize the people with its provisions, so they can vote intelligently. If this carries and there results a uniform system of paved trunk line highways through Michigan, it will be one of the greatest factors in furthering the prosperity of the State.

Paul Leake.

Soldiers' Accounts Can Now Be Collected.

In view of the fact that the Government policy as announced is to release men in branches as rapidly as possible, the opportunity will present itself whereby retailers having accounts that are unpaid against such, and which have not been collectible by law owing to the act passed by Congress prohibiting such procedure may enforce the collection of same. Advantage has been taken of retailers because of this law, but with their discharge from service the protecting hand of the law will also automatically cease.

Of course, any accounts due retail grocers by men who were in the army or navy have the carrying charge in the way of interest at 6 or 8 per cent. added to them. This is a legal charge and should be added to the bill. Most of the men returning home will have plenty of money, as in addition to the accumulation that may be due on back salary, the travel pay of 7 cents per mile, which Secretary Baker has recommended should be increased to 8 cents a mile, they are also to be given one month's additional pay as a bonus. Prompt action should therefore be taken by any grocer having an account owing him before the accumulation is expended or other creditors get action.

The Coming Crisis.

Written for the Tradesman.

The guns have stopped their roar,
The subs have come to shore,
The zeps have ceased their bombing,
And the boys are homeward coming.

But we've a battle yet to win
From the foe we find within,
Who is quiet, smooth and sly,
Propaganda he loves to ply.

The knowing, confidential chap,
Whose greeting is a friendly slap,
Bolshevik, anarchist, or red,
Who cares not what is said.

Some idealist self appointed,
Some politician disappointed,
Reformers with minds perverted,
Who interpret laws inverted.

Such as these are the leaders sought,
By the ignorant and untaught,
They spread the seeds of discontent
And treat our laws with malcontent.

For twenty months they have been curbed,
But now their work is undisturbed,
Our old regard for all free speech,
Makes us slow to the wrongs they teach.

Now, its up to you and I
To stop this discontented cry,
And back our laws and our flag,
And never let our spirit lag.

We've won a peace on the fields of France,
Let's give this peace a working chance,
By driving out this subtle foe,
And deal the traitors a deathly blow.

Let's prove the truth of our pretention,
Of why we joined by intervention,
Of our good will in all relations
By building now a League of Nations.

Clare M. Findlay.

Some men are born lucky and some men are lucky to have been born at all.

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

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

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Combined Total Resources	13,157,100.00

GRAND RAPIDS NATIONAL CITY BANK CITY TRUST & SAVINGS BANK ASSOCIATED

GONE TO HIS REWARD.

Death of John D. Mangum in New York.

John D. Mangum died in New York City Sunday as the result of pneumonia. The body was accompanied by a life long friend to Marquette, where the funeral and interment will be held.

Biographical.

John D. Mangum was born in Jackson, Oct. 27, 1859. His antecedents were Irish on both sides. His mother was born in County Tyrone, Ireland, emigrating with her parents to Connecticut when she was 14 years of age. His father was born in Connecticut. John attended the public schools of Jackson and also spent two years in high school. While he was attending high school he carried papers for the Jackson Citizen. On his leaving school, he drove a grocery delivery wagon fifteen months for George A. Ferguson & Co. He then identified himself with a house selling wagons and carriages, remaining in the position of salesman two years. He then obtained employment with S. A. Welling, who was then engaged in the wholesale notion and men's furnishing goods business in Jackson. He acted both as stock and shipping clerk. On the removal of the house to Grand Rapids, in the spring of 1882, and the formation of the firm of Welling & Carhart, he was engaged to go on the road for the house, covering Northern and Western Michigan. Four years later he engaged to travel in part of the same territory for Brewster & Stanton, of Detroit. A little later his territory was increased to include the Upper Peninsula and the mining districts of Northern Wisconsin and Minnesota. He remained with this house five years, when he engaged to travel in the same territory for Schloss, Adler & Co., of Detroit, with whom he remained two years. He then engaged to travel for Cohen Brothers & Co., of Milwaukee, in the same territory. In 1895 he bought a clothing stock at Marquette which he conducted for ten years under the style of the Johanson Clothing & Shoe Co., utilizing the name of the former owner of the stock for business reasons. Thirteen years ago he took in a partner in the person of C. F. Wittler, when the firm name was changed to the Union Clothing Co. The firm enjoyed an uninterrupted career of prosperity until about two years ago, when it suffered a loss of \$30,000 by fire, with only \$11,500 insurance. The fire wiped out the surplus which the firm had been accumulating during its career.

Mr. Mangum was elected Mayor of Marquette in 1901 serving one year. In 1902 he was appointed Postmaster of Marquette by President Roosevelt. He was re-appointed by Roosevelt four years later and re-appointed a third term by President Taft in 1910. He thus served twelve full years as Postmaster with credit to himself and with satisfaction to his constituents. He was serving his fifth year as Secretary of the Marquette Commercial

Club, during which time he assisted in locating two large plants in Marquette, the Piqua Handle and Manufacturing Co., employing 250 men, and the Nufer Cedar Co., of Whitehall, which employs sixty-five men making box shooks for the tin sheet trade. Mr. Mangum owned a portion of the timber land acquired by the Piqua Company and in this connection exploited a bond issue for the Piqua Company which enabled him to render the transfer possible.

Mr. Mangum was elected Chairman of the Republican State Central Committee in the spring of 1916 and immediately started out to accomplish two results—pay up the debt left him as a legacy by his predecessor and wrest the Governorship from the democracy. He succeeded in accomplish-

drawn between business men on one side and theorists, pacifists and temporizers on the other. Mr. Mangum earned and did receive the thanks of the business public for directing the political campaign entrusted to his care with such unusual ability and such signal success.

The campaign of 1918 was an exceedingly difficult one to handle on account of the encouragement and support President Wilson gave Henry Ford in his candidacy for United States Senator. The entire power of the Government service was used (misused) to assist in the election of the man who said the word "murderer, should be embroidered on the breast of every soldier and naval sailor." This prostitution of the Government service to political ends

could dispose of most readily and which would give good satisfaction to the customer. When he engaged in the clothing business on his own account, he pursued the same policy, never undertaking to supplant an article of honest value by something more flashy or flimsy, simply because it afforded him a larger margin of profit. This policy, rigidly adhered to, could not fail to make success an accompaniment of his mercantile career. Mr. Mangum was always regarded as the soul of honor, as a man whose word was as good as his bond and whose judgment was almost invariably correct. His knowledge of men, his intimate acquaintance with business methods and his farsightedness generally, placed him in the front rank among business men.

Mr. Mangum was married twenty-six years ago and resided in his own home at 101 Fisher street, overlooking Lake Superior. In fact, he was so near to the lake that he could throw a stone from his own door yard into Lake Superior.

Personally, Mr. Mangum was a prince of good nature and good fellowship. He was one of the most companionable men in the world. Quick in thought, ready in speech, able in repartee, generous in action, high minded in all things, he was the ideal gentleman who went through life making friends of every one with whom he came in contact and leaving the world better for his having lived in it. He never wounded anyone by a chance remark or unkind allusion. He never, knowingly or willingly, wronged any man, woman or child. His life was a life of service to his fellowmen—a career marked by good intentions, generous actions and splendid achievements. Like all fine souls, he was slightly conscious of himself and had unbounded interest in other people. His manner was reserved, but to those who know him best he was sweet as summer, a companion whose gentle genialty, sympathetic understanding, lofty ideals and ripe knowledge bound him to them in an affection such as few men inspire.

This is written with personal knowledge, out of an unbroken friendship which has been cherished for nearly forty years.

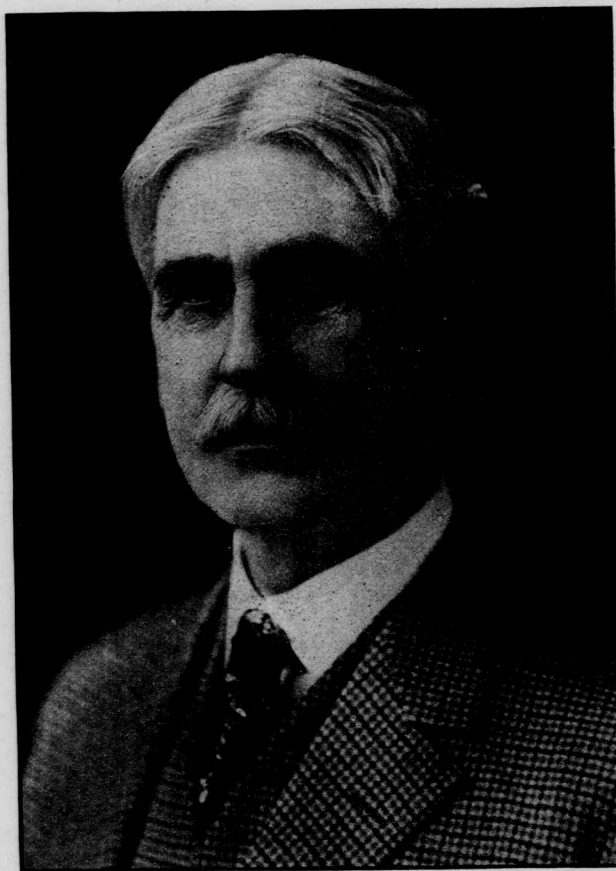
The Fear of Losing Your Job.

Are you afraid of losing your job? Some men go through life haunted by this fear. It is an unreasoning fear, one that takes no account of past achievements or future probabilities. It acts as a spur to effort, true, but it isn't the best kind of spur.

A far worthier incentive is a desire to do one's best for one's own sake; to do one's work not fairly well, but well; to do it, in short, better than the average man would do it.

A mind never wholly free from the specter of unemployment must work doubly hard. A man with one eye on the boss and the other on the job is dividing his energies.

The man who concentrates all his faculties on his work and forgets about his boss will always have a job,



The Late John D. Mangum

ing the first part of his work within a month, but it took several months to lay his lines so as to roll up a round majority of 100,000 for Governor Sleeper. The plans adopted and put into effect by Mr. Mangum afford an excellent example of what can be accomplished by the introduction of business methods in politics. Mr. Mangum had been a politician all his life—the highest type of a successful politician. The main reason he was so successful was that he repudiated the questionable methods of old-time wire pullers, ignored the traditional pitfalls of politics and introduced business methods which appealed to business men to such an extent that he was enabled to secure the co-operation of men of large affairs in every walk of life. This was especially true of the campaign of 1916, when political lines were sharply

made Mr. Mangum's position the most difficult he was ever forced to face, but he proved to be equal to the occasion, elected the only patriotic candidate for U. S. Senator and rolled up the enormous majority of 200,000 for Governor Sleeper.

Some years ago Mr. Mangum joined hands with Hon. A. T. Roberts in the publication of the Chronicle, a daily newspaper, which has acquired a wide circulation in the Marquette district and has established a well-earned reputation for candor and reliability.

As a business man, Mr. Mangum was broad and liberal in his methods. In the days when he was a traveling salesman he cultivated the theory and practice of service, believing that in no way could he better serve the interests of his customers than by selling them only such goods as they

MAN'S NEED OF RECREATION.

Man's need of rational, legitimate and wholesome recreation is written in the book of Nature and commemorated in that other Book wherein are set forth the laws and principles of correct living.

All work and no play gets upon one's nerves and makes him unfit. Wherefore it is a profitable thing under the speckled canopy to loose the tension betimes and get out into the sunshine and treat oneself to an interpolated gulp of fresh air.

Medical authorities concur in the verdict that fresh air and sunshine kill more disease germs than all the disinfectants of man's inventing. Not only do they destroy those microscopic physical organisms that get into our systems and give us things, but this same tonic that we may have without money and without price also plays hob with those pesky mental germs that militate against one's intellectual well being.

The four walls of an apartment, such as an office, a store, a shop, or a production plant, inevitably fence a man in; also, and in spite of our best ventilating systems, they acquire bad air from time to time. We need to get out once in a while for the sake of the broader outlook upon the world and for some of the fresh air that invests it round about for a depth of some fifty miles.

The human mind is so constituted that a limited, intensive and insular pursuit gives one a distorted vision. One needs to look up occasionally and focus his eyes on the far-off objective. It is neither a dignified nor a profitable thing to run in a circle. Thereby supposedly gifted people have made themselves ridiculous.

It is far better to give oneself a

little breathing spell betimes than to blow out a mental cylinderhead. Physical work of all kinds, whether it be war work or just the common or garden variety of workaday work, tears down bodily tissue, which must somehow be built up, if one is to remain fit and continue on the job. The inwardness of rational recreation is to build up, tone up, and steady the worker.

The fellow who says apropos of no real mental or physical need of recreation, "Go to now, I have worked long enough! By heck I'm going to take a day or two and get myself gloriously stewed!" has the wrong idea of a recreation. He is the fellow the Government had in mind when the draft was extended to include men from 18 to 46 years of age. From now on men of this ilk will have to do some explaining to the foreman or superintendent of the factory when they blow in Tuesday morning pale, nervous and irritable as a result of dissipation.

Dissipation is one thing, but recreation is another.

In order to conserve every ounce possible of the nation's man power, people ought to know the how and the why of rational recreation. Those who know already need not be told; but evidently there are many who do not know; or, if they do, are disposed to take such knowledge lightly.

Why Waste Time?

"Why do you consider women to be superior to men in intelligence?"

"A bald-headed man buys his restorer by the bottle, doesn't he?"

"Er—yes."

"Well, a woman doesn't waste time on hair-restorer; she buys hair."

WORLD WITHOUT A CHRISTMAS.

It might do for heaven's angels
Who no hopes and fears have known,
And have never felt a sorrow
As they linger by the throne.
It might do for ransomed spirits
Who have passed the things of earth
And who celebrate forever
Christ, the Christmas, and its worth.

It might do for other planets
If, perchance, no sorrow's there,
If its life be all perfection,
Not a want, or woe, or care.
But to us where "life is earnest"
Christmas comes with cheer so bright,
Letting in its flood of blessing,
Dissipating all its night.

O, this world without a Christmas
Were a world without a song,
'Twere a world without the comforts
Such as doth to it belong.
'Twere a world without the sweetness
Of the heavenly favor shown,
Like its erstwhile darker places
Where no Christmases were known.

'Twere a world without its vision
Had not Him, the light, been given,
It had brought no cheer to mortals
And no gleam of what is heaven.
All that had to it been given
For the soul had not sufficed
For a world without a Christmas,
For a world without a Christ.

L. B. Mitchell.

Hart, Michigan.



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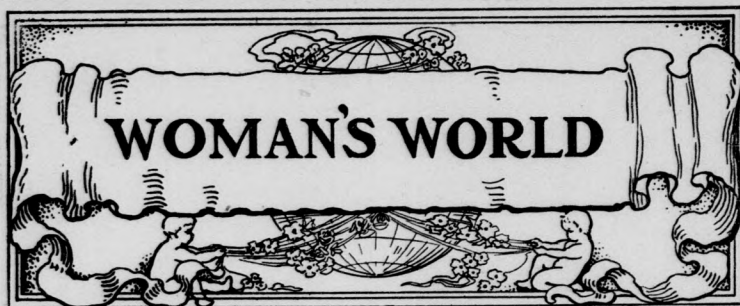
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Adopt One Or More Abandoned Children.

The Health Commissioner of New York City has just announced that fatherless and motherless children have been left adrift by the influenza epidemic. He is making a great effort to find what he calls "ready-made families" to take these orphans, so that they shall not have to go into the already overcrowded institutions.

We do not need to wait for the results of an epidemic—even if your town escaped any such dreadful affliction as has swept away whole households all over the country, there is always right at hand for you, if you will turn your eyes that way, some little chap, some little girl, whose lonely little heart aches for the love that every normal child ought to have—must have, if his or her life is not to suffer in ways that leave lasting marks upon the soul.

I suppose that every childless couple who have hearts in their bodies and feel the normal emotions have thought a thousand times, more or less definitely, of the possibility of adopting one or more children. Generally the failure to carry out the thought is due to some considerations which they are pleased to call "practical." The question is one that each must settle for himself; but there never has been a time within my memory—or I guess that of any one else—when the consideration that we used to call "practical" seemed so feeble in comparison with the need of the world. When we reflect upon the way in which the blast of war has made dust of things we used to think important, it is not very difficult to revise our standards of judgment about "practical considerations."

And I suppose, too, that there is hardly a household represented among my readers in which, if there had come to it an appeal to adopt an orphan made so by the brutalities of the Germans in Belgium or Northern France, the Austrians in Serbia, the Turks in Armenia, the response would not have been immediate. The war-emotions, the appeal of patriotism, the impulse awakened by the horrors in the invaded territories, would have swept away all those precious "practical considerations." Ten thousand Belgian or French children could have found homes in America overnight.

Well, right in our own cities and villages are children—many of them of native birth, if that is important—whose need is just as great. And in all those cities and villages are childless hearts and hearths, hungry for the sound of little voices and the pat-

ter of little feet. Now all over the land the dread pneumonia has created a great tragedy right at our doors. You would give money with an open hand—is it that you are willing to give everything but yourself? Is your outreach to your fellowmen limited to what you can do with a pen and a check book? Pretty cheap "limit," isn't it, when you come to look right at it?

You are thrilled by thought of the world-wide opportunities to help fel-

lowmen work their way out of the chaos created by the war. You have been vaguely feeling about for the way in which you can do your share toward that end. Well, this is a concrete way. What are you going to do about it? Nothing? Surely you must have a good reason!

Many, almost persuaded, shrink from adopting children because they are afraid of "some taint in the blood," some hereditary weakness or predisposition to something or other; afraid of this and that and the other thing. When it comes to that, just what do you know about your own heredity? Or did you refrain from having children because you know too much about your own heredity? This may be a chance to get some good, clean blood under your family name!

As for the child's mental and moral equipment, the greatest educators now agree that environment is much more influential than heredity in a child's development. A baby taken young enough has all the possibilities for good or evil. Any given baby is go-

ing to be brought up by somebody. It isn't as if your refusal to assume the responsibility blotted the baby out so that he would not come up at all. He is going to come up some way. And if your home would be a good place for children of your very own—isn't it a good place for the child that may not otherwise have any good chance at all?

I am not proposing that you shall adopt a baby of known bad heredity, or mentally or physically defective—that is another subject, and a very difficult one. I am thinking about the "perfectly good" children, going to waste as far as you are concerned.

If you are in earnest in your love, and conscientious in performing your part in the bargain, you need not fear. Did I hear you say you were fearful of your own capacity for doing the work; that you do not know how to go about it, or what is best to do for the child in given instances? The Almighty seems willing to take chances—He entrusts children to some very

the thirty days were up, that little one would have a clutch upon your heart-strings that you wouldn't break for all the gold of Ophir!

A home without children in it is a barren place at best. A good dog has a large heart. I love dogs; their honest eyes speak to me of something within that is more than beast. But the best dog that ever wagged a tail can not fill the lonesome place in the heart of the childless woman; no welcome that Fido can give the man when he comes home at night can really substitute for the clinging hands of the little tad that has been waiting for Father. If you have that kind of a heart, why are you trying to satisfy yourself with even the best of dogs—or with nothing at all?

I am far from saying that an adopted child is the same as one of your very own; for it is not. But an adopted child is a lot better than none at all! You who have never had a child, you can not imagine the joy of possessing a little being to love and cherish. You whose hearts ache over the vacancy by your fire that death has made—there is a child waiting for you, and no work is too great, no task too small to perform for this bit of humanity that you can bring into the light and love of the real home that he will help you make.

Phillips Brooks said: "He who helps a child helps humanity with a distinctness, with an immediateness, which no other help given in any other stage of human life can possibly give." Prudence Bradish.

I Am The Baby.

I am the Baby.

I am the youngest institution in the World—and the oldest.

The Earth is my Heritage when I come into being, and when I go I leave it to the next Generation of Babies.

My mission is to leave the Earth a better place than I found it.

With my million little Brothers and Sisters I can do this, if the World does not impose too many handicaps.

Now I need Pure Milk and Fresh Air and Play.

When I am a little older I shall need good Schools in which to learn the Lessons of Life.

I want to live, laugh, love, work, play.

I want to hear good music, read good books, see beautiful pictures.

I want to build houses and roads and railroads and cities.

I want to walk in the woods, bathe in the waters, and play in the snow.

I am Yesterday, Today and Tomorrow.

If you will make my way easy now I will help you when I grow up.

I am your hope—I am the Baby.

On Leave.

He told her of the battle
Where the German power fell,
How Yankee bullets whistled,
How he bore the powder's smell.
But when he tried to kiss her
On the sofa at his ease,
He found he really couldn't
For that powder made him sneeze.

If you hold up your orders waiting for a salesman to come around, you will lose sales because of being out of the goods.

THE FIRST CHRISTMAS.

St. Luke, Chapter II.

And it came to pass in those days that there went out a decree from Caesar Augustus that all the world should be taxed. And all went to be taxed, every one into his own city. And Joseph also went up from Galilee out of the city of Nazareth into Judea, unto the city of David, which is called Bethlehem, to be taxed with Mary.

And so it was that, while they were there the days were accomplished that she should be delivered. And she brought forth her firstborn son, and wrapped him in swaddling clothes and laid him in a manger; because there was no room for them in the inn.

And there were in the same country shepherds abiding in the field, keeping watch over their flocks by night. And, lo, the angel of the Lord came upon them, and the glory of the Lord shone round about them; and they were sore afraid. And the angel said unto them:

"Fear not! For, behold, I bring you good tidings of great joy, which shall be to all people. For unto you is born this day, in the city of David, a Saviour, which is Christ the Lord. And this shall be a sign unto you: Ye shall find the babe wrapped in swaddling clothes, lying in a manger."

And suddenly there was with the angel a multitude of the heavenly host, praising God and saying:

"Glory to God in the highest, and on earth peace, good will toward men!"

The stranger who moves into your town is pleased to learn you handle reliable goods he used in a distant place.

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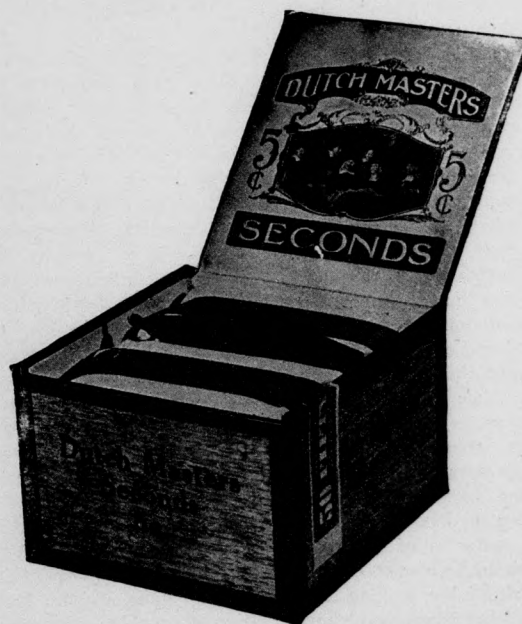
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GRAND RAPIDS

MERELY BRUTAL THUGS.

All Germans Possess the Kaiser's Yellow Streak.

From the viewpoint of a psychologist, the German mind is showing the same imperfections in defeat which it exhibited so conspicuously while the war was in active progress. We now see that the last four and a half years have given us a perfectly clear impression of the German character in certain aspects.

The most striking trait of this character is a lack of moral fiber, which throughout history all nations, like all persons, have looked up to as a supreme attribute. The Germans have shown themselves to be merely brutal thugs.

From the broad viewpoint of humanity, some might have hoped that they would have continued to fight and defend their territory, at least until they had lost as much territory as they took from France. This would have given them a chance to show heroic qualities if they had possessed them. The appalling evidence of the lack of the finer moral qualities in practically a whole people is a distinct loss to all of us as human beings. We cannot escape the feeling that the human race has been degraded by the evidence that in Central Europe so large a proportion of the population of what we call the civilized world is totally bereft of this essential virtue.

It is plain that the Germans are unable to see themselves as others see them. Their recent experiences would have had a chastening effect on most peoples, but no such effect has been visible in them.

The flight of the Kaiser is an indication of their type of mind. Think of the number of rulers who have died at the heads of their armies, making a last desperate, hopeless, but nevertheless heroic stand. But this man runs away; he has not the fiber to stand and share in the fate of his people, which he brought about by his own acts. He is greatly concerned that he shall keep a whole skin and a fat purse.

Let us suppose that England had been defeated and that an English King, corresponding in his relations to the people with the Kaiser, had taken to ignominious flight. Popular indignation at his cowardice would have known no bounds. Yet, though the censorship has been removed in Germany, no one there has uttered one word in criticism of the Kaiser's course. It seems to them natural, to us abhorrent. The Germans are the champion quitters of all time, and it excites no special emotion in them that the Kaiser has quit also.

An accepted leader is of the type of the people whom he leads. Caesar typified the spirit of the Roman citizen of his day. Lincoln was always careful not to go faster than the people followed him.

In the same way the Kaiser must be taken as representing the ideals of the great majority of his subjects. He has been accepted in fact as a living exponent of German political conceptions. Even in his flight we

are still regretfully forced to believe he remains the embodiment of German character.

The surrender of the German fleet, from the Teutonic viewpoint of selfishness and good business, was the right thing; from the viewpoint of patriotism and national standards, as we grasp them, it shows a characteristically selfish and cowardly state of mind. This act has been very properly contrasted with the course of the Spaniards at Santiago. With the war lost and an overwhelming superiority of their enemy confronting them outside the harbor, Cervera's men went out and boldly gave battle in a manner which excited the admiration of the American Navy and, indeed, of the whole world. This sacrifice made us all respect the Spanish people. They stood the test of that last fiery ordeal. We are disposed to feel that other Spaniards, in the same situation, would have behaved in the same manner.

To the Germans, on the other hand, such heroism is foolish. They would rather be live cowards than dead heroes. Heroism and self-sacrifice are foolish to any person of a materialistic turn of mind, and this is emphatically the German turn of mind.

To the psychologist not only the actions of a nation but the people's viewpoints of that action are an indication of mental characteristics. No one in Germany apparently had a word to say in reprobation of the disgraceful yielding of a great fleet without firing a shot.

It seems inconsistent that this appalling cowardice should be exhibited by the same people who fought their way into Belgium, France, Serbia, Russia and Rumania, but we must remember that the Germans do not fight as other peoples, nor think as other peoples when they fight. Their masses are trained for mechanical maneuvers. They go into battle mechanically — under orders. Their habit of dull obedience makes this possible, and their characteristic of cowardice causes them to go ahead when the order is given, rather than be shot by an officer who stands with a drawn pistol behind them.

It is a matter of everyday observation that any cowardly person will maintain what he may term his courage as long as he is winning. The bully is exposed in his true light when he is losing. To wage a losing fight, as the Allies did, at least to some extent, for four years requires real moral fiber.

The pretense of a defensive war which the Germans have set up affords another indication of this same mental characteristic. If we grant that the masses of their people believe that the war was defensive, we are confronted by the fact that the nation abjectly surrendered before a foot of its territory had been conquered, except the narrow strip of Alsace taken by the French at the beginning of the war and since held continuously. The Germans could not themselves endure what they had done to Belgium and France.

We respect highly the qualities of

heroism, endurance and steadfastness, even when they are exhibited in connection with unworthy causes. The outlaw who goes down fighting to the last against overwhelming odds wins more or less admiration. He endures the consequences of his own actions.

Martyrs have always excited the world's emulation. John Hampden is an inspiring name to us. The Light Brigade at Balaklava did a foolish thing, but we all admire it. Religious and scientific martyrs are

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When you buy goods from "OUR DRUMMER" catalogue you don't have to wait until the bill comes in before you know what you have to pay. You know it when you place the order. This is because the prices you see in this catalogue are guaranteed for the time the catalogue is in force. This keeps them secure and stable and unaffected by market rises. If you are a merchant and want a copy of this catalogue you may have one upon application.

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Since our organization we have saved our members Thousands of Dollars, and can do, proportionally, the same for you.

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

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Grand Rapids, Mich.

Greetings for Christmas and the New Year with the sincere wish that your devotion to our country's many calls may bring you increasing prosperity in the year to come.

PAUL STEKETEE & SONS,
Wholesale Dry Goods,
Grand Rapids, Mich.

among the noblest examples to which we habitually look.

The way in which Italy renewed her morale is in obvious contrast to the collapse of Germany. Although part of the Italian Army went to pieces at a critical moment, the nation quickly recovered itself and the masses of armed men turned around in the face of the enemy and stood firmly.

We may also contrast the Turk's method of fighting. How he must despise the Kaiser! Of all our adversaries the Turks have shown perhaps the highest fighting qualities. They refused to use poison gas against their foes, but fought fairly and squarely, and we must remember that Turkey was the only one of our adversaries whose territory was invaded in the last stages of the war.

The lack of Germany's realization of the wrongs which she has done leaves the world sick at heart. We respect a person who in the heat of some emotion injures persons or property, but undertakes of his own will to repair the damage and express his immediate regret when he finds himself in the wrong. Yet we look in vain for the faintest expression of regret from the Germans for their atrocities. The simple reason for this lack is that they do not realize they have done anything wrong.

We hear that the women of Germany have appealed to their "sisters" in America to assist them in getting "easier terms of surrender." What do the women of Germany think of

the treatment of their "sisters" in Belgium and France by the German armies of which they once professed to be so proud?

An apology given on demand is, at best, only a verbal conformity to a display of force. The only apology that we ever really value is one that springs from the heart of some offender, when his moral sense revolts at his own act. The Allies do not demand from Germany any apology or expression of regret. This would be meaningless, and useless, nevertheless a national acknowledgement of wrongs done and a free offer of reparation would go far toward restoring confidence in this misguided people.

Before the war the Germans had pretty well concealed their true national character by making a display of many admirable minor qualities. Among these were their professed love of music and their alleged industrial efficiency. They had succeeded also in establishing a reputation for scholarship, which we now know was based largely on borrowed capital. These things were conspicuously placed before us and blinded us to German defects. The truth has at last burst upon us, and there is no mistaking it.

For ourselves we can take satisfaction in remembering what a German officer said of the American troops: "You can kill them, but not stop them." Another said, "What kind of people are you? Every time we fire you charge!" That was not surprising to us, but we are pleased

to have the Germans report it. It represents the antithesis of themselves as they have been revealed in the war.

James E. Lough.
Professor of Psychology,
New York University.

Why Men Fail.

The statement that success or failure depends largely upon the individual was truer last year than in most years. In fact, only two of the past twenty-seven years showed a larger percentage of failures due to causes within or proceeding from the individual than did the past year, outside or extraneous causes being less fatal than in any year since 1910, and before that period since 1890, the first year in which these returns were compiled. This was in especially marked contrast with the condition of affairs in 1915, the first full year of the war in Europe, when the proportion of failures classed as due to personal shortcomings was only 74.4 per cent., while outside causes were credited with 25.6 per cent. of all failures. To fully understand the above statements, it will be advisable to examine the groupings of the causes of failure proceedings from or inherent in the individual as compared with those outside of his control:

A. Due to Faults of Those Failing:

Incompetence (irrespective of other causes).

Inexperience (without other incompetence).

Lack of capital.

Unwise credits.

Speculation (outside regular business).

Neglect of business (due to doubtful habits).

Personal extravagance.

Fraudulent disposition of property.

B. Not Due to Faults of Those Failing:

Specific conditions (disaster, war, floods, etc.).

Failures of others (of apparently solvent debtors).

Competition.

How could Sir Thomas Lipton enjoy the glories of the day when the German battleships surrendered to the Grand Fleet, while he had the ranking consciousness that the America's cup is still uplifted? Britishers may talk about their determination to maintain the greatest navy. They may compute how much larger than ours is still their mercantile tonnage. The fly in the ointment, or, as Sir Thomas would say, in the tea, remains—our supremacy in yachting. Doubtless the Anglo-Irish baronet, reported sanguine of success when in 1914 the war interrupted plans for another race, only partly appeased his ambition by his activities in transporting nurses and supplies on his steam yacht through perilous Mediterranean waters. He has now issued another challenge. Lipton is sixty-eight years old, and may well look forward to another ten years of active life; at the rate of a race every two years he could total more efforts for the cup than Bruce made to gain his kingdom.

SERVICE

QUALITY

MERRY CHRISTMAS AND HAPPY NEW YEAR!

With the close of the year, we thank our customers (as we have done for the past forty years) for their good will and patronage.

We anticipate big business for 1919 and are making complete arrangements to enable our customers to reap the reward which is surely in store for them. Our traveling salesmen will be right "on the job" soon after the first of the new year with a complete line of samples and we solicit the continuance of your good will and co-operation.

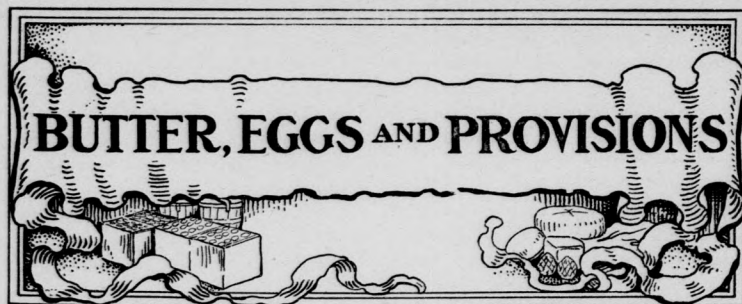
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Grand Rapids, Michigan

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Remarkable New Process For Keeping Meats.

Enquiries have come from all directions concerning the new process by which meats and fish can be kept indefinitely without preservatives and then restored to full bulk and unimpaired flavor by the application of water.

Flesh prepared by this method, the originators of the process say, only fills about 8 per cent. of the space it fills when fresh. This would multiply eightfold the facilities for shipping meat, without adding tonnage.

This discovery grows out of researches begun a year ago in the Harriman Laboratories at Roosevelt Hospital by Drs. K. G. Falk and E. M. Frankel when the laboratory was taken over by the Division of Nutrition and Food of the Medical Department of the United States Army, at the instance of Lieut. Col. J. R. Murlin. The final steps of the test were worked out at Columbia University in the Department of Chemical Engineering under the direction of Professor Frank H. McKee, who made the first announcement concerning the process.

The first step in the drying of meat and fish is the removal of bones, superfluous fat, and gristle. Here at the very start is a cutting down of the bulk to about one-half. The drying process reduces what is felt to approximately one-sixth. The decrease in bulk is not so marked with the fat, which consists largely of oil, as with the lean meat.

Owing to certain legal reasons not all the steps of the process can be published at this time, but in the main it consists of drying the prepared meats in a vacuum oven at a low temperature. The air having been nearly exhausted from the receptacle, its interior is warmed by the passage of warm water through it in pipes which maintain enough heat to cause the moisture of the meats to evaporate. The principle of the vacuum pan which is used by confectioners and makers of extracts applies in this case. Just as the Shakers in making their products from fragrant herbs in the old days used to keep the odors and flavors from escaping by exhausting the air from above the simmering liquids in vacuum pans, so the taste of the meats

treated by the new process is imprisoned in the fibers instead of the ing driven off by excessive heat. In ordinary cooking operations high temperatures necessary to overcome the pressure of the atmosphere are likely to destroy the delicate enzymes and flavors.

The use of the low temperature also prevents the coagulation of the protein in the meats. The solidifying of this substance in dried meats makes them unpalatable and indigestible. The drying or desiccating of vegetables can be accomplished with satisfaction even in crudely controlled ovens and with great efficiency in the dehydrating plants, because vegetables contain little protein as compared with the quantities of starch. The meats do not retain their redness, but as they are served cooked this is not a grievous fault.

All animal flesh must be cut into comparatively thin steaks or into one-inch cubes before the drying begins. Meat can be dried in about ten hours and fish in from four to eight according to the thickness of the pieces under treatment.

It is possible to cut a sirloin or porterhouse steak according to the standard restaurant dimensions, dry it by this recent method, and then wet it before cooking and serve it hot, even passably rare, without anybody's knowing that it did not come directly from the butcher's block around the corner.

All meat may be ground up after it has been dried, then mixed with fresh vegetables and cooked without any previous soaking. A meat flour can be so made that within ten minutes it can absorb its full water content, and thus be ready for preparation in short order. For a composite ration dry raw meat hashed with potatoes, onions, carrots, and other vegetables is recommended as excellent.

The announcement is made that during a period of comprehensive tests meats which had been dried by this process and kept a year were restored to their fresh state and served in the homes of professors interested in these experiments and to their unsuspecting guests. A shipment of 300 pounds of beef thus treated was sent to Camp Oglethorpe, Georgia, a few weeks ago and eaten with gusto by the soldiers.

This restored or condensed product differs from the jerked or sun-dried beef of the Western plains and of South American countries. Jerked beef must be torn into long shreds, and when it is dried even under the best

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Pleasant St. and Railroads

conditions it is without much of its original savor and is best adapted for cooking with red peppers. The new process dried beef may be kept in neat and presentable collops or steaks or boned chops and served in a slightly fashion. Cutlets of large fish and small flat fish can be kept in their original form, and the chef may "just add hot water and serve." As the flesh remains sterile there is no danger, according to the inventors, of its spoiling.

It is estimated that the cost of the new process will be about the same as the expense of keeping meats in refrigeration. The effect, however, should be to bring down the prices of meats through savings in freight on land and sea. The carrying of not only the chilled meat, but of the ice used to keep it so, is costly. Suppose, however, that down in Argentina a ranch owner, as one already proposes to do, could slaughter cattle and dry the meat of all grades in appropriate slices, what a saving in transportation would be effected!

Experiments with this process are still under way both at the Harriman Laboratories and the department of chemical engineering at Columbia to determine whether it will be useful in the drying of vegetables. Tests made with animals indicate that the vegetables which are dried in this way retain the vitamins which have so much to do with their dietetic value. The indications are that before long another announcement will be made covering the details of the extension of the plans.

John Walker Harrington.

Delivering Fish in Boxes.

Even if you do not happen to sell fish, the little plan one dealer in that line of goods uses to cut his wrapping paper costs may interest you.

This dealer has arranged with a neighboring dry goods merchant to take all of his empty cardboard boxes. The boxes, all shapes and sizes, make excellent containers for the delivery of fish, and are even more desirable for the customers who carry their own parcels. The long corset boxes are ideal for bluefish, shad, and the like; and the shallower ones do for the smaller fish. In this way the dealer saves paper, the dry goods man disposes of his boxes to advantage, and the customer gets a clean, safe package.

The Business Ten for Salespeople.

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 pleasure.
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 fabrics.
8. Be enthusiastic—it is contagious.
9. Do not have the notion success means money-making.
10. Be fair and do at least one decent act every day in the year.

To Which Class Do You Belong?

In a certain town recently, a good business was closed up.

It did not fail.

It did not "bust."

The proprietor was not addicted to drink or any other of the vices which wreck many otherwise good merchants.

He is a good, decent fellow, and he tended to business every day as best he knew how.

He quit business with some money, and he paid his creditors in full.

You can guess the rest. You have seen it happen before.

The business just ran down until it got below the profit line. He quit business because business was quitting him; and five years ago this man was considered one of the leading merchants in the southern half of his county.

But.

On the other hand,

A dealer across the street who started four years ago is now doing a thriving business in the same line.

His trade and profits tended steadily higher while the trade and profits of the other store went lower.

Now, why?

The dealer who quit said: "There is only so much business in this community. I am getting my share of it all right, but at that there is not enough to make it pay."

The other dealer looked at it this way: "The farmers around this town are growing more prosperous every year. Their wants are constantly increasing. The more money they make, the more merchandise of all kinds they and their families want. The amount of goods I sell them depends entirely upon how well equipped I am to supply them, and how well I go after the business. My share of the trade in this community can just as well be the biggest share if I go after it right."

The dealer who succeeded pushes standard, well-advertised brands. He devotes little of his time to introducing unadvertised brands. He works for quick sales and clean, quick turn-over of stock.

He makes his store headquarters for leading brands of goods. He advertises these brands so that the farmers will know where to get them. He keeps the newspaper electros, booklets, posters and other advertising helps sent him, at work. He knows that no one can tell how much the farmers will buy until it has been tried out, and he keeps on pushing.

The dealer who quit did not look at it that way. He placed too low a limit on the buying power of his community, and decided to quit.

This same thing is happening in many towns. Are you awake to the trade possibilities around you or have you placed the limit in your own mind too low?

Think it over.

Maybe you need to wake up.

What did you do with the booklets that manufacturer sent you last week? Are they working, circulating among the farmers, or are they still under the counter?

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

Our prices will interest you.

Reed & Cheney Company
Grand Rapids, Michigan

Special Sales

John L. Lynch Sales Co.

No. 28 So Ionia Ave.
Grand Rapids, Michigan



Your
Jobber

FOR SALE—Five cars Y. & R. Onions, also turnips in lots of 1 sack to a carload. Write, wire or phone.

E. A. Livingston (grower)

St. Johns, Mich.

Knox Sparkling Gelatine

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

The Holiday Flavor



for cakes, desserts and candies.

Mapleine

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

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

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

The "Little Gem" Battery Egg Tester

Write for catalogue and prices.
We have the best.

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

Rea & Witzig

Produce
Commission Merchants

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

Established 1873

United States Food Administration
License Number G-17014

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

Shipments of live Poultry wanted at all times, and shippers will find this a good market. Fresh Eggs in good demand at market prices.

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

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

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

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



MOORE'S LAXATIVE COLD TABLETS

The best known treatment for COLD and GRIPPE contains BROMIDE OF QUININE, retailing 25 tablets for 25 cents.

Right now is the time to get in your winter supply. We can furnish you with a full line of Proprietary Medicines as well as a complete line of staple drugs.

We specialize on Grocery Drug Sundries and have made a study of the needs in this line of General and Grocery stores, we can therefore give the best of satisfaction and service.

THE MOORE COMPANY
TEMPERANCE, MICH.



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

What to Do After the Christmas Holiday.

Written for the Tradesman.

The successful merchant is the one who runs his business instead of allowing his business to run him. He is the one big factor in the enterprise on which he depends for a living. And he learns in time to regard business, not as a succession of isolated seasons, but as a continuous campaign. So, even in the closing days of the Christmas campaign, he is looking forward to what to do right after Christmas, in order to carry on with the least possible delay.

Of course, he does not slacken his last minute selling efforts. So far as possible, the strictly seasonable lines will be cleared out. Left-overs, goods carried over from one season to another, are the surest money-wasters the merchant experiences.

Just a word as to Christmas day itself. For the business man, I believe in a holiday that is a holiday, and that if he can't keep out of the store any other way, he should nail up the doors and windows to ensure himself the full benefit of the Christmas holiday. A day off, after a strenuous two or three weeks, is the first preparation for dealing with the after-Christmas problems.

Then, the morning after Christmas, sit down with a sheet of paper and a pencil and outline a little plan of what you intend to do. Between Christmas Day and mid-winter your inventory should be taken. Before or after the inventory you may want to put on a special sale, with a view to stimulating winter business and turning slow-selling lines into cash.

Your problem is to decide just when to take inventory, and how to go about it; and whether to hold a special sale or not. And, if you decide on a special sale, you have also to decide whether to hold it before stock-taking or after.

I find, not merely in my own experience but in the experience of a host of merchants, that better work is done, and work of any kind is done with less effort, when the man who does it has a clear-cut idea beforehand of just what he wants to do. A mere programme in writing on paper is helpful, but it is not enough; the merchant must get the idea clearly printed on his mind.

So take a few minutes at the first

opportunity after Christmas, and map out your plans for the next few weeks.

You may be a bit fagged, and may feel like putting-off until another day anything in the nature of extra mental or physical effort. Don't yield to the temptation. Start your plans working at once. You'll get your needed rest in the greater ease with which the necessary after Christmas tasks are put through.

Probably the stock is rather disordered after the last-minute rush. Get the salespeople started at once on the re-arrangement, preliminary to stock-taking.

Some merchants make a practice of putting on a sort of preliminary special sale of Christmas lines immediately after the holiday. They argue that there are sure to be some people receiving unexpected presents from friends they have overlooked in their own purchases; such people will be apt to purchase belated gifts. Then there are others willing, in consideration of the price concession, to buy things and store them the entire year in anticipation of next Christmas. This may sound far-fetched; but I have known it to happen quite often. The shrewd merchant will naturally reflect that it is better business for him if the customer stores the goods, than if he himself keeps them on his shelves for another twelve month with the inevitable risk of depreciation.

This sale, of course, does not take the place of the annual stock-taking sale, which comes later, after the hardware dealer has fairly got his bearings. The special sale now under consideration is rushed on right after the holiday, and is designed to clear out odds and ends of gift goods that it is safer not to attempt to carry over. Occasional damaged articles too, of which there are sure to be some, particularly if there is a toy department, can be put on the bargain counter for anything they will bring.

Meanwhile, the merchant is working steadily with his preliminary preparations for stock-taking, and with his arrangements for the bigger special sale to be held as soon as he knows just where he stands.

Some hardware dealers have had very good success with stove sales the first two weeks in January.

There is really no reason why stoves and ranges cannot be sold. It is when the first heavy pull of winter comes that the deficiencies of the old heater or range are apt to be particularly felt. The heater which did well enough in the comparatively

mild weather before Christmas is apt to fall down badly when the real cold weather sets in. The average man is apt to endeavor to struggle through, and to put off the purchase of a new heater or range until another season. But if some slight inducements are offered he may be persuaded to change his mind, and to purchase what he needs at once.

As a rule, the hardware dealers who feature the stove sale at this season bring it on the first two weeks in the New Year. The plan is, not to quote reduced prices, but to offer some small article from the stock as a premium. The premiums are selected from slow-selling articles, of which quite a few odds and ends are bound to be discovered on going over the stock. For instance, the purchaser of a stove would receive a razor, a carving knife, a lamp, or some other article of sufficient value to serve as an inducement.

Such sales are of course most successful where there is a course of tacit preparation. In the Christmas season, according to this plan, stoves are not allowed to drop entirely out of sight, and salespeople are instructed to call attention to them whenever possible. After the Christmas rush is over, these "stove hints" are apt to recur to customers. The merchant, for his part, follows up his carefully planned preparatory course by bringing the stoves to the fore, advertising them, and giving them display space in the windows. The campaign must, of necessity, be short, sharp and decisive, in order not to

hold back the necessary stock-taking.

In connection with this stove sale, tinware and kitchen utensils can be successfully featured. These lines will pay for a little stimulation at this particular time; and the purchaser of a new stove is apt to appreciate the value of completing his probably inadequate kitchen equipment. A hardware firm in a town of 20,000 one year sold upwards of \$500 worth of kitchen stuff in connection with a two-weeks sale early in the winter—not a bad showing considering that the articles are mostly low-priced and the season a difficult one.

Victor Lauriston.

Jobbers in All Kinds of BITUMINOUS COALS AND COKE

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

Sand Lime Brick

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

Brick is Everlasting

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

Michigan Hardware Co.

Exclusively Wholesale

Grand Rapids, Mich.

Foster, Stevens & Co. Wholesale Hardware



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

Grand Rapids, Mich.

PARTIN NOTES INVALID.

Commercial Credit Company Loses Out In Court.

Sault Ste. Marie, Dec. 11—In your issue of the Michigan Tradesman of June 26, 1918, on page 14, you have an article on the dealings of the Commercial Credit Company of Baltimore, Md., with the Partin Manufacturing Co., growing out of some notes given by G. M. Smith & Company. I thought, perhaps, you might be interested in knowing what the outcome to the suit was.

We tried the case here on Dec. 9 before Judge Barton and at the closing of proof, the Judge very promptly directed a verdict for the defendant in that and a similar case, for no cause for action. While there were several technical questions raised, the Judge brushed them all aside and based his decision on the proposition that the entire transaction was a fraud; that there was no consideration for the notes and that the Commercial Credit Company, as shown by the cross examination of one of its officers, had full knowledge of what the company was doing and was chargeable with knowledge of the fraud and could not be considered as bona fide purchasers for value before maturity of the notes. The evidence disclosed that the Commercial Credit Company had been buying notes of the Partin Manufacturing Co. since April, 1916, and knew exactly what the business was. It paid only 60 per cent. of the face value of the notes when it took them over and was to pay the remaining 40 per cent. when it had collected them.

If you care for it, I will get a copy of the Judge's charge to the jury and send it to you, as I feel I am greatly indebted to you. Because of Duncan's admission in the letter you published, I got a lead which assisted me materially when I was cross examining their officers at Baltimore on Nov. 20. M. M. Larmonth.

The Tradesman replied that it would be pleased to receive more detailed information on this matter, because of its vital importance to hundreds of retail merchants who have been victimized by the now defunct Partin Manufacturing Co. The reply was as follows:

Sault Ste. Marie, Dec. 16—Yours of Dec. 13 received and contents noted.

I am enclosing herewith a copy of the opinion of the Circuit Judge in the case of the Commercial Credit Company vs. G. M. Smith & Co. It was made to apply to the case of the Commercial Credit Company vs. Fred Taylor, tried at the same time and practically the same state of facts. The evidence disclosed that at the time the Commercial Credit Company claimed to have purchased these notes, they only paid 60 cents on the dollar and were to pay the other 40 cents when the notes were collected. How they could make any money on a deal of that kind is not very clear, but that was their testimony. The testimony also disclosed that they had been buying notes of the Partin Manufacturing Co. since April, 1916, and they evidently had had other lawsuits, because the attorney who conducted the examination of their Treasurer was reading from the transcript of a record and when the writer commenced to cross examine him, he remarked, "The other fellow did not ask that question." It also disclosed that the Treasurer, who seemed to conduct the negotiations, had visited Mr. Partin at Memphis, Tenn., spent the afternoon with him, as he said, for a social visit, and not on business, and he identified Partin's signature on the endorsements, for

the reason that he saw him sign a large number of letters. When the question was asked what were they manufacturing, he admitted that he knew they were not manufacturing anything, but, as he expressed it, "were selling their services to retail merchants to increase their trade." I have not the record before me and cannot give his exact language, but it was from his answer to that question that the Judge determined they had full knowledge of what the Partin Manufacturing Co. was doing and what the consideration for the notes were. It also developed that at the time the first two notes against Smith came to the Trout Lake Bank for collection, they had not the endorsement of the Partin Manufacturing Co., but came through a Chicago bank and the conclusion is irresistible that a company doing as they said they were doing—over fifty million dollars worth of business each year—would not accept notes and pay out money until the notes were properly endorsed. You will see from the Judge's charge that he had no faith in their claim to be bona fide purchasers before maturity.

What the further action is going to be, I do not know, but doubt very much if they will dare go to the

in the case, as shown by the deposition offered herein, that the plaintiff, the Commercial Credit Company, had full knowledge of the nature of the business of the Partin Manufacturing Co. prior to the time of the purchase of these notes, as shown by the answer to question 5, viz., "What were they manufacturers of?" First referring to question 4: "On what date did you first purchase any notes from Partin Manufacturing Co.?" Answer, "About April, 1916." Question 5: "What did they manufacture?" Answer: "From reports obtained from Dun's and Bradstreet's and references we understood their business to be that of rendering services to retail stores, for the purpose of increasing the volume of their business, for which the respective retailers were to pay the Partin Manufacturing Co. a stipulated amount at intervals."

This satisfies the court that they had full knowledge of the nature of the business of Partin Manufacturing Co. and they were put upon their enquiry as to whether the services for which these notes were given were rendered. The whole proposition appears to the court as a fraudulent transaction from the evidence in the case.

tested the payment of notes for which they received no consideration whatever. It is understood that the Commercial Credit Company of Baltimore holds about \$75,000 of these notes, on which it claims to have already paid 60 cents on the dollar. Unless the decision of the Chippewa county Circuit Court is reversed by the Michigan Supreme Court, the amount invested in these notes will be a complete loss to the alleged purchaser, because the decision of Judge Barton will serve as a precedent in other circuit courts and act as an effectual barrier against recovery, in case the makers of the notes contest their payment, as they have a right to do in the light of the decision of the case tried at Sault Ste. Marie.

Judging by the report of the trial by the attorney for the defense it is not unlikely that the Commercial Credit Company will conclude to refrain from taking an appeal, for fear that an affirmative decision by the Supreme Court would destroy all value in the notes, thus rendering the investment by the alleged "innocent third party" a complete loss.

If an appeal is not taken, the holders of the notes will probably approach the makers with propositions to compromise the notes on the basis of about 50 cents on a dollar. Many notes taken by the Partin Manufacturing Co. and subsequently turned over to the Commercial Securities Co. were settled on this basis.

The affair affords one more warning to retail merchants to refuse to deal with strangers who ask for signatures to notes or contracts calling for future service which may never be performed, unless the signer adds the words "not transferable" over his signature. If the promoters accept the notes with this addition they must make good or suffer the notes to die in their own hands. The better way is to show the door to any man who comes along with any proposition which involves payment or promise of payment in advance. The honest man is willing to take his pay as he goes along and shows results.

His Finish.

Bobbie—But why do you reject me? Is there another fellow?

Bessie—Possibly. Did you think you were the last of the species?

The Christmas Spirit

It is the spirit which brings a smile to the lips and tenderness to the heart. It is the spirit which warms one into friendship with all the world; which impels one to hold out the hand of fellowship to every man and woman.

Supreme Court on the record they made in this case.

M. M. Larmonth.

Charge to the Jury.

Both sides in this case having rested, the defendant renews his motion for a directed verdict, which motion was made at the close of plaintiff's case, the motion being based upon the following:

That the endorsements upon the note offered in evidence, made by the Partin Manufacturing Co., by G. H. Partin, manager, no proof has been offered on the authority of Partin to endorse; no proof has been offered that the said G. H. Partin is the manager and executive officer of the Partin Manufacturing Co.

For the further reason that the notes offered in evidence are of a series of notes made in connection with a contract under date of Aug. 30, 1917, the consideration for the notes being the provisions of the contract, whereby the contracting party, the Partin Manufacturing Co., agrees, among other things, to furnish various prizes, and that there was no performance on the part of the Partin Manufacturing Co. and therefore, no consideration for the notes.

The court finds from the evidence

It further appears to the court that the notes offered in evidence, together with others, are no two of them of the same width, which makes it apparent to any one that the notes were detached from some instrument.

For all these reasons enumerated, the court considers it his duty to grant the motion of the defendant, and, therefore, gentlemen of the jury, no questions of fact will be submitted to you for your consideration.

The court is of the opinion that this case comes within the purview of two very recent cases decided by our Supreme Court, both of which I tried myself, the first being Toledo Scale Co. vs. Dovo, 186 Mich., page 442, tried in my own circuit in Mecosta county; the second being the case of Stevens vs. Venema, tried by myself in Kent county, and reported in the advance sheets of Vol. 202 at page 232, and the cases therein cited.

Therefore, without leaving your seats, you are directed to find a verdict of no cause of action. The clerk will take the verdict.

This decision cannot fail to be full of interest and encouragement to those who were victims of the swindling tactics of the Partin Manufacturing Co. and who have since con-

Fiegler's

Chocolates

Package Goods of
Paramount Quality
and
Artistic Design



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

"We Have Met Him Away from Home."

The traveling salesman comes in for a nice little write-up in an article recently printed in the Indianapolis Star, as follows:

"We hate to fool you but we're going to. You expect us to get funny about traveling men. We won't. Traveling men, a fellow's mother, his church denomination—these aren't funny subjects.

"Traveling men are soldiers of commerce, trading their lives for their living. Not only that—they trade their lives for their families' and their employers' living.

"Traveling men wander from place to place in cold and heat and discomfort, put up with (and for) bad accommodations, and don't kick much, and whenever one of them sights a hotel where the proprietor treats him half way white and smiles at him and tries to have the grub clean—just tries; that's all—and really cares whether the traveling man is comfortable in his room, then you ought to hear the boosting that traveling man gives that hotel. You'd think he was paid wages for it, but he's not.

"When the lay traveler gets all balled up in his railroad connections and doesn't know what to do, a traveling man pulls out his railroad guide or a bit of his own clear memory, and tells the lost one how to head in or make a short cut. He will take chances on missing a train himself to do this.

"There are pinheads in this world who think traveling salesmen are fresh guys who live for the sake of flirting, gambling, etc. These pinheads need another guess. Most of the traveling men we know have sons and daughters, and nearly all of them have wives, and if those wives are as square with traveling hubby as we know hubby, in nine cases out of ten, is square with his wife, when they are separated, the lack of virtue in this country is sadly overestimated.

"Once in a while there is a traveling man who is all that the pinheads think they all are, but he is an ex-

ception, and he doesn't hold his job very long. If we wanted a square deal, wanted to be sure of it, and of genuine Christian, unselfish charity thrown in, we should never hesitate to submit our case to a jury of traveling men. We are for him, strong, for we've met him away from home.

The Hotel Man Should Patronize Local Merchants.

There has been considerable discussion as to the position of the hotel keeper and his relations with the retailers of his town.

Many retailers maintain that he should buy his groceries, provisions and other supplies in the local stores, that on general principles he should not have the opportunity to place orders for canned goods or linens, for instance, with wholesale houses.

Looking at the proposition from one view point, the retailers have some grounds for their contention, but inasmuch as he uses a considerable quantity of certain lines he should by rights be able to secure them at lower prices than the ordinary consumer.

This matter might be adjusted in various ways:

Either, the retailer might make an arrangement with him, by which he would buy such goods as he needed, in case lots or full pieces, from the local retailer and receive a certain discount.

Or, the wholesaler who took the hotelman's order might ship it through the local retailer, who would then get a certain commission on the order.

If the first plan was followed it would mean a smaller profit to the retailer, but to make up for this he would not have to go to the trouble of unpacking, counting, and measuring the articles which were sold in full packages, so his expense would be less.

On the other hand, if the orders went direct to the wholesaler, the retailer would take no risk and therefore would not be entitled to as large profit as if he had to carry the stock.

Both plans have been operated successfully and wherever they have been worked, there has been no friction between the hotel man and the retailers, nor between the retailers and the wholesalers.

But a definite understanding must first be arrived at between the retailer and the wholesaler, so that business which legitimately should go through the local retailer is kept in its proper channel.

It might be said that if the hotel man buys a large quantity of any kind of goods, the local retailer has done nothing to deserve any share of the profit on the transaction, because he has rendered no service.

This may be true in a measure, but how about the convenience of the local store? Does the hotel man not take advantage of the open stock of the retailer to "fill in" whenever he runs short?

If the hotel man were in position to do without the services of the retailer he might with some right claim that he was entitled to go over his head and deal "direct," but so long as he finds it necessary to avail himself of these services he is honor bound to place his orders with or through the local retailer.

The commercial hotel should feel some obligation to patronize the local merchants, because they are responsible for bringing the patrons of the hotel to the town. It would therefore seem reasonable that he should permit them to make at least a small profit on the supplies he purchases.

Courtesies Rewarded.

Romantic as is the story of the lady who entertained an Australian during his casual visit to London and now finds herself the inheritor of his fortune, it has had numerous precedents.

In 1888 an elderly man was seized with faintness in Whitehall, and was charitably assisted by a lady who observed his condition. He thanked her, enquired her name and address, and on his death a few years later bequeathed her \$750,000.

One of the wealthiest of West End tradesmen, it is said, owed his fortune to an even more trifling incident. When only a shop assistant he one day surrendered his seat in a Holborn bus to an elderly lady, who, in recognition of his courtesy, set him up in business on his own account and remembered him handsomely in her will.—London Chronicle.

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

Bell Phone 596 Citz. Phone 61346
Joseph P. Lynch Sales Co.
 Special Sale Experts
 Expert Advertising—Expert Merchandising
 44 So. Ionia Ave. Grand Rapids, Mich.

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

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

HOTEL HERKIMER

GRAND RAPIDS, MICHIGAN

European Plan, 75c Up

Attractive Rates to Permanent Guests
 Popular Priced Lunch Room

COURTESY SERVICE VALUE

NEW MERTENS
 FIRE PROOF
 One half block East
 of the Union Station
 GRAND RAPIDS MICH

CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION

A Quality Cigar Dornbos Single Binder

One Way to Havana

Sold by All Jobbers

Peter Dornbos

Cigar Manufacturer

16 and 18 Fulton St., W.

Grand Rapids :: Michigan

TALK

Over Citizens Long Distance Lines



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

COPPER METALLIC CIRCUITS

USE CITIZENS SERVICE

Prompt Payment More Important Than Credit Limit.

Will retailers continue their wartime policy of credit contraction, or will they offer more liberal credit now in an effort to expand and increase their business? Several retail credit men to whom this question was put, declared that they did not believe the close of the war would make any material difference in their attitude toward charge customers.

While some retailers, in isolated instances, adopted the policy of discouraging charge accounts during the war, and a few even abolished the service entirely, there has been nothing to resemble a concerted movement by retailers to shoo away charge business. On the contrary, some stores during the war made a drive for more charge customers, especially appealing to the newcomers brought into their vicinity by ship-building plants, airplane works, munitions works and other war industries.

The one point on which all agreed, however, was that prompt payment of bills must be insisted upon, and that charge customers who permitted their accounts to run over thirty days unsettled were a detriment to the business. The war gave retailers the long-sought for opportunity to stir up their delinquent accounts and to give a new sense of responsibility to charge customers who disregarded the terms upon which the accommodation was extended to them. This advantage, which has been gained during the war, retailers intend to retain, if possible.

"There is not much room for expansion of business through extending more liberal credit to retail customers," one credit man pointed out. "Suppose a credit man should decide to double the limit of credit extended to every one of his customers. This does not mean that all would begin to buy twice as much. It might result in an increase of business of 2 or 3 per cent., but hardly more.

"Good charge accounts have never been restrained by credit limits, only the bad and doubtful account has found himself face to face with an arbitrary maximum. A customer who pays his bills regularly and on time, finds no trouble getting more credit when he needs it. If he starts with \$50 the first month, for example, and pays up regularly before the tenth of the next month, does this for several months, then wants \$60 credit the next month, and \$70 the next, he can get it without any trouble. And if he should later want to charge a \$250 coat, his past record would justify him and we would offer no objection.

"It is the man who tries to exceed his limit the first month or two that needs watching and is not permitted to go above the mark we have set for him. This is the dangerous credit risk, and if we decided to double every one of the customer's risk, this is the class of customer who would take advantage of it, to

our loss and perhaps his own undoing."

"In the wholesale credit end, the question is very different. A large proportion of business houses take advantage of all the credit they can get, because they can always use it in their business, and they would gladly take advantage of an increased limit if it were given them. They would scarcely hesitate, because it would be simply taking another man's money and doing business on it, and if they failed they would lose nothing, for bankruptcy, if honest, is perfectly legitimate.

"In the matter of retail credits, however, the vast majority of customers do not determine their purchases by the amount of credit they can get, but by their financial means and their needs. Our principal problem is not fixing a customer's limit, but seeing that he pays his bills promptly."

A man familiar with the wholesale credit situation, discussed the question of credit expansion from that point of view.

"I believe," he said, "we are going to find that the credit department really becomes a close partner to the sales department—and that clever people are going to work the two together as two blades in a pair of shears.

"In an international way this is the way Germany has always got her business—and now where these other countries owe us so much money, we have not only got to buy goods from them, but to sell them goods and extend unlimited credit. In other words, we become their bankers. They owe us so much money that they will be years paying their indebtedness to us—and consequently this habit of indebtedness—the idea of owing money, is going to result in much more business being done on a credit basis than there ever was in the past, on a cash basis.

"Our banks will have to cease being pawnbrokers. They will have to read character. They will have to take some chances—and unlike the pawnbrokers, who lock a security up in the safe worth ten times what they advance, they will have to advance ten times the amount—and our merchants will have to advance liberal credit to their customers, and to the nation's customers—and our mills will have to have the brains and the thought to work out from under their load of credit and pay their indebtedness—because of increased activities, guided by the highly specialized intelligence in each respective line of industry."

The Time To Push Your Business.

There is no one who can accurately prophesy the effects of future occurrences on the business of each individual. It is only possible to determine the effects of such occurrences on business as a whole, and it is through the application of this general principle that the business man must guide himself during the coming periods of uncertainty.

No one doubts that in the future

we will encounter periods of depression, just as the business men in the European countries have encountered them. The various conservation campaigns are to a certain extent affecting business and probably will continue to do so. But judging from all available indications, there is no reason to worry, for the business man who keeps in good spirits and retains an unbounded confidence in the future will be successful, while those who are pessimistic will fail through sheer pessimism.

One of the best ways to take the dullness out of dull times is to make an intelligent and continued effort to create business, to interest prospective customers. In this connection advertising is, of course, one of the first and most important methods to be considered.

The reason why so many business men succumb to dull periods is because they immediately throw up their hands in despair at the first sign of business depression. They follow the great crowd of calamity howlers, and it is only natural that they get what they deserve; for they are doing their part to make the depression as acute as possible. And it is a regrettable fact that when one of these timid business men scents a "quiet" period ahead, the advertising is one of the first things to be discontinued.

When you are out for a ride in your automobile and you come to a steep hill in your course of travel, do you step on the accelerator a little harder and give the engine more gas, or do you cut down the gas at such a time in order to economize? That sounds like a foolish question. Suppose you apply it to your business. Isn't it true that many business men cut down on business energy when they arrive at the "quiet" periods in business? In business, as in the automobile, we should not hesitate to use the accelerator so that we may successfully climb the hills in the paths we must follow.

When times seem rather "blue," people need extra urging to make them purchase the things they want, even though they do have the money; for the spirits of depression and gloom spread very easily among the people. But the attitude of the public is to a large extent influenced by the attitude of the business men. Is it possible for a merchant to expect his customers to be enthusiastic when he gives the impression of being gloomy and discouraged? If he does not make a bid for business, why should the people thrust business upon him? If he prefers to be pessimistic, why should he blame people who purchase at a store where things seem more natural?

The man who is down in the mouth and complains that business is poor is not going to stir up any amount of purchasing enthusiasm among his customers; for as soon as they hear the words, "hard times," they are apt to pull their purse strings a little bit tighter. There has been too much of this "hard times" talk already, and entirely without

reason. It has, however, had the effect of reacting directly upon the business of those who have been preaching it.

The time to stop pushing business is not when business is falling off, for then is the time to put some extra push into it so that business may be kept as nearly normal as possible. It doesn't take much grit to push a business when everybody is coming to buy, but the successful merchant is the one who pushes all the time, and who knows when to push hardest.

One of the pet ideas of the "gloom spreaders" is to begin reducing expenses whenever possible, regardless of the effect such a policy may have upon the business. First, the advertising goes overboard. Then a clerk or two are allowed to go on vacation. Next the window lighting is cut down, and after that a thousand other little items, each and every one representing a false economy. And as soon as the economy policy is inaugurated things turn from bad to worse.

One fact to bear in mind is this: When expenses are being cut, the cut in sales will be far greater proportionately. It is not possible to cut expenses hard enough to outweigh the loss in business. Therefore, the only way to push through successfully is to increase your business activity; even increasing your expenses if necessary to do a normal business in times that are not normal. And then when everything again is prosperous, you will be far ahead of the man who exercised the false economy policy.

It is much easier to keep on pushing a business than to let it drop down to the danger point every once in a while, and then try to bring it back again. A man loses confidence when his business goes backward, and the public also loses confidence in his business ability. It is easier to keep your business on top of the hill than to push it up again after it has rolled down.

It is during the slow periods that the wise business man looks about to see what improvements he can make; how he can give better service to his customers; what new business-bringing ideas he can introduce; how to increase the selling power of his advertising and of his window displays.

We have often heard how farmers produce much greater crops through intensive methods of farming, and how men are made more efficient through periods of intensive training. Therefore, when business slows down, why not try out these principles in intensive merchandising?

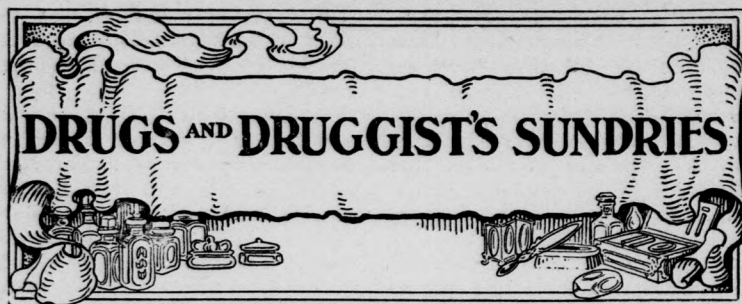
Ralph H. Butz.

Terrifying Thought.

It was in a church yard. The morning sun shone brightly and the dew was still on the grass.

"Ah, this is the weather that makes things spring up," remarked a passerby, casually, to an old gentleman seated on a bench.

"Hush!" replied the old gentleman, "I've got three wives buried here."



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

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

Michigan Pharmaceutical Travelers' Association.
 President—W. E. Collins, Detroit.
 Secretary and Treasurer—Walter S. Lawton, Grand Rapids.

Some Ghosts in the Drug Store.

"Somehow I never like to go into that drug store," exclaimed a dame as she walked down the street past a well known pharmacy.

The store was well located; up-to-date in its appointments; the owner's reputation for skill met the average; his prices were not exorbitant; he carried a good stock; he employed registered clerks that were at least polite in their treatment of customers. But here was a patron typical perhaps of a number of others who felt that there was an undefinable something about the store that made her feel that she preferred to trade elsewhere.

What was it? What mysterious something in going in and out of that store had created the feeling that impelled the visitor with a desire to avoid it?

Perhaps it was ghosts, spirits, goblins, birds of evil omen.

There was something in that store perhaps there is something in your store that at least is not inviting, that in some way does not pull customers your way. Perhaps it is the atmosphere of the place, by this we do not mean the air—the air of a drug store is often foul with drug odors and want of ventilation. A chain store recently visited has attempted to overcome this drug store smell by burning aromatics thus transforming the air to that of an Egyptian temple.

But beyond the real atmosphere of the store there is more than the breathable air. The atmosphere is made up of the general ensemble, the appearance, the odor, the business methods and general policy. Many things seen, spoken, and done create the atmosphere of a business place or a drug store. Behind this atmosphere and working strength it is a force, a spirit, a ghost.

In the crowded street, in the market place, in the theater, in the church, wherever life is there are unseen presences. Side by side with the human crowd is the crowd of

unseen forms, principalities, powers, possibilities. These are unseen but not unfelt.

The ghosts in the drug store are not like some of the ghosts on the stage—a player clothed with a piece of gauze—they are not the bogies or hobgoblins of childhood. They are invisible but real power; they are as shapeless as a cloud's shadow but give to the store its mysterious attraction, its unseen but not unfelt beauty. They are the partial tones which are unheard but which blend with the tones which are heard and make or mar the music.

The ghosts in the store, the spirit of the store are the beginning and the ending of its influence—the foundation of its success or lack of success.

The power that moves it forward—holds it still or sends it backward.

The spirit of the store is the man who owns it, the man who manages it—the clerk, the messenger, the everybody who has to do with it. The spirit of the store is the personal force. It is the idea or the ideal that animates the men who guide and serve therein. Every man's power is his ideal multiplied and projected through his personality. A powerful personality possessed of inspiring ideal makes a powerful and successful man.

Morgan, Harriman, Hill, Edison were men with inspiring ideas which they were able to impress upon the life of men.

The customer and the multitude that pass in and out of the store and flow away into their homes should receive and carry away with them something more than their bundles. Something more than a few fine phrases or a perfunctory "thank you."

They should receive and carry away with them the spirit of the store. If the ghost of the store is a depressing spirit a "goblin damned" they will not come again. If the spirit is a willy nilly one they will not be impressed, there will be created no desire to return. If the spirit of the store carries a living, moving, inspiring influence it will follow them, live with them, move with them an ever living presence.

A drug store cannot live within the shadows of the past. Some of us may recall the drug store of former days with its sanded floors, its dingy funeral furnishings; the ever present stale drug laden odor, rows of jars bearing mysterious names and holding mystic compounds. The old shop was the center of gossiping and loafing—sometimes for booze—

"Doc" the owner was esteemed for his wisdom and urbanity. The outward signs of the inward spirit of the old shop have gone their way and in their room there has come a newer class of men who shall fill the needs of the new humanity.

We need not so much revolution as evolution. Rightly some of the older traditions and possibly some of the time honored and well accepted ideals may remain. Pharmacy, that noble art, is deeply entrenched in the grand historic past, the names of its students arouse our deepest respect—Hippocrates, Galen, Geber, Valentine, Parcellus, Scheele, Lavoisier, Bezellicus, they filled the demand of their own age, did the work which was laid out for them to do, there will never again be need for strengthening forces with them. Kraemers, Cooks, Beringers, Lloyds, Dohmes, of our day will pass on and new masters come forth to meet the newer and higher needs.

Pharmacy must take on a new code or rather re-formulate its code. Newer pharmacy must be activated by a new spirit out of a new philosophy; its Pharmacopeia must be grounded upon newer physics, radioactivities, physiology, chemistry, biology, and the many new tones on the chest spore of man's struggle with nature.

Modern progress is planted firmly upon machinery—the steam engine—steam boat—dynamo—electrical communication—printing press—conquest of the air above the earth, and the

bottom of the sea—these and all manner of mechanical contrivances have led humanity forth to higher and larger aims.

There is at hand a new industrial order—barriers between creeds, race, and nation are being broken down. After this conflict people of all lands will be brought together into conscious solidarity, there will be a scientific organization of nations, of industries, of politics—in brief—the whole scheme of our daily lives. Out of this coming the rehabilitation of the whole machinery of production and destruction.

Pharmacy and the drug store must move forward, they must be guided by or be in the vanguard of scientific advancement. It must catch the spirit and hold its place in the new world or it will disappear from sight.

The spirit of the drug store must be one that will satisfy and hold its patrons. A long established trade or a proud name will not fulfill. A liberal policy, good will, spirit of purely satisfactory service, must be a part of the life and system that rules the store, clerks and sales people, all hands in fact must be alive, from each and from all must come the spirit that flows and touches, lives and moves with each of the throng that comes in and out of the store.

Herein we may reflect that the small store can, if it is guided by the true spirit, get in closer touch, gain a stronger hold, and can use what the larger store cannot use—individuality and personal strength

1918 Holiday Goods

Druggists' Sundries, Books, Stationery, Etc.

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

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

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

Hazeltine & Perkins Drug Co.
 Grand Rapids, Michigan

that will win and hold patronage. Under such a spirit a small store will flourish in spite of all that the big fellows can do to prevent.

It must be remembered that the customer who is the ultimate consumer of drugs has changed most strikingly as to his methods, thoughts, habits of life. The new drug consumer is a reader and a thinker, with new modes of thought; this is reflected in the attitude of the public mind upon problems of every kind—progressive legislation, tariff, education, religion, national and international life—and, so far as drugs are concerned, the average man of to-day has read more about medicine in his magazine or his newspaper than the doctor of twenty years ago learned in his life time. The man in front of the counter is versed in bacteriology, sterilization, hygiene, sanitation, diagnosis and treatment and it requires a live drug clerk to cope with the up-to-date consumer. There has come a new humanity, new education, a newer and larger consumer.

The spirits and ghosts in the drug store should be in keeping with the spirit of the time and the age. The drug store should be illumined with the spirit of modern surgery and medicine; the spirit which guides and illumines the trend of science; the spirit of hope, of duty and of progress; the spirit which reaches out and embraces all life and all humanity.

Fred B. Kilmer.

Thirty-Sixth Convention of Michigan Pharmacists.

Jackson, Dec. 24—The annual convention of the Michigan State Pharmaceutical Association is going to be something different this year. For one thing, it is going to be held in the winter. That in itself is some change, but that is not the only one on the schedule. Here is another reason why it is going to be different; it is going to be held in the city of Lansing at a time when the State Legislature will be in session and about the busiest part of the session of the Legislature. This of itself alone should be an incentive for every retail druggist in the State to arrange to be in attendance.

Then our own convention is going to be some convention. Something doing every minute.

The Lansing bunch are all live wires. They have promised us something out of the ordinary in the way of entertainment. They have the name over there of doing things and doing them right.

So, Mr. Druggist, if you have not done so already, you had better get busy and make arrangements to be at the 1919 convention, March 18, 19 and 20.

Not only plan to be there yourself, but get your brother druggist who is not a member to come with you.

In closing this little announcement, let me say to you that, in my opinion, this is going to be one of the biggest and one of the best conventions in the history of this Association. Furthermore, if you miss it, you are going to have something to regret for a long time to come.

Yours for a big attendance.

Fred J. Wheaton, Secretary.

Lansing was the birthplace of the Michigan State Pharmaceutical Association, the first meeting having been held there in February, 1884. The living charter members will be sent a special invitation to attend.

Even Drug Clerks Must Rest.

The desire on the part of drug clerks to maintain a reasonably early closing hour should be encouraged.

Druggists by virtue of the exacting demands upon them must have their respites. They must be in the full possession of their faculties at all times, for frequently the slightest mistake by them will lead to the most serious consequences.

It is no reflection upon the members of the medical fraternity to say that they frequently rely upon the men behind the drug counters to check them in any mistakes that might occur and do occur in their prescriptions. It is a well known fact that the druggist is schooled to be of helpfulness to the physician.

The druggist must be keen, alert, watchful with his mind centered on his business. He alone is authorized to deal with the deadliest of drugs and the most destructive of poisons.

To require men with such duties as theirs to work both night and day is out of the question. The wonder is that this reform was not earlier embraced.

There arises the question of the opportunity of securing a prescription at night. It may be relied upon that most druggists will provide for any and all emergency calls.

The bigger question is that of the overworked drug clerks who require rest to perform their work day after day reliably and thoroughly.

A lot of us still keep our brains in captivity.

Cut Costs

If you are still buying ice, with its expense and muss, you are losing money.

Investigate the efficient and economical

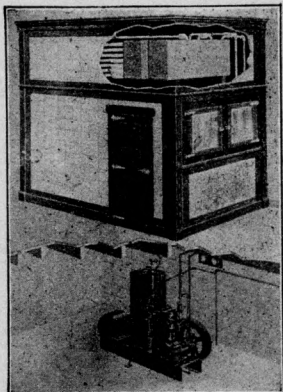
PHOENIX Ice Machine

All capacities, from one ton to twenty
The model below is the one-ton size,
for small stores and markets.

Full information on request.

**The PHOENIX
ICE MACHINE CO.**

2702 Church St. Cleveland, Ohio



SIDNEY ELEVATORS

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

Sidney Elevator Mfg. Co., **Sidney, Ohio**

WHOLESALE DRUG PRICE CURRENT

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

Acids		Cubebs	10 50@10 75	Capsicum	2 15
Boric (Powd.) ..	18@ 25	Eigerson	4 50@4 75	Cardamon	2 10
Boric (Xtal) ..	18@ 25	Eucalyptus	1 25@1 35	Cardamon, Comp.	1 60
Carbolic	64@ 67	Hemlock, pure ..	2 00@2 25	Catechu	1 60
Citric	1 48@1 55	Juniper Berries 15	00@1 25	Cinchona	2 35
Muriatic	3 34@ 5	Juniper Wood ..	4 00@4 25	Colchicum	2 35
Nitric	10@ 15	Lard, extra	2 15@2 35	Cubebs	2 35
Oxalic	53@ 60	Lard, No. 1	2 00@2 15	Digitalis	1 90
Sulphuric	3 34@ 5	Lavender Flow'.	7 25@7 50	Gentian	1 50
Tartaric	1 12@1 20	Lavender, Gar'n	1 25@1 40	Ginger	1 50
		Lemon	2 75@3 00	Guaiac	1 90
Ammonia		Linseed, boiled, bbl.	1 74	Guaiac, Ammon.	1 80
Water, 26 deg.	12@ 20	Linseed, bid less 1	84@1 89	Iodine	1 50
Water, 18 deg.	10 1/2@ 18	Linseed, raw, bbl.	1 72	Iodine, Colorless	2 00
Water, 14 deg.	9 1/2@ 17	Linseed, true, oz.	82@1 87	Iron, clo.	1 60
Carbonate	19@ 25	Mustard, artifi'l, oz.	1 65	Kino	1 65
Chloride (Gran.) ..	25@ 30	Neatsfoot	1 80@2 00	Myrrh	2 50
		Oliver, pure	8 80@10 50	Nux Vomica	1 70
Balsams		Oliver, Malaga, yellow	6 50@7 00	Opium	7 50
Copaiba	1 40@1 65	Oliver, Malaga, green	6 50@7 00	Opium, Camph.	1 35
Fir (Canada) ..	1 50@1 75	Orange, Sweet ..	4 50@4 75	Opium, Deodor'd	9 50
Fir (Oregon) ..	40@ 50	Origanum, pure ..	2 50	Rhubarb	1 65
Peru	1 75@5 00	Origanum, com'l	7 75		
Tolu	4 75@2 00	Pennyroyal	2 50@2 75	Paints	
		Peppermint	6 50@6 75	Lead, red dry	14@14 1/2
Barks		Rose, pure	38 00@40 00	Lead, white dry ..	14@14 1/2
Cassia (ordinary) ..	40@ 45	Rosemary Flows	2 00@2 25	Lead, white oil ..	14@14 1/2
Cassia (Saigon) ..	90@1 00	Sandalwood, B.		Ochre, yellow bbl.	1 1/2
Sassafras (pow. 45c)	@ 40	Sassafras, true 3	50@3 75	Ochre, yellow less 2	5 75
Sassafras (pow. 40c)	@ 35	Sassafras, artifi'l	90@1 20	Putty	4 1/2@ 7 75
Soap Cut (powd.) ..	35c	Sassafras, true 3	50@3 75	Red Venet'n Amer.	2 50
	26@ 30	Sassafras, artifi'l	90@1 20	Red Venet'n, Eng	2 1/2@ 5 75
		Spearmint	6 50@6 75	Vermillion, Amer.	25@ 30
Berries		Sperm	2 85@3 00	Whiting, bbl.	3 1/2
Cubeb	1 60@1 70	Tansy	5 50@5 75	Whiting	3 1/2@ 6 00
Fish	1 00	Tar, USP	45@ 60	L. H. P. Prep'd	2 90@3 10
Juniper	12@ 18	Turpentine, bbls.	@ 75		
Prickley Ash	@ 30	Turpentine, less	80@ 90	Miscellaneous	
		Wintergreen, tr.	7 50@7 75	Acetanalid	1 10@1 20
		Wintergreen, sweet	5 50@5 75	Alum	17@ 20
		Wintergreen, art	25@1 60	Alum, powdered and	
		Wormseed	7 50@7 75	ground	18@ 21
		Wormwood	7 50@7 75	Bismuth, Subnitrate	4 00@4 10
				Borax xtal or	
				powdered	10@ 15
				Cantharides po	2 00@6 50
				Calomel	2 69@2 75
				Capsicum	38@ 45
				Carmine	6 50@7 00
				Cassia Buds	50@ 60
				Cloves	77@ 85
				Chalk Prepared ..	12@ 15
				Chalk Precipitated	12@ 15
				Chloroform	82@ 83
				Chloral Hydrate	2 32@2 42
				Cocaine	14 30@14 85
				Cocoa Butter	50@ 60
				Corks, list, less 40%	@ 40
				Copperas, bbls.	@ 40
				Copperas, less ..	3 1/2@ 4 00
				Copperas, powd.	4@ 10
				Corrosive Sublim.	2 35@2 40
				Cream Tartar	88@ 9

GROCERY PRICE CURRENT

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

ADVANCED		DECLINED	
Canned Salmon Jell-O Ice Cream Powder		Twine	
<hr/>			
AMMONIA		Corn	
Arctic Brand		Fair	1 85
12 oz. 16c, 2 doz. box	3 00	Good	2 15
16 oz. 25c, 1 doz. box	1 75	Fancy	2 30
32 oz., 40c, 1 doz. box	2 85	French Peas	
AXLE GREASE		Monbador (Natural)	
Mica, 25 lb. pail		per doz.	
BAKED BEANS		Gooseberries	
No. 1, per doz.	1 35	No. 2, Fair	7 75
No. 2, per doz.	2 25	No. 10	
No. 3, per doz.	3 60	Standard	1 25
BATH BRICK		Lobster	
English	95	¼ lb.	2 10
BLUING		½ lb.	3 35
Jennings'		Picnic Flat	3 75
Condensed Pearl Bluing		Mackerel	
Small, 3 doz. box	2 55	Mustard, 1 lb.	1 80
Large, 2 doz. box	2 90	Mustard, 2 lb.	2 80
BREAKFAST FOODS		Soused, 1½ lb.	1 60
Cracked Wheat, 24-2		Soused, 2 lb.	2 75
Cream of Wheat	7 50	Tomato, 1 lb.	
Quaker Puffed Rice	4 35	Tomato, 2 lb.	
Quaker Puffed Wheat	4 35	Mushrooms	
Quaker Brkfst Biscuit	1 90	Buttons, ½s	@30
Quaker Corn Flakes	2 90	Buttons, 1s	@50
Saxon Wheat Food	4 75	Hotels, 1s	@44
Shred Wheat Biscuit	4 50	Oysters	
Triscuit, 18	2 25	Cove, 1 lb.	
Pillsbury's Best Cer'l	2 50	Cove, 2 lb.	
Kellogg's Brands		Plums	
Toasted Corn Flakes	4 20	Plums	2 50@3 00
Toasted Corn Flakes	4 20	Pears In Syrup	
Toasted Corn Flakes	4 20	No. 3 can per doz.	3 25@3 75
Individual	2 00	Peas	
Krumbles	4 20	Marrowfat	1 75@1 85
Krumbles, Indv.	2 00	Early June	1 90@2 10
Biscuit	2 00	Early June siftd	2 15@2 30
Drinket	2 60	Peaches	
Peanut Butter	4 40	No. 10 size can pie	@6 00
Bran	4 30	Pineapple	
BROOMS		Grated	
Fancy Parlor, 25 lb.	10 00	Sliced	
Parlor, 5 String, 25 lb.	9 15	Pumpkin	
Standard Parlor, 23 lb.	9 00	Good	1 50
Common, 23 lb.	8 50	Fancy	1 65
Special, 23 lb.	8 25	No. 10	4 50
Warehouse, 23 lb.	11 00	Raspberries	
BRUSHES		No. 2, Black Syrup	3 00
Scrub		No. 10, Black	12 50
Solid Back, 8 in.	1 00	No. 2, Red Preserved	
Solid Back, 11 in.	1 25	No. 10, Red, Water	12 50
Pointed Ends	1 00	Salmon	
Stove		Warrens, 1 lb. Tall	3 65
No. 3	1 00	Warrens, 1 lb. Flat	3 75
No. 2	1 50	Red Alaska	2 85
No. 1	2 00	Med. Red Alaska	2 60
Shoe		Pink Alaska	2 20
No. 1	1 00	Sardines	
No. 2	1 30	Domestic ¼s	6 75
No. 3	1 70	Domestic, ¼ Mustard	6 50
No. 4	1 90	Domestic, ¼ Mustard	6 80
BUTTER COLOR		Norwegian, ¼s	15@18
Dandelion, 25c size	2 00	Portuguese, ¼s	30@35
CANDLES		Sauer Kraut	
Paraffine, 6s	17½	No. 3, cans	1 65
Paraffine, 12s	18½	No. 10, cans	
Wicking	65	Shrimps	
CANNED GOODS		Dunbar, 1s doz.	1 80
Apples		Dunbar, 1½s doz.	3 40
1 lb. Standards	@1 60	Succotash	
No. 10	@5 00	Fair	
Blackberries		Good	
2 lb.		Fancy	
Standard No. 10	@10 50	Strawberries	
Beans		Standard	2 50
Baked	1 25@2 25	Fancy	2 90
Red Kidney	1 25@1 35	Tomatoes	
String	1 90@2 50	No. 1½	1 40
Wax	1 80@2 50	No. 2	1 75
Blueberries		No. 10	8 00
Standard	@	Tuna	
No. 10	@11 50	Case	
Clams		¼s, 4 doz. in case	
Little Neck, 1 lb.		½s, 4 doz. in case	
Clam Bouillon		1s, 4 doz. in case	
Burnham's ½ pt.	2 25	CATSUP	
Burnham's pts.	3 75	Van Camp's, ½ pints	1 90
Burnham's qts.	7 50	Van Camp's pints	2 85
CHEESE		CHEESE	
Peerless	@42	Peerless	@42
Brick	@39	Brick	@39
Lelden	@36	Lelden	@36
Limburger	@36	Limburger	@36
Pineapple	@	Pineapple	@
Edam	@	Edam	@
Sap Sago	@	Sap Sago	@
Swiss, Domestic	@	Swiss, Domestic	@
CHEWING GUM		COFFEE ROASTED	
Adams Black Jack	70	Rio	
Adams Sappota	75	Common	12
Beeman's Pepsin	70	Fair	13
Beechnut	70	Choice	14
Doublemint	70	Fancy	15
Flag Spruce	65	Peaberry	32
Juicy Fruit	70	Santos	
Sterling Gum Pep.	70	Common	17
Spearmint, Wrigleys	70	Fair	18
Yucatan	70	Choice	19
Zeno	70	Fancy	20
CHOCOLATE		Peaberry	32
Walter Baker & Co.		Maracaibo	
Germans Sweet	35	Fair	20
Premium	35	Choice	24
Caracas	25	Mexican	
Walter M. Lowney Co.		Choice	20
Premium, ¼s	35	Fancy	24
Premium, ½s	35	Guatemala	
CIGARS		Fair	18
Johnson Cigar Co. Brands		Fancy	19
Dutch Masters Club	84 00	Java	
Dutch Masters Banq.	84 00	Private Growth	34
Dutch Masters Inv.	84 00	Mandling	34
Dutch Masters Pan.	82 00	Ankola	34
Dutch Master Grande	82 00	San Salvador	
Dutch Master Special	66 00	Good	22
Dutch Master Lond	77 00	Mocha	
El Portana	45 00	Short Bean	31
Gee Jay	45 00	Long Bean	31
Dutch Masters Six	49 00	Bogota	
Dutch Masters Hand		Fair	21
Made		Fancy	23
Dutch Masters Baby	45 00	Package Coffee	
Grand	45 00	New York Basis	
Little Dutch Masters	45 00	Arbuckle	24 50
S. C. W.	45 00	McLaughlin's XXXX	
Dutch Masters	42 00	McLaughlin's XXXX	
Exemplar	69 00	package coffee is sold to	
Peter Dornbos Brands		retailers only. Mail all or-	
Dornbos Single Bndr.	42 50	ders direct to W. F. Mc-	
Dornbos Perfecto	42 50	Laughlin & Co., Chicago.	
Van Dam, 5c	37 50	Extracts	
Van Dam, 6c	42 50	Holland, ¼ gross bxs.	1 30
Van Dam, 7c	49 00	Felix, ¼ gross	1 15
Van Dam, 10c	70 00	Hummel's foil, ¼ gro.	85
Worden Grocer Co. Brands		Hummel's tin, ¼ gro.	1 43
Boston Straight	42 00	CONDENSED MILK	
Trans Michigan	42 50	Carnation, Tall	7 50
Court Royat	48 00	Carnation, Baby	6 80
Hemmett's Cham-		Hebe, Tall	
pion	46 00	Hebe, Baby	
Iroquois	42 50	Pet, Tall	7 50
Qualex	46 00	Pet, Baby	5 50
La Qualatancia	70 00	Van Camp, Tall	7 50
Worden's Hand Made	40 00	Van Camp, Baby	5 50
B. L.	42 50	FARINACEOUS GOODS	
Royal Major	45 00	Beans	
La Valla Rosa	80 00	California Limas	15½
La Valla Rosa, Kids	45 00	Med. Hand Picked	10
Valla Grande	42 50	Brown, Holland	
Kuppenheimer, No. 2	43 00	Farina	
First National	33 00	25 1 lb. packages	2 65
Knickerbocker	42 50	Bulk, per 100 lb.	
CLOTHES LINE		Original Holland Rusk	
Per doz.		Packed 12 rolls to container	
No. 40 Twisted Cotton	2 00	3 containers (36) rolls	
No. 50 Twisted Cotton	2 50	32	
No. 60 Twisted Cotton	3 00	Hominy	
No. 80 Twisted Cotton	3 25	Pearl, 100 lb. sack	6½
No. 50 Braided Cotton	2 50	Macaroni	
No. 60 Braided Cotton	3 00	Domestic, 10 lb. box	1 30
No. 50 Sash Cord	3 40	Imported, 25 lb. box	
No. 60 Sash Cord	4 00	Skinner's 24s. case	1 37½
No. 60 Jute	1 75	Pearl Barley	
No. 72 Jute	2 00	Chester	5 00
No. 60 Sisal	1 85	Portage	
Galvanized Wire		Pear	
No. 20, each 100ft. long	1 90	Green, Wisconsin, lb.	11½
No. 19, each 100ft. long	2 10	Split, lb.	9½
No. 20, each 100ft. long	1 00	Sago	
No. 19, each 100ft. long	2 10	East India	15
COCOA		German, sacks	15
Baker's	39	German, broken pkg.	
Bunte, 10c size	88	Taploca	
Bunte, ¼ lb.	2 20	Flake, 100 lb. sacks	16
Bunte, 1 lb.	4 00	Pearl, 100 lb. sacks	16½
Cleveland	41	Minute, 10c, 3 doz.	8 55
Colonial, ¼s	35	FISHING TACKLE	
Colonial, ½s	42	Cotton Lines	
Epps	32	No. 2, 15 feet	10
Hershey's ¼s	30	No. 3, 15 feet	11
Hershey's ½s	30	No. 4, 15 feet	12
Huyler	36	No. 5, 15 feet	14
Lowney, ¼s	38	No. 6, 15 feet	15
Lowney, ½s	37	Linen Lines	
Lowney, 5 lb. cans	37	Small, per 100 feet	50
Van Houten, ¼s	12	Medium, per 100 feet	55
Van Houten, ½s	18	Large, per 100 feet	65
Van Houten, 1s	36	Floats	
Wan-Eta	36	No. 1½, per dozen	13
Webb	33	No. 2, per dozen	15
Wilbur, ¼s	33	No. 3, per dozen	20
Wilbur, ½s	33	No. 2, per dozen	20
Wilbur, 1s	33	NUT BUTTER PUFFS	
Auto Kisses (baskets)		NUT BUTTER PUFFS	
Bonnie Butter Bites		NUT BUTTER PUFFS	
Butter Cream Corn		NUT BUTTER PUFFS	
Caramel Bon Bons		NUT BUTTER PUFFS	
Caramel Croquettes		NUT BUTTER PUFFS	
Cocoanut Waffles		NUT BUTTER PUFFS	
Coffy Toffy		NUT BUTTER PUFFS	
Fudge, Walnut		NUT BUTTER PUFFS	
Fudge, Choc. Peanut		NUT BUTTER PUFFS	
Iced Orange Jellies		NUT BUTTER PUFFS	
Italian Bon Bons		NUT BUTTER PUFFS	
AA Licorice Drops		NUT BUTTER PUFFS	
5 lb. box		NUT BUTTER PUFFS	
Lozenges, Pep.		NUT BUTTER PUFFS	
Lozenges, Pink		NUT BUTTER PUFFS	
Manchus		NUT BUTTER PUFFS	
Molasses Kisses, 10		NUT BUTTER PUFFS	
lb. box		NUT BUTTER PUFFS	
Nut Butter Puffs		NUT BUTTER PUFFS	

HIDES AND PELTS	PICKLES	SALERATUS	SPICES	WOODENWARE	ARCTIC	
Hides	Medium	Packed 60 lbs. in box.	Whole Spices	Baskets	EVAPORATED MILK	
Green, No. 1 17	Barrels, 1,200 count 12 00	Arm and Hammer 3 25	Allspice, Jamaica @12	Bushels, wide hand 2 25	Tall 6 00	
Green, No. 2 16	Half bbls., 600 count 6 50	Wyandotte, 100 %s 3 00	Allspice, lg. Garden @11	Market, drop handle 70	Baby 4 25	
Cured, No. 1 19	5 gallon kegs 2 60		Cloves, Zanzibar @55	Market, single handle 75	Manufactured by Grand	
Cured, No. 2 18		SAL SODA	Cassia, Canton @20	Splint, large 5 75	Ledge Milk Co	
Calfskin, green, No. 1 30	Small	Granulated, bbls. 1 95	Ginger, African @15	Splint, medium 5 25	Sold by all jobbers and	
Calfskin, green, No. 2 28½	Barrels 14 00	Granulated, 100 lbs. cs. 2 10	Ginger, Cochín @20	Splint, small 4 75	National Grocer Co., Grand	
Calfskin, cured, No. 1 32	Half barrels 7 50	Granulated, 363 pkgs. 2 25	Mace, Penang @90		Rapids	
Calfskin, cured, No. 2 30½	5 gallon kegs 2 80	SALT	Mixed, No. 1 @17	Butter Plates		
Horse, No. 1 6 00		Solar Rock 52	Mixed, No. 2 @16	Ovals		
Horse, No. 2 5 00	Gherkins	Common	Mixed, 6c pkgs. dz. @45	¼ lb., 250 in crate 50		
	Barrels 25 00	Granulated, Fine 2 10	Nutmegs, 70-8 @50	½ lb., 250 in crate 50		
	Half barrels 13 00	Medium, Fine 2 20	Nutmegs, 105-110 @45	1 lb., 250 in crate 75		
	5 gallon kegs 4 50	SALT FISH	Pepper, Black @32	2 lb., 250 in crate 75		
Pelts		Cod	Pepper, White @40	3 lb., 250 in crate 90		
Old Wool 75@2 00	Sweet Small	Large, whole @15½	Pepper, Cayenne @22	5 lb., 250 in crate 1 10		
Lambs 1 00@2 00	Barrels 23 00	Small, whole @15	Paprika, Hungarian @45			
Shearlings 1 00@2 00	5 gallon kegs 5 00	Strips or bricks 20@23				
	Half barrels 14 50	Pollock @14				
Tallow		Holland Herring				
Prime @11		Standards, bbls.				
No. 1 @10		Y. M. bbls.				
No. 2 @09		Standard, kegs				
		Y. M. kegs				
Wool		Herring				
Unwashed, med. @50		Full Fat Herring, 350				
Unwashed, fine @45		to 400 count				
		Spiced, 8 lb. pails 95				
HONEY		Trout				
A. G. Woodman's Brand		No. 1, 100 lbs.				
7 oz., per doz.		No. 1, 40 lbs.				
20 oz., per doz. 6 65		No. 1, 10 lbs.				
		No. 1, 3 lbs.				
HORSE RADISH		Mackerel				
Per doz. 90		Mess, 100 lbs. 25 00				
		Mess, 50 lbs. 13 25				
JELLY		Mess, 10 lbs. 2 95				
15lb. pails, per pail		Mess, 8 lbs. 2 30				
30lb. pails, per pail		No. 1, 100 lbs. 24 00				
JELLY GLASSES		No. 1, 50 lbs. 12 75				
8 oz. capped in bbls.,		No. 1, 10 lbs. 2 80				
per doz. 36		Lake Herring				
MAPLEINE		8 lbs.				
2 oz. bottles, per doz. 3 00						
1 oz. bottles, per doz. 1 75		SEEDS				
16 oz. bottles, per dz. 16 50		Anise 38				
32 oz. bottles, per dz. 30 00		Canary, Smyrna 28				
		Caraway 80				
MINCE MEAT		Cardamon, Malabar 1 20				
Per case 4 15		Celery 50				
MOLASSES		Hemp, Russian 12				
New Orleans		Mixed Bird 12½				
Fancy Open Kettle 70		Mustard, white 40				
Choice 58		Poppy 80				
Good		Rape 15				
Stock		SHOE BLACKING				
Half barrels 5c extra		Handy Box, large 3 dz. 3 50				
Red Hen, No. 2 2 80		Handy Box, small 1 25				
Red Hen, No. 2½ 3 40		Rixhy's Royal Polish 1 20				
Red Hen, No. 5 3 40		Miller's Crown Polish 90				
Red Hen, No. 10 3 30		SNUFF				
Uncle Ben, No. 2 2 80		Swedish Rapee, 10c 8 for 44				
Uncle Ben, No. 2½ 3 30		Swedish Rapee, 1 lb. gls 60				
Uncle Ben, No. 5 3 40		Norkoping, 10c, 8 for .64				
Uncle Ben, No. 10 3 30		Norkoping, 1 lb. glass .60				
Ginger Cake, No. 2 .3 30		Copenhagen, 10c, 8 for 64				
Ginger Cake, No. 2½ 4 30		Copenhagen, 1 lb. glass 60				
Ginger Cake, No. 5 .4 15		SOAP				
O. & L. Open Kettle,		Lautz Bros. & Co.				
No. 2½ 5 65		Acme, 100 cakes 5 50				
MUSTARD		Rig Master 100 blocks 6 00				
¼ lb. 6 lb. box 30		Climax 5 00				
NUTS—Whole		Green White 5 00				
Almonds, Terragona 30		Oak Leaf 5 50				
Brazils, large washed 34		Queen Anne 5 00				
Fancy Mixed 28@29		Proctor & Gamble Co.				
Filberts, Barcelona 24		Lenox 5 65				
Peanuts, Virginia 18		Ivory, 6 oz. 6 65				
Peanuts, Virginia, 13		Ivory, 10 oz. 10 80				
Roasted 22		Star 5 55				
Peanuts, Spanish 20		Swift & Company				
Walnuts California 36@37		Swift's Pride 5 50				
Walnuts, French 32		White Laundry 5 65				
		Wool, 6 oz. bars 6 60				
Shelled		Wool, 10 oz. bars 9 40				
Almonds 55		Tradesman Company				
Peanuts, Spanish, 19½		Black Hawk, one box 3 75				
10 lb. box 17½		Black Hawk, five bxs 3 70				
Peanuts, Spanish, 17		Black Hawk, ten bxs 3 65				
200 lb. bbl. 17						
Peanuts 1 00		Box contains 72 cakes. It				
Walnuts 90		is a most remarkable dirt-				
		and grease remover, with-				
		out injury to the skin.				
OLIVES		Scouring Powders				
Bulk, 1 gal. kegs @1 75		Sapallo, gross lots 9 50				
Bulk, 2 gal. kegs @1 55		Sapallo, half gro. lots 4 25				
Bulk, 5 gal. kegs @1 50		Sapallo, single boxes 2 40				
Stuffed, 5 oz. 1 45		Sapallo, hand 2 40				
Stuffed, 14 oz. 3 00		Queen Anne, 80 cans 1 80				
Pitted (not stuffed)		Queen Anne, 60 cans 3 60				
14 oz. 3 00		Snow Maid, 30 cans 1 80				
Manzanilla, 8 oz. 1 45		Snow Maid, 60 cans 3 60				
Lunch, 10 oz. 2 00		Washing Powders				
Lunch, 16 oz. 3 25		Snow Boy, 100 pkgs. 5 65				
Queen, Mammoth, 19		Snow Boy, 60 pkgs. 3 55				
Queen, Mammoth, 28		Snow Boy, 24 pkgs. 5 00				
oz. 5 50		Snow Boy, 20 pkgs. 5 25				
Queen, Mammoth, 38		SODA				
oz. 6 75		Johnson's Fine, 48 2 5 75				
Olive Chow, 2 doz. cs.		Johnson's XXX 100 5 75				
per doz. 2 50		Rub-No-More 5 50				
		Nine O'Clock 4 00				
PETROLEUM PRODUCTS		Lautz Naphtha, 60s				
Iron Barrels		Oak Leaf Soap Powder,				
Perfection 12.7		24 pkgs. 4 25				
Red Crown Gasoline 23.7		Oak Leaf Soap Powder				
Gas Machine Gasoline 44.2		100 pkgs. 5 50				
V. M. & P. Naphtha 23.7		Queen Anne Soap Pow-				
Capitol Cylinder, Iron		der, 60 pkgs. 3 60				
Bbls. 41.8		Old Dutch Cleanser,				
Atlantic Red Engine,		100s 4 00				
Iron Bbls. 28.8		SODA				
Winter Black, Iron		Bl Carb, Kegs 3½				
Bbls. 14.8						
Polarine, Iron Bbls. 44.8						

25 lb. pails, per doz. .18 80

KITCHEN KLENZER

80 can cases, \$4 per case

PEANUT BUTTER

Bel-Car-Mo Brand
6 oz. 1 doz. in case ... 2 90
12 oz. 1 doz. in case ... 2 50
24 1 lb. pails ... 6 10
12 2 lb. pails ... 5 60
5 lb. pails, 6 in crate 6 60
10 lb. pails ... 20½
15 lb. pails ... 20
25 lb. pails ... 19½
50 lb. tins ... 19½

SALT
Diamond Crystal

Morton's salt
24 2 lbs. shaker ... 1 70
36 2 lbs. table ... 1 30
150 2 lbs. table ... 5 75
86 3½ lbs. table ... 5 60
28 10 lb. flake ... 4 80
280 lb. bulk butter ... 3 38
280 lb. bulk cheese ... 3 38
280 lb. bulk shaker ... 3 88
28 lb. cotton sk. butter 40
56 lb. cotton sk. butter 85
35 lb. D. C. coarse ... 48
70 lb. D. C. coarse ... 90
D. C. stock briquettes 1 30
D. C. block stock, 50 lbs. 40

Per case, 24 2 lbs. 1 80
Five case lots ... 1 70

SPECIAL Price Current	
BAKING POWDER CALUMET	
10c size, 4 oz. 95	White Wine, 40 grain 20
20c size, 8 oz. 1 90	White Wine, 80 grain 25½
30c size, 1 lb. 2 90	White Wine 100 grain 28
75c size, 2½ lb. 6 25	Oakland Vinegar & Pickle
1.25 size, 5 lb. 18 00	Co.'s Brands
	Oakland apple cider 35
	Blue Ribbon Corn 25
	Oakland white picklg 20
	Packages no charge.
WICKING	
No. 0, per gross 70	
No. 1, per gross 80	
No. 2, per gross 1 20	
No. 3, per gross 1 80	
VINEGAR	
White Wine, 40 grain 20	
White Wine, 80 grain 25½	
White Wine 100 grain 28	
Oakland Vinegar & Pickle	
Co.'s Brands	
Oakland apple cider 35	
Blue Ribbon Corn 25	
Oakland white picklg 20	
Packages no charge.	
WICKING	
No. 0, per gross 70	
No. 1, per gross 80	
No. 2, per gross 1 20	
No. 3, per gross 1 80	

PARTY NAMES.

Current discussion of the subject in English politics prompts the serious suggestion that the "tyranny of names," as depressingly exemplified in the nomenclature of our American political bodies, should share the fate of other sinister autocracies, and that at the earliest moment the question-begging and now meaningless denominations "Republican" and "Democrat" be decisively discarded for new names, with new connotations, wholly unassociated with the outgrown conditions that called both parties into being, and the outworn assumptions that gave them name.

"Republican" of to-day has not a single broad or lofty principle of polity in common with the men who created his party. Not one "Democrat" in ten can assign an intelligent reason for his party affiliation. The rank-and-file constituency of both parties is at this moment due to either traditional prejudice or the prospect of personal or group profit. There was no plank in the "Republican" platform of 1916 that an honest "Democrat" could not conscientiously advocate, nor anything in the "Democratic" platform that an open-minded "Republican" could not consistently support. It is not unlikely that in 1920 we shall witness a similar regrettable campaign of personal attack unless a distinct cleavage of honest opinion upon matters of national and international moment develops. In the event of such cleavage, present party names, to say nothing of present parties, will be pointless.

The assertion that no influence is more continuously and perniciously potent in preventing an intelligent vote than the persistent prejudice evoked and perpetuated by party names is perhaps not too strong. Time has here, as in all things, made "ancient good uncouth."

The new names? Here is some one's happy opportunity. Let the new titles faithfully epitomize the issues, "Logothetes" and "Sword Rattlers" should be ruled out, but something as expressive and divisive will suggest itself to each house. Let the Woodrovia idealists, reconciliatory peacemakers, league-of-nationalists, universal-equality-of-opportunity-ists, etc., group themselves under the clearly inscribed standard of the one, and the Theodorizing pragmatists, punitive-pacifists, antifourteen-pointers, solitudofactors, etc., gather under an opposing banner significantly blazoned. The twilight-zoners will name themselves according to the particular "reform" that happens to interest them. The suggestion is seriously submitted.

RACIAL DIFFERENCES.

In looking at the relations of races it must be remembered that one race differs from another as much as one man differs from his fellow. The special capacities of each race are usually deficient in every other. To one is given strong sociality and inherent music; to another, able organizing and driving power; to another,

artistic expression; to another, the instinct of handling diverse peoples; to another, the art of a graceful life. These diversities are what constitute the refreshment of the world and its escape from numbing uniformity. It would be foolish to expect sociability from an Englishman or honor or decency from a German. So we cannot expect all races to be equally capable of political success in managing themselves or others. As a part of a Federal empire, with local freedom, some nations are more likely to be successful, prosperous, and happy than if they spent their strength in ever revolving experiments in government. Thus, provided that there is liberty of choice of federation, there is good reason for enforcing some kind of federation rather than suffering unbounded disintegration.

The National Security League is having a taste of its own medicine. From being the High Chief Questioner of all and sundry, it is in the chair of the questioned. Yet upon its own acknowledgement, its aims were modest enough. Politically, it has done nothing except to encourage the defeat of certain Congressmen whose speeches had, in the opinion of the League, shown them to be pro-German. Its expenditure in the recent election was only \$6,000. How successful was the League in its praiseworthy purpose? "In many cases," says Col. Lydecker, vaguely, such Congressmen "were defeated by means of fusion." How much of the credit for this result belongs to the League? In August this organization issued a table of the vote of members of Congress upon eight war measures. Only 47 Congressmen in the whole country passed this test perfectly. Rhode Island was the only State all of whose Congressmen voted right every time. Yet more than 300 Congressmen were re-elected. Were the voters confused by the League's elaborate table, or did they not trouble themselves about it?

Next after the freedom of the seas will come the settlement of the freedom of the air. The British are reported to have outlined an international air-convention which they hope to submit to the Peace Conference. With aeroplanes developing rapidly both as weapons of war and carriers of mails and passengers, the question of air control may prove highly important. The conference will have no precedents except those of the sea, and those only by the way of analogy. No doubt, air raids upon open towns, and air raids generally, even when alleged to be against fortified places or munition works, will be forbidden unless the raiders can justify themselves by a reasonable accuracy of marksmanship. Hitting a hospital when aiming at a fortress will not be tolerated under the new code. The Conference has a clean slate with regard to air warfare, and should see to it that the new international laws are not behind the times.

RANDOM TALK.

It would appear that the time has arrived when a law should be passed for the suppression of after-dinner speakers who disseminate unreliable information to the detriment of the business interests of the country.

These statements are usually pessimistic. The speakers see no end of trouble ahead; they make wild statements relative to dissension between capital and labor. For instance, we have been told at great length that the shutting down of war work will throw an immense amount of labor upon the market which cannot be assimilated; that this will result in great trouble to the workmen, loss of wages, and general disturbance. The annual increase in workmen in the United States for a number of years has been a million a year. The world has been at war for four years; therefore there is a shortage of four million men, to which must be added approximately two million men who have entered the army, making a total of six million—a shortage from which must be deducted the total number of women who have taken on new work in the industries, amounting to approximately two hundred and eighty thousand. The fact is that there is a distinct shortage of labor, when industries are considered as a whole. In the building industry there is an excess of labor, but this is due to the fact that building cannot be proceeded with, owing to the exceedingly high cost of building material. Unfortunately, the workers in this industry are not adapted for work in other industries, but the building industry is really the only industry in the United States where a condition of over supply of labor prevails. Judge Gary, in his speech to the United States Steel Institute, suggests a decrease in the cost of metals, fully recognizing that such decrease would stimulate building.

What this country needs more than anything else is to be left alone, freed from Government interference, freed from the non-practical advice emanating from college professors, managers of societies who wish to show activity, and public speakers who love the sound of their own voices. The successful men of this country are those who have always had faith in America. Mr. Carnegie was once asked what he believed to be the reason of his success, and he replied, confidence in America. In Mr. Gary's address, above referred to, there is a note of optimism. The late J. Pierpont Morgan was likewise an optimist. There is no reason to fear anything growing out of existing conditions in America. The only unpleasant things that may be anticipated are the continued ravings of the uninformed and ignorant, listened to by the weak-minded.

REFORMS COME TO STAY.

Already people are beginning to speculate as to what extent business interests will continue the reforms forced on them by the necessities of the war period. Aside from those governing transportation, there are

a number affecting production and distribution which in the aggregate count a great deal for economy and the prevention of waste. Among these was the needless production of too many sorts, many simply for the purpose of having something different, instead of a concentration on standard articles or sizes. This was the case in very many industries. In quite a lot of them the old plan will go into the discard. A notable exception, of course, will be in regard to women's wear, where style is the great factor and where the influence of the war was least felt. In ways of doing business, the prospects of keeping up the reforms instituted are not altogether as bright as some would like to see them. Take the matter of cancellations and "protection" as examples. In these, although certain trade organizations have solemnly promised to put a stop to them, and although in several instances have resolved to invoke the aid of the law in compelling obedience to contracts, there are already cases of backsliding. Changes in terms of credit are also having some rather hard sledding. In the retail trade there is a strong tendency in many sections of the country to go back to the old system of deliveries, although the returned goods evil is kept in better check. As for trade acceptances, they have failed to come into very general use because buyers have not been convinced of the advantages to them of this method.

THE TRIUMPH OF LOVE.

Christmas speaks to us of the most stupendous event in the world's history. It is a day on which the door of heaven stands open to us. It is a day on which we look into the very heart of God. It is the divine love that shines on the stable at Bethlehem. And at Christmas something of that love touches all our hearts. Christmas draws us all nearer to Christ in spirit. It lifts us up for a few hours into that atmosphere of unselfishness, and brotherliness, and care for each other in which we ought always to live.

Christmas should be for us a day of great happiness in the church. Men and women stay away from church through thoughtlessness. They are absorbed in other interests and they forget God. Christmas calls us back to our places at the altar and to a sense of what God has done for each of us.

The day of Christ's birth should be one of great happiness and wholesome pleasure in the home and in all social relations. In every home on Christmas Day there should be something of the peace and joy of the home at Nazareth. And Christmas should bring new strength and courage to the hearts of all.

May this Christmas stir in the hearts of men and women all over the world a new longing for a just and righteous conclusion of the Kaiser's war and for the establishment of that "peace on earth" for which more prayers are now being offered than ever before since the first Christmas Day in Bethlehem.

Only Advantage Chain Store Has Is Turn-Over.

Chain stores take on more than one aspect. Some of them are retailer chains, some jobber chains and some manufacturers' chains. It is very difficult to make an analysis of a general nature which would apply with equal force to stores in these different lines, yet it is well that retailing merchants begin to think about this new force, this growing factor in distribution and in competition as well.

Chain stores claim, by virtue of such an organization, increased profits from buying power. They claim also heightened proficiency in advertising, in the better handling of credits and collections, and in better methods of merchandising.

The chief advantage which a chain store claims over the individual retailer is the ability to buy for less. Their system or plan rather leans to the elimination of the wholesaler. And yet these chain stores are compelled to provide warehouses and carry a surplus stock of goods in store ready for the call of the various stores. It is a question worthy of most careful thought and there is certainly some doubt as to whether or not there is any real saving in the system. They are compelled to perform the functions of the wholesaler and where an adequate stock is carried they are compelled to use in ratio the same investment.

This warehouse and shipping overhead must be higher than it is for the usual jobber unless the chain-store system is balanced to a nicety.

Much has been said in recent years about the elimination of the jobber, yet when the functions of the jobber are performed the expense must be met and we think observations throughout the country do not justify the belief that any saving so far has been affected in this method of distribution.

As a matter of fact the wholesaler is an important factor in distribution.

He gathers his goods from the four corners of the earth, puts them in warehouses for immediate needs of his customers, who may buy them as needed. And if he be a wise merchant he will buy in small quantities and often with a view of turning his stock, for profits to the individual retailer comes not from the sale, but from the repeated turning of stock. This is an axiom in business right now and retailers are just beginning to know its meaning.

There is one phase of the chain-store system which is worthy of thought and that is they employ high-grade, efficient managers who have the stores carefully systematized and who are bent on showing a profit. These managers are not better merchants than individual merchants ought to be and it behooves every retail merchant who is conducting a store of his own to make himself so proficient that he is on a par with the manager of a chain store anywhere, and he can do it. When he does do it, chain stores will have no advantage.

From records at hand it would

seem that a chain store has an advantage over the individual retail store in the question of net returns. The chain store makes good net returns on a relatively small investment, therefore they must have repeated turn-over. In an average city grocery store the stock turns perhaps ten or twelve times a year. In some of the best chain grocery stores stock turns forty times per year.

In the average drug store three or four turns per year is considered good, but the most successful drug store has a turn-over of something like twelve times per year.

In a cigar and tobacco store the average turn-over is from four to ten times per year, while in one of the most successful stores in a well-known chain the stock turns fifty times per year.

The syndicate 5 and 10 cent stores average twelve to twenty times per year, while the average for individually owned stores is from eight to ten times.

So it would seem that the chief advantage in the chain stores over the individually owned store is the matter of turn-overs, and this is the problem which every thinking retailer is directing his attention to.

Wholesalers have been teaching this doctrine for years and it has taken root now and then in spots, but if retailers want to measure up to the present-day requirements each and every one must take hold of this new doctrine and solve it in his own store in an effectual way.

"Buy in small quantities and often, keeping variety up and investment down, and handle the kind of goods the people know about—the advertised kind." That is an axiom in the solution of this problem and, Mr. Merchant, get into it and work it out. For in this solution is found a road to better service, more business and more profit, as well as in meeting successfully every kind of competition that is now confronting you, even chain stores. E. B. Moon.

The Place Where He Fell.

[Written for the Tradesman and dedicated to parents of any and every American soldier who fell wounded or slain on the soil of France.]
"Somewhere in France" there's a sacred spot—
Not a grave—not there—a cross marks it not—
In the years to come on that blood-stained ground,
North of Verdun, redeemed from the Hun
May ever a Frenchman's home be found;
No other displace it; none other disgrace it—
'Twas paid for by the blood of our son.
E. E. Whitney.

The Departure.

"I understand your servant has notified you that she is going to quit work."

"Not exactly," said Mrs. Crosslots. "She hasn't been working to speak of for some weeks. Now she has announced that she doesn't intend even to associate with us."

Universal Peace.

"They shall beat their swords into plough-shares, and their spears into pruning-hooks; nation shall not lift up sword against nation, neither shall they learn war any more."

Isaiah, II, 4.

BUSINESS WANTS DEPARTMENT

Advertisements inserted under this head for three cents a word the first insertion and two cents a word for each subsequent continuous insertion. If set in capital letters, double price. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

Wanted to hear from owner of good general merchandise store for sale. Cash price, description. D. F. Bush, Minneapolis, Minnesota. 965

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

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

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

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

For Sale—80 acres of good, productive soil, good frame house and barn and other out buildings. A good bearing orchard of 46 trees. Also quantity of good lumber and building stuff. Will sell or exchange for stock of general merchandise not to exceed \$5,000. Geo. T. Kelly, Twining, Michigan. 35

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

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

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

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

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

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

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

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

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

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

For Sale—Candy, tobacco and grocery store. Dwelling connected. Good concrete basement and barn. \$2,000. E. G. Little, 1022 Trumbull St., East Side, Bay City, Michigan. 3

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

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

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

For Sale—One of the best grocery stores in one of the best towns in Michigan. Doing a splendid business. Only reason for selling, cannot stand the work. Address No. 6, care Michigan Tradesman. 6

Cash Registers—We buy, sell and exchange all makes of cash registers. We change saloon machines into penny key registers. Ask for information. The J. C. Vogt Sales Co., Saginaw, Mich. 906

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

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

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

Stock Wanted—Have 225 acre stock farm; level; good buildings; timber; near three markets in Southern Michigan. Will exchange for stock merchandise up to \$40,000. Write what you have. Flood, Dexter, Michigan. 989

COLLECTIONS.

Collections—We collect anywhere. Send for our "No Collection, No Charge" offer. Arrow Mercantile Service, Murray Building, Grand Rapids, Mich. 390

SEE NEXT PAGE.

Advertisements received too late to run on this page appear on the following page.

Economic Coupon Books

They prevent disputes.

They save book-keeping.

They limit the line of the customer.

They give the merchant interest on past due accounts.

They put all credit transactions on a cash basis.

Free Samples on
Application

Tradesman
Company

Grand Rapids - Michigan

SUNK HALF A MILLION.

That the conduct of a retail grocery business is extremely hazardous even when the motive is philanthropy and a wad of money back of the enterprise has been proven in the case of N. O. Nelson in New Orleans, where he conducted a string of stores with the idea of helping the poor. His stores have been in trouble for some months, but recently he filed a petition in bankruptcy in the Federal Court there, alleging assets of \$68,381 and liabilities of \$153,592. In addition to the liabilities specified, Nelson put in a claim for \$337,602.30 for goods which he says he purchased individually and turned over to the stores which the concern conducted. The court has been asked to determine the legality of this claim. In other words, accepting Nelson's full claims, he dropped \$491,194.55 in the business in the few years he was in it and paid a high price to prove that philanthropy and the grocery business do not blend.

Eight years ago Nelson went to New Orleans and being eccentrically minded sought to show his philanthropic spirit by establishing a small retail grocery store with a view to giving relief to the poor. His aim was not to make money but to be of assistance to the lowly. Selling without profit, his first venture naturally was a howling success. Having plenty of money it was as a plaything for him and he enjoyed the experience. He then decided to branch out.

Another store was added and he kept on increasing them until the total number reached 63. Of course as the stores grew numerically his investment increased in proportion, and with it the number of employees. It is assumed, of course, that they had the same philanthropic sentiments, but instead of paying their way, the stores began to eat up money. Nelson kept adding to the investment until the pinch came and his surplus was exhausted. He got behind with his bills to the wholesalers and finally they were called into consultation.

Being deeply involved, one of them was called upon to run the stores in the hope of paying out, and in order to reduce expenses and cut off some of the drain, certain of the stores were discontinued. W. H. Arnold was elected President of the Nelson Co-operative Association, and with the help of the other creditors working through a committee the remainder of the stores were continued. They likewise proved unprofitable and the inevitable result was that the philanthropy of Nelson has proved a dismal failure.

In addition to the stores, he operated in connection a 1,600 acre plantation from which he drew supplies. The reason given for the failure is "war conditions" which are said to have upset the cheap selling methods of the Nelson stores. The showdown was staved off last September when the wholesalers took charge, but from reports the venture has now come to an end in the bankruptcy courts and all the stores are closed.

Nelson established the N. O. Nelson Manufacturing Co. of St. Louis many years ago, which dealt in plumbing supplies and was a big success. Later he moved the manufacturing plant to LeClaire, Illinois, a short distance from St. Louis, which was run on a co-operative principle. He had a store in connection from which employees obtained their supplies. On a visit to New Orleans, eight years ago, he was struck with the poverty of the town and the impulse started him in the grocery business.

Denmark appears to be a philosopher among nations. She is willing to leave to the vote of the inhabitants of Schleswig the question whether they want to return to the mother country or become a part of the uncertain future Germany. In these days of strident national claims, we can hardly understand the sweet reasonableness of the Danes. Doubtless, they would protest if the Allies were to try to foist Prussian Holstein upon them. They might as well offer Denmark a Central American republic afflicted with a revolutionary colic. But why should they hesitate to claim all of Schleswig down to the Eider-Kiel line, all Danish soil since long before Prussia or any other German state existed? The answer is supplied by Mr. Valdemar Galster, of Copenhagen. The Danes have no intention of becoming a party to a policy that might sow the seeds for future wars. They want a plebiscite to keep the record straight. The Danes have never abandoned their peaceful fight for Danish Schleswig. They have built up their best rural schools to the north of the German-Danish boundary line, and the students have been principally Schleswigers. Of late years, the rural high school of Askov, just north of the line, has gained an international reputation as a model. Besides proving what everybody knows, that the Danes of Schleswig want to be repatriated, the proposed plebiscite might furnish some interesting data for students of the history of the late German Empire. A popular vote would show how far Germany has managed to colonize her stolen province, how loyal these colonists are to Germany, and to what extent they really have been conquered by the subject Danes.

Representative Franklin Moore, of St. Clair, has prepared a bill which he will introduce in the next Legislature, prohibiting the use of any foreign language in any primary school of the State. The measure is, of course designed to prevent the teaching of the German language in the German Lutheran parochial schools and, as such, will have the whole hearted support of every patriot in the State. The Tradesman would go one step further and prohibit any religious service being held in any living language but English. The use of Latin in the Roman Catholic churches is not objectionable, because Latin has not been the language of a living nation for many centuries.

Six Milwaukee Dealers Severely Penalized.

Six Milwaukee, Wis., firms have been penalized for violations of the United States Food Administration regulations. The cases involved violations of the rules relating to substitutes, since withdrawn. The actions taken, as reported to the Enforcement Division, are as follows:

F. Tarantino, storekeeper, charged with utter disregard of the substitute rules; the penalty imposed being a limited unfair order, effective from Dec. 20 to Feb. 1.

V. Manciai, storekeeper, charged with dealing in wheat flour without any attempt to comply with the substitute rules; penalty, limited unfair order, effective Dec. 20 to Jan. 19.

C. Maglio, storekeeper, charged with having sold during the period from January to October about 100 barrels of flour and using rye as a substitute; penalty, limited unfair order as regards wheat flour.

Frank Balistieri, merchant, charged with selling wheat flour with insufficient substitutes; penalty, limited unfair order effective Dec. 20 to March 20.

Frank Italiano, storekeeper, charged with utter disregard of substitute rules; penalty, limited unfair order, effective Dec. 20 to Feb. 1.

Cianciolo Brothers, wholesalers, jobbers and commission merchants in fresh fruits and vegetables, charged with having been persistent and continuous violators of food regulations and the requirements in reference to the handling and unloading of cars. The reports and correspondence show that this firm was warned at various times but made no effort to comply with Food Administration requests. They were also charged with disregarding the substitute rules. The penalty imposed was revocation of their Food Administration license, effective from Dec. 20 to Feb. 1.

Under the unfair orders issued licensed dealers are prohibited from dealing with the offenders in the commodities designated, whereby these merchants will have the supply of those commodities cut off for the specified periods, while the firm penalized by revocation of its license will in addition be unable to handle licensed food commodities while the revocation is in effect.

What It Costs to Sell Groceries.

There are ten general items in a grocery store's cost of doing business: rent, salaries (including a salary for the proprietor), advertising, heat and light, delivery, supplies, insurance and taxes, general expenses, depreciation, and bad debts. In the average grocery store, these expenses amount to a little less than one-fifth of the money the store takes in.

For purposes of comparison the following table of operating expenses will be found of value. The figures were gathered by System Magazine in an investigation of retail grocery stores. They represent the costs of a mid-western grocery doing about \$50,000 annually.

Rent \$2,256.95 or 3.3%
Salaries 4,067.09 or 8.1%

Advertising	351.48	or	.7%
Heat and light.....	251.05	or	.5%
Delivery	954.01	or	1.9%
Supplies	150.63	or	.3%
Insurance and taxes	200.84	or	.4%
General expenses ..	150.63	or	.3%
Depreciation and shrinkage	301.27	or	.6%
Bad debts	150.63	or	.3%

Total expenses \$8,834.58 or 16.4%

Although the percentages for your store probably will not be the same as these figures, the foregoing are useful because they represent the overhead of what may be called an average grocery. If your percentages are much above these your expenses in proportion of sales are too heavy. Figure out the ratio between your expenses and sales and then strive always to reduce the percentage of expense.

The Federal Board of Indian Commissioners calls attention to a serious matter in declaring that various reservations show an "appalling increase in immorality." Our Government has struggled for years to keep drink and drugs from its red wards; against other evils it has relied too much on the Indians' once stern but now relaxed code. The prime causes of the immorality being lack of definitely applicable laws and of authorities, the remedy should be easily found. On some reservations the Indians abide by State enactments with regard to marriage and divorce, but on others in the same State they marry and separate much as they please. The heads of some reservations act with severity in punishing immorality, those of others are uncertain of their powers. The obvious prescription is for clothing the superintendents with more definite authority, and for conferring proper jurisdiction on State courts. The excellent work of teachers and missionaries should not be nullified for want of laws and legal agents.

For centuries the status of a woman while single was solemnly defined as femme sole and after marriage as femme covert. Veritably it may be said that the second estate of that woman was far worse than the first. A femme sole was in legal phraseology in "infant" until her majority, but after attaining it she had full possession and control of her property. If she was rich it was scarcely reputable that she should not marry unless she became a nun; consequently the interval between minority and wedlock was, so to speak, 'twixt hay and grass. Nevertheless, if she defied social sentiment and remained single the law protected her ownership. She might be choused out of her possessions, but she could not be deprived of them. The instant she married, however, she became femme covert, and every attribute of ownership ceased.

Robert Grant.

BUSINESS CHANCES.

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

Will trade my farm, all stocked, at Charlevoix, for bakery. M. C. Woodgate, Charlevoix, Michigan. 38

MICHIGAN TRADESMAN

Grand Rapids, Michigan

A Keen and Fearless Analyzer of Trade Conditions with Long Years of Efficient Service to Its Credit—
Concentrates on Essentials in Better Trade and Storekeeping Methods and Holds a High
Place in the Regard of Merchants Throughout the State and of Advertisers
Who Depend on Its Pages for Publicity.

Written for Newspaperdom by James Robert McCutcheon.

THE thing that grips you as you go through the *Michigan Tradesman* is the desire to meet the editor personally and congratulate him on the punch of his pen and the effectiveness of his betterment campaigns. The journal reeks with the editor's personality in its bull's eye hits at all that is outworn in trade methods, and in its pungent suggestion for improvement. It is more than educational teaching the editor supplies to its clientele among the merchants of Michigan; it is almost compulsory trade training. And it goes over strong with its subscribers and advertisers. The result is business success for the *Michigan Tradesman*, marked benefits for Michigan merchants and excellent returns on advertising investments in its pages. I studied this journal to get at bottom facts of its advertising value and I found them in abundance, not only in the publication itself, but in direct correspondence with its advertisers—facts that count in dollars for any reliable concern desiring to offer goods in the Michigan market. The *Michigan Tradesman* is essentially a trade magazine for reliable advertisers and for such is a strong, steady pillar of desirable business. "An advertisement in the *Michigan Tradesman*," writes one advertiser, "is equivalent to a recommendation, due to the care the publication exercises in selecting its advertising patrons and the confidence its readers have in everything which is admitted to its columns." I have a heap of letters, long, and enthusiastic, proving absolutely the *Michigan Tradesman's* drawing power. A few of them are printed below:

Grand Rapids Trust Company,
Grand Rapids, Michigan.

We would consider it a valuable medium for advertising for trade products. The paper carries as a rule a large advertising list of Grand Rapids trades people, and is regarded as a very fair and honorable journal.
R. D. Graham, President.

The Woodhouse Company,
Grand Rapids, Michigan.

We consider the *Michigan Tradesman* a good advertising medium in Western Michigan. The paper is well thought of by the trade and extensively circulated.
P. C. Payette, Secretary.

The Michigan Trust Company,
Grand Rapids, Michigan.

We regard *Michigan Tradesman* as one of the best advertising mediums in Michigan. The *Michigan Tradesman* has been built up around the personality of E. A. Stowe, its owner and editor, and his editorials and other articles have been read with interest for many years and still continue to be read by people with large means as well as small tradesmen. It is hard to describe just the special features that make it valuable but we know that it is very valuable; there is a certain atmosphere about the paper which makes it interesting and causes it to be widely read.
Claude Hamilton, Vice-President.

Herold-Bertsch Shoe Co.,
Grand Rapids, Michigan.

We have been advertising in *Michigan Tradesman* regularly for years. We feel it is about the best medium through which we can keep our name, and the name of our products before the dealers to whom we have to look for business. Mr. Stowe keeps the paper full of interest at all times and the subscribers read the magazine much more than the ordinary trade paper is read, we think.
G. J. Wissink, Secretary.

Grand Rapids Dry Goods Company,
Grand Rapids, Michigan.

You ask about the advertising value of the "*Michigan Tradesman*." The writer came with this concern about two years ago. We had a small advertising contract with the *Michigan Tradesman*, which we continued rather indifferently, for some time. Then in the course of re-organization, that end was taken up and now we are running continuously half pages, frequently using the cover or full pages. The writer is doing it simply because it has brought results. The *Tradesman* is very generally accepted through Michigan by the storekeepers and general merchants as a criterion for right and wrong. The editor is known personally in a very large field, his judgment through years of proof accepted. The *Michigan Tradesman* seems to have a faculty of getting up-to-the-minute news and giving it out straight and true. At the same time the editor assists personally many merchants with their own internal problems, which has made the paper one that is thoroughly right, as advertising patrons know and advertising in that paper is right, or it would not be accepted by the editor. In other words the editor and the paper are strong enough so that advertising in it carries conviction to the dealer. The editor is ably indeed assisted by his wife and a corps of workers that have been with him for years. It is one of the bright spots in this city for a visitor. The latch string is always out. Frankly we have over-doubled our business and we do not hesitate in attributing a goodly share of our success through advertising in the *Michigan Tradesman*.
H. W. Sears, Secretary & Treasurer.

Kent Storage Company,
Grand Rapids, Michigan.

We are pleased to state that it has been our experience that the *Michigan Tradesman* is in a class by itself as an advertising medium. An advertisement in the "*Tradesman*" always gets results. Under the direct management of E. A. Stowe the co-operation of the *Tradesman* with the wholesale and retail trade throughout Michigan has become invaluable as the source of

information to both buyer and seller. The market conditions, editorials and news items of general business are of much importance to the business interests of the entire trade of our State.
E. R. McCoy.

Grand Rapids National City Bank,
Grand Rapids, Michigan.

We have advertised in the *Michigan Tradesman* for a great many years and we believe it has been a good investment for this Bank. We consider the *Michigan Tradesman* one of the best trade papers in this section and include it in our advertising appropriation.
Dudley E. Waters, President.

Worden Grocer Company,
Grand Rapids, Michigan.

We are pleased to give you our idea of the advertising value of the *Michigan Tradesman*. This paper has been published for a great many years in this community, and its editor is thoroughly fearless in his attack upon unscrupulous dealers who come into the community, and upon unfair trade practices. The result of this has been that he has a very large following among the dealers, and enjoys the complete confidence, as well as the personal acquaintance of a large part of the retailers of Michigan, Indiana and a part of Ohio. We have used space in the paper for a great many years because we believe that it is the best possible medium through which we can reach the retailers. We also feel that our advertisement in the paper goes to the readers with the approval of the editor because his readers appreciate that he will not accept advertisements from firms that are not thoroughly reliable and responsible. In other words, a reader of his paper, who might not be a customer of our company, knew nothing about us, would know, in finding our advertisement in the paper that we were a reliable house, and we think this adds weight to our introduction to the men whom we may not know in the community we are now selling, or new communities which we are trying to reach. We have gone to some length to explain our position but, it can be summed up in saying that we think the *Michigan Tradesman* is the best advertising medium for reaching the retail trade and incidentally one of the best trade papers that we have ever seen anywhere in the United States.
Guy W. Rouse, President.

Hirth-Krause Company,
Grand Rapids, Michigan.

We consider the *Michigan Tradesman* a very reliable medium of advertising. It contains very lucid articles on trade and it is therefore widely and carefully read by its subscribers, of this we are certain. The publishers of the *Michigan Tradesman* are very careful to exclude any and all matter in their advertising columns that savor of a quack or fake nature. We deem it of value in calling attention to seasonable goods and in keeping our name constantly before the merchants.
Hirth-Krause Company.

George A. Murphy, (Advertising)
Grand Rapids, Michigan.

We consider the *Michigan Tradesman* an excellent advertising medium. It is well printed and does not as is the case with most trade papers of all sorts, indulge in a lot of nauseating flattery in each issue in order to tease along advertisers either present, prospective or imaginary. The information which one secures from the *Michigan Tradesman* always is reliable. One can not always agree with its publisher, Mr. Stowe, as to his editorial opinions, for he really says things and says them right out in meeting where they can be heard far beyond the Amen corner and the mourner's bench. If you are interested in trade papers, I really believe that you would enjoy a careful study of the *Michigan Tradesman* week after week. You would be surprised to note the absence of useless and silly sophistry present to so great an extent in, well-say, newspaper trade papers. You know what I mean and you realize the amount of bunk that you have to carry from week to week about some wonderful advertising manager who has left the

Hickeyville Gazoo and has gone to the Burr Oak Daily Scream and, of course, they expect to carry a card in the trade papers. Mr. Stowe doesn't do anything of that kind in the *Michigan Tradesman* and I am particularly happy to say these things for the *Tradesman* because I have not had a row with Stowe in several weeks.
G. A. Murphy.

Diamond Crystal Salt Company,
St. Clair, Michigan.

We are pleased to advise you that in our estimation the *Michigan Tradesman* is a leader in its field.
Diamond Crystal Salt Co.

Rindge, Kalmbach, Logie Company,
Grand Rapids, Michigan.

I have absolutely no hesitancy in stating that the *Michigan Tradesman* is an invaluable medium for advertising. Our company has used their space for a great many years and we hope to for many more to come as we find that the *Michigan Tradesman* is a paper which not only has a wide circulation throughout Michigan, but its articles as edited by Mr. Stowe are of a real constructive and educational value, and absolutely reliable. Mr. Stowe's strong personality is invariably reflected in the editorials of the *Tradesman*, and I am sure that the subscribers find it a paper of real value and of real help to them in their business, and for these reasons we consider it invaluable as an advertising medium.
Howard F. Johnson, Secretary.

Judson Grocer Company,
Grand Rapids, Michigan.

I wish to express my high opinion as to the value of the "*Michigan Tradesman*." The *Michigan Tradesman* goes into every retail store in Western Michigan and beyond that locality. It is not only considered a trades paper but a family publication as well. The editor of the *Tradesman* is an old-timer, thoroughly capable, and we esteem him highly.
William Judson.

Hazeltine & Perkins Drug Company,
Grand Rapids, Michigan.

We have been constant advertisers in the *Michigan Tradesman* since the very beginning of its publication in Grand Rapids. The *Tradesman* is a Michigan publication and the only commercial paper that was ever conducted in Michigan that has been a success for a long period of years. It not only has a strong commercial aspect but it has enough of the home life worth so, that the family of every country merchant is anxious to see each copy and read it more or less. A strong asset of the *Michigan Tradesman* is that it has an approach to the country merchant that seems to get for it a careful reading, and it gives them more or less authority upon not only commercial topics but prices. We have been particularly interested because it has in each edition a drug page (every week) and we have been responsible for years in correcting that drug page. We have for many years had an advertisement next to the drug page for our own business and we have regarded that it has been for ourselves a good advertising investment and we believe that the wholesalers of Grand Rapids as well as many manufacturers will testify along the same line.
L. M. Hutchins, Treasurer.

Foster, Stevens & Company,
Grand Rapids, Michigan.

The *Michigan Tradesman* is in a class by itself. It has been under one management and ownership for more than thirty years. It has always stood for the right, no matter where it hit. It exposes fraud in everything connected with the commercial end of business, and dealers who take and read it, never are swindled. We believe it is taken by more than eighty per cent. of retail merchants in Michigan, and also has a large circulation in adjoining states. Its advertising rates are low, and we believe it is the best advertising medium of its class now published.
Sidney F. Stevens, Vice-President.

THE MICHIGAN TRADESMAN,

Grand Rapids, Michigan

Selling Sugar Efficiently

Now that the sugar restrictions have been lifted, the sales of sugar are greatly increasing. This means more business for the grocer and a greater need of doing that business efficiently.

Franklin Package Sugars

eliminate scooping, weighing and wrapping. They save time, spilled sugar and the cost of paper bags and twine.



Franklin Sugars in machine packed cartons and cotton bags are always ready to sell. They mean quick service and satisfied customers. They increase your selling efficiency.



The Franklin Sugar Refining Company
PHILADELPHIA

"A Franklin Cane Sugar for every use"

Granulated, Dainty Lumps, Powdered, Confectioners, Brown