



Sing the Song



If you'll sing a song as you go a long,
In the face of the real or the fancied wrong,
In spite of the doubt if you'll fight it out,
And show a heart that is brave and stout;
If you'll laugh at the jeers and refuse the tears,
You'll force the ever reluctant cheers
That the world denies when a coward cries,
To give to the man who bravely tries.
And you'll win success with a little song—
If you'll sing the song as you go a long!

If you'll sing a song as you plod along,
You'll find that the busy, rushing throng
Will catch the strain of the glad refrain;
That the sun will follow the blinding rain;
That the clouds will fly from the blackened sky;
That the stars will come out by and by,
And you'll make new friends, till hope descends
From where the placid rainbow bends.
And all because of a little song—
If you'll sing the song as you plod along!

If you'll sing a song as you trudge along,
You will see that singing will make you strong,
And the heavy load and the rugged road
And the sting of the stripe of the tortuous goad
Will soar with the note that you set afloat
That the beam will change to a trifling mote;
That the world is bad when you are sad,
And bright and beautiful when glad.
That all you need is a little song—
If you'll sing the song as you trudge along!

Ceresota Flour

Always Uniformly Good

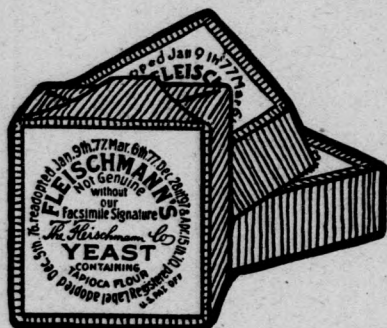
Made from Spring Wheat at
Minneapolis, Minn.

Judson Grocer Company

The Pure Foods House

Distributors

GRAND RAPIDS, MICHIGAN



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

NEW YORK
SEATTLE

THE FLEISCHMANN COMPANY

CINCINNATI
SAN FRANCISCO

The Tin Foil Cake
of

**Fleischmann's
Yeast**

which physicians everywhere are pre-
scribing for Constipation, Furunculosis,
Acne and other diseases.

Package Sugar Means Efficiency

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

The Franklin Sugar Refining Company

PHILADELPHIA

"A Franklin Cane Sugar for every use"

Granulated, Dainty Lumps, Powdered,
Confectioners, Brown

Yearly Invoice Record

The contract you enter into when you purchase fire insurance
requires you to retain all invoices or keep a record of all purchases dur-
ing the current year. Merchants who have small safes sometimes find it
inconvenient to preserve all invoices intact. To meet this requirement,
we have devised an Invoice Record which enables the merchant to
record his purchases, as set forth in his invoices, so as to have a com-
plete record in compact form for use in effecting a settlement in the
event of a loss by fire. This Record is invaluable to the merchant,
because it enables him to ascertain in a moment what he paid for and
where he purchased any article in stock. Price \$2.

Tradesman Company

Grand Rapids

DEAL 1814

MORE PROFIT

SNOW BOY WASHING POWDER 24s—Family Size

through the jobber—to Retail Grocers

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

10 boxes @ 4.90—2 boxes FREE, Net 4.08

5 boxes @ 4.95—1 box FREE, Net 4.12

2½ boxes @ 5.00—½ box FREE, Net 4.17

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

All orders at above prices must be for immediate delivery.

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

Yours very truly,

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

MICHIGAN TRADESMAN

Thirty Sixth Year

GRAND RAPIDS, WEDNESDAY, JANUARY 29, 1919

Number 1845

MICHIGAN TRADESMAN

(Unlike any other paper.)

Each Issue Complete in Itself.

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

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Grand Rapids

E. A. STOWE, Editor

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five years or more old, \$1.

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

INTO AN UNCHARTED SEA.

This is no time for the pessimist. Even the man who bought a trunkful or so of Liberty bonds and sees them selling 5 per cent. below par is not giving the matter a second thought. He knows and we all know, that the pooled resources and the pledge and tried faith of over 100,000,000 of the most prosperous people on earth will bring those bonds back where they belong—back to par or better.

As to business, the President has practically said that business can work out its own salvation if it is unhampered with a lot of unnecessary laws and regulations.

Then, too, it is consoling to know, as we are told by an authority whom we have learned to respect and admire, that the state of trade is merely a state of mind. By the same token, however, it must follow that the tariff is a mere mental camouflage; that the successful operation of a merchant marine, for instance, is entirely a matter of disposition on the part of owners that they shall operate their vessels, loss or no loss.

Consider, for a moment, the value of that state of mind known as thoughtful neutrality. It cornered one-third of the world's gold supply for this country and built up our natural resources to unheard-of proportions. How deplorable, by contrast, must have been the National state of mind in those depressing days before the war when, in 1914, the steel business was operating to only 60 per cent. of its capacity, when it was 75 per cent. cheaper to live and a couple of thousand per cent. harder to gain the means of livelihood!

And now the country has drifted into a state of mind consistent with the ennobling task of turning our swords into plowshares. We are enthralled with pictures of Tennyson's visions of the Federation of the World. We behold the idealist's dream of the United States of Europe, and we are almost constrained to be-

lieve that the millennium has come. The Secretary of Commerce tells the business men of this country not to press our economic advantages with England, France and Italy. We see the remarkable exhibition of 4,000 representative business men of the United States gathered together in solemn conclave at Atlantic City to discuss grave problems of reconstruction, enthusiastically applauding the sentiments of John D. Rockefeller, Jr., as he urged the adoption of partnership relations between capital and labor; while some of our great corporations are even quoting the Bible in their interpretation of the chastened spirit of the times.

What is the meaning of these changes in the spiritual, sociological and economic trend of things? It means that we are confronted with conditions of which only a prophet of old could give prophecy. It means that we are sweeping away from old moorings and steering blindly into an uncharted sea of uncertainties. The greatest business menace to-day is the carping critic who seeks to capitalize the labor vote by promise of Government ownership and Government jobs—the seeker after political favor who would strangle the business goose that lays the golden egg. Look upon our railroad and public utility situation. Enterprises representing a \$29,000,000,000 investment, which in large measure the Government was compelled to take over to protect the very life of the Nation itself.

This country has forged ahead to its present high commercial position through the intrepid courage, resourcefulness and ability of its business men, so our sphere in the new commercial era ahead will be determined by the brains, initiative and remarkable adaptability of our industrial leaders—leaders like those who took hold of steel and, notwithstanding the higher wage rate in this country, produced it cheaper than they could produce it abroad; like those who built up our great cement industry in the face of ruinous foreign competition; like those whose agricultural implements and tools and engines and machinery are known and used in every quarter of the globe; like those who have operated 250,000 miles of railway and, notwithstanding the higher overhead cost, have sold freight per ton mile cheaper than in any other country; and now new leaders in a new field who will co-ordinate the efforts of our business men and secure through their trade associations, as National bodies, a business-like solution of the great problems which mean so much, both in domestic and foreign fields, to the business interests of this country.

DIFFERENT STANDARDS.

Few grocers, happily, have been hunting for loopholes through which to pull opportunities for profiteering. Such as have are not the average or the majority. But they do exist, and they are the fuel which adds to the flame of discontent and justifies eventual reprisal in the halls of legislation. The grocery association to-day which sees far into the future will bend its energies not to finding ways to increase profits—for the present at least—but to bring prices down rationally as fast as possible and forestall legal acrobatics which might meet with enough of public approbation to get into respectable company and ultimately swing the big stick of public authority.

It is all very well to dismiss these thoughts with self-complacent confidence that the fundamentals of past judgment will stamp their very impracticability and prevent their progress, but any man with his eye open ought not to overlook the fact that "the dead past has buried its dead," and standards of thought to-day are different from those of pre-war time.

Five or six years ago no one would have imagined any such capers being cut by a supposedly safe and sane tribunal as have been officially promulgated by such bodies as the Federal Trade Commission and the Federal Department of Justice. Some of the decisions of the Supreme Court have been surprising departures from the traditional thought of jurists on mercantile subjects. If they are indices of public spirit and polity the sooner they are accepted and assimilated the better.

The food trades have shown ability to cope with National emergencies in a spirit of self-sacrifice wholly commendable and reflecting creditably on their wisdom and far vision. It would seem as though they are now facing another great task, viz., to reconcile in some way the tenets of good mercantile practice with humanity and a demonstrated National crisis and to complete the progress gained in the war of rehabilitating the grocer in the minds of the public as a great public servant, and not an opportunist.

In every other walk of business the process of re-adjustment and recession in prices from war time inflation is well in progress, not wholly because dictated by the reasserted law of supply and demand, but born of what might well be called "good sportsmanship in business" and good judgment. Any wise business man knows that stagnant markets born of a widespread temperamental unwillingness to buy is the worst form of stagnation, and that if even a violent re-adjustment in values for a few days or weeks can cure it, it is perhaps the

best and quickest way to re-establish healthy conditions.

Dry goods, woolen goods, metal goods and many other staples of trade have adopted such a course, and it is natural that food products should find it necessary. Already it has started in some of the lines most susceptible to speculative change, and will doubtless pass down a large part of the grocer's stock. He has been expecting it, dreading that it might come violently and seeking to defer the day of reckoning. Now the time has come when more heroic measures may be necessary, and it is probable that the same spirit of duty will prevail which did in the crisis of winning the war.

THE CANNERS' CONVENTION.

The convention of the National Canners' Association in Chicago last week was indicative of the kind of activity this progressive organization is pursuing.

The National Canners' Association has always taken the stand that whatever of criticism was levelled at the industry was better met in the recognition of its truth and fairness than in opposition and defense. From the very start it allied itself with every constructive effort of the Federal Pure Food authorities to improve canned foods, and has tremendously gained thereby in making possible far better canned foods than were ever packed before. In the co-operated effort, science and practical business have merged and fostered genuine progress, the value of which is perhaps best attested in the great part played by canned foods in feeding our army and navy and the unhappy people of Europe. Canned foods have achieved an entirely new standing in the world as a result of the past five or six years.

In the work of the Food Administration and in the supplying of immense stocks of military stores, the industry has displayed the same co-operative spirit it did in making purer food. It has been fraught with no end of trouble, but everyone has come through it wiser and has a better understanding of the pitfalls likely to be encountered than ever before. In studying the problems of the grower and the packer; the handling of the future problem and in financing the canner in his seasonal operations, great pains have been registered. Through it all, the individual packer has been able to rely on the co-ordinated effort of the whole industry as represented in this Association; assured that whatever it did was built on broad gauge ideals. Few trade associations have a wider field in which to work; few more fully appreciate their task and few have met with greater success.

GONE TO HIS REWARD.

John Caulfield, the Pioneer Wholesale Grocer.

John Caulfield died at his home in this city Tuesday morning, Jan. 28.

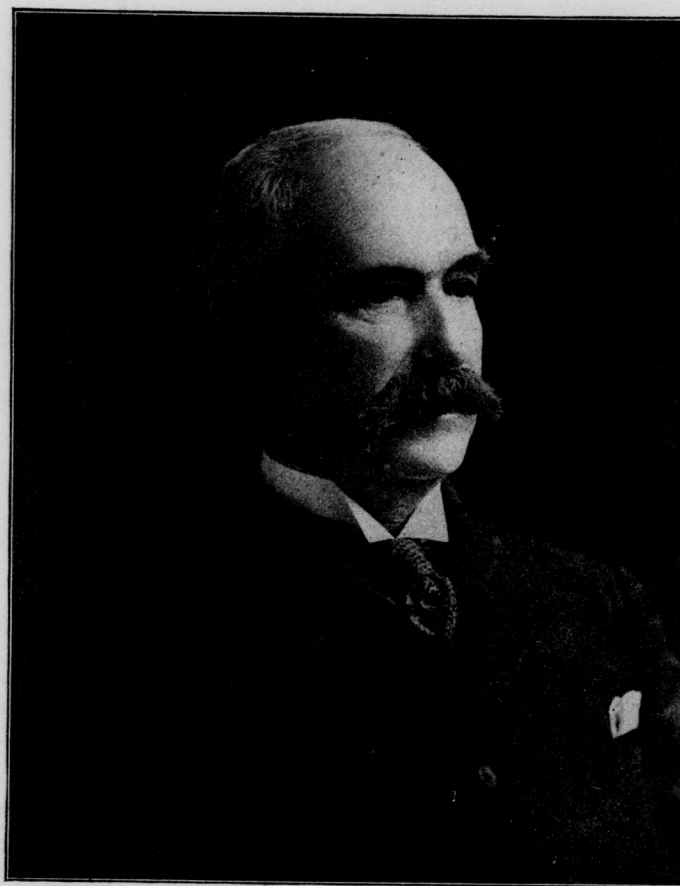
Mr. Caulfield was a descendant of a respected family whose lineage in the North of Ireland comes down through several centuries. He was born December 25, 1838, near the village of Hilltown, County of Down, Ireland, and adjacent to Rostrevor, the most charming seaside resort in the Northwest part of the United Kingdom. His early education was obtained in the national schools of that country, schools then conducted under government control. There were annual examinations by government inspectors. After passing these successfully, at 15 years of age, having continuously attended school from the age of 7, he was prepared for a private school kept on the estate of Lord Roden, and managed by a professor of wide reputation for learning and ability. Here his stay was short. He was ambitious to enter mercantile life and he was much elated when a situation was obtained. His books and satchel were shelved and gaily he went with his father to the seaport of Newry, in the same county, and was there bound as an apprentice in indenture of 50 pounds for a term of years to a large and long-established firm in the grocery trade. There he learned much of the "El Dorado" West of the Atlantic, decided to come to America, and in November, 1857, sailed in the four-masted American ship, John C. Calhoun, landing at New York Jan. 1, 1858. He came direct to Grand Rapids, rested a few weeks, obtained a temporary position as clerk in a grocery store and soon made a permanent engagement here with the late George W. Waterman, then a prominent wholesale and retail grocer, with whom he remained about five years. After this he made a trip West to Iowa, but returned and for a short time was again in the employ of Mr. Waterman, and then in the fall of 1864 entered into partnership with the late John Clancy, in the same trade. About a year later Mr. Clancy retired from the firm, on account of his extensive lumbering interests, and Mr. Caulfield continued business alone. Between those two as long as Mr. Clancy lived there existed the warmest feelings of respect and friendship. During the subsequent twenty years Mr. Caulfield conducted a large business successfully, with credit unimpaired and unshaken through all the financial crises, notwithstanding the many disappointments, difficulties and losses which beset mercantile life. In 1869 he purchased the old Collins Hall block, which he rechristened Empire hall, corner Monroe and Erie streets, and in that year embarked in an exclusively wholesale grocery business. In April, 1871, his store and goods were destroyed by fire. This was a serious setback, as the block was not fully paid for, but with all his losses on stock and building, he did not lose courage. With undaunted energy, he rebuilt, finished the present building in 1872, rented it for a time, then

opened again himself, and continued the wholesale grocery business there until 1886, when he retired from that trade to give his entire attention to his other interests, chiefly in real estate, which by this time had grown to be of much magnitude.

In 1871 Mr. Caulfield purchased a large tract of land South of the city. His native shrewdness led him to secure the location of the G. R. & I. carshops on a portion of this land and the remainder yielded him a rich harvest. It is currently reported that the sales of gravel alone brought into the Caulfield coffers a sum ten times in excess of the amount originally paid for the entire tract. Mr. Caulfield was the owner of the Caulfield block on Ottawa avenue, 100 feet square on the corner of Ellsworth

Mr. Caulfield was a Roman Catholic in religion and a Democrat in politics. He had no hobbies and tolerated no side issues. He belonged to no clubs or fraternities, finding the greatest pleasure in the peace and quiet of his family circle.

Mr. Caulfield's life was one of business, and to that he strictly attended, never allowing any interference by alluring ambitions for official station. He held singularly aloof from political strifes. He frequently remarked to the writer that he had had all the hustling he desired in the regular way of striving for material success in the mercantile race. As man, merchant and citizen his name was a familiar and respected one for more than half a century.



The Late John Caulfield.

avenue and Island street, and possessed numerous other real estate holdings which were chiefly valuable by reason of their location and availability.

Mr. Caulfield was married, February 14, 1864, to Miss Esther Eagan, of Cascade. They had seven children, all of whom are still living, as follows:

Anna E., now Mrs. Wm. J. McKnight.

Geo. B. Caulfield, now engaged in the merchandise brokerage business. Marie, residing at home.

Frances, now Mrs. Joseph Kirwin. Estelle, now Mrs. Bertrand F. Lichtenberg, of Chicago.

Agnes, residing at home.

John J., Jr., residing at home, and engaged in the real estate business with his father.

Government Made a Goat of the Grain Dealer.

If I might be permitted, I would like to express myself regarding the way the wheat grower has been used, as compared to the grocery and bakery trade. In the first place, in the crops preceding the fixing of price by the Government, the price as realized by the grower was at times way above his wildest dreams; then came the price as established by the Government, not a maximum price above which he couldn't go, but a minimum price below which he needn't go and hasn't.

Now, of course, we all know that the fixing of the price of wheat was primarily to establish a price that would not be too high for the consumer to pay and also yield a fair margin of profit to the grower, and

in fixing this price the needs of not only this country but also the needs of our Allies had to be taken into consideration.

If a maximum price had been named the grower would have planted just as much, for he would know that the demand would keep the price up as long as the needs continued, which would be for this past year's crop at least; and then at the end of the war, when the whole world will plant all they can, the market would adjust itself through the old infallible channel of supply and demand, and we would not be burdened with still another crop at fancy prices for the benefit of a comparatively few people.

On the other hand, consider the way the Government has handed it to the grocery and allied trades. The order for substitutes was made, and no group of men ever were more loyal to the Government than the grocery and bakery trade. They accepted it for a war-time measure and on the whole lived up to it without protest.

The profit on the goods we handled was limited to a small margin above cost, eliminating entirely any chance for speculative profit. In most cases the profit was less than the cost of doing business, but they accepted it as a necessary measure to assist in winning the war. Then on November 4, out of a clear sky, comes a bolt; substitutes no longer required, leaving us with enough on hand to last at least two months.

The Government proposed to buy these substitutes at a loss to the trade which we are willing to take; but they can only take certain substitutes, although the trade has on hand all kinds that the Government will not consider at all, and which must be sold for stock food at a great loss.

Why did not the Government give us at least sixty days to dispose of these substitutes before removing this substitute order? Before the trade recovers from that the second bolt comes; a ruling that all milling restrictions be removed. This not only left us with a lot of substitutes to mourn over, but now as soon as pre-war grind of flour comes on the market, our present stock must be sacrificed. Who wants 100 per cent. grind when they can get pre-war grind for less money?

I think the time has come for the Government to pay some attention to the grocer, baker and the flour merchant who must handle all the flour used in this country and at least give him a chance to live, and at the same time allow the price of wheat to adjust itself so that the consumer will not have to pay some two to four dollars a barrel more than he should for flour that the grower, already overpaid for several crops, should have another year of altogether too high prices. James Green.

The credit customer who for the best of reasons has finally been refused credit is usually the one who starts a campaign of slander against the merchant.

The credit system is responsible for most of the polite lies of which merchants are guilty.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Jan. 28.—The Bagmen were all set for a dancing party Saturday evening, Dec 14, but along came "Doc." Slemons with his big stick and the demand that all gatherings be postponed on account of the flu. So Pilkington had to declare the party off and go around among a lot of his friends, and some of the other boys' friends, and give them back their hard earned money, but the ban is now all off again and Saturday evening, Feb. 8, is set for their party. Walter Lypps is chairman of this committee, and when Walter starts in to do something, he gets after everybody, so all Bagmen, all U. C. T.'s and all friends of the U. C. T. will find the doors wide open to welcome them. The committee in charge promise you a royal good time.

Paul Leake, who writes the financial department for the Michigan Tradesman, has been elected Secretary of the Detroit Stock Exchange—a worthy honor, worthily bestowed.

Manley Jones has been walking on air for a week and it looks as though he would have to buy larger hats hereafter. About ten days ago he received a peremptory summons to attend the annual meeting of the Telfer Coffee Co., at Detroit. He did as he was told and, on putting in an appearance, was handed a stock certificate for a substantial amount of stock in the Telfer Coffee Co. by Edward Telfer and told that he was slated for a directorship in the company. Manley bears his new honors as gracefully as a boy with his first pair of top boots. If you want to see him smile all over, call him Director Jones, instead of plain Manley. He had just started on his seventeenth year with the Telfer concern.

A Swede among the miners in the West was noted for always striking pay dirt. His fellows thought that there must be some secret to the unusual success of the Swede and ques-

tioned him as to how he always succeeded in finding the spot where the gold cropped out. "Vell, Aye don't know ef Ay can tell anytang 'bout dat," answered Ole. "Ay only knows dat Ay yust keep on diggin'."

Beyond the shadow of a doubt the men who do big things differ from those who don't chiefly in the activity of their minds. The big doers keep up a continual mental struggle—collecting and absorbing new facts, studying to understand them, trying to "put two and two together"—until out of this activity they hit upon good practical ideas which they see clearly. No mentally lazy man ever had a really good idea. You can't get good ideas that way. Good ideas are born in brains that keep working. You can't take a fat horse out of a stall where it has been locked up a long time and expect it to win a race. Neither can you expect a lazy brain to get out on the track suddenly and make much of a record. Both horses and brains thrive on exercise.

Some sort of a bad check bill is certain to pass the Legislature and become a law this year. Hotel men and credit men conferred with Governor Sleeper last week regarding the three bad check bills now before the Legislature. He promised them that he would not oppose the five-day bill which the hotel men will help pass. Two years ago the Governor vetoed a bill introduced by Senator Murtha which made it a crime to pass a bad check. That bill was passed at the request of the hotel men and they wanted to play safe this session and see to it that the Governor would not oppose the bill. He is perfectly satisfied with the five-day clause which provides that the length of time must elapse before the check is considered a bad one.

"Toting Fair."

What a different world this would be if every retailer "knew" every oth-

er retailer in his town, and by "knowing" I don't mean just a speaking acquaintance, but an actual—personal—brotherly—spirit.

Nixon Waterman a long time ago wrote a beautiful poem of which the following verse is a part:

If I knew you and you knew me,
And both of us could clearly see,
And with an inner light divine
The meaning of your heart and mine,
I'm sure that we would differ less
And clasp our hands in friendliness
Our thoughts would pleasantly agree—
If I knew you and you knew me.

We charge our competitors with a great many thoughts and deeds which never entered their minds. We blame them for trying to cut in on our trade. We think that their every effort and scheme is devoted toward driving us out of business—with the result that we are not willing to admit, even to ourselves, that possibly there may be some redeeming feature about them.

And yet, if we would but look at conditions as they really are and at the opportunities as they present themselves—there would be plenty of business for all of us.

This statement may seem extravagant to some, but it is based upon actual figures obtained in hundreds of places:

The local retailers as a matter of fact are selling only from one-half to two-thirds of the goods which are being bought by the people in their trading territory.

So long as this is the case in practically every community, haven't we here the strongest possible motive to get together and try our best to get some of that business which is now going out of our town?

What would it be worth to you to be able to increase your sales from one-third to one-half?

Would you not be willing to do quite a bit of work to make such a gain?

And especially if you could get that extra business and that extra profit, without taking any trade away from your local brother retailers?

But if you really want to get that extra business and that extra profit, you must do something to earn it, and the only way you will be able to earn it, is to work "with" instead of "against," your competitor.

We must be willing to let him take his share of the extra profits. We must be willing to do our share of the work which must be done. We must be willing to "give and take."

For only when we act on this principle will it be possible for us to secure the result each of us seeks. There is only one way to co-operate, and unless we follow that way, most of the work and most of the time and most of our effort will be wasted.

So we must bury our prejudices and jealousies—for the common good—and this is often a hard matter, for usually we think that our opinion is better than that of most everybody else. But if we are in real earnest we will get together on common ground.

And the fine part of it is, that while we are co-operating, we find that our competitors are really quite decent fellows and that they have some very excellent points about them—in fact we find them to be almost as good as we, ourselves.

Frank Stowell.

ASK YOUR JOBBER FOR

Hart Brand Canned Foods

HIGHEST QUALITY

Our products are packed at seven plants in Michigan, in the finest fruit and vegetable belts in the Union, grown on lands close to the various plants; packed fresh from the fields and orchards, under highest sanitary conditions. Flavor, Texture, Color Superior.

Quality Guaranteed

The HART BRANDS are Trade Winners and Trade Makers

Vegetables:—Peas, Corn, Succotash, Stringless Beans, Lima Beans, Pork and Beans, Pumpkin, Red Kidney Beans, Spinach, Beets, Saur Kraut, Squash.

Fruits:—Cherries, Strawberries, Red Raspberries, Black Raspberries, Blackberries, Plums, Pears, Peaches.

W. R. ROACH & CO., Grand Rapids, Mich.

Michigan Factories at

HART, KENT CITY, LEXINGTON, EDMORE, SCOTTVILLE, CROSWELL, NORTHPORT.



Movements of Merchants.

Benton Harbor—The Putnam Shoe Co. has filed a voluntary petition in bankruptcy. Liabilities, \$9,000, with assets considerably less.

Alma—Mr. McKee, manager of the Model Bakery, has purchased the Sanderhoff block and will remove to the new location about March 1.

Evart—P. Q. Smith has sold his grocery stock and store fixtures to Walter Sieth, who will continue the business at the same location.

St. Louis—Robert Wolf has sold his garage and automobile supply stock to W. H. Downs & Son, recently of Ithaca, who have taken possession.

Rives—The Rives Co-Operative Association has been incorporated with an authorized capital stock of \$1,000, of which amount \$180 has been subscribed.

Alma—A. W. Davis has purchased the Coddington store building and will occupy it about March 1, with his cigar and tobacco stock and barber shop.

Owosso—C. C. DeCan has purchased the grocery stock and store fixtures of George Dickson, 120 South Washington street, and will take immediate possession.

Fountain—William Miller, formerly of Scottville, has leased a store building and will occupy it with a stock of shoes and a shoe and harness repair outfit, Feb. 1.

Saugatuck—James Davis, of this place, and B. H. Mead, of Allegan, have formed a copartnership and will engage in the dry goods business here about March 1.

Ionia—Elmer Cowan and John T. Toutenhoofd have formed a copartnership and purchased the shoe stock and store fixtures of L. P. Brock, taking possession Feb. 1.

Flint—The Mercer Drug Stores has been incorporated with an authorized capital stock of \$100,000, of which amount \$50,000 has been subscribed, \$10,000 paid in in cash.

St. Johns—V. H. Merrihew has sold his grocery stock and store building to Leon Budd, who will continue the business as a branch of his grocery store on McConnell street.

Pontiac—Whitfield, Walter & Marcotte has been incorporated to conduct a wholesale grocery business, with an authorized capital stock of \$50,000, all of which has been subscribed and paid in in cash.

Saginaw—The Owens Walk-Over Co. has been organized to conduct a wholesale and retail shoe business, with an authorized capital stock of \$25,000, of which amount \$18,000 has been subscribed and paid in, \$6,739.42 in cash and \$11,260.58 in property.

Fountain—C. F. Engfer has leased a larger store building than the one he now occupies and will remove his stock into it about March 1, adding lines of dry goods and notions.

Marquette—The Lepola Co-Operative Co. has been organized to conduct a chain of co-operative general stores and boarding houses, with an authorized capital stock of \$10,000.

Ludington—L. W. Swan has purchased the stock of second-hand furniture and repair outfit of L. W. Swan & Co., which has been in the hands of a trustee for the past ten months.

Hudson—The Farmers' Co-Operative Association has been incorporated with an authorized capital stock of \$4,000, of which amount \$2,500 has been subscribed and \$1,040 paid in in cash.

Bay City—Chimnovitz Bros., dry goods dealers of Flint, are solvent, according to Judge Tuttle's decision in United States court. The concern contested an involuntary petition in bankruptcy.

Detroit—The J. J. Snyder Shoe Co. has been incorporated to conduct a retail business, with an authorized capital stock of \$14,000, of which amount \$7,000 has been subscribed and paid in in cash.

Alma—A. A. & J. C. Chick, proprietors of the Economy Shoe store, are remodelling and decorating their store building, installing new plate glass show windows and modern fixtures throughout the store.

Detroit—The Automobile Electric Co. has been organized to repair and equip auto vehicles of all kinds, with an authorized capital stock of \$6,000, of which amount \$3,000 has been subscribed and \$1,000 paid in in cash.

Richmond—W. A. Bruce, recently of Cass City, has purchased the Weter, Fanning & Co. wholesale egg business, including its brick warehouse, cold storage and packing plant and ice houses, taking immediate possession.

Detroit—The Parisian Co. has been organized to conduct a wholesale and retail business in women's and infants' wearing apparel, with an authorized capital stock of \$150,000, all of which has been subscribed and paid in in cash.

Detroit—The Federal Electric Co. has been organized to conduct a wholesale and retail electrical business, with an authorized capital stock of \$4,000, of which amount \$2,000 has been subscribed, \$900 paid in in cash and \$600 in property.

Manufacturing Matters.

Ann Arbor—The Drugcraft Co. has increased its capital from \$20,000 to \$200,000.

Detroit—The Spranger Wire Wheel Co. has changed its name to the Detroit Wire Wheel Corporation.

Detroit—The Charles B. Bohn Foundry Co. has increased its capital stock from \$300,000 to \$500,000.

Detroit—The name of the Bloom & Fisher Furniture Co. has been changed to the Fisher Bros. Furniture Co.

Three Rivers—Fire completely destroyed the A. W. Potter grist mill and grain elevator Jan. 21, causing a loss of about \$44,000.

Kalamazoo—The Watervliet Paper Co. will double its capacity by adding another paper machine and the necessary auxiliary equipment.

Maple City—The Glencrest Food Co. has changed its name to the Allison-Bedford Co. and increased its capital stock from \$25,000 to \$100,000.

Saginaw—Herbert W. Merrill, of Mitts & Merrill, who conduct a foundry and machine shop, died suddenly Jan. 27, following a short illness.

Detroit—The Hayes Machinery Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in property.

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

Detroit—The American Piston & Machine Co. has been incorporated with an authorized capital stock of \$20,000, all of which has been subscribed and paid in in cash.

Plymouth—The Liberty Foundry & Manufacturing Co. has been incorporated with an authorized capital stock of \$25,000, \$13,000 of which has been subscribed and paid in in cash.

Jackson—The Allied Belt & Corset Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed, \$1,500 paid in in cash and \$1,000 in property.

Detroit—The Cornell Tool Co. has been incorporated with an authorized capital stock of \$20,000, \$15,200 of which has been subscribed and paid in, \$3,000 in cash and \$12,200 in property.

Detroit—The Peninsular Paper Tube & Box Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$5,900 has been subscribed and \$1,040 paid in in cash.

Traverse City—The Northern Creamery & Cold Storage Co. has been incorporated with an authorized capital stock of \$50,000, all of which has been subscribed and \$37,510 paid in in cash.

Detroit—The Grant Oil & Gas Co. has been incorporated to refine, smelt and manufacture petroleum, gas iron and other minerals in Wayne county, with an authorized capital stock of \$250,000, of which amount \$5,000 has been paid in in cash and \$50,000 in property.

Jackson—The Pem Supply Co. has been incorporated to manufacture, sell and install plumbing, electrical, mill and heating supplies and appliances, with an authorized capital stock of \$30,000, of which amount \$18,700 has been subscribed and paid in, \$200 in cash and \$18,500 in property.

Pontiac—The Rex Tool & Machine Co. has been incorporated with an authorized capital stock of \$80,000, of which amount \$43,700 has been subscribed, \$500 paid in in cash and \$30,500 in property.

Detroit—The Holmes Tractor Co. has been incorporated to hold patents and issue licenses thereunder, with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in property.

Saginaw—The Nelson Motor Truck Co. has been incorporated with an authorized capital stock of \$500,000, \$350,000 of which has been subscribed and paid in, \$100,000 being in cash and \$250,000 in property.

Detroit—The Gem Manufacturing Co. has been incorporated to manufacture and sell metal and other products, with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Mayville—Joseph F. Cartwright, of J. F. Cartwright & Sons, dealers in general merchandise and manufacturers of cheese and butter, died at his home Jan. 23. His sons, Edgar D. and Lloyd A., will continue the business.

Bay City—Louis W. Hine, Vice-President of the Bay City Manufacturing Co., and prominently connected with many other business concerns of the city, died at his home Jan. 26, of pneumonia, following an attack of influenza.

Detroit—The Hagen Metal Products Co. has been organized to manufacture and sell metal and wooden parts and accessories for motor driven vehicles, with an authorized capital stock of \$20,000, all of which has been subscribed and \$18,500 paid in, \$13,500 being in cash and \$5,000 in property.

Muskegon—The Brunswick-Balke-Collender Co. will erect an addition to its plant to cost \$200,000, to be used in the production of rubber goods manufactured from left-over materials in tire-making. This new department of the company's business will necessitate the employment of about 500 more men.

Ionia—The Barrett Cigar Co., which was organized in 1901 as the Barrett & Scully Co., and which in 1915 was taken over by William H. Barrett, decided a few days ago to close its plant and dispose of its property. During the last two years the difficulty in obtaining raw material, the increased prices of material and the unwillingness of the public to pay higher prices for cigars have gradually resulted in making business almost impossible for the concern.

Has Not Left Detroit.

The Murphy Chair Co. writes the Tradesman that the report that it has removed its manufacturing department from Detroit to Owensboro, Ky., is untrue.

The Tradesman gladly gives place to this correction.

The Kent City Produce Co. has put in a new hardware stock. The stock was furnished by the Michigan Hardware Co.

A woman likes to have people say that she is young-looking and is a member of an old family.

GROCERY AND PRODUCE MARKET

The Grocery Market.

Sugar—The demand is improving at the 8.90c basis and for some time to come jobbers will look with favor on beets at the 10 point differential; this at least until cane sugars are absolutely demanded for manufacturing and domestic canning trade. Practically all of the Michigan-Ohio-Indiana factories are now selling on open account to those on their approved credit lists. Slicing has been completed at all but two factories and before another week is over the conclusion of operations will be complete.

Tea—A more cheerful note is apparent in the talk of brokers on tea market conditions. A number of them are of the opinion that the demand is beginning to show indications of getting back to normal, and one or two are of the belief that the market is on the eve of a period of activity such as might reasonably be expected with the approach of the spring season. Nowhere among buyers does there appear to exist a desire to anticipate requirements, but the frequency with which orders are repeated indicates that stocks in the hands of distributors generally are low. On the part of holders a feeling of confidence is expressed and no disposition is shown to shade prices.

Coffee—The market shows no particular change from last week, but if there is anything in prophesy, the man who will speculate on the theory that the coffee market is certain to be lower in a few months, will make a lot of money. Brazil has been holding up her prices on the expectation of an enormous demand for her coffees from Europe. It is developing more clearly every day that Europe has no money to buy coffee or anything else. The chance is Brazil will have to unload pretty soon and as soon as she realizes that she must, prices will be almost certain to come down. Mild coffees are very much higher than a year ago, although the supply is greater. They are maintained on the present high basis solely out of sympathy for Rio and Santos.

Canned Fruits—Large export orders for California apricots, peaches and pears are still coming freely from neutral European countries. Some difficulty is experienced in filling such orders, particularly those calling for pears, and consequently the tendency is toward a further advance in prices. In the balance of the list trade is only fair at best and there have been no developments of any moment.

Canned Vegetables—The market is extremely dull and inclined to be

easy. The report showing an unexpectedly small pack of tomatoes has not stiffened the market and tomatoes can be gotten as low as \$1.70@1.75 in a large way. Tomatoes would appear to be statistically firm, but the fact remains that they are not firm at the present time. Corn and peas show no change. Packers' stocks are, apparently pretty well cleaned up.

Canned Fish—The outstanding feature of this market is the large export demand for salmon, the movement, however, being confined mainly to pink, the only grade of which the supply is large enough to permit of sales of any considerable amount. Among the transactions closed within the past few days was a sale of some 100,000 cases of pink talls, packed under a black and white label, for shipment from Seattle to Europe.

Dried Fruits—In the dried fruit department the only commodity that is obtainable on a scale that admits of anything more than jobbing transactions is apricots. There is a steady home demand for this fruit, but by far the largest movement is on export orders, the demand for neutral European countries seeming to be insatiable. It is not a question of price with foreign buyers, who are said to be freely paying the top of the market for such goods as they desire and can procure. Notwithstanding the high prices demanded for prunes, a ready market is offered for anything that becomes available, and such lots as are from time to time released from Government contract are immediately snapped up on the seller's terms. A sale of 30-40s was made by one holder on Saturday at 19c, taking all that he had in that size. Very little is offered for shipment from the Coast, but a sale of one car of 50@60s was reported at a very full price. Three other cars were offered from the same quarter, but the assortment consisted chiefly of 70s, 80s and 90s, which were not desired. Currants are unchanged. The Cairnvalona is expected to arrive here about February 1, but is said to be bringing only fifty tons. Another steamer is reported to have left Piraeus, but it is not known whether she has any currants in her cargo.

Rice—Jobbers and dealers generally are now carrying fair stocks and a general assortment, although they could use more fancy if it were procurable. New business coming to first hands is moderate in extent, but as the mills are offering little and prices in the South are maintained on the Government basis, the tone here is firm.

Cheese—The market is steady, with

quotations ranging about the same as last week. There is a fair supply of cheese on hand at this time which seems ample for the present consumption. The receipts of fresh-made cheese are normal for this time of year and we do not look for any material change in the immediate future.

Beans—The market has slumped about \$2 per 100 lbs. Large handlers now pay \$6@6.50 per 100 lbs., as compared with \$8.50 a month ago, and offer beans in carlots at \$7@7.25. There appears to be no demand at all. Reports of the Government food officials disclose the fact that there was 154 per cent. more beans in warehouses and in the hands of wholesale grocers Jan. 1 of this year than there was Jan. 1, 1918.

Brooms—Prices should remain stationary until the 1919 crop of corn is sufficiently advanced that it may influence the market either for higher or lower prices on brooms, depending on the quality and quantity of the crop. It is true right at this time the broom corn market is a little soft on the junk and common grades of corn, but parlor to choice corn is scarce and high in price. Brooms made from the damaged corn which has absorbed the rains and snows of winter will be offered at seemingly attractive prices. For dependable brooms guaranteed to satisfy there are no grounds at this time to base a reduction in prices except sentiment or knowingly accepting a loss. The broom manufacturer is looking forward to the time when changed conditions will permit him to lower prices, but this is not anticipated before mid-summer or about Aug. 1. The price for labor, materials and transportation rates remain unchanged offering little encouragement to the manufacturer toward lower prices.

Provisions—The market on pure lard is steady, showing a further decline of about 1c per pound, local packers accumulating some stock and willing to meet buyers' demands. We do not look for any great change in this commodity until the consumption improves. The market on lard substitute is steady, with quotations unchanged. There is an active demand for this commodity and a fair supply on hand at this time. The market on smoked meats is somewhat easier, due to advices of heavier receipts of live-stock and a slight falling off in consumption. We look for continued low prices on smoked meats at this time and any change in the market will probably be for slightly lower quotations. The market on barreled pork is firm and unchanged, with quotations the same as previous quotations. There is a fair supply and a moderate demand. The market on dried beef is steady, with quotations unchanged. There is a moderate supply and a fair demand. The market on canned meats is somewhat easier, with quotations slightly lower than previous quotations. There is a fair stock on hand and a fair demand.

Salt Fish—The market for Irish mackerel is taking a slow slump, due to lack of demand and the general feeling on the part of buyers that prices ought to be lower. No. 3 Irish

Mackerel have been selling as high as \$38 a barrel, in a large way, but at the present writing the quotation is \$31. Whether prices will go any lower is a question. The chance is they will, as holders only have about three months to clean up all the available stock before the new catch, which will certainly be on a much lower basis. Cod, hake and haddock are unchanged, on the recently reported high basis, due to a good export demand.

Change at the Mills Paper Co.

Sol. Hufford, who has been identified with the C. W. Mills Paper Co. for the past fifteen years, and actively identified with the management for the past ten years, has sold his stock holding in the corporation to his associates, who have made a shift in the offices as follows:

President—H. R. Gezon.
Vice-President—Benj. Gezon.
Secretary—Glenn Cederlund.
Treasurer—Jacob Temple.

These gentlemen and Sidney and William Zylstra comprise the board of directors.

H. R. Gezon assumes the duties of Manager of the business, which office was formerly held by Mr. Hufford.

Mr. Hufford leaves next week for an extended trip to the Pacific Coast and will visit all the cities between Los Angeles and Vancouver. He will be accompanied by his wife. Sol. has been a faithful worker for many years and richly merits a long respite from business cares and responsibilities.

W. R. Roach & Co. are now conveniently located at 505-508 Murray building, where the general offices and accounting department will be located hereafter. The business was established by Mr. Roach at Hart in 1893. The company now conducts canning plants at Hart, Scottville, Kent City, Edmore, Crosswell, Lexington and Warrensburg, Ill. It also conducts a seed establishment at Northport, where nearly all of the seed supplied the patrons of the corporation are grown. It will require 26,000 bushels of seed peas alone for the season of 1919. The new offices are under the direct personal management of Mr. Roach and his long-time assistant, Benj. Nott, who occupies the position of Treasurer and General Manager.

The Loose-Wiles Biscuit Co. has opened the fourteenth branch conducted under the auspices of the Chicago branch at 109 Prescott street, Grand Rapids. The company has an ideal location, with a sidetrack on the East side and a wagon track on the West side. James M. Dick, formerly manager of the Aurora, Ill., branch, will have charge of the new station, which will be represented by six salesmen—three in the city and three on the road, covering nearby towns.

Few of us have the courage of our convictions. We allow others to smother them the moment they become known if they become known at all.

Pull doesn't count nearly as much as climb.

THE MENACE OF THE HOUR.

Too Much Preaching and Too Little Practice.

If there is one predominant result of the war it is that of unity; unity of the Allied command, the coalition of democracy against autocracy, of the freedom of people, all point to the importance of the relation between the individual and his fellows, between organizations, between communities, and above all, between nations. The translation of that thought into terms of peace means something more than the hackneyed term "co-operation," something broader than team-work.

In order to give the best service to others we should improve ourselves. In our conventions, in local meetings, in association literature, in the trade press and even in business correspondence and our daily intercourse we have preached, but have we practiced? We condemn trade abuses and complain of the infraction of rules by others, but do we practice unity and stand together to do ourselves what we tell others to do? We talk terms, discount, cost accounting, return goods, turn-overs and deliveries, but we must reform ourselves before we can reform others.

We have professed to be an indispensable, and even the most economical, link in the chain of food distribution. As an intermediate unit the strength of that link is precisely that of its connection with the adjoining links. Have we improved as far as possible our relations with the manufacturers and packers?

In regard to the other link in the chain of distribution, namely, the retailer, so much has been written and said that we should blush and the retailer should resent it, if we said any more without doing much more. We have spent time, money and energy in various forms of propaganda to educate the retailer, and it seems to me high time we should undertake practical demonstrations rather than supercilious lectures as from a superior.

We have advocated the cash and carry plan as the retailer's means of defense against the chain store competition and the plan has had an excellent experimental test during the war. Would it not be worth while as a demonstration to take over the management for a period of a given retail store to demonstrate what we have so often proclaimed, the value of personality, the advantages of service, of cleanliness, of attractiveness and of the most efficient business methods. If the retailer in difficulties were shown such an example it would be far more effective than any amount of precept.

With these suggestions as a basis for deeds rather than words, let me ask you to look backward for a moment and then to look forward and keep on looking forward. In the retrospect, does there occur to your minds a striking analogy between the history of the American people and that of the wholesale grocery trade?

Turn to the criticism of the wholesale grocers before the war. By press

and politicians and economic visionaries we were accused of being commercial parasites, superfluous middlemen and profiteers, battenning on the poor. The wildest accusation was that we were superfluous and should be eliminated. What is the truth as the war has shown it? Our advocacy of food control in the period of incredulity has shown the sturdiness of our self-reliant life. With certainly no predisposition in our favor, the Government has recognized us as essential distributors. We have cheerfully, in the name of patriotism, sacrificed profits and, instead of being suggested for elimination because of being superfluous, we have the testimony of Mr. Hoover himself that the great success of the Food Administration could not have been achieved except as it was based upon our co-operation.

For the immediate future the first question for our concern is, What of the Food Administration?

Immediately after the signing of the armistice, men worried that the Food Administration would cease operation at once and that the transition from being under Government regulation to the free play of economic laws would be so sudden as to be a disaster. If some regulations were rescinded abruptly the removal of restrictions in general is being made gradually, so that that worry was unnecessary.

To base any reasonable prognostication of the future on the events of the past, remember the period of incredulity during the discussion of any Governmental control of food. We were told that the American people would never tolerate such interference with their individual liberty and, even if they did, that the results would be hopeless confusion, because such a task was too gigantic and infinitely ramified. The answer is, the plan was laid and the work carried out and the American people supported it on a voluntary basis as compared with the compulsory system of other nations.

What are we going to do about these things? Instead of inquisitorial local legislation and complexities of conflict between one State and another and in addition all the states in conflict with the Federal Government, is it not better for the community and, therefore, for the trade, to have centralized Federal direction and advice to correct abuses, to promote efficiency and to curb unfair competition; provided such Federal supervision is conducted by and with the consent of men in the business? If this is a fair assumption, what are we going to do about it? Are we going to wait until the fact is accomplished and then complain, or are we going to seek to guide events by our help? At least can we not use Mr. Hoover's great example and urge upon legislators to confer with men in the business before, instead of after, enacting food legislation?

Another phase of the future which demands our best forethought is the competition in kind and force which we shall face. We shall have with us our old friends, the chain stores, keener than ever, and in addition we

shall be brought in closer conflict with the inroads into the grocery business made by the great aggregation of capital commonly called the "meat packers." What if these combine? This competition will require self-discipline and improvement and a higher development of efficiency than we have ever known before.

We have had a War Committee, which has made an honorable record. Is it not appropriate that we should have a reconstruction committee or efficiency committee, or what you will, to gather the best thoughts of us all to concentrate into definite methods of procedure and concrete rules, which, to be effective, must be adhered to by us all?

A prevalent question which has been put to me often by non-members is, "What good is your association?" The answer is, "It is just exactly as good as you make it." As a voluntary organization it is not a thing apart; it is an instrument in your hands. The record of the past warrants the assertion that by use you will develop your association to its utmost capacity.

The last thought I will ask you to hold in connection with the reconstruction period is to develop an antidote to timidity. For the past few months from all the great leaders of industry, without exception, we have heard the note of optimism. The greatest exponent of individual wealth on earth has announced an industrial creed which is little less than astounding in its breadth of vision, in its relation to the necessity for social readjustment, but, above all, in its hopefulness. When we hang back it shows that there is a fear of danger, which is as dangerous as the danger itself.

Hugh M. Foster.

Late News From the Saginaw Valley.

Saginaw, Jan. 28—Glen Edgett, chief prescription clerk at the Bancroft Drug Co., Saginaw, has been confined to his home, 1318 Tuscola avenue, with inflammation of the eyes. Mr. Edgett is one of the most popular young pharmacists in the city and his many friends will be glad to see him back to the store.

A. Meredith, grocer at Caro, spent last week at the bedside of his aged father, near Deckers. Mr. Meredith has the best wishes of the boys on the road, who hope his father will be restored to health again.

Ray Grimley, hardware merchant at St. Charles, recently bought the brick building now occupied by R. Bellenbaum & Co. He expects to move his hardware stock into it soon. Mr. Bellenbaum has not as yet secured a new location. However, he has several store rooms in view.

An old saying goes like this: "A mechanic is born, not made." I do not know whether this applies to hotel management or not, but one thing certain, Geo. Gidley, of the Montague Hotel, at Caro, whether born or not to do such work, has proven that a good hotel can be kept good and run decently without the aid of a bar. Mr. Gidley is to be highly complimented for the service he is giving the boys. Certainly, there is not another hotel in the State of Michigan the equal of the Montague in a town the size of Caro; in fact, it would be a credit to many of our larger cities. You are made to feel at home the minute you enter the large, well-kept lobby and George is always on hand with that warming welcome that the tired and worn out traveler enjoys at the end of a day's journey. He is ably assisted by his clerk, Horace Brigham. Many of the boys go out of their way in order to stop at the Montague and enjoy the hospitality of its genial proprietor.

Some folks claim a salesman is a man who can sell the other man that which he does not want. I differ. I claim the salesman who proves a success is the man who first sells himself to his customer. And of this class

What Does Good Bread Mean To You?

If you are a dealer it means that if you push the sale of such a bread as ours, you will not only be creating a substantial profit for yourself but our bread will bring to your store trade that you want and appreciate.

There is a great difference in breads. There can be none better or more satisfactory to the housewife than our

CREAM-NUT BREAD

We make a particular effort to satisfy our shipping customers, and we know we can satisfy you and help you build up a satisfactory bread business.

Call upon us when you are in Grand Rapids and we will be pleased to show you the finest bakery in the State. Let us hear from you.

SCHULZE BAKING CO.

Dealers Like to Sell It Consumers Like to Buy It

Saginaw is surely blessed. Only a few weeks ago—to be exact, during the holidays—one of our Saginawians got up enough nerve to venture to the Keystone state and there to perform one of his greatest feats in salesmanship. It took nerve and he possesses it; in fact, I am led to believe he is possessed of some hypnotic power, for it was on this trip he completely sold himself to Miss Lila Clark, of Scranton, Pa. The salesman is W. J. Boland, who travels for Wilson & Co., of this city, wholesale meat dealers and packers. Mr. Boland is one of Saginaw's popular grip luggers, covering the Thumb territory, and his many friends and customers all join in wishing him and his the best in the world. They will soon be at home to their friends, however, at this writing they have been unable to secure a suitable place.

Stewart C. Sanderson, junior member of the firm of A. T. Sanderson & Son, who conduct a complete furnishing store in St. Charles, is in St. Mary's hospital, Saginaw, recovering from an operation for appendicitis. At this writing he is doing nicely and it is hoped he will soon be about. Good weather, combined with the Scotch blood in his veins, is bound to get him back on his feet.

One of the problems of peace is to make life in Washington worth the price they charge for it.

Dan. Lazelle, Sr., member of the firm of Lazelle & Son, grocers at Caro, was confined to his home most of last week with an injured knee. His son, Randall, is in charge of affairs in his father's absence.

Bancroft hash made the Hotel Bancroft famous. Lemon pies will make the Home Hotel, at Chesaning, famous if they keep up the quality. No hotel deserves more credit than the Home, which is run by John Ebonhoh, Sr. Since Michigan went dry the above city has needed hotel accommodations, as the proprietor of the Central Hotel has lost all interest, it

seems, in the hotel business. Because the State was put in the dry column, the traveling boys have been made to suffer, but, thanks to Mr. and Mrs. Ebonhoh, who are catering to the boys and are to be commended for service given at the prices charged, which are very reasonable. Along pastry lines Mrs. Ebonhoh certainly cannot be beaten. Boys, when in Chesaning, patronize the Home Hotel.

Samuel Philips, general merchant, is remodeling and redecorating his store at Lennon. Mr. Philips has been in business a long time and enjoys a fine business and the good will of the citizens of Lennon.

Miss Mabel Foley, cashier for the D. A. Bentley Co., Saginaw, is back at her desk after spending a two weeks' vacation with friends in Milwaukee.

They say eggs are selling for 6 cents per dozen in China, but few people care for china eggs as a steady diet.

John Folsom, purchasing agent for the Columbiaville Mercantile Co., is in Canada, attending the funeral of an uncle.

Carl Lockwood, Jr., member of the firm of S. A. Lockwood & Co., Lapeer, general merchants, has been confined to his home the past week, being on the sick list. While not in the pink of condition, he was back to his post of duty Monday.

The Hotel Elaine, at Lapeer, is now on the American plan. Last August J. F. Miles, proprietor, in order to do his bit, turned the hotel to the European plan in order to lessen the work of Mrs. Miles, and entered upon Government work. Mr. Miles has returned and on Jan. 6 went back to the old and popular plan, American. Mr. Miles is to be commended for this act and, without a doubt, he will be well patronized by the boys who like a good square.

Robert J. Moffit, manager of Symons-Moffit Co., of Flint, is still con-

fined to his home and will be for probably two weeks yet. He is convalescing from a bad spell of influenza. In his absence his work is most ably looked after by Murray Donald, assistant buyer. Mr. Murray is a young fellow who deserves much credit for his advancement. His stick-toitiveness and splendid personality have placed him where he is. Getting his start only a few years ago in the shipping department of what was then known as Moffit & Sons, Murray has a host of friends among the traveling fraternity who are mighty glad to see him "get there."

L. M. Steward.

Welfare Work Among Children at Dayton.

Dayton, Ohio, Jan. 28—One of the most interesting features of the welfare work carried on by the National Cash Register Co., of Dayton, is among the children of the city. The way so-called bad boys of Dayton were converted to good citizenship by the N. C. R. is a classic in community welfare work which has been told all over the world.

John H. Patterson, President of the N. C. R. Co., long ago realized that it was necessary to have a firm foundation for any permanent good. As the boy is said to be the father of the man, so the efforts of this great organization were directed toward the youngsters of the community, as well as toward their elders, in a campaign for good citizenship.

The boys and girls of Dayton are being instructed in the things that are worth while. Boys' gardens, girls' gardens, community playgrounds and the Boys' Box Furniture Co. are but a few of the steps.

One of the most effective methods of implanting in the minds of the young the seeds of self-knowledge and future good citizenship has been found through the medium of entertainments which are both educational

and interesting. These entertainments are held each Saturday morning in the N. C. R. school house and at the N. C. R. City Club.

All the boys and girls in Dayton are invited to come to these meetings, which are free to everybody. The programme usually starts with the singing of illustrated, patriotic songs by the boys and girls. Then the company physician, Dr. F. G. Barr, gives a short talk on health. This is presented in such a way that the children will understand and appreciate it. Stereopticon views help bring home forceful points. At times other speakers talk to the youngsters on matters of common good, such as will benefit and at the same time interest them.

After this, educational and comic movies are shown. The doings of the screen funnies make the children tremendously happy. It is a treat to see those beaming little faces and hear their joyous laughter. Following the pictures is the chief event of the morning (to the kiddies), when refreshments are served to the hundred of little guests. The attendance at the two meetings is usually about 1,000. The time of the meetings is arranged so that one speaker can talk to both audiences the same morning. The meetings last about two hours. It should hardly be necessary to say that these meetings are very popular with the boys and girls, as well as their parents. The children receive the right kind of knowledge, presented in an attractive manner. The community gains valuable citizens and greater force for right and justice. Not only does Mr. Patterson gain happiness because of the good he does, but the N. C. R. Co. has found that it actually pays in dollars and cents to have good government and a happy community. Satisfied workers, with a genuine feeling of pride and interest, have contributed much to the success and growth of this great organization.

Higher Priced Coffee Should Not Worry Progressive Merchants

We do not believe there will be any further advance and, more than that, we know the prices are not up to stay, and believe it will not be many months before a reduction will take place.

Do not encourage the buying of lower grades on account of price. Your customers who have been buying quality should be encouraged to continue the same brand, for you run a risk as well as we, if they try a lower grade. Lower grade coffee consumers are less permanent as customers. You will find it easier to get your price than you think, but you will find it harder to get your customer back if you try to satisfy him with cheap coffee.

Quaker Coffee is probably your best seller, and people want a coffee that they know and have used. We suggest that dealers do not carry large stocks of new brands or lower grades, thinking that the trade will be dissatisfied with the price and will be hunting for a lower grade.

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO

THE PROMPT SHIPPERS

THE DETERMINING FACTOR.

As the glamour of victory fades and the exaltation of feeling that goes with high emprise begins to subside, the commonplaces and every-day needs come to the fore. This is the condition which business in general is facing at the present. It is the prosaic that must be met—the cost of living which is typified by the loaf of bread. This is the determining factor in the purchasing power and buying inclination of the masses, upon which the whole business structure is reared. Behind the loaf of bread is the underground wheat, with a valuation fixed on it by the Government until the crop of 1920 is available of about one dollar a bushel in excess of its price in the world markets. The valuation fixes the price of the byproducts of the wheat, which are used for cattle feed, and in this way the cost of meats is enhanced. Every business man, no matter what his line, is convinced that there can be no real readjustment toward anything resembling normal until the wheat and the loaf of bread are put where they belong in the scale of prices, and that buying by the general public will lag until then. The high cost of living makes necessary a close scrutiny of expenditure by those of moderate means, who, in number, comprise the bulk of the people of these United States.

That producers in many lines are aware of the general public expectation that prices must come down at once has been made evident since the signing of the armistice in different ways. They have endeavored to meet this very reasonable expectation by reductions, some of which appear very drastic when compared with levels in vogue while hostilities were on. But it takes quite a time before the consumer gets the advantage of the reductions, and he is clamorous for obtaining them immediately. Week before last, for instance, the wholesale price of butter took a sudden drop of 10 cents, and it has since gone down more, but the householder when he went to his grocer did not get the advantage of it. Why? Because the grocer, as a rule, was loaded up with several tubs of high priced goods and did not propose to unload at prices which would involve him in loss. When butter went up last fall, he did not follow the market and advance his prices every time the jobbing price advanced, as he should have done, and now he sees no reason why the consumer should not bear with him as an offset of his forbearance last fall. Argument of this kind, however, does not conduce to peacefulness of mind on the part of the public. One reason for this is that they are so different than what was promised and, consequently, expected. It was, of course, known that the first step toward peace would bring about a fall in prices. This was announced by and to producers and dealers and reiterated from time to time. All were told that they must put aside reserves from their extra profits to offset whatever losses might accrue when the inevitable drop came. All were also warned not to stock up too much

while prices were soaring. Many, if not most, heeded the warnings and were prepared to accept the losses of the re-adjustment period. But their courage seems to have failed some of them, and they are now trying to unload their present stocks on the basis of cost, instead of the basis of market values.

Perhaps an extreme case of the futile hope of keeping up prices to the consumer is that of certain clothing manufacturers. At a convention in New York City the other day they adopted a solemn memorandum expressing their belief that prices to the consumer next fall would not be lower and might be higher. They were careful not to say that their prices would be as high as they are or would advance. Their utterance was for the purpose of giving encouragement to their customers, the retailers throughout the country, who are about reaching an anxious period. This spring's clothing prices are to be higher than ever before, and the troublesome question is how the public will respond to them. Manufacturers have been making addresses to bodies of retailers in different parts of the country, trying, in most instances, to create the impression that, no matter what reductions there may be in other things, clothing prices must remain high. Last season, by insisting that there was a scarcity of wool and fabrics, and that therefore prices of clothing must go up, they induced a number of retailers to stock up too much and at too high figures for their own good. In the smaller centers, particularly, stocks are still too large, and the retailers are in a quandary. So, to keep up their courage, the manufacturers indulge in the expression of a belief. But they are not unanimous in this regard. Thus, Alfred Decker, of the firm of Alfred Decker & Cohn, of Chicago told the West Virginia Retail Clothiers' Association the other day that people had been wearing their old clothes and that "it only awaits the coming of lower prices to send the current into stores and turn all stocks of merchandise." He told his hearers to expect a drop in prices, and added: "As prices decline, costs will decline. The net result will be favorable to profits because, with the stimulus that lower prices will bring, volume will increase."

Even the clothing manufacturers had their doubts as to the maintenance of high prices for this spring. They knew that the levels for fabrics had been boosted beyond what the facts justified, and were fearful that these could not be upheld. So they managed to get guarantees from the makers of the cloths that prices would not be reduced. It was not until this was done that they went on with their purchases. But the case for next fall is somewhat different. The silly pretense of a lack of wool has had to be abandoned. The world never had as much wool as it has now, and the quantity of shoddy is almost immeasurable. As a result, wool prices have had to come down. The Government, which is so large a holder of the article, has been obliged to bring down its quotations to those of the

British issue prices. This will compel the manufacturers of woollens to reduce the prices of fabrics for next fall. Some time next month at the latest, these prices will be set, and the clothing manufacturers will do their best to get them down to the lowest notch. A cut of 33 per cent. or more is not unlikely. Even with less of a reduction it will be a difficult matter to justify high prices for selling. The retailer, especially after the strenuous experience he is likely to have this spring, will have no enthusiasm for loading up with goods at prices anywhere near the wartime levels of prices. Despite, therefore, the solemn belief of the clothing manufacturers, it is fairly safe to assume that next fall's prices of garments will be lower.

A SQUARE DEAL.

When Theodore Roosevelt was President of the United States he determined that, to the fullest extent of his power and authority, every man should have a square deal. For this reason men who were unworthy of his notice were given respectful hearing because they claimed to be representatives of honest laboring men.

A square deal is the inherent right of every citizen of this republic, and he who believes himself deprived of that privilege has the right to express himself through the press, at the ballot box and in other ways. Only thus can mistaken views be corrected or grievances adjusted.

Any well informed person could enumerate various ways in which individuals, business firms and the public generally have suffered inconvenience, privation, hardship, loss and reproach during the past two years, and now we all want to know to what extent these things have been unavoidable.

With all due allowance for the disturbing element of war, there is no question that the failure to obtain a square deal was caused in large measure by negligence, inefficiency, despotism, corruption and criminal intent on the part of private citizens and Government officers.

Who was most entitled to a square deal? Was it not the soldier at the front, the physicians, surgeons, nurses, hospital attendants and the like? Sixteen to twenty hours out of every twenty-four they uncomplainingly strove to do all that could possibly be done in their respective lines of duty, while at home, out of harm's way, many upon whom depended the prompt dispatch of needful supplies, the labor of manufacturing, etc., would not or were not allowed to work more than eight hours a day. Their hours for amusement were not curtailed in the least. They danced, dallied, loitered, feasted and slept while men died, hungered, toiled and suffered, who might have lived or suffered less if the cowardly stay-at-homes and cringing union labor serfs had done their full duty and not shirked like sneaks.

Had not the farmer labored from twelve to sixteen hours a day, much greater would have been the famine

and misery. Crippled and gray-haired fathers took up again the hard work they had given over to their strong sons. Women and children toiled at unwonted tasks and endured all, that the world might be fed and the war won.

In these days of reconstruction one of the things of most importance is a square deal. We must fight on until it is assured to every man.

VALUES OF COTTON FABRICS.

Doubtless much of the downward slide in cotton quotations during the last week was the result of speculative activity. But some of it, at least, was due to the belief that the price of this article must come down in accord with the general trend of values. Decreased consumption in mills due to the slackening in the demand for cotton goods is another factor. At best it is a hard proposition to try and keep up inflated values for any raw material, and this can only be maintained when demand is active. Apparently one phase of this is being carefully taken into account in the cotton-growing districts, where they are trying to organize a \$12,000,000 corporation to look after the marketing of the next cotton crop and see that it is fed out only as it is called for. The goods market is having problems of its own. Declining prices have brought out only a limited demand for fabrics, while the mills are being served with notice of further demands by their workpeople. Most of the trading has been confined to this and next month's deliveries, the uncertainties in the situation not being conducive to forward ordering. Guarantees against price reductions are being taken advantage of. This is especially true in regard to knit goods. The makers of the latter, as an organization, have not agreed upon this course, but have left it optional with each manufacturer to do as he pleases. And the result is that each one is giving the guarantee where it is necessary to get the business.

The other day there limped into the Tradesman office an American soldier from overseas. His face had a drawn and sallow look. He told some harrowing tales—this boy who had become a man—tales about babes being impaled on doors by Hun bayonets and women nailed against closet walls. He saw also in the back pockets of dead Germans human fingers which they had carried around for luck. He told about the American engineers at Cambrai—how they fought an overwhelming force of Huns with picks and shovels. He seemed to feel that he had done more than his share of killing—had seen a little more than he ought to, of horror and suffering. And now he was back, his young body stricken with German shrapnel and German gas. To use his own words, the cemetery was "flirting" with him. This is the kind of picture that brings a mist before the eyes; these are some of the things the American people must strive to forever again make impossible.

The clothes of a stylish man are shaped to him, while the stylish woman is shaped to her clothes.



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.

After War Problems For the Shoe Trade.

President Kent's annual address was a forceful, constructive and enlightening review of the war conditions through which the industry passed under his leadership last year. He said, in part:

"We meet to-day in the fifteenth annual convention of the National Boot and Shoe Manufacturers' Association, and our hearts are filled with thankfulness that the gloom of the past two years is dispelled and we can forget our war problems and turn our thoughts to the problems that peace presents.

We thank God that America has done her part for civilization and that right has triumphed over might.

May we not be pardoned for a feeling of satisfaction for the way our industry has met the demands of our Government during the war period? As individuals and as representatives of one of the most important business interests of our country we have given complete, loyal and efficient service. Regardless of personal sacrifice or the unprecedented and exacting demands upon our firms and corporations we have devoted ourselves above all else to the winning of the war.

As citizens of a glorious republic we have helped to the limit of our strength and with all our resources in keeping its rudder true and in realizing its ideals, and with the task we set ourselves accomplished, we turn with courage and confidence to the resumption of peaceful pursuits and to solve the problems that our new conditions bring.

As a victorious Nation we must be optimistic, but this does not mean we can be reckless. The cautious man is not necessarily pessimistic. Our business is not inflated or liable to undue expansion. There is nothing in market conditions to invite plunging or hoarding. It is a time to resume rather than reconstruct, to buy, produce, sell and take a profit, rather than indulge in speculation. Shoe stocks are low. Labor is well employed and at good wages. Fundamental conditions are good, and, while there must eventually be a re-adjustment of values, it will not be during the next few months.

The commercial and industrial systems of America have been the admiration of the world, and, while it

has made some millionaires, and others have remained poor, it has given every ambitious man a chance and has created a body of wage earners that in health, happiness and prosperity cannot be matched in any country on earth. We need not avoid the plausible arguments of socialists, anarchists, I. W. W. or other radicals who would abolish all property rights and individual liberty of action. We can afford to talk freely and frankly about these subjects. We can defend the rights of private ownership of capital and property and encourage every man to make money and to feel secure in the use of his savings. How can the industrious and ambitious young man study and plan and work to better his condition and make happier and more useful himself and more around him unless he knows that capital is as safe as labor and that justice and equality prevail? It is not the men who have carried a gun at \$30 per month during the war who are talking about reconstruction of our entire industrial system, but men who remained at home who have agitated and obstructed and encouraged strikes and intimidation of the jobs they filled while our best American men were wearing khaki or the blue, serving to save the democracy of the world.

Employers are naturally conservative, but in many instances have gone too far for their own interests in opposing liberal and progressive movements that employees desired. Instead of opposing all demands for shorter hours of labor, higher wages, increased income taxes and compensation for death or injuries, they should endeavor to study them from the standpoint of their employees and oppose only what can be proved to be detrimental to the best interests of both capital and labor.

There is every prospect that the volume of business during the first half of 1919 should be sufficient to fully employ our factories. There will probably be a slacking in demand about mid-year but there should be a rapid recovery, stimulated by the reconstruction activities that will prevail throughout the world, and by the consequent increase in export business. High cost of materials and labor and the consequent high prices of shoes will naturally cause conservative buying and result in a healthy condition of trade.

Good leathers will not be cheaper and, at present, the supply is limited. The demand from other countries will tend to make prices firm.

Labor will cost more, rather than less, but the workman must realize that he cannot be paid more unless

We want our customers to know that we are interested in their success.

Ever since we have been making the

H. B. Hard Pan and Bertsch Shoes
 (SERVICE) (DRESS)

for men, our aim has been to make them "repeaters" in every sense of the word. We planned to make a line of shoes that would prove business builders for every dealer handling them.

We believe it is sound business to pursue such a policy and it is bringing us a measure of success. A constantly increasing list of enthusiastic dealers must be a valuable asset.

In our new location with our new facilities and enlarged capacity we hope to merit even more the confidence of our friends in the trade.

Are you capitalizing fully the possibilities of the H. B. HARD PAN and BERTSCH shoe lines?

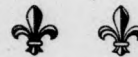
Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear GRAND RAPIDS, MICH.

When we sell Rouge Rex Shoes we also
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SERVICE

Write for this Service. It costs you nothing and is yours for the asking. An opportunity to cash in on bigger profits at little or no investment.



Hirth-Krause Company

Tanners and Shoe Manufacturers

Grand Rapids

Michigan

he produces more. Foreign competition must be faced and reduction in hours of labor, restrictions in operation of factories and general lack of co-operation in efficient production may handicap business to an extent that may be serious. The immediate future will present many perplexing problems, but victorious America will face them fearlessly. The shoe manufacturers of the United States represent, in round figures, 1,300 factories and more than 300,000 shoemakers. Three million pairs of shoes at a production value of over \$600,000,000 are produced annually. The workmen are paid each year \$250,000,000 in wages and manufacturers about \$25,000,000 in profits. The consumers of American shoes get the best value in footwear that the whole world can produce. Who will say that the manufacturers, or the workmen, should get less, or that the high standard we have established should not be maintained?

The law of supply and demand will regulate the price of materials and thus raise or lower the price of footwear, but the temper of the times will not permit the lowering of wages below what is required to maintain the health, comfort and happiness of the American workingman, and, as the laborer is worthy of his hire, so is the employer entitled to a just and proper compensation for the conduct of his business. The only limit to wages is limited production and the bounds set by foreign competition. The danger of excess profits disappears when we consider the fact that the shoe industry is the freest field in American business enterprises and its hundreds of independent, active and intelligent competitors provide the safest and surest protection to the rights of consumers and the public and insure the limitation of profits to a reasonable percentage of the price of the product.

There is a tendency among some of the departments and commissions that have been given extraordinary authority during the war to attempt to retain these special powers after the coming of peace. We have bowed to men and measures during emergency that we would not accept in ordinary times. We must not encourage the multiplication of boards of control and the interference of politicians with legitimate business enterprises. Mankind to reach its fullest development and highest degree of attainment must be free and unfettered, and so with business.

The charge of profiteering is often loosely made, but very seldom proved. In all the talk and investigation in which some of our governmental representatives have indulged the shoe manufacturing industry has emerged with an untarnished record and has proved its enterprise, its progressiveness and its efficiency.

I believe in organization of industrial workers. I believe in collective bargaining for wages and conditions, either as organized labor or in shop organizations of independent character, but I think employers and employees should be responsible for agreements and recognize authorized boards or arbitration and be amenable to law.

The liabilities incurred by the war

and the consequent increase in taxes and other expenses need not handicap our Nation in its efforts to increase our export trade, provided our manufacturers and our workmen have full scope for their ingenuity and productive capacity. High wages and short hours need not limit production or increase cost to a point of preventing competition with other nations. No man or organization that puts a brake upon the wheels of progress of American industry can exist when results are known and we are to blame if our voices are not heard in defense of right principles and right actions. We must assure every employer and every workman that the policy of industry is to secure the greatest possible happiness and prosperity of those who labor either with hand or brain, and that the accumulated savings of the man who honestly earns what he gets entitles him to the respect and not the sneers of those too lazy or too reckless to build up their own fortunes.

There should be no limit to the ambitions of any American who desires to better himself so long as he does not infringe upon the rights of others, and our laws must protect him in his property and his rights. This is the American spirit; it is what has made our country great.

Business men have the future largely in their own hands and if their effort be to closer relations with the workmen; to a fair adjustment of differences; to a recognition of equal rights in bargaining for services and conditions, the result will be more harmonious relations, a better spirit of co-operation and the elimination of dangers to our social and political structure as well as to our great commercial and industrial interests.

This is not the time to falter or despair of our country or its interests. At a time when we are taking such an important place in the world conferences and settling the momentous questions that have upset the world, we must show our capacity to govern our own internal affairs, to solidify and arouse American sentiment and crystallize American ideas into an irresistible force that will stand for right dealing between nations and individuals and with the sole purpose of National prosperity and happiness.

The welfare of the community is above the interests of the individual. Industry must serve mankind and pay dividends to the public as well as the workers or the owners.

Labor and capital are friends, not enemies, and must rise or fall together.

The truest patriot is he who endeavors to unite in a common bond of brotherhood all the elements of our population and help to realize the spirit and the fact of democracy.

John S. Kent.

Not Available.

"No," said the editor, "we can not use your poem."

"Why?" asked the poet, "is it too long?"

"Yes," hissed the editor, "it's too long and too wide and too thick."



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

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

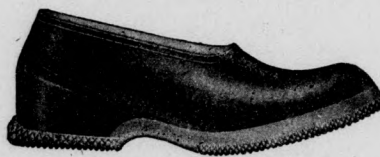
F. Mayer Boot & Shoe Co.
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HONORBILT SHOES

A Good Rubber at all times of the year

The "BULLSEYE"

"White Rock" Over



Men's \$1.15
Boys' - .98
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Black with White Soles

Wonderful for Wear

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

Statistical Survey of Hide and Leather Industry.

When one examines the figures of our total foreign commerce during the past two or three years he is amazed to find that the value of our exports in the highest year—1917—amounted in value to the combined exports of the United States and Great Britain before the war. But how much of this gigantic total represents inflated prices? Again, how much represents new commercial business—other than war orders? Unfortunately many statisticians who are capable of analyzing figures and giving a cold, grim statement of the facts in regard thereto prefer to paint the prettiest side of the picture. As a consequence, as far as I know, the true facts covering our general foreign commerce during the past four years have not yet been fully told. But as regards the situation in the world's leather trade, the more important facts have been secured.

In a pamphlet recently issued by the Tanners' Council it was shown that the consumption in this country of hides and skins had increased from 113,000,000 pieces in 1914, to 157,000,000 pieces in 1917, or 39 per cent. For cattle hides, goat and sheep skins there was an average increase of 52 per cent., but a falling off in calfskins of about 30 per cent. As you know, this decline in consumption of calfskins is due to the cutting off of the European supply. The census value of the production in 1914 of the more important kinds of leather was about \$300,000,000, and the estimated value, in 1917, was \$760,000,000. In short the products of the tanneries increased in quantity approximately 39 per cent., and in value upwards of 100 per cent.

With respect to our actual share in world export trade, which is the subject I am leading up to, the value of this increased from \$42,000,000 in 1914, to \$109,000,000 in 1917, or 150 per cent. Since the Government statistics do not show quantities for belting, carriage, auto, glove, patent and side upper leathers, it is possible only to comment on the three kinds for which quantities are given, namely, sole, calf and glazed kid. The exports of sole leather increased from 29,000,000 pounds in 1914, to 89,000,000 pounds in 1917, or about 300 per cent. Nearly all of this increase in exports, the bulk of which went to England, France and Russia, is due to the war. There was some increase in the exports to Japan, but I am inclined to think that a part of this was in transit to Russia in Asia.

Calf increased from 9,000,000 square feet in 1914, to 19,000,000 in 1917, or a little over 100 per cent. The trade in this leather with South America increased four-fold and this, of course, was for civilian use. In no other section outside of Europe is a material increase shown. As regards glazed kid, which, as you know, is by far the most important item of leather exports in peace times, the trade in this commodity remained stationary. In fact, there was a decided falling off as compared with 1913.

From the summary just given, it will be seen that we have had a very

large foreign trade in several lines of leather during the past several years, but the bulk of the business represented war orders. However, had ships been available leather reports for civilian trade would also have been very large.

It seems hardly necessary to explain that Europe in both war and peace times is the principal market for American leather. However, while the leather imports by the other sections of the world are relatively small, yet we have a full share of the trade. There has been a great deal of loose talk about the relative share of the United States and Germany in the world's leather trade. Germany's exports in 1913 were a few million dollars more than our own, but the competition was principally all in Europe. As regards Latin America our exports of leather to that section amounted to \$6,000,000, while those of Germany were little more than \$1,300,000. In the case of Australia, another principal outlying market, our share of the imports of 1913 was valued at \$1,350,000, while Germany's was only \$395,000. These figures ought to set at rest some of this idle talk about leather.

In connection with this subject, I should like to digress a moment to say a word about the German trade boosting habit which many of our people seem to have contracted. It does not matter what article is spoken of, the statement is usually advanced that "we cannot make or export it like the Germans;" and it is the same whether the article is a machine tool or a typewriter which Germans themselves bought from the United States because their home product was inferior. Indeed all of the money paid out by the German Government for propaganda and intrigue during the late war would not compensate for the valuable publicity which we have given her industries—not even for the asking. Why can't we change our tactics and say something in favor of industries of our own great Nation—the one which is now playing the leading role as a world trader and a world peace maker—the United States of America.

Now to conclude my comments on the leather trade. In 1913 the international export trade in finished leather aggregated about \$160,000,000, of which we sold a quarter and Germany a third. Great Britain and France were our only competitors. In 1917 the trade fell to about \$110,000,000 (Germany being out of the market), and of this we sold about three-quarters. The figures for 1918 showed a serious decline in our exports of leather, due to restrictions placed on all export trade. In value the figures are only a few million dollars above the 1914 total and in quantity much lower. But the world is in need of our leather and we confidently expect a great civilian trade from overseas when more ships are placed in commercial channels.

E. A. Brand,
Sec'y Tanners' Council.

Travel often broadens a man's mind and also his girth, if he can afford to stop at first-class hotels.

Protests Against Accusation of Our Correspondent.

Boyne City, Jan. 27—Enclosed find check for \$2 for subscription to the Tradesman for the coming year; also a little of my annual nonsense connected therewith. I noticed when I received the Tradesman to-day that you had my number or I had your number, I don't know which (1844 on the label). I wouldn't have been in any hurry about sending the check, but I noticed you said please and from force of habit I had to remit, for when I was a boy my mother used to say "please," and if I didn't, then my father used "suasion," which didn't appeal to me as of the moral kind, so you see my early training is responsible for this prompt remittance. I am not going to puff you all up like some of your subscribers do when they send in their \$2—"couldn't get along without it" and all that sort of hot air. Now I could get along without it, but I'll be darned if I am a going to while I can buy so much valuable help for \$2 a year.

You can tell Maxy, of B. F. F. B. B. C. fame, that he is mistaken in his recent local where he took my name in vain and questioned my truthfulness in regard to my wood-cutting. I've had an "itching" to get him on the other end of the saw and see if he wouldn't change his mind about my desire to work. I've witnesses to prove that I worked; in fact, I can prove it by the blisters and callouses on the hired man's hands, and if I ever put in a busy time in my life it was while I was keeping that man at work, and if I had had two such men, I couldn't have stood the pace. Kindly caution Maxy about presuming to call me a prevaricator through the public press when he knows he wouldn't dare use such language to my face and the next time I catch him in the men's class of the Presbyterian church, I shall give him a lecture on

the value of truthfulness—and the itch.
Bill W. Bailey.

Farm Mutuals Oppose Federal Farm Loan Insurance Plan.

Much interest has been aroused among fire insurance men by the proposal of the federal farm loan board to establish a fire insurance department to furnish insurance "at cost" on properties on which the farm board makes loans. The proposal was accompanied by an interview with George W. Norris, head of the farm loan board, in which he declares that the farmers are unable to get insurance under present conditions and makes the remarkable statement that "in the state of Missouri there is hardly a thousand dollars of fire insurance carried on farm property."

There are scores of stock fire insurance companies actively competing for farm insurance business at low rates, and there are several hundred million dollars of insurance in force on farm property in Missouri. In view of these facts insurance men are unable to understand why such misstatements should be given official publication. In addition to the stock interests the farmers' mutual fire insurance companies of the country, which number thousands and which claim to be furnishing insurance to the farmers at cost, are also strongly opposing what they regard as unnecessary governmental interference.

Thomas R. Weddell.

What some women would like to hear of is a company that will insure against loss of alimony.

R. K. L.

R. K. L.

Do You Like This Snappy Last?



Immediate
Shipment
Will Be Made

No.	Price
2844—Havana Brown Kid McKay.....	\$4.50
2846—Havana Brown Chrome India	3.90
2848—Black Kid McKay.....	4.35
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Widths C and D
Sizes 3 to 8
on all above numbers.

Order at Once

Rindge, Kalmbach, Logie Company
Grand Rapids, Mich.

R. K. L.

R. K. L.



Placing a Premium on Organized Tyranny.

Written for the Tradesman.

The Detroit Stock Exchange has done, and is now doing, much to build a ready and reliable market for Detroit and Michigan securities. The public is becoming educated to the fact that stocks and bonds listed on the Exchange have intrinsic value, as they cannot be listed unless close investigation discloses that the companies are financially sound, well managed and possessed of excellent facilities for marketing their product. The regulations and trading rules governing the members of the Exchange are very rigid and commissions on transactions are fixed; so that investors dealing in listed securities through members of the Detroit Stock Exchange and the public generally are protected, both as to the amount they have to pay for service and as to the prices of the securities. The Exchange, through its board of governors, is doing all it can to protect the public from unscrupulous dealers and from investing in fake propositions. Only recently it came to the notice of the Board of Governors that a member firm under a fictitious name had set up a Liberty bond buying depot where the uninformed sold their bonds slightly below New York market prices and were not given the accrued interest in addition to the purchase price. Upon the presentation of proper evidence, the member firm was fined \$500 and suspended from the Exchange for six months. The firm asked for a rehearing and, mitigating circumstances being found to exist, the term of suspension was reduced to thirty days, but the fine had to be paid. Drastic action is promised by the Board in any case coming within its jurisdiction where the party is found guilty of unethical or dishonest practices.

As Continental Motor Corporation is a Michigan industry, having plants in Detroit and Muskegon, with 3,961 shareholders, the present condition of the corporation and its prospects are of general interest. On Oct. 31, 1918, the close of its fiscal year, it had on its books, after deducting Government contract cancellations, operative orders amounting to \$19,781,000. During the year it expended \$75,000 for land, having purchased thirty-three acres contiguous to its Muskegon plant, giving that plant fifty acres, with riparian rights, near the business portion of the city. Its inventory account increased about \$950,000, the principal part of which is raw material purchased in connection with Government contracts. In this is also in-

cluded the stock of service parts. During the year dividends amounting to \$238,281.75 were paid upon the preferred stock and \$1,401,066.05 on the common. After the payment of these dividends and after charging off all reserves, depreciation, etc., there is still left a balance in the surplus account of \$1,555,610, an increase in the surplus for the fiscal year of more than \$500,000. The corporation during the year acquired for retirement 2,780 shares of the preferred stock, reducing the outstanding amount of this issue \$278,000; leaving outstanding of preferred, \$2,944,000, which, of course, adds to the value of the common stock. The net profits for the year were \$1,939,785. This is after deducting \$524,507 for depreciation, \$515,000 for Federal excess profits and income taxes, and \$66,252 for interest on borrowed money. Work on Government orders at the Detroit plant was finished Jan. 15 and work on war orders at the Muskegon plant will be finished about Feb. 1. Government contracts amounted to \$21,500,000. At a meeting of the directors recently, a quarterly dividend of 1½ per cent. on the common stock was declared, payable Feb. 15, the books closing and the stock going ex-dividend Feb. 9. The officers of the company are optimistic as to the future and are looking for this year to be a prosperous one.

Rumors are intangible things, exceedingly difficult to run down. Sometimes in the financial world they originate from a chance remark or opinion expressed, growing from that into a positive statement; then again some person who is "long" on a certain stock—that is, has a large amount and wants to unload—will start a rumor favorable to the issue and up goes the stock. A case of this character developed on the Detroit Stock

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Combined Capital and Surplus \$ 1,724,300.00
Combined Total Deposits 10,168,700.00
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ASSOCIATED**

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Main Office Ottawa Ave.
Facing Monroe

Grand Rapids, Mich.

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

Resources

10 Million Dollars

3½ Per Cent

Paid on Certificates of Deposit

The Home for Savings

Exchange in two issues. One was Continental Motor and the other was with respect to the Ford Motor Co. of Canada. With regard to the Continental, it was rumored the corporation was going to declare an extra dividend of $3\frac{1}{2}$ per cent., besides resuming its regular dividends. The stock rose in price on the Exchange. Enquiry made of Secretary A. R. Angell by the writer, it was found there was no foundation for the rumor as no such step was contemplated.

"I wish," said Mr. Angell, "that a stop could be put to such rumors. They mislead the public and do not do the company any good. Recently we received a letter from a man in the Upper Peninsula, saying he had bought a block of our stock on the announcement that we were going to declare an extra dividend of $3\frac{1}{2}$ per cent. and wanted to know when such action was to be taken. We had to explain to him that we had made no such announcement and that it was simply a rumor, emanating, we knew not where. Now that man bought his stock in good faith on that false statement and, in consequence, is bitterly disappointed. Another case was a rumor we were to establish plants in Canada. We received letters from all over the Dominion from bankers, asking us to give their respective localities favorable consideration."

The Ford Motor Co. of Canada case was the revival of an old rumor that Henry Ford had turned over to the Canada company exclusive right to the sale and manufacture of all Ford tractors in the British empire, including Canada and all colonies except the British Isles. The result was active trading in Ford Canada stock with prices mounting. Interrogated as to the rumor, Vice-President G. M. McGregor said there was no truth in the story. Just as soon as the facts were ascertained, the public was, through efforts of the Detroit Stock Exchange, told the truth in the newspapers. Moral—Do not buy stocks on rumors.

Talk about Bolshevism—look here! Legislative recommendations looking

to adjustment of after-war economic and industrial problems urged by the American Federation of Labor were submitted to the United States Senate Committee on Education and Labor. In the report the Federation "insists" that wage scales be maintained at present standards. "There must be no reduction of wages," the report says, "and in many instances wages must be increased. There is no such thing as good wages when the cost of living in decency and comfort equals or exceeds wages received." Laws are urged by the Federation, making it a criminal offense for any employer to interfere with the right of workers to organize into trade unions; to put an immediate end to the exploitation of children under 16 years of age; to put public utilities and semi-public utilities under Government ownership or control, and to provide in the event of the United States Supreme Court declaring a law unconstitutional whether enacted by Congress or by a state; if the people, acting through Congress or a state, re-enact the measure it shall become a law subject to annulment by no court. God save the mark! Our revered basic instrument of government would become less than "a scrap of paper." And this is from the organization whose head spouted "loyalty," "Americanism" and "Win the war at any price" upon all occasions. The word "democracy" has become shop worn and under union labor interpretation, like charity, covers a multitude of sins. Democracy under organized labor interpretation would mean despotic paternalism under autocratic labor control; throttling of industry; sweeping from the earth individual liberty; killing initiative and placing a premium upon organization tyranny. If we want another Russia, give us a little more of the Administration coddling of union labor. If not, let us retain our individual liberty and try, without coercion, to practice the Golden Rule. Paul Leake.

No man gains as much by bluff as what he loses when his bluff is called.

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Good Prospect For Wholesome Insurance Legislation.

While insurance matters will again occupy an important place in the biennial session of the Michigan Legislature, now underway, it is noticeable that because of the educational campaign carried on so vigorously in the recent past, the legislative attitude towards the insurance business has been somewhat modified. It is quite clear that in Michigan has been brought about, to some degree, an understanding that the insurance business is a public business, the welfare of which affects the company and the policy holder alike. Much more along this line of endeavor is required, but the attitude of the present Legislature indicates that it has a much better conception of the importance of insurance as affecting every class of business and the lives of private citizens than many legislatures in the past.

In both House and Senate, this year, the committees are composed of strong, conservative, careful men of standing. Both Lieutenant Governor Dickinson, in the Senate, and Speaker Read, in the House, gave the selection of the insurance committees careful consideration, expressing to the members with whom they talked their opinion that the importance of insurance and its relation to the welfare of the people as a whole called for the appointment of capable men.

In the Senate, State Senator Scully, of Almont, chairman of the last session, was reappointed chairman this year. He showed in his previous term a comprehensive grasp of insurance matters that marked him as a strong man and an authority. The committee numbers seven, the Lieutenant Governor recognizing its importance by not reducing the number, as was done with many other committees of the Senate. The other members are as follows:

Duncan McRae, of Greenbush, mercantile and lumbering business and farmer. He is an active figure in fraternal organizations and is one of the best known in Central and Northern Michigan. He is serving a second term and will give valuable service.

Fred C. Rowe, of Dearborn, prominent member of a railway men's organization, known essentially as a fair, square man, interested in economic questions, of which he considers insurance an important branch. He is progressive and alive.

Roy M. Watkins, of Grand Rapids, attorney, interested in labor, insurance and other divisions of social study from the viewpoint of a man who desires to aid in working out a solution of the questions existing between the varied interests of society. He is an authority on these matters.

George Millen, of Ann Arbor, prominent in business circles of his city, highly respected throughout his district as a man of ideals and attainments.

William M. Connelly, of Muskegon, known throughout the State as "Good Roads" Connelly. He is a thoroughly public spirited man, alive in all questions affecting the state's welfare and

is taking a lively interest in the work assigned to him as a member of the insurance committee.

William W. Smith, merchant of Traverse City, interested in insurance, is serving his second term and has established a reputation for his careful and painstaking work on committees and his conservative views on the more radical legislation that often appears throughout every session. He has held many responsible positions in his home city and is a valuable member.

In the house, Representative Patrick O'Brien, of Iron River, is chairman of the Insurance Committee. Representative O'Brien is one of the best known members of the House, noted for his sturdiness and reliability. He is a newspaper publisher, is strongly interested in fraternal organizations, and has always been a promoter of insurance as a valuable element in determining the welfare of people.

With Representative O'Brien on the House Committee are:

William Haan, of Grand Rapids, one of the best known insurance men of Western Michigan, progressive, and with an excellent record in Grand Rapids as a public official in that city and Kent county.

Charles O. Blinn, of Caro, merchant, oil dealer, and stock farmer, with banking interests as well, and considered one of the forceful figures of the House. He is serving his second term, is well experienced in public affairs, having held State positions in both Michigan and Ohio and is sure to give service to any subject assigned to him.

George Brown, of Detroit, insurance man, former newspaper man, and one time a reporter for Detroit papers of legislative sessions. This was many years ago. Brown is progressive and able and is a serious student of the questions coming up in the Legislature.

J. W. Moore, of Houghton, third district, is serving his first term. He is one of the copper country's most progressive business men, interested in all questions affecting general business and he comes to the Legislature with a reputation for fairness and reliability.

Will Repay Every Subscriber Ten Times Over.

Permit me to extend to you my hearty commendation of the establishment of an insurance department in the Michigan Tradesman. The value of this feature in your wonderful journal will surely repay the subscriber ten times over the cost per year of the paper.

It is a well-known fact that there are very few men who know the contents of the contract they have with their insurance company and an open discussion of the various clauses and riders commonly used on policies will shed more light on this important item necessary in every business than would seem at first glance possible. Many merchants depend entirely on the agent who in many cases is in no way posted on the meaning of certain riders that are frequently attached to policies. One of these is the co-in-

surance clause that is a very dangerous one unless thoroughly understood by the assured, but when the agent explains that a reduction of so much percentage in premium can be given where this clause is used many merchants see the saving in premium, but do not understand the risk they assume under it. I do not believe it is good business for a retail grocer to use this clause. It has too much the same effect on a business as playing the stock market as a side issue, which is a dangerous practice.

J. M. Bothwell,

Sec'y Retail Grocers and General Merchants' Ass'n.

The Boston Method of Expression.

The cyclist was a stranger in Boston's streets. That was evident from

the cautious manner in which he picked his way through the half-empty thoroughfare. It was evening. The penny-a-liner approached.

"Sir," said he, "your beacon has ceased its functions."

"Sir," gasped the cyclist, dismounting from his machine.

"Your illuminator, I say, is shrouded in unmitigated oblivion."

"Really! But I don't quite—"

"The effulgence of your irradiator has evanesced."

"My dear fellow, I—"

"The transversal ether oscillations in your incandenser have been discontinued."

Just then an unsophisticated little newsboy shouted from across the street: "Hey, mister, yer lamp's out!"

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

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

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

MICHIGAN BANKERS AND MERCHANTS' MUTUAL FIRE INSURANCE CO.

Wm. N. Senf, Secretary

FREMONT, MICHIGAN

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We will insure you at 25% less than Stock Company rates.

No membership fee charged.

We give you 30 days to pay your premium and do not discriminate.

We are organized to Insure Buildings, Stocks, etc., any where in the State of Michigan.

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

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INSURANCE AT COST

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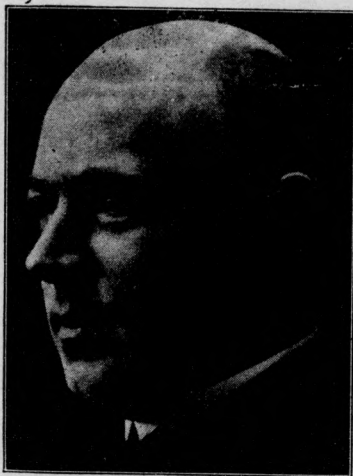
FREMONT, MICH.

One of the Strongest Companies in the State

MEN OF MARK.

Wm. N. Senf, Manager of the Fremont Mutual.

William N. Senf was born in Louisville, Ky., July 16, 1872. His father was a brewer by occupation and was born in Germany. His mother was a native of New York City. When he was 9 years old the family removed to Muskegon, where Mr. Senf received a public school education, graduating from the high school on the English course. He completed his education in a business college in Louisville. His first work in a business way was as clerk in the meat market of A. T. Pearson, at Fremont, with whom he was connected, off and on, for ten years. In the meantime he devoted several years to the service of Castenholz Bros., meat dealers of Muskegon. On his final return to Fremont, he formed a copartnership



Wm. N. Senf.

with Mr. Pearson and continued the meat business two years under the style of A. T. Pearson & Co. In 1916 he organized the Michigan Bankers and Merchants' Mutual Fire Insurance Co., accepting the position of Secretary and Treasurer. The business has been remarkably successful, the annual report for 1918, which will be presented at the annual meeting to be held in Fremont to-morrow, embodying the following figures:

Membership, 998.
Insurance in force, \$1,638,575.
Premium receipts, \$17,928.68.
Total receipts, \$19,949.69.
Losses paid, \$2,838.87.
Expenses, \$6,447.40.
Re-insurance paid, \$6,608.21.
Balance earnings, \$3,756.22.
Cash and bonds on hand, \$3,756.22.
Percentage of losses to premium receipts, 15 3/4 per cent.
Percentage of losses to total receipts, 14 per cent.
Percentage of expenses to total receipts, 32 per cent.

Mr. Senf was married twenty-three years ago to Miss Rhuma Tanner, of Fremont. They have one child, a lusty youth one year old who bears the cognomen of William Louis Senf.

Mr. Senf is a member of the Methodist church of Fremont, which he served two years as a trustee. His hobby is masonry. He served two years as worshipful master of Pilgrim

lodge, F. & A. M.; four years as High Priest of Fremont Chapter, R. A. M.; two years as Thrice Illustrious Master of Fremont Council, R. & S. M. He is also a member of Saladin Temple, Order of the Mystic Shrine, Grand Rapids, and Muskegon Commandery, Knights Templar, Muskegon. He has served Fremont four years as Mayor—1913, 1914, 1915 and 1917.

Mr. Senf is a gentleman of pleasant personality, which enables him to make and retain friends to a remarkable extent. He is faithful to his business, loyal to his policy holders and business friends and naturally derives great pleasure in watching and contributing to the growth of his company, which is gradually assuming a position of importance in the business life of the State.

Opposed to the Condon Bill.

Detroit, Jan. 27.—Knowing your interest in insurance matters, I am taking the liberty of drawing your attention to a bill which Senator Condon has introduced in our Legislature. This bill is intended to prevent arson and gives the Fire Marshall authority to prevent the adjustment of the loss where the cause of the fire is unknown until his department is fully satisfied that the loss should be passed. A close analysis of this bill will show that this is not for the interests of the public. In the matter of preventing arson, it can be quite readily conceded that the arsonite, if he so desires, can have an alibi prepared and the Fire Marshall will be unable to hold up his loss, but the business man whose place of business has been damaged by cause unknown will actually be made the victim and will be obliged to suffer until the cause may be determined by the Fire Marshall. Now it may be the Fire Marshall has ability enough to determine in every case the cause of the fire, and it may be that he has not, but the great danger in this legislation is that the insurance companies will use this as a club to prevent the prompt settlement of the loss and finally force the assured to an unreasonable compromise.

We wish to comment that if the intention of the Senator is to prevent arson the best prevention in the world is better underwriting and inspection by the insurance companies. This is what the rates they charge are supposed to cover and was one of the excuses for the 10 per cent. raise in rates quite recently. A basic cause of arson is overinsurance and it is possible for anyone to get as much insurance as they please without regard for the value of the property insured. If property were not overinsured there never would be arson because it would be unprofitable, and it is obviously unfair for the insurance companies to ask the state to pull their chestnuts out of the fire and permit them to continue in their greed for premiums to write as much insurance as they please, and then get the State to prevent their paying the loss. I am quite sure you will agree with me that this is a reasonable theory and this legislation should be opposed if the business men of the State are to have adequate protection. The one thing that is due the man who has suffered a fire loss is a prompt adjustment, especially if he is underinsured, so as to enable him to get back into business and to prevent further loss, and we do not believe that the determination of these problems should be left in the hands of employees of the Fire Marshall's office who, unfortunately, through the law, are men getting small salaries, unaccustomed to business problems and hardly proper judges on important matters of this kind. The law would also make possible the manipu-

lation of the Fire Marshall's department by the insurance companies and is very unwise in this respect.

Knowing your influence in the State through the medium of your paper and believing you are genuinely interested in the welfare of the insuring public, the writer submits these comments for your consideration and hopes that you will be able to do something to prevent the passing of a law of this nature.

Archibald R. Campbell.

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

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We specialize in Mutual Fire Insurance and represent three of the best Michigan Mutuals which write general mercantile lines at 25% to 30% off Michigan Inspections Bureau rates, we are also State Agents for the Hardware and Implement Mutuals which are allowing 50% to 55% dividends on hardware, implement and garage lines.

We inspect your risk, prepare your form, write your policy and adjust and pay your loss promptly, if you meet with disaster. If your rate is too high, we will show you how to get it reduced.

Why submit to the high rates and unjust exactions of the stock fire insurance companies, when you can insure in old reliable Mutuals at one-half to two-thirds the cost?

Write us for further information. All letters promptly answered.

C. N. BRISTOL, Manager and State Agent.

Assets \$2,700,000.00



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In the Child's World of Fancy.

Few persons realize how nearly universal it is for little children to have "imaginary playmates." There are those who believe that these "imaginary playmates" are real personalities, little folks from the "Spirit Land," sent back, so to speak, to get the benefit of association with living children that was prevented by their untimely taking out of the world. Most students of child-life who have paid attention to this phenomenon have regarded it as merely a stage in the development of the child's imagination. It has not in fact had anything like the attention it should have had in view of its nearly universal character. Most parents, I fancy, have either ignored it as "some of the children's foolishness," or been more or less alarmed by it as a manifestation of mental vagary from which they hoped the little people would recover in due time. I have known of parents who undertook to "thrash it out of them." Few indeed have had the wit and wisdom to adapt themselves to it, fall into the child's mood and use it as a precious means of strengthening the bond of sympathy.

Children live in a world of fancy. Whatever may be the real nature of the things they see, those things to them are real. Remember that the child has had no experience by which to judge the importance or practical relations of what they see or imagine. Even men and women sixty years old misjudge events, misunderstand relationships of things, attach absurd importance to their imaginings. How must it be with a child who has not been here long enough to test his visions by the standards of observation and experience?

"Father, do you see that castle down in the bottom of the fountain? That is where my little playmate lives. She is a princess, you know; do you see the castle?"

"Not exactly the castle, daughter, but I do see other things that I like to think about, and of course your little princess playmate is just for yourself. I cannot see her either, but I would like to hear about her, and about all the things you do together. Tell me where you found her."

This conversation I overheard last summer, and I thought that father was very wise. The conversation continued a good while after I went to another part of the garden. Many a man would have poo-pooed the whole dream away into the inner recesses of the little girl's life. She would not have spoken of it again, and the man very likely never would have realized that he had locked a door and never

could pass through it again as long as he lived.

As I have said, these "imaginary playmates" are exceedingly common among children. Some children have two or three. I know one little girl who has a whole family of them. In most cases the vagary, or vision—call it what you please—lasts but a year or so and then fades out, or is trampled out by unthinking ridicule or even harsher measures. While it lasts it is a very potent factor in the life of the child. Quite often the "unseen playmate" must be consulted before any important step is taken. Frequently he seems to be a mischievous influence; the child attributes any form of misbehavior to the advice or instructions of the imaginary child. Sometimes it is funny; occasionally it is very serious and troublesome.

Whatever may be the ultimate origin or nature of these "unseen children," they are almost always very real to the child; they fill a place in his life, meet a need of close spiritual companionship which he may not be able to supply in the neighborhood where he lives. It seems to be most common with solitary children, or with single members of large families who for some reason known or unknown do not find congenial companionship with their brothers or sisters. Sometimes they seem to express and satisfy the child's ideals of appearance or conduct which he cannot find expressed in the real folk about him.

From this stage, or without its being known to exist, the boy or girl may later enter a wholly imaginary world, in which he or she dramatizes dreams and ideals, or reading perhaps; existing all to himself or herself as a Knight of the Round Table, or a Joan of Arc. He may be out in the woods stalking Indians—very real Indians to him—and performing deeds of heroism such as never were on land or sea. She may be holding a queen's court, or living a social life of which her family never has a suspicion. It is not enough to attribute this to some vague stage of sex-development; in my judgment it goes far deeper than that, and belongs in the realm of mind-development and expression of things deep-lying in the nature of mankind. Soul is developing through fancied experiences impossible in the dull and uneventful life of reality.

Children are queer little creatures; we older folks do not begin to understand them. Generally the trampling of life has obliterated our own memories of what we were and felt and did in our own childhood, and we treat each of our children as if what

he was doing was something new and unheard of; whereas in all probability every item in his conduct has appeared in some form and degree in every normal child that ever was born in every time or country or race under the sun.

We are so stupid in our dealing with children, when we ought to be so wise and considerate. How few are adequate to the task! It is a source of constant wonder to me that the Creator entrusts the bringing up of His children to minds and hands so inexperienced. We grow up all too soon. The hard world brings us facts—or what we suppose to be facts; sometimes we learn too late that they were not facts at all—and they blot out some things that might well remain with us all our lives.

In our contact with children we must be very wise and tactful. Most of us judge them too harshly, expect them to have the sad and sordid wisdom of battered age, and to conduct themselves according to the standards of the wrinkled and the bald.

Do you ever stop, astonished, at the questions of a little child? Out of the many asked in a day or a week there are, if you took the pains to notice, some that fairly sweep you off your feet. Some of them are the gropings of a little soul, reaching out for something very real to him that he has not the vocabulary to define.

When the little child reaches out for the moon we think it is only the desire to possess the bright thing that he sees without any sense of the space between. Froebel, in his mother play, "The Boy and the Moon," emphasizes the duty of the mother to feel if she can the aspiration of the child for the inner and unseen value:

Then hasten not to break the spell
Which holds him in sweet thrall;
Translate it rather, that it seem
In years to come no childish dream
To be at one with all.

If you can come into real touch and sympathy with the spirit of the child; recognize that the utter purity of the child-soul enables him to see something that you are too dull and blind to see, your own soul will expand in the reactions of that sweet confidence; maybe you will regain something of that simple purity of childhood which the Master saw when He said "of such is the Kingdom of Heaven." Prudence Bradish.

Fiegler's

Chocolates

Package Goods of
Paramount Quality
and
Artistic Design

Henry Smith

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New Perfection Flour

Packed in SAXOLIN Paper-lined
Cotton, Sanitary Sacks

Genuine Mapleine Syrup



made with sugar, water and
Mapleine is

A Real Saving

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cakes. A trial will please your
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Order from your jobber or
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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

More Food as Result of the War.

War requirements have tested thoroughly American ability to produce food, to save and wisely use food, and to sell it fairly in times of difficulty.

The American farmer has held to his plow as sturdily as the American soldier has stood by his guns on the battle front. By more complete co-operation, by improvement of average practice and equipment, and also by longer and more severe labor, he has increased his production.

Some of this increase has been gained by higher yields to the plowed acre; more of it, by plowing more acres. Pennsylvania has, in 1918, increased her plowed land by 300,000 acres. Her farmers have done this themselves; done it with a diminished number of hired men, and especially of hired young men. Such excess of effort could probably not be long kept up. Still, it is clear that the present man power and equipment of the American farms are sufficient not only to feed the present population, but also to provide a large surplus for export.

The cry "back to the land," so often printed in city editorials, may be important for the living adjustments of the individual, but it does not seem to represent a present danger of food scarcity for our city and town people. Nor does it show a present need for large undertakings as public cost to make more land out of mountains, swamps and deserts.

The farmer has made his extra effort in the hope, it is true, of some increase in profit; but chiefly because of the appeal to his patriotism. He didn't get 50 per cent. extra for overtime. All his hired labor and materials increased greatly in cost. The returns he made to the Collectors of Internal Revenue have taught him more about profit and loss than he knew before. He is better organized than ever before. He has shown that he can produce what we need to eat; but will probably expect to be paid in the future a little more exactly in proportion to the cost of production—return on investment, labor and materials.

People on the average ate a little more sparingly during the war. The habit may not change at once. The saving of food was large, and that saving was more in the kitchen than at the table; that is, by eating more of what was formerly thrown away, than by eating absolutely less food.

This saving cost something, however. It was not clear gain. It meant much more care and expenditure of time by the housewife. The habit will not be wholly lost, but the continuance of the practice will depend very much on her estimate of the relative value of her time, and upon how much the man of the house and the children can be induced to co-operate to make her economies worth while. These facts will doubtless have considerable influence upon the food supply and demand in American markets.

There has also been a largely developed co-operation for war needs among food manufacturers and distributors. It is to be hoped that this

may continue in such a way as to reduce the relative cost of these factors in food supply to the mutual profit of all concerned. May the demand for family market baskets continue. It means more outdoor exercise for the housekeeper and better buying.

With the need for food saving, and especially for the reduced consumption of the foods best suited for export, the maker of novel substitute foods called more loudly than ever for permission to sell his substitutes under the names of the things for which they were claimed to have substitute value. We can honor the skill and genius of these investors without sacrificing to their success our common sense or our common honesty.

The business man's sense of fairness prevailed, and not only the experienced food control official but also, with rare exceptions, the food administrator chosen for reasons of executive repute rather than for familiarity with food laws, stood firmly for the sale of things under their own names or under others chosen for the emergency and widely explained, so that they afforded little cover for deception.

In other words, war trials have not weakened our business honesty in the food trade. The war time has seen more consultation and co-operation than we have ever before had between Government control agencies, producers and distributors. The outcome is increased mutual confidence and respect. The good ought to continue in the future. James Foust, Food Commissioner of Pennsylvania.

Courage Needed During Readjustment Period.

During the period of the war the food industry was considered a public servant and it was natural to expect the manufacturer of food products and the wholesale and retail grocery distributors to voluntarily co-operate with the Government to accomplish the necessarily remedial measures in order that the people might not suffer for lack of proper food, and at the same time assist in supplying sufficient food to our struggling Allies in the greatest crisis of the world's history.

The three branches of the grocery trade loyally enlisted in the war and the cheerful co-operation which they have given to the Food Administration during the past several months has excited the admiration of all who have kept in touch with the severe but necessary regulations which have been imposed upon them.

The manufacturer has been deprived to a large extent of sufficient raw materials, confronted with great difficulties of transportation, and with an exceedingly high material and labor cost he has done his best to absorb the additional cost of manufacturing and has manfully tried in every way to keep costs down in order that his products might reach the dealer at the lowest possible price consistent with only a fair margin of profit.

The manufacturer has in every way striven to co-operate with the Government in spreading the gospel to the consumer of eating wisely, eliminating

waste, and distributing information leading to the conservation of food products. He has generously contributed of his advertising space in the newspapers and periodicals toward this most desirable end.

All branches of the grocery trade recognized that the winning of the war did not rest entirely upon the shoulders of our brave soldiers at the front but equally upon those of us who stayed at home.

The idea that there must be depression after the war must be avoided or overcome. Readjustments must be met in the same spirit of patriotism as existed during the change from a peace to a war basis. Why cannot there be greater co-operation between capital and labor and possibly the Government during this transition from war to a peace basis?

If, as Secretary Lane suggests, our great natural resources which have been neglected all of these years can be developed, much will be accomplished toward overcoming this unemployment which we shall have in a large measure very shortly, if indeed it has not already appeared to a considerable extent.

Let us build our necessary highways, drain our swamps and water our deserts. Further, and of great importance, give our railroads assistance in order that proper maintenance and extensions can be made. All of these activities will require vast numbers of men to perform them. We must become active now and not wait to see how things will turn out.

We are too liable to be moved by

fear of what may happen. We are concerned too much with the questions of: "Will wages be lowered?" and "will prices come down?" and whether or not there is going to be any profit in the business we are running. The man who expects to sell must also buy, and if this reciprocal action is entered into with the proper degree of judgment and not influenced too much by overcaution, business will soon in a very few months resume its normal and profitable condition.

We find ourselves at the close of the war, more prosperous than ever. We have been taught thrift—many people have saved who have never before laid aside any money. We possess Liberty bonds and War Savings stamps, and capital will now become more and more available for development of industry, domestic and foreign trade.

With all of these favorable conditions let us approach the readjustment period with the confidence necessary to bring about a successful and profitable 1919. William L. Sweet, President American Specialty Manufacturers' Association.

Let us not qualify our views with "I guess," "I fancy," "It seems to me," or other prefixes of the nature of these, as they tend to weaken our influence and standing with others.

That incurable disease known as "inflammation of the ego," is due to the idea that one's own view of this or of that is the only correct one.



FOR RENT

23,000 Square Feet of Floor Space in the LEONARD INDUSTRIAL BUILDING

Corner Ottawa Street and G.R. & I.R.R. Good daylight. Steam Heat. Gas, Electric Light and Power. Modern Conveniences. Freight and Passenger Elevator Service. Railroad Siding and Team Track. Sprinklered against Fire Loss. Cheap Insurance and Nightwatch Service.

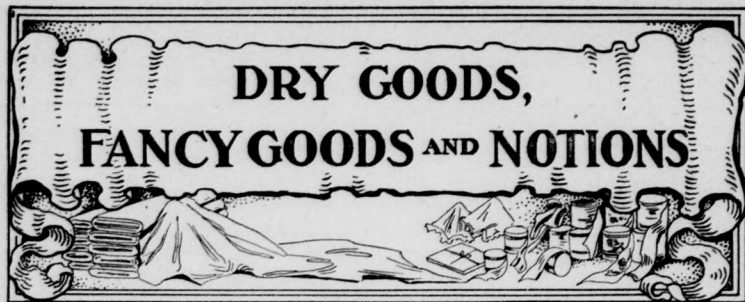
All the facilities of a large manufacturing plant are offered you here for a nominal sum. Building now is expensive and you may need the capital in your business.

Space may be divided if desired. Apply on the premises to

Wm. S. DeGroot, Mgr.

17-27 Ottawa Ave. N.

Grand Rapids, Mich.



Michigan Retail Dry Goods Association.
President—D. M. Christian, Owosso.
First Vice-President—George J. Dratz,
Muskegon.
Second Vice-President—H. G. Wend-
land, Bay City.
Secretary-Treasurer—J. W. Knapp,
Lansing.

Markets Are Weaker and Bottom Is Near.

The importance of guarantees to the jobbing trade at this time is again emphasized in a letter sent out to the Wholesale Dry Goods Association and printed in another section of this issue. Some of largest selling organizations have shown themselves willing to give guarantees that will protect jobbers through the delivery and invoicing periods, and it rests with the jobbers themselves to give active proof of commendation of this policy by placing orders, if they really believe all they say of the necessity for guarantees.

Business thus far has developed some curious features growing out of the adoption of this new policy. Some of those who pleaded hardest for guarantees and finally secured them have not bought nor placed their orders, while others who were hesitating about buying, and would not ask unusual favors in trading, have been quick to take advantage of what they consider a sure thing in merchandising for the next seven or eight months. These latter are going to be sure of getting merchandise promptly, and that to them is the important thing, in their view of the outlook.

If some of the large mills that are beginning to curtail production do not resume full operations for a month or two they will avoid the danger of accumulating merchandise at high prices for which they have no ready market. By that time they figure that jobbers will have found themselves again and will be able to put down business that will ensure regular, if not full, operations.

Several merchants say that it is of no avail now to preach patriotism or reconstruction duties to jobbers, who are confronted with lower prices without guarantees. Others say that in some form or other all sellers will have to protect their customers against declines if they expect to secure from them at this time the volume of advance orders necessary in planning a manufacturing output for a season. The houses which have guaranteed prices are beginning to feel very confident of getting all the business they will care for in the first six months of this year on all fabrics, and this has been so well determined that they no longer propose to hold out a guarantee to those who are

shopping with others to get special advantages from it.

In the gray goods and yarn markets prices are weak and trade is light. The converters are afraid to move ahead, they say, and, according to their explanation, they are awaiting action on finished goods sales before making further commitments on unfinished goods. The jobbers are doing business now on lower and closer prices than for some time, and they find that retailers are ready to move when they are assured that a bottom price has been named to them by a reputable seller.

The silk industry is upset by the labor uncertainties both as to a threatened strike at Paterson for shorter hours and by the strike among dress and waist workers.

On wool goods some agents have taken the bull by the horns and are making lower prices and giving comparisons to buyers to show what is being done.

Jobbers' Guarantees Again Being Urged.

The National Wholesale Dry Goods Association has sent the following circular to the members:

Many members of this Association would approach the present market with a greater degree of confidence if a larger number of manufacturers would agree to accept orders subject to a re-adjustment of prices should a decline occur.

Distributors with the best interests of the country at heart desire that business should not be slowed up because of uncertainty concerning prices compelling a policy of "peddling out" stock in small quantities waiting for the market to assume a definite shape.

One of the members is sending a letter, as per attached copy, regarding the price situation to the prominent manufacturers with whom he deals, and is finding that this letter is meeting with a very satisfactory response.

The general expression in the trade is that business must go forward and that the patriotic thing to do at this time is to make every effort toward keeping the factory fires burning instead of holding off in a business way until we have a considerable degree of unemployment.

Therefore, the importance of this subject transcends a mere adjustment of buying policy between the distributors and manufacturers and assumes a National importance in avoiding the very serious disturbance which might result from the development of Bolshevism growing out of unemployment through a spread of business uncertainty.

Consequently, in the interest of stability and of a continuance of satisfactory conditions in this country, we urge that the matter be taken up with the manufacturers.

The copy of letter written by a distributor to a manufacturer regarding readjustment of prices by the manu-

facturer in the event that a decline occurs reads as follows:

Like most other buyers we are trying to grope our way through the present uncertainty as to what prices are going to be and replenish our stock without inviting losses from possible declines.

Your interests and ours are identical. It is very desirable that this element of uncertainty be removed, so that buying can start as soon as possible.

It would be helpful to industry as a whole if as many manufacturers as possible would announce their policy for 1919 and their prices guaranteed against decline for a year or six months or ninety days, or as long a period as seems to them feasible. It would be helpful to all of your trade if you would take your customers into your confidence and let them know your attitude.

In this way the incentive to withhold ordering would be removed in a great many instances and if broadly adopted such steps would have very beneficial results toward opening up and stabilizing business.

We would be glad to receive your opinion on the subject, together with such comments on the situation in your particular lines as will enable us to co-operate with you to our best mutual advantage.

Wanted to Keep the Spoils.

The old colored man was incriminating himself when the judge said: "You ought to have a lawyer. Where's your lawyer?"

"Ah, ain't got no lawyer, jedge."

"Very well, then," said his honor, "I'll assign a lawyer to defend you."

"Oh, no, suh; no, suh! Please don't do dat!"

"Why not?" asked the judge. "It won't cost you anything. Why don't you want a lawyer?"

"Well, jedge, Ah'll tell you suh. Hit's dis way. Ah, wan' tah enjoy dem chickens mahsef."

Signs of the Times Are Electric Signs

Progressive merchants and manufacturers now realize the value of Electric Advertising.

We furnish you with sketches, prices and operating cost for the asking.

THE POWER CO.

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We are manufacturers of TRIMMED AND UNTRIMMED HATS for Ladies, Misses and Children, especially adapted to the general store trade. Trial order solicited.

CORL, KNOTT & CO., Ltd.
Corner Commerce Ave. and Island St.
Grand Rapids, Mich.

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

The Book of Plain Prices

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

Butler Brothers

Exclusive Wholesalers of
General Merchandise

New York Chicago

St. Louis Minneapolis

Dallas

Laces and Embroideries For Spring

We take special pride this season in showing our handsome line of St. Gall and Venise Edges in open stock and assortments.

We have prepared for a big season on Embroideries and can therefore supply your wants with merchandise at prices that are attractive.

Quality Merchandise—Right Prices—Prompt Service

Paul Steketee & Sons

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

REALM OF THE RETAILER.**Marked Difference Between Merchandising and Muddling.**

For some weeks I have been devoting my Realm of the Retailer article exclusively to the exposition of some phase of the fire insurance problem, but this week I have enough matter to fill that department without writing much on the subject which has long occupied a prominent place in my thoughts and aspirations in behalf of the retail merchant, in my effort to unchain him from the chariot of the fire insurance combine. There never was a time when there was so much interest in the subject on the part of the retail merchant as now and I confidently look forward to the time when practically all the desirable mercantile risks in this State will be carried by mutual companies.

Realizing, as I do, how humiliated the stock companies are over the loss of the best paying portion of their business to the mutual companies, it would not surprise me to see them send a gang of agitators into the State to create prejudice in the minds of the merchant against the mutual companies and the men who are responsible for their existence and management.

Now that the boys are returning home from the camps and overseas, the great scarcity of clerks which hampered merchants so seriously for several months is a thing of the past. Unfortunately, the boys in many cases come back with exalted ideas of their earning power, based on the out-

rageous wages which were paid war workers on Government contracts for a short time during the stress of war. Of course, such wages were so highly inflated that they were punctured the day the armistice was signed and will probably never be repeated again in this country except in the event of war—and not even then if we happen to have a business administration at the time the war occurs. It is, therefore, the part of wisdom for our soldier boys to drop back into their positions with as little friction as possible and show that they can be patriots in peace as well as in war by doing their part to assist in the restoration of normal conditions, to the end that the mercantile business of the country may be safely re-established on a legitimate and conservative basis. The sooner this consummation is brought about the better it will be for all concerned.

On one of my trips to Coopersville I urged the good people of that town to make some movement toward paving the main street of the village. I am pleased to learn that such a movement is now on foot.

In my anxiety to boost mutual fire insurance, I have not forgotten my pet hobby, turn-over, which has not been referred to in these columns for some weeks. Only a day or two ago I received a letter from a merchant in a town less than 100 miles from Grand Rapids whose sales during 1918 were \$32,000 from a stock which inventoried \$26,000. He wrote that he wanted a merchandiser to manage the business. In my reply, I plainly

told him that I thought he was mistaken—that what he wanted was a muddler and not a merchandiser; that a merchandiser would reduce the stock to \$10,000 without reducing the sales, or he would increase the sales to \$75,000 without increasing the stock. Now that normal times are returning and merchants must face different conditions than those which confronted them during the feverish days of war, they would do well to think hard on the subject of turn-over and get their houses in order for the era of fierce and unrelentless competition which is coming as sure as there are stars in heaven.

E. A. Stowe.

What the Hat Man Says.

Business in the exclusive hat trade for men and women is reported good, people buying at any price, and shipments scheduled for February hurried up for January to meet the big demand for an early supply. There is nothing new in the straw hats which will be worn in the summer. They were all made under the Government restrictions and there has been no change as yet. It is reported that the stiff hats for men may come in again. Tailored hats for women have been strong during the last two years. Whether the fact that the many women wearing uniforms have looked well in the trig styles will result in the continued wearing of the simple hat or whether there will be a reaction of favor of furbelows and more fluffy styles no one knows, the hat man says, except the wind which blows public opinion, and it can never

be told where that comes from or which way it will go.

Weather Not Good for Mufflers.

The continued warm weather so far this season has to some extent affected the sale of men's mufflers. The salesmen on the road are sending in reports to the effect that the orders now being taken for these goods are somewhat smaller than those received last year. Retailers are also complaining about the price, and many are buying just enough merchandise to carry them through the season.

Sales of Women's Neckwear.

In the women's neckwear trade there is a brisk demand for stocks and jabots. Lace collars in filet and point de venise are selling well, both singly and in collar and cuff sets. Some very good advance orders have already been taken for these lines. In connection with pleatings and ruffings, some of the neckwear houses are showing organdie, chiffon, and net flouncings in many styles for graduation and commencement dresses.

New Life.

Written for the Tradesman.

The war is done,
Peace has begun,
There's endless reconstruction,
Let all arise
And organize
To save waste, loss and ruction.

Less levity,
More brevity,
More harmony, less strife,
Clean house and city
An end to pity,
Peace calls for a NEW LIFE.
Joseph Meinrath.

SERVICE**QUALITY**

In Harmony with Market Conditions

For three years past the record of the dry goods trade has been a history of steady and progressive advances in nearly every line.

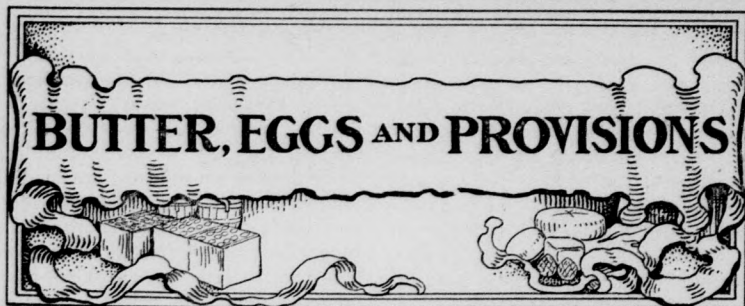
Now the turning point has come. Some lines are marked by an upward tendency, but many lines show a shrinkage, due to the action of the manufacturers in announcing lower prices for future deliveries. Like all other houses in the dry goods line, we have goods bought and sold at the old prices. It will be our aim to keep our prices at all times in harmony with market conditions. This is all any jobbing house can be expected to do under the circumstances, and this will be the settled policy of the house until such time as staples reach their normal level again. We shall have one or more buyers in the Eastern markets constantly for the next few weeks and urge our customers to make it a point to visit the Grand Rapids market as often as possible, so as to keep in close touch with the trend of the market.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Michigan

QUALITY**SERVICE**



Michigan Poultry, Butter and Egg Association.

President—J. W. Lyons, Jackson.
Vice-President—Patrick Hurley, Detroit.
Secretary and Treasurer—D. A. Bentley, Saginaw.
Executive Committee—F. A. Johnson, Detroit; H. L. Williams, Howell; C. J. Chandler, Detroit.

Complete Exhaustion of Dried Fruit Feared.

According to Manager Coykendall of the Prune and Apricot Growers' Association there is going to be a famine in dried fruit after April 1. In a statement made to a Pacific Coast paper, he does not expect that there will be a pound of dried fruit left in the country after April 1. Mr. Coykendall usually has a pretty fair idea of what he is talking about, but he may have made the statement in a figurative sense and with due appreciation of the significance of the date when this calamity was to befall the Nation. There is no denying the fact, however, that dried fruit is scarce nor the additional fact that there has been an active export demand for it in the past fortnight. The high prices to which fruit has advanced are attracting offerings from unexpected sources, but it is important to note that thus far this week there has been a slowing down in the actual amount of export business accomplished. Whether the export demand up to this time has been merely a flash in the pan or whether this is just a momentary lull remains to be seen, but there is a growing feeling among conservative operators that there has been a good deal more enthusiasm shown in regard to export business than the conditions actually warrant. It will be interesting therefore to note what the developments will actually reveal in this regard.

No Poultry Restrictions This Year.

The Food Administration announces that the rule against selling hens or pullets in the spring of 1918 will not be operative during the egg-laying season of 1919. This rule was designed to prevent excessive slaughter of poultry at a time when flocks were being dangerously reduced on account of the high cost of feed and the country needed all the eggs that could be produced. The prohibition accomplished all the purposes it was designed to meet, and although there was considerable protest in some quarters, the benefits have become apparent. There are more hens in the country now than ever, there is a considerable amount of poultry in storage and egg prices are such as to lead to the maintenance of flocks. Feed is lower than it was last spring and eggs are selling for more. The specialized poultry farmers are mak-

ing a profit. The announcement is made at this time that the rule will not be in force this year in order to forestall temptation to flood the market by those who might wish to avoid such restrictions.

The Tomato and Corn Pack.

Much surprise was occasioned in trade circles at the information which came out as to the official statistics on the corn and tomato pack. Instead of some 20,000,000 cases of tomatoes, the figures compiled by the Food Administration and the National Canners' Association jointly, indicate only 15,882,372, as against 15,076,074 in 1917 and 13,142,000 in 1916, with 1915 at 8,469,000 and 1914, the year of the opening of the war, at 15,222,000 cases.

The corn figures showed 11,721,860 cases, as against 10,802,952 in 1917 and 9,130,000 in 1916. In corn, Maine led in the increased crop, almost doubling her output, followed by handsome increases in New York and Indiana. The normally large corn states made but slight changes and the smaller producers showed a real decline.

Maryland made strong additions in tomatoes, as did New Jersey, Indiana and Ohio and Utah, but California's output was very short, as was New York, Missouri, Illinois and Kentucky.

Bean Situation Unsettled.

The situation in beans in California according to the manager of the Ventura Bean Growers' Association is complicated and uncertain, largely because of reported probable action on the part of the Government in releasing large quantities of foodstuffs to packers and canners. This has thrown a scare into wholesalers and jobbers, who fear that such action might precipitate a price slump in all lines. While this fear is lessening, the Ventura Bean Growers' Association management is inclined to expect a gradual decline in prices. The California Lima Bean Growers' Association reports that it has thus far realized only one-half of the value of its crops and that buyers are indifferent because of the wide difference between prices of small beans and limas.

Open Letter to Retail Grocers.

CadiUac, Jan. 25—Before me this morning is a copy of remarks made by the Secretary of Agriculture, D. F. Houston, at a conference of editors of agricultural journals held at Washington, Nov. 20, 1918, wherein he made this statement:

Another task remaining in the field of finance is to provide a proper system of personal credit unions, especially for the benefit of individuals whose financial circumstances and scale of operations make it difficult

for them to secure accommodations through ordinary channels.

The foundation for effective work in this field is the promotion of CO-OPERATIVE ASSOCIATION in general-associations of people who have a very definite difficulty to overcome.

The Retail Grocers and General Merchants' Association of Michigan has labored steadily to advance this movement and will continue its efforts to the limit of its powers and available funds, but in order that the work may be productive of more immediate results your co-operation is of the most vital importance, as it is only through the wisdom and generosity of yourself and others of the better class of merchants that we can hope to elevate the standard of those who

are pulling the reputation of the retail grocer down into the mire, in spite of the fact that he has been characterized as the most important man in business.

I feel sure that if you could see the need of promptness in doing the work, as it is seen by the officers of this Association, you would not lay aside this letter until you had taken the necessary steps towards taking an active part in the work by becoming a member. Your interest in the work with even a letter of enquiry will be appreciated. I can then mail you a copy of the convention programme, which is now in the printer's hands.

This year Saginaw is the convention city and the dates are Feb. 18, 19 and 20. J. M. Bothwell, Sec'y.

WE BUY AND SELL

Beans, Potatoes, Onions, Apples, Clover Seed, Timothy Seed, Field Seeds, Eggs. When you have goods for sale or wish to purchase

WRITE, WIRE OR TELEPHONE US

Both Telephones 1217

Moseley Brothers, GRAND RAPIDS, MICH.
Pleasant St. and Railroads

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

We are always in the market to buy FRESH EGGS and fresh made DAIRY BUTTER and PACKING STOCK. Shippers will find it to their interests to communicate with us when seeking an outlet. We also offer you our new modern facilities for the storing of such products for your own account. Write us for rate schedules covering storage charges, etc. WE SELL Egg Cases and Egg Case material of all kinds. Get our quotations.

KENT STORAGE COMPANY,

Grand Rapids, Michigan

SERVICE PIOWATY QUALITY

Largest Produce and Fruit Dealers in Michigan

All Nut Margarines are NOT alike.

Farrell's
NUT MARGARINE

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

Farrell's
NUT MARGARINE

M. Piowaty & Sons of Michigan

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Miller Michigan Potato Co.

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Correspondence Solicited

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Onions, Apples and Potatoes

Car Lots or Less

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Vinkemulder Company

GRAND RAPIDS

:-:

MICHIGAN

Programme Prepared For the Saginaw Convention.

The Twenty-First Annual Convention of the Retail Grocers and General Merchants' Association of Michigan will be held Tuesday, Wednesday and Thursday, Feb. 18, 19 and 20, at Saginaw.

Immediately on your arrival in the city report at convention headquarters and register, receive badges, theater and banquet tickets. On receipt of this programme please use the coupon at the bottom, as it helps the committee a great deal in their preparations if they know about how many to expect. Yours is the one they want. Please do not think the other fellow will be enough. You will be the life of the whole convention if you are the only one there. Money is made up of little bits of metal; good methods for getting money are made up of little bits of ideas. You may furnish the bit that will help the other fellow. He may furnish the bit that will help you.

Tuesday.

- 9 a.m. Registration and reception of delegates at auditorium lobby.
- 1:15 p.m. Meeting called to order by C. G. Christensen at Banquet Hall Auditorium.
- Song, America.
- Invocation, Rev. N. S. Bradley.
- Address of welcome, Mayor H. F. Paddock.
- Response, President W. J. Cusick, Detroit.
- 2 p.m. Roll call of State officers.
- Report of State President, W. J. Cusick, Detroit.
- Report of State Secretary, J. M. Bothwell, Cadillac.
- Report of State Treasurer, C. W. Grobe, Flint.
- Appointment of Committees on Credentials, Resolutions, Ways and Means, Order of Business, Auditing, Legislative, By-Laws, Insurance, Press.
- 3 p.m. Reports of local secretaries.
- 4 p.m. Amendments to by-laws.
- 7 p.m. Reception at Bancroft Hotel banquet hall.
- 8 p.m. Address, S. M. Roth, Chicago.
- 9 p.m. Theater party.

Wednesday.

- 8 a.m. Convention called to order.
- Report of Credentials Committee.
- Rules of order.
- 8:30 a.m. Problems that affect your business, general discussion. If you have a question to ask that you would like discussed. Send question to the Secretary and it will be brought to the floor of the meeting for discussion.
- 9 a.m. Preparing for income tax return.
- 10 a.m. Value of Dairy and Food Department to the grocer.
- 11 a.m. Why the jobber is necessary.
- 11:15 a.m. Mutual fire insurance, Wm. A. Haan, Grand Rapids.
- 2 p.m. Visiting jobbing houses.
- 6:30 p.m. Banquet at Auditorium banquet hall.

Thursday.

- 9 a.m. The Grocer's Greatest Need, John A. Lake, Petoskey.

- 9:30 a.m. Roll call of committee chairmen.
- Report Ways and Means Committee.
- Report Auditing Committee.
- Report Committee on Resolutions.
- Report Insurance Committee.
- New business.
- Unfinished business.
- 1 p.m. Convention called to order.
- Unfinished business.
- Election of officers.
- Selection of next Convention City.

It is highly important in order that the most good may result that you express yourself on some phase of the retail business. The thought that you may express may be just the one that will help someone else.

Don't hide your light under a bushel.

Fill out, sign, tear off and mail the attached coupon. The Committee is anxious that you have a pleasant and profitable time.

Questions that you would like discussed at the convention enumerate here. Then sign and mail to the Secretary.

Will you attend convention?..... yes or no

Signed

Address

Local Arrangements For the Saginaw Convention.

Saginaw, Jan. 27—The twenty-first annual convention of the Retail Grocers and General Merchants' Association of Michigan will be held in Saginaw, Tuesday, Wednesday and Thursday, Feb. 18, 19 and 20, and will be known as the victory convention.

It is of the greatest importance to every grocer and retail merchant in the State to be present. The war brought many reconstruction problems and peace time has brought a resultant number of broad problems which faces every retailer each day. These problems will constitute the chief theme of the convention and men who are big and broad enough to apprehend what the times are producing in the way of contingencies are on the programme.

The Saginaw convention will be thoroughly instructive in the good that it has aimed to bring to those who attend. At the same time there will be enough entertainment to satisfy the most exacting.

The Saginaw Retail Grocers' Association, at a well attended and enthusiastic meeting of its Executive Committee last Wednesday night, arranged many of the details for the State convention.

The sessions will be held in the spacious banquet room of the Auditorium. This building is located in the heart of the city, within a block of the hotel district, and it is the largest auditorium of its kind in Michigan.

The first night there will be a theater party and the second night the annual banquet.

The following committees have been named to have charge of the Saginaw details:

Executive—Chas. Christensen, chairman; Ludwig E. Schwemer, Victor J. Tatham, Louis Yunker, Otto M. Rohde.

Reception—Louis Yunker, chairman; Victor J. Tatham, John Doerr,

Albert G. Hammel, Ed. Schust, Fred J. Fox, Otto Steinbauer, M. J. Hart, J. W. Symons, Geo. A. Alderton, Wm. H. Pendell, W. C. Cornwell, D. A. Bentley, F. J. Wolfarth, Wm. Jasper, Wm. Atkins, J. J. Bradley, Wm. Bixby.

Entertainment—Ludwig E. Schwemer, chairman; Chester M. Howell, Dan Troy, Thos. C. Ryan, Chas. Kretschmer, Jas. Sparling, Wm. Landskroener.

Registration—Jas. Sparling, chairman; Miss Mamie L. Johnson, Louis Yunker, Victor J. Tatham.

Banquet—F. W. Perry, chairman. Programme—Ludwig E. Schwemer, chairman; Chester M. Howell.

When a wise man reaches the top of the ladder he immediately proceeds to batter down the ladders.

IT SELLS!

Nationally Advertised

Jap Rose Soap

This New Metal Display Rack

ATTRACTIVE—holding just 12 cakes of the extensively advertised, cartoned Jap Rose Soap.

Sent Free with an Order of Two Boxes or More

JAMES S. KIRK & CO.
CHICAGO

MCCRAY

SANITARY REFRIGERATORS

For All Purposes

Send for Catalog

MCCRAY REFRIGERATOR CO.
944 Lake St. Kendallville, Ind.

Washing on Wintry Days

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

FELS-NAPTHA SOAP

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

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

Fels & Co.

Philadelphia, Pa.



Knox Sparkling Gelatine

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

TAKING INVENTORY

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

Money Saved by Buying Your EGG TESTER

of
S. J. FISH CO.,
Write for catalogue. Jackson, Mich.



Bel-Car-Mo Peanut Butter

Last Word in
Bread Spreads

—Your Jobber

COLEMAN (Brand)

Terpeneless

LEMON

and Pure High Grade
VANILLA EXTRACTS

Made only by
FOOTE & JENKS
Jackson, Mich.

Arsenate of Lead, Paris Green,
Arsenate of Calcium, Dry Lime Sulphur.
Our prices will interest you.

Reed & Cheney Company
Grand Rapids, Michigan

MOORE'S

D.U. Brand of Vanilla and Lemon Flavoring

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

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

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

THE MOORE COMPANY, Temperance, Mich.



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.

You Can Boost Sporting Goods Sales in 1919.

Written for the Tradesman.

With the new year just nicely under way, it is a good time for the hardware dealer to look ahead and lay his plans for the entire year. In this planning the sporting goods department should receive its share of attention.

The demand for these lines should be better in 1919 than in 1918. Many young men are coming back from training camps, and many more will return from overseas. They are more than ever accustomed to outdoor life, and outdoor sports will appeal to them. After the hard years of war, the great national pastime—"baseball"—may fairly look for a revival of something like the old enthusiasm; and this enthusiasm will stimulate the game on every back lot and vacant space in your town. The lesser sports and outdoor pastimes will probably come in for a share of interest greater than at any time before the war.

Accordingly, the hardware dealer is well advised to lay his plans for a relatively good year. Much preparatory work can be done right now; and it should be done now, when time is plentiful, rather than allowed to wait until spring, when the merchant and his entire staff will likely find their hands full.

Take time to study and improve your last year's methods of handling sporting goods. The war had a lot to do with a comparatively unsatisfactory year in this line; but don't blame the war entirely, even if the war was entirely to blame. It will pay you to find a little fault with your own methods, no matter how good. For fault-finding is a first step toward improvement, and there are no methods so good that room cannot be found for improvement.

It will pay you to follow up your general stock-taking by giving a little extra attention to your sporting-goods stock. Get a line on what you have and on what you'll need to be ready for business when spring comes. You've got to have what the young man wants just when he wants it; for the normal, impetuous young man will go straight to another store rather than wait until the goods come in. Preparedness is a first essential in this line. You've got to have the stock. A close knowledge of the possibilities and demands of your com-

munity is the best factor in the problem of keeping your investment within reasonable limits.

Then, give some thought to your past methods in window and interior display. Display and arrangement are vital to the successful handling of sporting goods. A really good window display—not a perfunctory display—is worth a lot. A window display that suggests action has an irresistible appeal. Get the practice of noting down ideas for display as they occur to you. You may sit down and think hard for an hour without evolving anything worth while; but next day when you're busy the finest kind of idea is apt to occur to you. Don't trust to your memory to retain that idea. Put it down on paper the first chance you get.

Do the same thing with advertising ideas, slogans, selling stunts—and if you run across anything in your trade papers that would be helpful, mark it or clip it. Keep it where you can get at it, anyway. Keep a handy file for clippings, notes and other material of this sort.

Sporting goods are essentially seasonable. The various seasons come and go in rapid succession; and the hardware dealer who wants to catch the business must have each season's campaign planned well in advance.

Do you want to sell more fishing tackle, athletic goods, baseball and football supplies, ice skates and other outdoor lines in 1919 than you sold in any year before? Then run over your past experiences in your mind, and get your inventive genius to work until you have at least one live, attractive selling scheme to fit each line you handle.

Right now, ice skates are "featureable." Ice skates lend themselves readily to effective display. Elaborate displays can often be devised. Very successful displays are often very simple. A bit of mirror on the floor, frosted over, will represent ice. Cotton wadding sprinkled with diamond dust makes good enough snow. A canopy of blue tissue or cloth sprinkled with yellow stars at the top and back of the window makes a mighty good night sky. Put in the skates, the hockey sticks, a dummy figure if you've got it—that makes an attractive display.

The mirror-ice and cotton-wadding snow can be used to give seasonable "color" to almost any form of skate display.

Another skate stunt is to contrast the modern skate you handle with some older form. Get the oldest pair of skates in town, or get an old-fashioned pair from somewhere else

if you can. If you can't do that, get a broken pair of ordinary, everyday skates. Show the old right beside the new. The skate you want to sell looks immensely attractive by very reason of the contrast. Work in a few accessories in the way of imitation ice and imitation snow, and your display is that much more effective.

If you have a large window for display, a "winter sports" display could be shown—not merely skates and hockey-shoes and hockey-sticks, but sleds of various types, toboggans, etc.

Put your energies into a good winter sports drive right now, and it will give the sporting goods year a good start.

Incidentally, remember always that in the sporting goods trade the bulk of the business goes to the merchant who takes a genuine interest in outdoor sports. Get into personal touch with the leaders in every sport in your community, and put your store at their service, and the service of their organizations. Let them hold their meetings there if there's room. Help to stir up interest in the less-popular sports, and to organize clubs. One dealer I know in a small city is secretary of anywhere from six to a dozen clubs devoted to outdoor sports. The work isn't onerous, once an organization is gotten under way, and it brings the merchant into touch with sport enthusiasts of all kinds.

It is often a good stunt to offer prizes for athletic events. Putting up a trophy for competition in the county football league, or a prize for the player in the city baseball league making the best batting average are bound to be popular stunts. If you offer prizes of this sort, don't hide your light under a bushel. Get all the publicity you can out of such things. It pays.

Personal acquaintance with individual players, and particularly with the leaders in each sport, is a big factor in securing business. Add to this personal acquaintance an intelligent knowledge of the various sports, and you are on a fair way to getting a firm grip on the trade of your community. The more sportsmen you know, and the more you know about the different sports, the more popular your store will become as headquarters for local athletic organizations.

Victor Lauriston.

The Tradesman's Newest Baby.

Thursday, Jan. 16, John Kolkema, the enterprising Muskegon grocer, and his wife read the poem entitled Leona on the front cover of that week's issue. Two days later the stork left a girl baby at the Kolkema home and the little stranger was immediately adopted and named Leona by the fond and indulgent parents in token of their appreciation of one of the finest poems in the English language. The Tradesman will watch the career of this little lady with much interest and satisfaction.

Boomlets From Bay City.

Bay City, Jan. 28—Joe and Henry Solomon, Curran, have sold their general store to Sultzman & Branson, of Chicago. Sultzman & Branson will continue the business.

The hotel at Glennie has been reopened by C. W. Wallace.

A. P. Merritt, general merchant, Rose City, died last week.

R. N. Weishuhn, general merchant, Prescott, has sold his stock to Harry Eymer, hardware merchant. He will combine the stocks. Mr. Weishuhn will engage in the garage business.

January is the rubber footwear season in Michigan. Therefore rubber shoe salesmen are now out in full force.

J. H. Belknap.

All the fun of staying out late at night is lost when there's nobody at home to make a fuss about it.

Special Sales

John L. Lynch Sales Co.

No. 28 So Ionia Ave.
Grand Rapids, Michigan



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

Jobbers in All Kinds of BITUMINOUS COALS AND COKE

A. B. Knowlson Co.

203-207 Powers' Theatre Bldg., Grand Rapids, Mich.

HARNESS OUR OWN MAKE Hand or Machine Made

Out of No. 1 Oak leather. We guarantee them absolutely satisfactory. If your dealer does not handle them, write direct to us.

SHERWOOD HALL CO., LTD.

Ionia Ave. and Louis St. Grand Rapids, Michigan

Michigan Hardware Co.

Exclusively Wholesale

Grand Rapids, Mich.

Excellent Prospects For the Kalamazoo Convention.

Marine City, Jan. 27—I enclose herewith a copy of our programme, as arranged for our coming convention. We plan on mailing our souvenir programme about Feb. 1 and will see that you get a copy.

Everything is coming along fine. Exhibit space practically all sold and from reports received from traveling men and others, the indications are that there will be a large attendance. The entertainment as arranged by the local committee will I believe eclipse any former efforts.

We certainly would appreciate your attendance. Arthur J. Scott, Sec'y.

Tuesday Morning.

9 a. m. Doors will be opened to the exhibits at the National Guard Armory. The office of the Secretary will be found at the left of the main entrance and members are requested to register here immediately upon arrival and receive identification badge, theater ticket, banquet ticket, etc. Clerks will be on hand to receive applications for membership and dues from both active and associate members.

11 a. m. Meeting of the Executive Committee and the Advisory Board in the parlor of the Park-American Hotel.

12 noon. The exhibit hall will be closed.

Tuesday Afternoon.

(Open Session at the Auditorium, on Portage street near Main. Everybody who is in any way interested in any branch of the hardware business is invited to be present).

1:30 p. m. Meeting called to order by President John C. Fischer, Ann Arbor.

Invocation.

Song, America, sung by the delegates, led by William Moore.

Address of welcome by Harry Freeman, City Manager, Kalamazoo.

Response to address of welcome by George W. Leedle, Marshall.

Annual address of the President, John C. Fischer, Ann Arbor.

Announcement of committees.

Address, "Lincoln and Democracy," Rev. J. Twyson Jones.

Song by the delegates.

Address, "Economic Trends in readjustment," William Bethke, Chicago, Ill.

Remarks by representatives of the manufacturers, jobbers, and the press.

Adjournment at 4 p. m.

All members appointed for committee work should remain and arrange for meetings of their committees.

4 p. m. The exhibit hall will open until 6:30.

Tuesday Evening.

8:15 p. m. Special performance. Masonic minstrels at the Academy of Music, 117-123 South Rose street. Curtain raises at 8:15 sharp. Exchange tickets will be distributed from the Secretary's office. These must be presented at the theater before 6:30 o'clock Tuesday evening. They will be accepted in exchange for reserve seat coupons.

Wednesday Morning.

(Open Session, Everybody Welcome)

9 a. m. Meeting called to order. Opening song by the delegates.

Address, "How to be Happy and Enjoy Life," J. E. Decker, Oak Park, Ill.

Discussion of the above subject.

Address, "Real salesmanship from the point of view as a Clerk and Store Manager," R. N. Brown, Detroit.

Discussion.

Song by the delegates.

Address, "Cash Discount," D. D. Walker, Detroit.

Discussion.

Address, "Old Nails in New Kegs," J. H. Lee, Muskegon.

Discussion.

Question box.

Adjournment at 12 o'clock.

Wednesday Afternoon.

12:30 p. m. The exhibit hall will be opened at this time and will remain so until 6 o'clock.

7:30 p. m. Exhibit hall will be open to the public until 10:30 p. m.

Wednesday Evening.

(Closed Session for Hardware Dealers Only).

7:30 p. m. Annual report of Secretary, Arthur J. Scott, Marine City. Annual report of Treasurer, William Moore, Detroit.

The balance of the evening will be devoted entirely to the "Question Box" in charge of Charles A. Ireland, Ionia, Fred A. Rechlin, Bay City, and F. E. Strong, Battle Creek.

Thursday Morning.

(Open Session, Everybody Invited)

9 a. m. Opening song by the delegates.

Address, "Does it Pay a Hardware Dealer to Handle Stoves and Toys," C. A. Sturmer, Port Huron.

Discussion.

Address, "The World Trade After the War," Norman G. Popp, Saginaw.

Discussion.

Whistling Solo, Harry Strong, Battle Creek.

Address, "Re-adjustment and Trade Conditions," National Secretary, Herbert P. Sheets, Argos, Indiana.

Discussion.

Question box.

Adjournment at 12 o'clock.

Thursday Afternoon.

12:30 p. m. Exhibit hall will again be open until 6 p. m. Try and have a personal talk with every exhibitor and don't forget the prizes offered in the buyers' contest.

Thursday Evening.

6 p. m. Banquet at the K. of P. hall. Music furnished by Fischer's exposition orchestra. Delegates and others that attend the banquet are requested to assemble in the lobby of the Park-American Hotel at 6 p. m. and march in a body to the banquet hall.

Friday Morning.

8 a. m. The exhibit hall will be open until 12 o'clock. Don't go away without placing an order with every exhibitor whose line of goods you can use to advantage. Turn in your buyers' register at the Secretary's office.

Friday Afternoon.

(Executive Session for Retail Hardware Dealers Only).

1:30 p. m. Reports of committees on Constitution and By-Laws. Auditing and resolutions. Consideration of committee reports. Reports of committee on nominations.

Election of officers.

Report of the committee on next place of meeting.

Selection of next convention city.

Unfinished and new business.

Question box.

Adjournment.

The new Executive Committee will hold a meeting in the parlor of the Park-American Hotel after the adjournment of the regular meeting.

Plans For the Ladies at Kalamazoo Convention.

Kalamazoo, Jan. 28—Everything is in readiness for the twenty-fifth annual convention of the Michigan Retail Hardware Association, which convenes here for a four day session Feb. 11, 12, 13 and 14.

The local committees have conducted the arrangements with 100 per cent. pep, as will be disclosed in the splendid business and entertainment programmes which are receiving final touches.

J. Charles Ross, manager of exhibits for the big show, announces every inch of available booth space sold and when the doors of the National Guard

Armory are thrown open to the delegates, unquestionably the biggest and best array of exhibits that ever graced a State meeting of this association will await inspection. Manufacturers, wholesalers and jobbers have shown keen interest in the forthcoming convention and they have co-operated with Mr. Ross to the limit in arranging timely and valuable displays of their diversified products.

Post war conditions, as related to the hardware trade, will be the keynote of subjects considered at the business sessions. In the hardware line, as in all other trade lines, the process of re-adjustment from the Nation's intense energy in war production back to normal trade levels, with all classes employed in the pursuits of peace, is a mighty chasm which can be substantially bridged only by the most careful and intelligent reconstruction.

Members of the hardware trade sense conditions to the fullest and for that reason advises reaching the office of Secretary Arthur J. Scott, Marine City, indicate a banner attendance in this city next month. Local hotels report heavy advance accommodations for the four days already made by out-of-town delegates, which supports the prediction that Kalamazoo will be invaded by the biggest delegation of hardware dealers which ever visited the city.

A feature of the meeting will be the splendid entertainment arranged by the local committee for visiting ladies. This will be under direction of a committee of Kalamazoo ladies appointed for that purpose and the four day programme has been prepared with a view of routing every "dull moment" while the visiting ladies are in town. There will be special theater parties, inspection tours of the city's industrial plants, a visit to the Western State Normal School, with a luncheon, at which time the visiting ladies will be guests of the Edwards & Chamberlin Hardware Co. The ladies will also attend the delegates' banquet, the big social affair of the session, in Knights of Pythias hall, during which a fine musical programme will be discoursed and concluded with vaudeville features.

Every member of the ladies' entertainment committee is the wife of a Kalamazoo hardware man, vitally interested in the success of the annual meeting, so visiting ladies need have no fear as to the character of the welcome they will receive when they reach Kalamazoo. The latch string will be hanging on the outside for the "Silver Jubilee" meeting. Fred E. Button.

The condition of the sign on the store front may not indicate the condition of the store inside, but you seldom find a good store with a shabby sign.

Advertising Axioms.

The rolling advertisement gathers no moss.

A little advertising is a dangerous thing.

Advertising makes the millionaire; want of it the bankrupt.

Every advertisement has a silver lining.

Set an advertisement to catch an advertisement.

Fortune favors the advertiser.

He that will not advertise until all risk is over, gets little for his caution.

Faint advertising never won fair profits.

Nothing advertise, nothing have.

Oh, what a tangled advertisement you weave.

When first you practice to deceive.

Advertising deferred maketh the pocket-book sick.

Don't put off until to-morrow what should be advertised to-day.

Goods well advertised are half sold.

Necessity is the mother of advertising.

A poor advertisement often holds good wares.

SOUND CRATING LUMBER

200,000 ft. 24 inch 6 to 20 ft. Pine Fir and Larch (Rocky Mountain Cypress)
100,000 ft. 6 inch 6 to 20 ft. Pine Fir and Larch (Rocky Mountain Cypress)
200,000 ft. 8 to 12 inch 6 to 20 ft. Pine Fir and Larch (Rocky Mountain Cypress)
Can Rip, Resaw or surface as required. Shipment anywhere. Priced to move. Write or wire.
GAYNOR LUMBER CO., Sioux City, Iowa.

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

WM. D. BATT

Hides, Wool, Furs and Tallow

28-30 Louis St.

GRAND RAPIDS, MICHIGAN

Foster, Stevens & Co.

Wholesale Hardware

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

Grand Rapids, Mich.



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.

Some Searching Questions By An Old Traveler.

In looking over the current years' sales, I find among my clientele a large number of customers to whom I sold the first year that I commenced representing my factory; having sold them or their successors each succeeding season. And I find that it is a very easy matter to secure their orders, as well as a pleasure to meet and greet them on my annual visits.

During these thirty years of sticking to one line, and to one factory, and to one territory, I have noted in many instances what I consider a great mistake that so many salesmen have made. I refer to the changing of firms and of territories. The inducement generally is an increase of salary which while it looks alluring, does not generally pan out in the end. When a salesman leaves his old house and thereafter approaches his old customers, he virtually has to begin over again—to undo that which, perhaps for years, he has been upbuilding, that being (if he has been a conscientious man) that his former principals were the best people on earth and made the best line of goods. If he has thus preached to his trade, a feeling of suspicion naturally arises in the customer's mind as to the sincerity of the salesman, and he is confronted with the question, when he begins to extol his new firm and their superior line, "Did you not say that about the old house and their line?"

And there you are! What are you going to say—what can you say?

Perhaps he will carry with him some of his old trade, but those, the thinkers and appreciative ones, will say, "Well, while I like you all right, yet your concern has treated me fair and I have been years advertising their brands, and I will continue on with them." Then, should a bad year hit his territory and his sales have not come up to the expectations of the firm, he will, at the end of the year, realize that he has made a mistake.

I have always figured that a salesman is worth as much to his old firm as he is to a new one, and believe that a conscientious manager of a

concern would not permit a salesman's leaving him if he, the salesman, was earning as much as a new concern was offering him.

Now, this brings us to the essence of the question involved: Is that manager or proprietor always conscientious?

Is he broad enough to look out for the whole interests of his firm or does he just see the side which brings the most income to his coffers at the end of the fiscal year?

Does he contemplate fully the services rendered by the salesman and pay him fully and liberally?

There are other things to consider than the actual sum of profits credited to the account of the salesman at the end of the year. There are other matters that go to the upbuilding of a permanent and successful business than the cutting down of a salesman's commissions, the squeezing of his earnings in order to swell the annual profits of a business.

One must look to the many phases that surround the selling end of the business. It must not be regarded that the house or factory alone is responsible for the success of the year's business. They may make the best of goods, pursue the most up-to-date methods in cataloguing, etc.; but, if these goods are not properly presented, and if their representatives are not of the right kind, they will soon find out that their year's sales are not what they anticipated.

A salesman's trade is his capital. Confidence and sentiment go hand in hand with selling goods, with establishing permanency in trade. Then why should not the manufacturer and jobber recognize the personnel of the salesman and share with him this intangible asset by rewarding him in a division of the surplus profits? No factory or concern can build up a great business without a good selling force, nor can the selling end succeed without the backing of a good house or factory. They are interdependent, the one on the other. Hence I trust that in the discussion of this vital question both sides will take part to the end that a just sharing of earnings will be meted out to the salesman. That he may be encouraged to increased efforts that will eventuate to greater earnings for the mutual welfare of all concerned.

Howard W. Peak.

Utterly Wasted Industry.

Some men waste their time in dissipation and idleness, others in useless work. In defense of the former nothing can be said. When their accounts are closed their frivolity and

uselessness will be found cast up against them.

But what of the latter class? Should they not also meet with condemnation?

Of such are the men who spend years in painting landscapes on grains of corn, carving cathedrals from cherry stones, building miniature ships in two ounce bottles, engraving the Lord's Prayer on the head's of pins, copying entire books of the Bible on the backs of postage stamps.

They are industrious, of course, but their industry is waste of time.

Of what avail are such works of "art" and patience?

They serve no useful purpose and teach no lesson save that the time spent on them should be more usefully employed. Given the patience that is needed for their execution, the effort to accomplish them might be directed into channels that would serve the world well. Bent to other ends, it might bring the possessor fame or fortune.

There are in the world—and in busy, industrious America most of all—many men and women who spend their days in trivial tasks of no importance or value. Such are pursued with zeal and earnestness that are sometimes pathetic and sometimes irritating.

Men frivol away days at sports or occupations that are of no use to the world, if, indeed, they do not serve as brakes on the world's progress.

How is it with you?

Is your work worth while? Is it good for yourself, for your family, for those about you, for the world?

Good Proof.

"Where did you find the prisoner?" asked the magistrate.

"In the park, your honor."

"And what made you think he was intoxicated?"

"Well, may it please your honor, he was throwing his walking-stick into the basin of the fountain and striving to induce one of the stone lions to go and fetch it out again."

Get Your Money

BILLS, notes and accounts collected. H. C. Van Aken, Lawyer, 309 Post Building, Battle Creek, Mich. Reference—any Bank in Battle Creek.

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

Only Brick Hotel in the City

Whiting Hotel

Traverse City, Mich.

Hot and Cold Running Water
 and Telephone in
 All Rooms

Rates \$2.50 and \$3.00

American Plan

Light Sample Rooms on
 Lobby Floor Free

J. P. OBERLIN, Prop.

Two Blocks From All Depots

HOTEL STEEL

ST. JOHNS, MICH.

European Plan 75c, \$1.00, \$1.50
 With running water \$1.00. Private bath \$1.50
 Eat in the New Coffee Room
 A Popular Priced Lunch Room

HOTEL HERKIMER

GRAND RAPIDS, MICHIGAN

European Plan, 75c Up

Attractive Rates to Permanent Guests

Popular Priced Lunch Room

COURTESY SERVICE VALUE

CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION



Bell Phone 596 Citiz. Phone 61366

Joseph P. Lynch Sales Co.
 Special Sale Experts

Expert Advertising—Expert Merchandising

44 So. Ionia Ave. Grand Rapids, Mich.

TALK

Over Citizens Long Distance Lines



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

COPPER METALLIC CIRCUITS

USE CITIZENS SERVICE

UPPER PENINSULA.

Recent News of the Cloverland of Michigan.

Sault Ste. Marie, Jan. 28—From a letter received from one of our townsmen, D. H. Moloney, proprietor of the Man's Store, who is spending the winter in Florida, we gather that if you have a grudge against anyone, send them down there in the land of sunshine. The only good feature about the country he says is to get away from the cold. It seems impossible to make a living at either farming or fruit raising and that the country advertised as a land flowing with milk and honey where the average man could make a living easier than Rockefeller could make a dollar, doesn't agree with Mr. Moloney's statement. Mr. Moloney usually spends his winters in the South on account of the ill health of Mrs. Moloney who cannot stand the cold weather. Many of our Sooiters are adjourning in Florida this winter, but they are not bent on making dollars, so that the country will answer their purpose. It is mostly to escape the cold weather, as the South seems to be long on that hot stuff.

Fred S. Case, chairman of the Highway Transport Committee of the Northern District of Michigan, returned last week from Lansing, after attending a meeting in which a plan to connect all county seats in every State in the Union by a net work of highways as a means both of National defense and developing the country, was discussed. The aim of the organization is to have the National and State Government build trunk highways, connecting all county seats, which will do as much to develop the country as did the first railways. It needs but very little work in Cloverland to build the missing links connecting this part of the country with the Dixie Highway and much interest is being taken in the matter.

"One make good is worth one dozen bluffs."

Word was received here last week of the death of Leo M. Reid, who was one of our young men born here twenty-two years ago. His death occurred at Mobile, Alabama. The young man was a graduate of the University Military School at Mobile. While at the Rensselaer Polytechnic University, he broke the world's record for a mile swim in the Hudson River.

More bad news for the weary travelers in that the Soo-Calumet sleeper will be discontinued after Jan. 24 until further notice. There is very little travel to the copper country during the winter and this coach is disposed of to lighten the train. Charlie Haase, the largest traveling man in the Soo, says that he was not consulted in the matter, as he would have been willing to travel on another train, which would have made the traffic lighter.

"With some people, the season for killing time is always open."

The Dingman bus and baggage line has been sold to August Musielak, proprietor of the Alto Hotel. Mr. Musielak has put his son, Ben, in charge as manager of the new line which will have its headquarters at the Alto Hotel. This will include the big Dingman trucks, as well as horses, busses, etc. The Dingman transfer line has been an institution for the past twenty years. The new concern will be known as the Musielak transfer line. Mr. Dingman has taken up his residence in Detroit, where he expects to make his home for the next six months.

Stephen Daley, who has been employed for the last several months with the Michigan Auditing Co., left here last night for Butte, Montana, where he will enter the clothing business with his brother.

"Just when the undertaker gets ready to give a man the earth, he doesn't want it."

The Rhoades Manufacturing Co., one of the Soo's new enterprises and manufacturer of the Ha Ha, a patent device for protection against mosquitoes and other insect nests, has been taken over by W. J. Bell. The transfer took place Jan. 15. The Rhoades Manufacturing Co. was organized with a capital of \$10,000 and a big demand for the product soon developed. During the past year, about 8,000 Ha Ha's were manufactured and sold. A force of from five to six girls are employed by the factory. Mr. Bell, the new owner, expects to continue the business which will be liberally advertised and, no doubt, will develop into a paying proposition.

With Lake Superior back of them, three of our milk dealers paid a fine of \$25 each for selling cream which was below the standard provided by law. There is no getting away from the good water in the Lakes, but the milk men are convinced that they must be sold under separate labels.

N. L. Field, the well-known merchant of Rudyard, was a business visitor here last week.

A. E. Cullis, of the Soo Woolen Mills, accompanied by his wife, left last week for Miami, Florida, where they will spend the remainder of the winter.

Nelson Hall, of the firm of Conway & Hall, our enterprising druggists, has a solemn look of loneliness since his wife and daughter left to spend the winter in California. Cheer up, Nels, some men would be delighted with the chance of batching it in the good old winter time.

The labor union held a meeting last week, at which it was decided not to start a co-operative store in the Soo, which had been talked of at a previous meeting. The parties were urged to join in the Soo co-operative Association, which has three stores in the city.

Unless our weather man can get us some cold weather in the near future, there is every evidence of an ice famine in the Soo next summer. Alf Richards, the ice man, is wearing a worried look. It will mean with or without in his line for next season. This will be the first season that the Soo has not been able to furnish her quota of ice, if such is the case.

The Sooiters were greatly shocked to hear of the death of B. M. Morris, for so many years a prominent business man of this city. The death of Mr. Morris occurred at Battle Creek Sanitarium Jan. 25. Mr. Morris survived his wife by only a few months. For more than thirty years Mr. Morris was most effectively known to nearly every resident of this section of the country. He retired from business last July, when he sold his entire stock to the Marks-Schenk Co. He started in business on Water street, but later, as the business grew, moving to Ashmun street. Mr. Morris was one of the finest gentlemen and cleanest business men the Soo ever had and was always a generous contributor to every movement started for the betterment of the town. His death is felt very keenly throughout the city. He is survived by one daughter. William G. Tapert.

Symptoms of a Dead Dog.

"No, ma'am, the company does not allow dogs in the Pullmans," explained the porter.

"But he don't bark," said the lady with the little animal in her arms.

"Never mind if he don't; dogs are not allowed in the cars."

"Nor he doesn't bite."

"Can't take him in."

"He can't growl."

"Makes no difference."

"He never snarls or snaps."

"Well, say, madam what kind of a dog have you got there, anyway? If he's a dead dog you can't take him on the car, either."

Bottom Facts From Booming Boyne City.

Boyne City, Jan. 28—E. W. Abbott, who came to this city in 1912 as Land Commissioner of the B. C., G. & A. R. R., will leave us this week for a job with the War Department as land expert. What Abbott does not know about land and cows and sheep no fellow can find out, but what he does know, he has the brains and wit to place before the public in a most convincing way. Boyne City and Charlevoix county will miss one of the most continuous and consistent boosters who ever lived in the community when Mr. Abbott leaves and whatever activity he may be allied with will have a man who is a distinct asset.

The Traction Engine Co. will have its new model tractor at the National Tractor show at Kansas City, Mo., Feb. 24 to March 1 and it is expected that we will show them all what a real tractor can do. The designer has little to say, but Jesse, with his usual burst of modesty, vehemently asserts that it is the best machine in America.

It is reported on competent authority that the Co-Operative Farm Marketing Association branch at this place has paid out over \$100,000 for farm produce since last fall. Not so bad when one realizes that Pierson and Meyers had all the farmers pointed toward Boyne Falls less than five years ago. The agricultural development in this section in that time has been a very satisfactory asset in the prosperity of the community.

The unseasonable weather of this winter, so far, has been a very serious drawback to business. The contrast between the winter of '17-'18 and '18-'19 is more than marked. It is phenomenal. Last year we had no fuel. This winter it goes begging. Many farmers will have a nice big pile of wood to carry over until next winter and the missus and the kiddies will be deprived of some, if not all, of the things they had planned on. If the weather does not change, our mills will have to quit.

When you come North next summer, do not forget that the first piece of road in this section runs right through Boyne City from the Mackinaw Trail at Boyne Falls to the West Michigan Pike at Charlevoix and that we have the best hotel north of Grand Rapids—you can't miss it—and two of the rottenest looking bridges in the State and a delightful little park, right on the road. Of course, we can't be expected to robe you with the same neatness and finesse as our sister cities, Charlevoix and Petoskey, but we will do our best. Don't forget to call at the C. of C. office. Ackerman will tell you all he knows. If he don't know, he will tell you anyway. Maxy.

One Good Turn Deserves Another.

Grant, Jan. 28—Through the Grant Improvement Association we are trying to secure a trunk line road fathered by the State Highway Department, running North from here. Such a road would connect us with White Cloud, at which point trunk roads already approved lead North, East and West. The Secretary of the Association has been instructed to write the Grand Rapids Chamber of Commerce and endeavor to enlist that organization in the work. Do you suppose you could interest the wholesalers in this matter also?

The State has adopted, as part of the trunk highway system, a road running from Muskegon to Big Rapids by way of Fremont and White Cloud. From White Cloud a trunk road runs North to Baldwin, where it connects with a road running East from Ludington, which it is planned to run through to Saginaw eventually.

Something over a year ago a representative of the Highway Department came here and went over the road to White Cloud via Newaygo. He said he would recommend the adoption of this road as soon as funds

were available. Now when the State Legislature is considering ways and means to extend the system, we believe the time is ripe for every commercial organization in towns from Grand Rapids North to White Cloud to get busy.

The only way we can get the road from Newaygo to White Cloud improved is through the State, because much of the territory adjacent is too poor to stand the expense. However, there is considerable good land in that district which could be developed after the road goes through.

With this road completed it will be possible to operate a motor freight or express line North from Grand Rapids to Baldwin, Ludington and Manistee. As the situation now stands Muskegon is in line to get all the business. In fact, Muskegon is already drawing considerable trade from this section because farmers can get there easier than to any other market center.

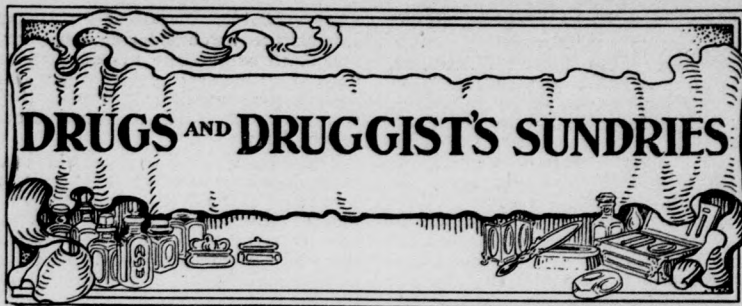
Our representative in the lower house, Hon. Orville E. Atwood, is working with us. It seems to me if the men from Kent county would swing their influence our way we might put this across, so that the instant further appropriations are made we will be ready to "cash in" on the proposition.

We will appreciate anything you may see fit to do in the way of helping this project. Grant has a habit of going over the top with whatever she tackles and we don't want to fail on this. Any time you folks in Grand Rapids need a boost, we're ready to help. Raymond H. Merrill.

Druggists Should Turn Out in Full Force.

Grand Rapids, Jan. 28—Soon after you read this notice you will have received the official programme of the Michigan State Pharmaceutical Association meeting at Lansing, March 18, 19 and 20, and we look for you this year to attend. Not only you, Mr. druggist, but the wife and daughter or daughters, as the case may be. We need them as much as we do you. This is why: The Lansing druggists, being honored with this year's meeting, take it upon themselves, co-operating with the Travelers' Auxiliary, to give the attending druggists and their ladies some entertainment that they feel will please you as well as themselves, for if they can get all attending to say Lansing druggists know how to entertain, they will have accomplished their purpose. And to this end they are working. Mark the dates ahead, so that you and yours can get that little vacation coming to you and at a time when you can get away from the store. Think it over and think of it favorably. We speak here only of the entertainment in store for you and yours. W. S. Lawton, Sec'y.

The annual banquet of Grand Rapids Council, which will be held Saturday evening, March 1, promises to be more largely attended than any previous event of the kind in the history of the organization. Boyd Pantlind is serving no banquets this year less than \$2 per plate, but he has made a special concession to the members of Grand Rapids Council and agreed to give them his best \$2 menu for \$1.50 per plate. A reception will be held in the parlors of the Pantlind Hotel at 6:30 p. m. and the doors of the dining room will be thrown open at 7 o'clock sharp. Three speakers have been secured. Their names will be announced later. Tickets can be procured of J. H. Bolen (chairman), W. S. Cain, Reg. Waite, Fred Croninger and Mr. Atwood.



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.

Seasonable Business Hints for Retail Druggists.

Do You Handle Sheet Music?

Not a few druggists, particularly in the smaller centers, are finding sheet music a most profitable sideline, both from the direct returns and the number of customers that it attracts to the store. Even some dealers in larger centers are finding it possible to work up a considerable trade.

A clerk who understands music is a valuable help in building up a trade in this line, while a piano in the store or in a room to the rear helps materially in making sales. A country druggist who lives next the store has his daughter play, on their own piano, any music that prospective customers may desire to hear.

An important thing is to let the public know that you handle the line. Do this and you will be surprised at the results from a department of this kind.

The Movie Screen for Advertising.

Dealers in some lines of business are making good use of the moving picture screen for advertising purposes. What about it as a means of publicity for the druggist? There is no doubt about the growing popularity of the movies. They are now attended by pretty near every class and age.

The dealer, from his own experience, knows that they receive pretty good attention. And advertisement switched on the screen at the end of an interesting picture is pretty sure to be read. The advertisement has the spotlight and there is nothing to distract attention from it, as there is in a newspaper, where the advertisement is surrounded by reading matter.

The movie audience is generally in a mood to receive the full benefit of the advertisement, and as most of them come from the district that you are catering to, there is little lost circulation.

As in other kinds of advertising, the kind of copy used is important. It wants to be easily read, as people seeking entertainment are not likely to be interested in reading a long,

tiresome advertisement. It should be bright and breezy and to the point.

Retailers would do well to give consideration to the movie screen for advertising purposes. It can hardly take the place of space in the local paper, but it should prove a valuable supplement.

Use System in Collection of Accounts

It is regrettable but true that a good many dealers have accounts on their books that are long past due and on which there have been no recent payments. The reason in many instances why some returns are not coming in from these bad accounts is that no persistent or systematic plan of collection is carried on.

System is essential to secure the best results in the collection of accounts. It does not do to conduct this end of the business in a haphazard manner, sending out bills or making collection trips just when it is found necessary or the spirit moves one. Once an account becomes past due, a start should be made on collections and followed up at regular intervals until collected, or found to be really uncollectible.

Every Dealer Should Take Stock.

Every merchant should take stock and make out a fiscal statement at least once a year. The benefits are so great that no man who has his own interest at heart can afford to pass up this important work, even though it does take considerable time from the regular and routine work of the store. What is the use of giving all your time to strenuous marching unless you know you are marching in the right direction? In the same way, what is the use of laboring hard for business unless you know that you are conducting business in a profitable manner? That is what the annual inventory shows you.

It can well be described as the business man's X-ray. It brings to light many of the important details of his business that could not otherwise be ascertained. It shows him the true standing of his business and allows him to gauge the progress being made.

Listless dealers sometimes think that they know these particulars well enough without going to the work of taking stock. They are merely guessing, however, and guesswork has no place in business to-day. The merchant must know for a certainty.

He must ascertain at least once a year if satisfactory progress is being made. If not, an examination should at once be made into the cause with the aim of removing it. If he does not take stock he will not be aware of the fact that profits are not what they should be and, therefore, he con-

tinues on, all unconscious, that he is not sailing in the direction of Port Success.

Razor Business Should Be Gone After

Love of the home shave still lingers. The advantages of home shaving are so great for most men that they prefer it much more than the public shop, and another feature that carries a good deal of weight is the fact that it is less expensive.

This being so, there is opened up to the druggist who is awake to his opportunities a chance to increase sales to a considerable extent, and to do so without incurring any additional overhead expense in the way of rent, clerk hire, light, etc. The appreciable profit secured from the sale of razors is really so much "velvet" for the dealer.

Druggists Getting Big Share of Razor Trade.

Realizing this, aggressive druggists have been getting behind the razor trade strongly—not only stocking them, but playing it up prominently in window and interior display as well as in other advertising. The result has been that the general public is more and more regarding the drug store as headquarters for razors. In fact, one razor manufacturer states that the greatest percentage of their product is sold through the drug store.

If you are not getting your share of the razor blade trade the explanation probably lies in the fact that you have not been making a strong enough bid for it. It is not enough that you should stock these goods, but in or-

der to secure the best results it is essential that you get strongly behind it, not in a half-hearted, but in an enthusiastic manner.

Stir Up Competition Among Clerks.

A retailer recently related to the writer how he had stimulated sales to a considerable extent by stirring up a little competition among his clerks in the matter of sales. By means of the cash register and the counter check books, each clerk's sales were kept track of separately and tallied up at the end of the week and announced. He stated that immediately the plan was inaugurated he could notice his clerks putting forth a greater effort to make sales, because no one cares to be last in any contest. As a further stimulant to effort, a small prize was offered to the one making the best showing each week.

That the clerks took a genuine interest in the competition each week was shown by the fact that while at first the totalling up of sales was left until Monday morning the clerks asked that results be given on Saturday night—which, of course, was easily arranged.

The result of this competition was that sales were considerably increased and clerks made better salesmen, because they gave thought and study as to how they might increase sales.

It is certainly good business to stir up a little competition among clerks in some such way. Another plan is to have a competition among clerks to see which one can sell the most of one particular line in a week. It is

1919

Drugs, Sundries, Books, Stationery.

Soda Fountains, Carbonators, Tables, Chairs and Fountain Supplies.

We all readily recall the weather conditions in Michigan one year ago and the extreme difficulty not only in getting merchandise from the manufacturers but in distributing the same to the retailers and consumers.

The severity of the winter season of 1918 not only precluded but practically put an end to the winter consideration of investment in fountains, carbonators, etc., for the summer of 1918. Now, all is changed, the winter is open and many are not only considering but closing deals for the necessary apparatus for what will be we believe a splendid season.

We have continued our agency for the Guarantee Iceless Fountain and we also can furnish carbonators on short notice. We have amply provided for our purchases of syrups, coco cola, fruit juices, etc. We suggest early consideration of all of these features which are strong side lines for the drug trade. Our Mr. Olds who has charge of the specialty department is always at your service.

Yours respectfully,

Hazeltine & Perkins Drug Co.
 Grand Rapids, Michigan

wonderful how a little friendly rivalry between the clerks will stimulate them to greater action and help swell the store's sales.

Why Sulphuric Acid Is the King of Chemicals.

When the chemists clamor for more platinum, and the United States Bureau of Mines says we are starving for platinum, the layman naturally sits up and asks, "What's all the talk about platinum? What is it used for?" And the answer is, "sulphuric acid."

Platinum is a many sided metal. It is not corroded in moist air; it is not oxidized by electric sparks. Hence it is used in contact points in many electrical instruments, such as telephones, telegraphs, radios, signal instruments on ship board, and so on. It is not affected by most chemicals or by high temperatures; therefore it is used in certain parts of big guns, in chemical analysis, in electric furnaces. It is very costly, therefore it is in demand for jewelry by persons who do not know for what else to spend their money.

But all of these uses are overshadowed at the present time by its use in the manufacture of sulphuric acid; and sulphuric acid is absolutely essential in making high explosives, war gases, dyes, many foods and medicines; in fact, hardly a substance can be named in the manufacture of which sulphuric acid does not have to deal directly or indirectly. The late Robert Kennedy Duncan, founder of the system of fellowship in industrial chemistry at the University of Pittsburgh, Pa., speaks of it as "sulphuric acid, oil of vitriol, the king of chemical products."

Very recently, a French authority in commenting on this chemical said, "If called upon to decide which of all the manufactured products, the industrial creations, has been the most necessary and useful to the country since the war, without which defeat would have been rapid and inevitable I should answer without hesitation, sulphuric acid. The factor which best represents the economic prosperity of a nation is its consumption of sulphuric acid. True, in time of peace, it is still more so in modern warfare."

What does this King of Chemicals do in the process of making explosives? The chemist says it is a dehydrating agent. That is, it has a tremendous affinity for water. It will abstract water from the air; it will take water from anything with which it comes in contact. If water is not to be had already formed, it will take from some available source the elements which go to make up water and combine them. It is this latter act which is utilized in explosives manufacture.

Glycerin and nitric acid are rather harmless after they are mixed. But if sulphuric acid is added to the mixture, it will immediately take an atom of hydrogen and one of oxygen from the nitric acid, and an atom of hydrogen from the glycerin, combine them into water, and then take the water unto itself. This leaves the nitric acid chemically united with the

glycerin and we have nitro-glycerin. Similarly we have nitrocellulose, or guncotton and trinitrotoluene, the famous T. N. T. of the present war.

Sulphuric acid is made from air, water and the fumes from burning sulphur. Those are all cheap, common materials, but they won't unite without strenuous provocation, ordinarily. Platinum furnishes a mild provocation, the mere presence of a trace of it causes the oxygen, water and sulphur dioxide to join hands chemically and the King of Chemicals is born. At the present time in the United States more than half a million tons a month are being made.

J. J. Willaman.

Substitutes for Glass.

The shortage of glass, of which enormous quantities have been destroyed, is likely to be seriously felt in the reconstruction of Europe, and recent fairs at Lyons and Paris have exhibited numerous substitute materials, including some translucent ones that may be used for the windows of such places as cellars, stables and garages. Transparent, although somewhat costly, are siloxides, a bluish glass of silica and such acid oxides as those of zirconium and titanium, and artificial mica, an electrically fused mixture of green sand, bauxite, magnesite, and alkali.

Excellent substitutes of somewhat imperfect transparency are numerous cellulose products, sheet gelatin, various products of casein and albuminoid substances, and a synthetic resin of phenols condensed with formal. A very cheap material consists of two sheets of paper united by translucent glue, with strengthening hemp strands between, the outside being coated with flexible waterproof varnish.

A better waterproof substitute, which is known as "vitro-cellose," and may be made into glass-like panes, consists of a light metal lattice work coated with non-inflammable film; and a similar material—"flexible glass," made by coating muslin, gauze or fine metal cloth with a flexible film—may be rolled up when being transported.

What Are You Worth?

Did you ever figure out what you are worth to yourself?

Did you ever think that, as a human being, you have a certain value which can be set down in dollars and cents?

You can reckon it from your wages or salary.

Your annual income represents the interest on a certain amount of capital.

Suppose you receive \$1,000 a year. At 4 per cent, this is the interest on \$25,000. If you could turn yourself into "capital" this would be your value.

Whenever you increase your energy intelligence or effectiveness in your business you can capitalize yourself at a higher figure. When you can pull down \$4,000 a year from your services you can set down your personal valuation at \$100,000.

WHOLESALE DRUG PRICE CURRENT

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

Acids		Cotton Seed		Capsicum	
Boric (Powd.)	13@ 25	2 05@2 20	2@ 15
Boric (Xtal)	13@ 25	Eligerson	6 50@6 75	Cardamon	2@ 10
Carbolic	56@ 59	Cubebs	10 50@10 75	Cardamon, Comp.	2@ 10
Citric	1 48@1 55	Eligerson	4 50@4 75	Catechu	2@ 10
Muriatic	3 34@ 5	Eucalyptus	1 25@1 35	Cinchona	2@ 35
Nitric	10@ 15	Hemlock, pure	2 00@2 25	Colchicum	2@ 40
Oxalic	53@ 60	Juniper Berries	16 00@16 25	Cubebs	2@ 35
Sulphuric	3 34@ 5	Juniper Wood	4 00@4 25	Digitalis	2@ 10
Tartaric	1 12@1 20	Lard, extra	1 95@2 10	Gentian	2@ 10
Ammonia		Lard, No. 1	1 80@2 00	Ginger	2@ 10
Water, 26 deg.	12@ 20	Lavender, Flow.	7 50@7 75	Guaiac	2@ 10
Water, 18 deg.	10 1/2@ 18	Lavender, Garn	1 25@1 40	Guaiac, Ammon.	2@ 10
Water, 14 deg.	9 1/2@ 17	Lemon	2 75@3 00	Iodine	2@ 10
Carbonate	19@ 25	Linseed, boiled, bbl.	1 64@ 1 79	Iodine, Colorless	2@ 10
Chloride (Gran.)	20@ 30	Linseed, bid less	1 74@1 79	Iron, clo.	2@ 10
Balsams		Linseed, raw, bbl.	1 62@ 1 62	Kino	2@ 10
Copaiba	1 40@1 65	Linseed, true less	1 72@1 77	Myrrh	2@ 10
Fir (Canada)	1 75@2 00	Mustard, true, oz.	2 95@ 2 95	Nux Vomica	2@ 10
Fir (Oregon)	40@ 50	Mustard, artifil, oz.	1 65@ 1 65	Opium	2@ 10
Peru	4 75@5 00	Neatsfoot	1 80@2 00	Opium, Camph.	2@ 10
Tolu	1 75@2 00	Olive, pure	8 80@10 50	Opium, Deodor'd	2@ 10
Barks		Olive, Malaga,	6 50@7 00	Rhubarb	2@ 10
Cassia (ordinary)	40@ 45	green	6 50@7 00		
Cassia (Saigon)	90@1 00	Orange, Sweet	4 50@4 75	Paints	
Sassafras (pow. 50c)	45@ 45	Origanum, pure	2 50@2 75	Lead, red dry	13@13 1/2
Soap Cut (powd.)	26@ 30	Origanum, com'l	2 50@2 75	Lead, white dry	13@13 1/2
Berries		Pennyroyal	2 50@2 75	Lead, yellow oil	13@13 1/2
Cubeb	1 60@1 70	Peppermint	6 50@6 75	Ochre, yellow bbl.	1 1/2@ 1 1/2
Fish	1 00@ 1 00	Rose, pure	38 00@40 00	Putty	4 1/2@ 5
Juniper	12@ 18	Rosemary Flowers	2 00@2 25	Red Venet'n Amer.	2@ 5
Prickley Ash	30@ 30	Sandalwood, E.	18 50@18 75	Red Venet'n, Eng	2 1/2@ 5
Extracts		Sassafras, true	3 50@3 75	Vermilion, Amer.	25@ 30
Licorice	60@ 65	Sassafras, artifil	90@1 20	Whiting, bbl.	3 1/2@ 6
Licorice powd.	1 75@2 00	Spearment	6 50@6 75	Whiting, 2 1/2	90@3 10
Flowers		Sperm	2 50@3 00		
Arnica	1 20@1 25	Tansy	5 50@5 75	Miscellaneous	
Chamomile (Ger.)	70@ 80	Tar, USP	45@ 60	Acetanilid	1 10@1 20
Chamomile Rom.	1 50@1 60	Turpentine, bbls.	83@ 83	Alum	17@ 20
Gums		Turpentine, less	88@ 95	Alum, powdered and	18@ 21
Acacia, 1st	75@ 80	Wintergreen, tr.	80@8 25	ground	18@ 21
Acacia, 2nd	65@ 75	Wintergreen, sweet	7 00@7 25	Bismuth, Subni-	4 00@4 10
Acacia, Sorts	35@ 40	birch	7 00@7 25	trate	4 00@4 10
Acacia, powdered	60@ 70	Wintergreen, art	1 25@1 50	Borax xtal or	10@ 15
Aloes (Barb. Pow.)	30@ 40	Wormseed	7 50@7 75	powdered	10@ 15
Aloes (Cape Pow.)	30@ 35	Wormwood	6 50@6 75	Cantharides po	2 00@2 50
Aloes (Soc Pow.)	1 30@1 35	Potassium		Calomel	2 56@2 62
Asafoetida	4 25@4 50	Bicarbonate	1 25@1 30	Capsicum	38@ 45
Pow.	4 50@4 75	Bromide	52@ 60	Carmine	6 50@7 00
Camphor	3 25@3 35	Carbonate	1 20@1 30	Cassia Buds	50@ 60
Guaiac	2 50@ 2 50	Chlorate, gran'r	65@ 70	Cloves	77@ 85
Guaiac, powdered	2 75@ 2 75	Chlorate, xtal or	60@ 65	Chalk Prepared	12@ 15
Kino	85@ 85	powd.	60@ 65	Chalk Precipitated	12@ 15
Kino, powdered	1 00@ 1 00	Cyanide	40@ 60	Chloroform	82@ 89
Myrrh	85@ 85	Iodide	4 25@4 36	Chloral Hydrate	2 32@2 42
Myrrh, powdered	90@ 90	Permanganate	2 75@3 00	Cocaine	14 30@14 85
Opium	28 50@29 00	Prussiate, yellow	1 75@ 1 75	Cocoa Butter	50@ 60
Opium, powd.	31 25@32 00	Prussiate, red	3 75@4 00	Corks, list, less 40%	2@ 2
Opium, gran.	31 25@32 00	Sulphate	1 00@ 1 00	Copperas, bbls.	2@ 2
Snead	85@ 90	Roots		Copperas, less	3 1/2@ 8
Snead, Bleached	90@ 95	Alkanet	4 50@4 75	Copperas, powd.	4 1/2@ 10
Tragacanth	3 00@ 3 00	Blood, powdered	66@ 70	Corrosive Sublim	2 22@2 28
Tragacanth powder	3 00@ 3 00	Calamus	60@2 50	Cream Tartar	86@ 92
Turpentine	15@ 20	Elecampane, pwd.	15@ 20	Cuttlebone	95@ 100
Insecticides		Gentian, powd.	27@ 35	Dextrine	10@ 15
Arsenic	15@ 20	Ginger, African,	25@ 30	Dover's Powder	5 75@6 00
Blue Vitriol, bbl.	11 1/2@ 11 1/2	powdered	25@ 30	Emery, All Nos.	10@ 15
Blue Vitriol, less	12@ 20	Ginger, Jamaica,	35@ 40	Emery, Powdered	8@ 10
Bordeaux Mix Dry	20@ 25	powdered	32@ 35	Epsom Salts, bbls.	7@ 10
Chloroform	38@ 45	Goldenseal, pow.	8 50@9 00	Epsom Salts, less	5@ 10
Insect Powder	40@ 60	Ipecac, powd.	6 00@6 25	Ergot	23@ 50
Lead, Arsenate Po	34@ 44	Licorice	50@ 55	Flake White	15@ 20
Lime and Sulphur	20@ 35	Licorice, powd.	50@ 55	Formaldehyde, lb.	25@ 30
Solution, gal.	20@ 35	Oris, powdered	40@ 45	Gelatine	1 75@1 90
Paris Green	48 1/2@54 1/2	Poke, powdered	20@ 25	Glassware, full case	58%
Ice Cream		Rhubarb	1 00@ 1 00	Glassware, less 50%	3 1/4@ 3 1/4
Piper Ice Cream Co.,		Rhubarb, powd.	1 25@1 50	Glauber Salts, bbl.	4@ 8
Kalamazoo		Rosinweed, powd.	25@ 30	Glauber Salts less 40%	3@ 3
Bulk, Vanilla	1 00@ 1 00	Sarsaparilla, Hond.	1 25@1 40	Glue, Brown	25@ 35
Bulk, Chocolate	1 10@ 1 10	ground	1 25@1 40	Glue, Brown Grd.	25@ 35
Brick, Caramel	1 10@ 1 10	Sarsaparilla Mexican,	1 00@1 10	Glue, White	30@ 35
Brick, Strawberry	1 20@ 1 20	ground	1 00@1 10	Glue, White Grd.	30@ 35
Bulk, Tutti Frutti	1 20@ 1 20	Squills	35@ 40	Glycerine	24@ 40
Brick, Vanilla	1 20@ 1 20	Squills, powdered	45@ 55	Hops	60@ 75
Brick, Chocolate	1 60@ 1 60	Tumeric, powd.	25@ 30	Iodine	5 60@5 90
Brick, Caramel	1 60@ 1 60	Valerian, powd.	1 00@ 1 00	Iodoform	6 50@6 75
Brick, Strawberry	1 60@ 1 60	Seeds		Lead, Acetate	25@ 30
Brick, Tutti Frutti	1 60@ 1 60	Anise	42@ 45	Lycopodium	3 25@3 50
Brick any combination	1 60@ 1 60	Anise, powdered	47@ 50	Mace	85@ 90
Leaves		Bird, ls	13@ 19	Mace, powdered	95@1 00
Buchu	3 50@ 3 50	Canary	28@ 35	Menthol	8 50@8 75
Buchu, powdered	3 60@ 3 60	Caraway, Po.	85@ 90	Morphine	15 45@16 00
Sage, bulk	67@ 70	Cardamon	1 80@2 00	Nux Vomica	2@ 30
Sage, 1/4 loose	72@ 78	Celery, powd.	1 00@1 20	Nux Vomica, pow.	28@ 35
Sage, powdered	55@ 60	Coriander powd.	30 22 1/2@25	Pepper black pow.	53@ 55
Senna, Alex	1 40@1 50	Dill	30@ 35	Pepper, white	50@ 50
Senna, Tinn.	40@ 45	Fennel	1 00@1 20	Pitch, Burgundy	15@ 15
Senna, Tinn. pow.	50@ 55	Flax	10@ 15	Quassia	12@ 15
Uva Ursi	45@ 50	Flax, ground	10@ 15	Quinine	1 25@1 75
Oils		Poenugreek pow.	22@ 30	Rochelle Salts	59@ 65
Almonds, Bitter,		Hemp	11 1/4@ 15	Saccharine	1@ 25
true	18 50@18 75	Lobelia	40@ 50	Salt Peter	36@ 45
Almonds, Bitter,		Mustard, yellow	45@ 50	Seidlitz Mixture	44@ 55
artificial	7 00@7 20	Mustard, black	30@ 35	Soap, green	20@ 30
Almonds, Sweet,		Poppy	1 00@ 1 00	Soap mott castile	22 1/2@ 25
true	4 00@4 25	Quince	1 50@1 75	Soap, white castile	25@ 30
Almonds, Sweet,		Rape	15@ 20	case	25@ 30
imitation	75@1 00	Sabadilla	35@ 45	Soap, white castile	25@ 30
Amber, crude	4 00@4 25	Sabadilla, powd.	35@ 45	less, per bar	23 75@ 25
Amber, rectified	5 50@5 75	Sunflower	12 1/2@ 20	Soda Ash	4 1/2@ 10
Anise	2 50@2 75	Worm American	25@ 25	Soda Bicarbonate	3 1/2@ 10
Bergamont	9 50@9 75	Worm Levant	1 65@1 75	Soda, Sal	2@ 5
Cajuput	2 00@2 25	Tinctures		Spirits Camphor	21@ 50
Cassia	4 50@4 75	Aconite	1 65@ 1 65	Sulphur, roll	4 1/2@ 10
Castor	3 10@3 30	Aloes	1 50@1 75	Sulphur, subl.	4 9-10@ 16
Cedar Leaf	1 75@2 00	Arnica	1 50@1 75	Tamarinds	15@ 20
Citronella	1 00@1 25	Asafoetida	4 40@ 4 40	Tartar Emetic	2@ 20
Cloves	4 50@4 75	Belladonna	2 50@ 2 50	Turpentine, Ven.	50@6 00
Cocoonut	40@ 50	Benzoin	3 30@ 3 30	Vanilla Bx pure	1 50@2 00
Cod Liver	5 50@5 75	Benzoin Compo'd	2 40@ 2 40	Witch Hazel	1 35@1 75
Croton	2 00@2 25	Buchu	2 40@ 2 40	Zinc Sulphate	10@ 15
		Cantharides	3 90@ 3 90		

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

AMMONIA
Arctic Brand
12 oz. 16c, 2 doz. box 3 00
16 oz. 25c, 1 doz. box 1 75
32 oz., 40c, 1 doz. box 2 85

AXLE GREASE
Mica, 25 lb. pail 1 60

BAKED BEANS
No. 1, per doz. 1 35
No. 2, per doz. 2 00
No. 3, per doz. 3 15

BATH BRICK
English 95

BLUING
Jennings'
Condensed Pearl Bluing
Small, 3 doz. box 2 55
Large, 2 doz. box 2 90

BREAKFAST FOODS
Cracked Wheat, 24-2 4 60
Cream of Wheat 7 50
Pillsbury's Best Cer'l 2 50
Quaker Puffed Rice 4 35
Quaker Puffed Wheat 4 35
Quaker Brkfst Biscuit 1 90
Quaker Corn Flakes 2 90
Ralston Purina 2 90
Ralston Bran 2 90
Ralston Food, large 3 30
Ralston Food, small 2 30
Saxon Wheat Food 4 75
Shred Wheat Biscuit 4 50
Triscuit, 18 2 25

Kellogg's Brands
Toasted Corn Flakes 4 20
Toasted Corn Flakes 4 20
Individual 2 00
Krumbs, 1/2s 4 20
Krumbs, Indv. 2 00
Biscuit 2 00
Drinket 2 60
Peanut Butter 4 40
Bran 4 30

BROOMS
Fancy Parlor, 25 lb. 9 00
Parlor, 5 String, 25 lb. 8 75
Standard Parlor, 23 lb. 8 50
Common, 23 lb. 8 00
Special, 23 lb. 7 25
Warehouse, 23 lb. 10 00

BRUSHES
Scrub
Solid Back, 8 in. 1 00
Solid Back, 11 in. 1 25
Pointed Ends 1 00

Stove
No. 3 1 00
No. 2 1 50
No. 1 2 00

Shoe
No. 1 1 00
No. 2 1 30
No. 3 1 70
No. 4 1 90

BUTTER COLOR
Dandelion, 25c size 2 00

CANDLES
Paraffine, 6s 17 1/2
Paraffine, 12s 18 1/2
Wicking 65

CANNED GOODS
Apples
1 lb. Standards 1 60
No. 10 1 50

Blackberries
2 lb. 1 00
Standard No. 10 10 50

Beans
Baked 1 25@2 25
Red Kidney 1 25@1 35
String 1 90@2 50
Wax 1 80@2 50

Blueberries
Standard @
No. 10 11 50

Clams
Little Neck, 1 lb. 1 00

Clam Bouillon
Burnham's 1/2 pt. 2 25
Burnham's pts. 3 75
Burnham's qts. 7 50

Corn
Fair 1 85
Good 2 15
Fancy 2 30

French Peas
Monbadon (Natural)
per doz. 1 00

Gooseberries
No. 2, Fair 7 75
No. 10 1 25

Hominy
Standard 1 25

Lobster
1/2 lb. 2 10
3/4 lb. 3 35
Picnic Flat 3 75

Mackerel
Mustard, 1 lb. 1 80
Mustard, 2 lb. 2 80
Soused, 1 1/2 lb. 1 60
Soused, 2 lb. 2 75
Tomato, 1 lb. 1 00
Tomato, 2 lb. 1 00

Mushrooms
Buttons, 1/2s @30
Buttons, 1s @50
Hotels, 1s @44

Oysters
Cove, 1 lb. 1 00
Cove, 2 lb. 1 00

Plums
Plums 2 50@3 00
Pears in Syrup
No. 3 can per doz. 3 25@3 75

Peas
Marrowfat 1 75@1 85
Early June 1 90@2 10
Early June siftd 2 15@2 30

Peaches
Pie No. 10 size can pie @6 00

Pineapple
Grated, No. 2 2 85
Sliced No. 2 Extra 2 90

Pumpkin
Good 1 50
Fancy 1 65
No. 10 4 50

Raspberries
No. 2, Black Syrup 3 00
No. 10, Black 12 50
No. 2, Red Preserved 12 50
No. 10, Red, Water 12 50

Salmon
Warrens, 1 lb. Tall 3 65
Warrens, 1 lb. Flat 3 75
Red Alaska 2 85
Med. Red Alaska 2 60
Pink Alaska 2 20

Sardines
Domestic 1/2s 6 75
Domestic, 1/4 Mustard 6 50
Domestic, 1/4s 15@18
Portuguese, 1/2s 30@35

Sauer Kraut
No. 3, cans 1 65
No. 10, cans 1 00

Shrimps
Dunbar, 1s doz. 1 90
Dunbar, 1 1/2s doz. 3 40

Succotash
Fair 1 00
Good 1 00
Fancy 1 00

Strawberries
Standard 2 50
Fancy 2 90

Tomatoes
No. 1 1/2 1 40
No. 2 1 75
No. 10 8 00

Tuna
1/2s, 4 doz. in case 4 00
1/2s, 4 doz. in case 4 00
1/2s, 4 doz. in case 4 00

CATSUP
Van Camp's, 1/2 pints 1 80
Van Camp's pints 2 70

CHEESE
Peerless @42
Brick @39
Leiden @36
Limburger @36
Pineapple @
Edam @
Sap Sago @
Swiss, Domestic @

CHEWING GUM
Adams Black Jack 70
Adams Sappota 75
Beeman's Pepsin 70
Beechnut 75
Doublemint 70
Flag Spruce 65
Juicy Fruit 70
Sterling Gum Pep. 70
Spearmin, Wrigleys 70
Yucatan 70
Zeno 70

CHOCOLATE
Walter Baker & Co.
German's Sweet 35
Premium 35
Caracas 35
Walter M. Lowney Co.
Premium, 1/2s 35
Premium, 1/4s 35

CIGARS
Johnson Cigar Co. Brands
Dutch Masters Club
Dutch Masters Banq.
Dutch Masters Inv.
Dutch Masters Pan.
Dutch Master Grande
Dutch Master Special
Dutch Master Lond
El Portana
Gee Jay
Dutch Masters Six
Dutch Masters Hand
Made
Dutch Masters Baby
Grand
Little Dutch Masters
S. C. W.
Dutch Masters
Seconds
Exemplar

Peter Dornbos Brands
Dornbos Single Bndr. 42 50
Dornbos Perfecto 42 50
Van Dam, 5c 37 50
Van Dam, 6c 42 50
Van Dam, 7c 49 00
Van Dam, 10c 70 00

Worden Grocer Co. Brands
Boston Straight 42 50
Trans Michigan 42 50
Court Royal 48 00
Hemmetter's Cham-
pion 46 00
Iroquois 42 50
Qualex 46 00
La Qualatancia 70 00
Worden's Hand Made 40 00
B. L. 42 50
Royal Major 45 00
La Valla Rosa 80 00
La Valla Rosa, Kids 45 00
Valla Grande 42 50
Kuppenheimer, No. 2 43 00
First National 33 00
Knickerbocker 42 50

CLOTHES LINE
Per doz
No. 40 Twisted Cotton 2 00
No. 50 Twisted Cotton 2 50
No. 60 Twisted Cotton 3 00
No. 80 Twisted Cotton 3 25
No. 50 Braided Cotton 3 00
No. 80 Braided Cotton 3 40
No. 50 Sash Cord 3 50
No. 60 Sash Cord 4 00
No. 60 Jute 1 75
No. 72 Jute 2 00
No. 60 Sisal 1 85

Galvanized Wire
No. 20, each 100ft. long 1 90
No. 19, each 100ft. long 2 10
No. 20, each 100ft. long 1 00
No. 19, each 100ft. long 2 10

COCOA
Baker's 39
Bunte, 10c size 58
Bunte, 1/2 lb. 2 20
Bunte, 1 lb. 4 00

Cleveland
Colonial, 1/2s 41
Colonial, 1/4s 42
Epps 43
Hershey's 1/2s 42
Hershey's 1/4s 43
Huyler 36
Lowney, 1/2s 38
Lowney, 1/4s 37
Lowney, 1/2s 37
Lowney, 5 lb. cans 37
Van Houten, 1/2s 12
Van Houten, 1/4s 18
Van Houten, 1/2s 36
Van Houten, 1s 65
Wan-Eta 36
Webb 33
Wilbur, 1/2s 33
Wilbur, 1/4s 33

COCOANUT
1/2s, 5 lb. case 38
1/4s, 5 lb. case 37
1/2s, 15 lb. case 36
1/4s, 15 lb. case 35
1/2s & 1/4s, 15 lb. case 35 1/2
6 and 12c pails 4 35
Bulk, pails 27
Bulk, barrels 25
70 8c pkgs., per case 5 25
70 4 oz. pkgs., per case 5 25
Bakers Canned, doz. 1 20

COFFEES ROASTED
Rio
Common 24
Fair 25
Choice 26
Fancy 27

Santos
Common 27
Fair 28
Choice 29
Fancy 30
Peaberry 29

Maracaibo
Fair 34
Choice 36

Mexican
Choice 34
Fancy 36

Guatemala
Fair 34
Fancy 37

Java
Private Growth 34
Mandling 34
Ankola 34

San Salvador
Good 34

Mocha
Short Bean 55
Long Bean 55

Bogota
Fair 39
Fancy 39

Package Coffee
New York Basis
Arbuckle 27 00

McLaughlin's XXXX
McLaughlin's XXXX
package coffee is sold to
retailers only. Mail all or-
ders direct to W. F. Mc-
Laughlin & Co., Chicago.

Extracts
Holland, 1/2 gross bxs. 1 30
Felix, 1/2 gross 1 15
Hummel's foil, 1/2 gro. 85
Hummel's tin, 1/2 gro. 1 43

CONDENSED MILK
Carnation, Tall 7 50
Carnation, Baby 6 80
Pet, Tall 7 50
Pet, Baby 5 50
Van Camp, Tall 7 50
Van Camp, Baby 5 50

MILK COMPOUND
Hebe, Tall, 6 doz. 6 10
Hebe, Baby, 8 doz. 6 00

CONFECTIONERY
Stick Candy Pails
Horehound 25
Standard 25
Jumbo 26

Mixed Candy
Broken 25
Cut Loaf 25
Grocers 20
Kindergarten 29
Leader 25
Novelty 35
Premio Creams 24
Royal 24
Special 24
X L O 23

Specialties
Pails
Auto Kisses (baskets) 28
Bonnie Butter Bites 30
Butter Cream Corn 32
Caramel Bon Bons 32
Caramel Croquettes 30
Cocoanut Waffles 28
Coffy Toffy 30
Fudge, Walnut 32
Fudge, Choc. Peanut 30
Iced Orange Jellies 27
Italian Bon Bons 27
AA Licorice Drops
5 lb. box 2 25
Lozenges, Pep. 30
Lozenges, Pink 30
Manchus 27
Molasses Kisses, 10
lb. box 28
Nut Butter Puffs 28

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

Pop Corn Goods
Cracker-Jack Prize 5 60
Checkers Prize 5 60

Cough Drops
Boxes
Putnam Menthol 1 50
Smith Bros. 1 50

COOKING COMPOUNDS
Crisco
36 1 lb. cans 10 25
24 1 1/2 lb. cans 10 25
6 6 lb. cans 10 25
4 9 lb. cans 10 25

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

CREAM TARTAR
Barrels or Drums 84
Boxes 86

DRIED FRUITS
Apples
Evap'd, Choice, blk. @16
Evap'd Fancy blk. @
California Apricots @22
California Citron @36

Currants
Imported, 1 lb. pkg. ..
Imported, bulk ..

Peaches
Muirs—Choice, 25 lb. ..
Muirs—Fancy, 25 lb. ..
Fancy, Peeled, 25 lb. ..

Peel
Lemon, American 30
Orange, American 32

Raisins
Cluster, 20 cartons ...
Loose Muscatels, 4 Cr.
Loose Muscatels, 3 Cr. 11
L. M. Seeded 1 lb. 13@13 1/2

Oregon Prunes
90-100 25 lb. boxes ..
80-90 25 lb. boxes ..
70-80 25 lb. boxes ..
60-70 25 lb. boxes @14
50-60 25 lb. boxes @16
40-50 25 lb. boxes @16
30-40 25 lb. boxes @17 1/2

FARINACEOUS GOODS
Beans
California Limas 15 1/2
Med. Hand Picked 10
Brown, Holland ..

Farina
25 1 lb. packages 2 65
Bulk, per 100 lb.

Original Holland Rusk
Packed 12 rolls to container
3 containers (36) rolls 4 32

Hominy
Pearl, 100 lb. sack 6 1/2

Macaroni
Domestic, 10 lb. box 1 10
Domestic, broken bbls. 8 1/2
Skinner's 24s. case 1 37 1/2

Pearl Barley
Chester 5 00
Portage ..

Peas
Green, Wisconsin, lb. 9 1/2
Split, lb. 9 3/4

Sago
East India 15
German, sacks 15
German, broken pkg.

Tapoca
Flake, 100 lb. sacks 16
Pearl, 100 lb. sacks 16 1/2
Minute, Substitute, 8
oz., 3 doz. 3 55

FISHING TACKLE
Cotton Lines
No. 2, 15 feet 10
No. 3, 15 feet 11
No. 4, 15 feet 12
No. 5, 15 feet 14
No. 6, 15 feet 15

Linen Lines
Small, per 100 feet 50
Medium, per 100 feet 55
Large, per 100 feet 65

Floats
No. 1 1/2, per dozen 13
No. 2, per dozen 15
No. 3, per dozen 20

Hooks—Kirby
Size 1-12, per 100 8
Size 1-0, per 100 9
Size 2-0, per 100 10
Size 3-0, per 100 11
Size 4-0, per 100 14
Size 5-0, per 100 15

Sinkers
No. 1, per gross 60
No. 2, per gross 60
No. 3, per gross 65
No. 4, per gross 75
No. 5, per gross 80
No. 6, per gross 90
No. 7, per gross 1 25
No. 8, per gross 1 65
No. 9, per gross 2 40

FLAVORING EXTRACTS
Jennings D C Brand
Pure Vanilla
Terpeness
Pure Lemon

Per Doz.
7 Dram 15 Cent 1 25
1 1/2 Ounce 20 Cent 1 80
2 Ounce, 35 Cent 2 70
2 1/2 Ounce 35 Cent 2 85
2 1/2 Ounce 45 Cent 3 10
4 Ounce 55 Cent 5 20
8 Ounce 90 Cent 8 60
7 Dram Assorted 1 25
1 1/2 Ounce Assorted 2 00

Moore's D U Brand
Per Doz.
1 oz. Vanilla 15 Cent 1 25
1 1/2 oz. Vanilla 25 Cent 1 80
3 oz. Vanilla 35 Cent 3 00
1 oz. Lemon 15 Cent 1 25
1 1/2 oz. Lemon 35 Cent 2 00
3 oz. Lemon 35 Cent 3 00

FLOUR AND FEED
Valley City Milling Co.
Lily White 11 90
Rowena Rye, 1/2s 9 75
Graham 25 lb. per cwt. 5 70
Rowena Bolted Meal,
25 lbs., per cwt. 4 40
Golden Granulated Meal,
25 lbs., per cwt. 4 90
Rowena Pancake 5 lb.
per cwt. 6 20
Rowena Buckwheat
Compound 6 95
Rowena Corn Flour,
Watson Higgins Milling
Co.
New Perfection 1/2s 11 90

Worden Grocer Co.
Quaker, 1/2s cloth .. None
Quaker, 1/2s cloth .. None
Quaker, 1/2s cloth .. None
Quaker, 1/2s paper .. None
Quaker, 1/2s paper .. None

Kansas Hard Wheat
Worden Grocer Co.
Paper

American Eagle, 1/2s 11 45
American Eagle, 1/2s 11 55

Spring Wheat
Worden Grocer Co.
Wingold, 1/2s cloth 11 70
Wingold, 1/2s cloth 11 60

Meal
Bolted ..
Golden Granulated ..

Wheat
Red ..
White ..

Oats
Michigan carlots ..
Less than carlots ..

Corn
Carlots ..
Less than carlots ..

Hay
Carlots ..
Less than carlots ..

Feed
Street Car Feed ..
No. 1 Corn & Oat Fd
Cracked Corn ..
Coarse Corn Meal ..

FRUIT JARS
Mason, pts., per gro. 7 60
Mason, qts., per gro. 8 00
Mason, 1/2 gal. per gr. 10 35
Mason, can tops, gro. 2 80

GELATINE
Cox's, 1 doz. large 1 45
Cox's, 1 doz. small 90
Knox's Sparkling, doz. 1 90
Knox's Acid'd doz. 2 30
Minute, 1 doz. 1 25
Minute, 3 doz. 3 75
Nelson's 1 50
Oxford 75
Plymouth Rock, Phos. 1 55
Plymouth Rock, Plain 1 50
Waukesha 1 60

HERBS
Sage 15
Hops 15
Laurel Leaves 20
Senna Leaves 45

HIDES AND PELTS	
Hides	
Green, No. 1	17
Green, No. 2	16
Cured, No. 1	19
Cured, No. 2	18
Calfskin, green, No. 1	30
Calfskin, green, No. 2	28½
Calfskin, cured, No. 1	32
Calfskin, cured, No. 2	30½
Horse, No. 1	6 00
Horse, No. 2	5 00

Pelts	
Old Wool	75@2 00
Lambs	1 00@2 00
Shearlings	1 00@2 00

Tallow	
Prime	@08
No. 1	@07
No. 2	@06

Wool	
Unwashed, med.	@40
Unwashed, fine	@35

HONEY	
A. G. Woodman's Brand	
7 oz., per doz.
16 oz., per doz.	4 80

HORSE RADISH	
Per doz. 90

JELLY	
10lb. Kanakin, per pail	1 40
30lb. pails, per pail

JELLY GLASSES	
8 oz. capped in bbls., per doz. 36

MAPLEINE	
2 oz. bottles, per doz.	3 00
1 oz. bottles, per doz.	1 75
16 oz. bottles, per doz.	16 50
32 oz. bottles, per doz.	30 00

MINCE MEAT	
Per case 4 15

MOLASSES	
New Orleans	
Fancy Open Kettle	70
Choice	58
Good
Stock
Half barrels 5c extra
Red Hen, No. 2	2 90
Red Hen, No. 2½	3 50
Red Hen, No. 5	3 40
Red Hen, No. 10	3 30
Uncle Ben, No. 2	2 90
Uncle Ben, No. 2½	3 50
Uncle Ben, No. 5	3 40
Uncle Ben, No. 10	3 30
Ginger Cake, No. 2	3 35
Ginger Cake, No. 2½	4 30
Ginger Cake, No. 5	4 25
O. & L. Open Kettle, No. 2½	5 65

MUSTARD	
½ lb. 6 lb. box 30

NUTS—Whole	
Almonds, Terragona	30
Brazils, large washed	34
Fancy Mixed	28@29
Filberts, Barcelona	24
Peanuts, Virginia	18
Peanuts, Virginia	18
Roasted	22
Peanuts, Spanish	20
Walnuts California 36@37
Walnuts, French	32

Shelled	
Almonds	55
Peanuts, Spanish, 10 lb. box	19½
Peanuts, Spanish, 100 lb. bbl.	17½
Peanuts, Spanish, 200 lb. bbl.	17
Pecans	1 00
Walnuts	90

OLIVES	
Bulk, 1 gal. kegs	@1 75
Bulk, 2 gal. kegs	@1 55
Bulk, 5 gal. kegs	@1 50
Stuffed, 5 oz.	1 40
Stuffed, 14 oz.	3 00
Pitted (not stuffed)
14 oz.	3 00
Manzanilla, 8 oz.	1 45
Lunch, 10 oz.	2 00
Lunch, 16 oz.	3 25
Queen, Mammoth, 19 oz.	5 50
Queen, Mammoth, 28 oz.	6 75
Olive Chow, 2 doz. cs. per doz.	2 50

PETROLEUM PRODUCTS	
Iron Barrels	
Perfection	12.7
Red Crown Gasoline	23.7
Gas Machine Gasoline	44.2
V. M. & P. Naphtha	23.7
Capitol Cylinder, Iron Bbls.	41.8
Atlantic Red Engine, Iron Bbls.	26.80
Winter Black, Iron Bbls.	14.8
Polarine, Iron Bbls.	44.8

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

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

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

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

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

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

POTASH	
Babbitt's, 2 doz.	2 75

PROVISIONS	
Barreled Pork	
Italian Bon Bons	25
Clear Back	52 00@53 00
Short Cut Clr	44 00@45 00
Brisket, Clear	55 00@56 00
Pig
Clear Family	48 00

Dry Salt Meats	
S P Bellies	31 00@32 00

Lard	
Pure in tierces	29@30
Compound Lard 24	24½
50 lb. tubs	advance ¼
60 lb. tubs	advance ¼
50 lb. tubs	advance ¼
20 lb. pails	advance ¼
10 lb. pails	advance ¼
5 lb. pails	advance 1
3 lb. pails	advance 1

Smoked Meats	
Hams, 14-16 lb.	35 @36
Hams, 16-18 lb.	34½@35
Hams, 18-20 lb.	33 @34
Ham, dried beef
sets	37 @38
California Hams	25 @26
Picnic Rolled
Hams	35 @40
Boiled Hams	51 @52
Mince Hams	22 @23
Bacon	39 @52

Sausages	
Bologna	18
Liver	12
Frankfort	19
Pork	14@15
Veal	11
Tongue	11
Headcheese	14

Beef	
Boneless	25 00@27 00
Rump, new	30 00@31 00

Pig's Feet	
¼ bbls.	1 75
¾ bbls., 40 lbs.	3 40
¼ bbls.	9 00
1 bbl.	16 00

Tripe	
Kits, 15 lbs.	90
¼ bbls., 40 lbs.	1 60
¾ bbls., 80 lbs.	3 00

Casings	
Hogs, per lb.	50@55
Beef, round set	19@20
Beef, middles, set	45@55
Sheep	1 15@1 35

Uncolored Oleomargarine	
Solid Dairy	28@29
Country Rolls	30@31

Canned Meats	
Corned Beef, 2 lb.	6 60
Corned Beef, 1 lb.	4 70
Roast Beef, 2 lb.	6 60
Roast Beef, 1 lb.	4 70

Potted Meat, Ham	
Flavor, ¼s	55
Potted Meat, Ham
Flavor, ¼s	90
Deviled Meat, Ham
Flavor, ¼s	55
Deviled Meat, Ham
Flavor, ¼s	1 00
Deviled Tongue, ¼s	1 80
Deviled Tongue, ½s	3 10

RICE	
Fancy
Blue Rose	9½@10½
Broken

ROLLED OATS	
Monarch, bbls.	10 00
Steel Cut, 100 lb. sks.	10 50
Monarch, 90 lb. sks.	4 85
Quaker, 18 Regular	1 95
Quaker, 20 Family	5 20

SALAD DRESSING	
Columbia, ½ pint	2 25
Columbia, 1 pint	4 00
Durkee's large 1 doz.	5 25
Durkee's med., 2 doz.	5 80
Durkee's Picnic, 2 doz.	2 75
Snider's, large 1 doz.	2 40
Snider's, small, 2 doz.	1 45

SOAP	
Johnson's Fine, 48 2	5 75
Johnson's XXX 100	5 75
Rub-No-More	5 00
Nine O'Clock	4 25
Lautz Naphtha, 60s
24 pkgs.	4 25
Oak Leaf Soap Powder
100 pkgs.	5 50
Queen Anne Soap Powder, 60 pkgs.	3 60
Old Dutch Cleanser, 100s	4 00

SALERATUS	
Packed 60 lbs. in box
Arm and Hammer	3 25
Wyandotte, 100 ¼s	3 00

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

SALT	
Solar Rock
56 lb. sacks	52
Common
Granulated, Fine	2 10
Medium, Fine	2 20

SALT FISH	
Cod
Large, whole	@15½
Small, whole	@15
Strips or bricks	20@23
Pollock	@14

Holland Herring	
Standards, bbls.
Y. M. bbls.
Standard, kegs
Y. M. kegs

Full Fat Herring	
to 400 count
Spiced, 8 lb. pails	95

SODA	
Ri Carb. Kegs	3½

SPICES	
Whole Spices	
Allspice, Jamaica	@12
Cloves, lg. Garden	@11
Cloves, Zanzibar	@10
Cassia, Canton	@10
Cassia, 5c pkg. doz.	@15
Ginger, African	@15
Ginger, Cochon	@20
Mace, Penang	@20
Mixed, No. 1	@17
Mixed, No. 2	@16
Mixed, 5c pkgs. dz.	@45
Nutmegs, 70-8	@50
Nutmegs, 105-110	@45
Pepper, Black	@32
Pepper, White	@40
Pepper, Cayenne	@22
Paprika, Hungarian

Pure Ground in Bulk	
Allspice, Jamaica	@16
Cloves, Zanzibar	@15
Cassia, Canton	@12
Ginger, African	@25
Mace, Penang	@1 00
Nutmegs	@45
Pepper, Black	@32
Pepper, White	@40
Pepper, Cayenne	@22
Paprika, Hungarian	@45

STARCH	
Corn	
Kingsford, 40 lbs	9½
Muzzy, 48 lb. pkgs	9½

Kingsford	
Silver Gloss, 40 lb.	9½
Gloss
Argo, 48 5c pkgs.	3 40
Silver Gloss, 16 3lbs.	9½
Silver Gloss, 12 6lbs.	9½

Muzzy	
48 lb. packages	9½
16 3lb. packages	9½
12 6lb. packages	9½
50 lb. boxes	6½

SYRUPS	
Corn	
Barrels	75
Half barrels	81
Blue Karo, No. 1½
2 doz.	2 85
Blue Karo, No. 2, 2 dz.	3 45
Blue Karo, No. 2½, 2 doz.	4 35
Blue Karo, No. 5, 1 dz.	4 30
Blue Karo, No. 10, ¼ doz.	4 05
Red Karo, No. 1½, 2 doz.	3 00
Red Karo, No. 2, 2 dz.	3 80
Red Karo, No. 2½, 2dz.	4 65
Red Karo, No. 5, 1 dz.	4 50
Red Karo, No. 10 ¼ doz.	4 25

Pure Cane	
Fair
Good
Choice

TABLE SAUCES	
Halford, large	3 75
Halford, small	2 25

TEA	
Uncolored Japan	
Medium	34@38
Choice	35@38
Fancy	45@55

Basket-Fired Med'm	
Basket-Fired Choice
Basket-Fired Fancy
No. 1 Nibbs	@45
Siftings, bulk	@23
Siftings, 1 lb. pkgs.	@25

Gunpowder	
Moyune, Medium	35@40
Moyune, Choice	40@45

Young Hyson	
Choice	35@40
Fancy	50@60

Oolong	
Formosa, Medium	40@45
Formosa, Choice	45@50
Formosa, Fancy	55@75

English Breakfast	
Congou, Medium	40@45
Congou, Choice	45@50
Congou, Fancy	50@60
Congou, Ex. Fancy	60@80

Ceylon	
Pekoe, Medium	40@45
Dr. Pekoe, Choice	45@48
Flowery O. P. Fancy	55@60

TWINE	
Cotton, 3 ply	65
Cotton, 4 ply	65
Hemp, 6 ply	35
Wool, 100 lb. bales	20

Washing Powders	
Snow Boy, 100 pkgs.	5 65
Snow Boy, 60 pkgs.	3 55
Snow Boy, 24 pkgs.	5 00
Snow Boy, 20 pkgs.	5 25

Soap Powders	
Johnson's Fine, 48 2	5 75
Johnson's XXX 100	5 75
Rub-No-More	5 00
Nine O'Clock	4 25

Lautz Naphtha, 60s	
24 pkgs.	4 25
Oak Leaf Soap Powder
100 pkgs.	5 50
Queen Anne Soap Powder, 60 pkgs.	3 60
Old Dutch Cleanser, 100s	4 00

Box contains 72 cakes. It is a most remarkable dirt and grease remover, without injury to the skin.

THE PERIL OF PATERNALISM.

Era of Peace Opens Momentous Challenge to Liberty.

The fact is not generally appreciated apparently that the United States, in common with other nations, is now facing a radical and extensive reconstruction of its industrial and social life.

The problems of reconstruction are only limited by existing necessities. New ideals and ambitions have been awakened and new valuations of conditions exist. The rights and obligations of free men have been more sharply defined. Shocked, aroused and softened by the agony, sacrifice and destruction of war, peoples everywhere are determined that the principles of right, justice and humanity, to preserve which the war was fought, shall control the relationships of industrial and social life.

There is not the slightest occasion for either pessimism or fear. The present necessity is for sanity and sound judgment. The destiny of the republic is secure in the hands of an intelligent, just and free people aroused to the emergency and co-operating under a democratic government pursuant to the will of the majority. Such a people will hold fast to all present benefits and wisely effect the changes necessary further to enhance the public welfare.

The problems of reconstruction relating to industry and industrial relations are of exceeding importance. Some of the more significant of these problems are: Government ownership, control or supervision of the railroad, merchant marine, telephone, telegraph, wireless and cable systems; Government control or supervision of essential industrial enterprises; compulsory arbitration of labor disputes; revision of the anti-trust laws to permit beneficial commercial co-operation, etc.

But it is obvious that no solution of these questions, so complex, so intimately related to the public welfare, can safely be attempted until the principle or principles controlling such solution are clearly defined. The National industrial policy, the attitude of the Government toward business, must be in strict harmony with the cardinal principles upon which the republic is founded. And, judging from present day agitation, the fundamental issue is whether we shall effect a National industrial policy of control of industry on the one hand or of control of industrial conduct on the other hand.

That is to say, the issue is paternalism versus individual liberty. The former means the policy of gradual extension of Government control of industry, whereas the latter means the policy of preserving the greatest possible degree of industrial liberty for the individual, consistent with the general welfare.

The fact that we are just emerging from the period of war, when Government control of civil life has been almost unlimited and a success, tends to becloud the merits of this issue and to preclude a sane and calm judgment. During the war, all the re-

sources of the Republic, human and material, were placed at the disposal of the Government. Compulsory military service, Government control of the means of transportation and communication and of the essential industries, compulsory arbitration of labor disputes, etc., became an accomplished fact.

This control was effected by the will and consent of a free and democratic people, deliberately and voluntarily expressed. The emergency demanded National unity. It was self-evident that the might of the Republic could only be wielded into an invincible weapon, supremely efficient, through singleness of control in the President.

But, such Government control of civil life, essential in time of war, becomes a menace in time of peace and directly repugnant to the theory and spirit of our free institutions. The civil life of the Republic rests upon the cardinal principle of civil liberty; declared by the founders of the Republic to be an inalienable right with which men are endowed by their Creator. It cannot be that the war was fought to save political liberty for the world at the expense of the civil liberty of the people of the Republic.

America has achieved marvelous material prosperity and yet preserved her idealism. Equality of opportunity—fair opportunity, opportunity limited only by the equal rights of others—these are the blessings of civil liberty. The individual is thereby enabled to realize the best in himself. He is a free man, living among other free men. The State exists only to advance and protect the welfare of its people, and the greatness of the State is measured by the wellbeing of its people.

In industrial life it has been the aim of the Government, in true harmony with our institutions, to effect a state of free and fair competition, and no more, and then to permit the individual to work out his own destiny on the basis of an equal and fair opportunity. In such a state of equal opportunity, of keen, wholesome and fair rivalry, men were inspired to achievement and success. Initiative, invention and aspirations were stimulated. The fruits of success were certain, secure and commensurate. The obligation and duty of the Government was limited to keeping the course open, to removing the artificial barriers of monopoly, restraint of trade and unfair competition.

As a result we have witnessed marvelous scientific and industrial advancement, saving democracy in the hour of peril. And this same principle of civil and industrial liberty that has made America great must be secured in the future.

With full appreciation, then, of the true spirit of the free institutions of the republic, we may well keep steadfastly in mind the following general conclusions, to wit:

1. The aim of the Government should be to permit and preserve the greatest degree of industrial liberty consistent with the public welfare. Curtailment or denial of that liberty

is justified only when the general welfare demands it.

2. The aim of the Government should be to regulate industrial conduct so as to eliminate conduct injurious to the public welfare, and not to control industry.

Monopoly, undue restraint of trade, and unfair and dishonest trade practices of every character should be forbidden. Industry should be kept on a competitive basis, fair competition enforced, and an equal opportunity afforded to all to achieve a success of merit. Industrial co-operation of a beneficial character should be permitted, under Government supervision if necessary.

3. Government ownership or control of industrial enterprises should be scrupulously avoided, unless absolutely essential to protect the general public welfare, by reason of the utter failure, inadequacy or impossibility of private ownership or control.

Charles Wesley Dunn.

Systematic Handling of Slow Pay Accounts.

Written for the Tradesman.

In recent years efforts have been made in a number of towns in Ontario by mercantile organizations of one sort and another to deal effectively with the slow pay problem. While none of these attempts have, in the long run, proven absolutely satisfactory, they nevertheless indicate that there are possibilities in organized effort along this line; and the difficulties experienced will be helpful in guiding local organizations in other places which might feel inclined to take up similar work.

An organized co-operative collection system presupposes the existence of a local Merchants' Association, which includes in its membership practically all the merchants in town. A few years ago a number of towns in Western Ontario formed local branches of the Retail Merchants' Association; and as a logical result of getting together on a friendly basis, they felt the need of some adequate method of dealing with the "dead beat," the deliberate dodger as distinguished from the debtor who is unfortunate and hence actually unable to pay. The latter can usually count, within reasonable limits, upon the retailer's sympathy and assistance; but the former merits no sympathy, and needs to be curbed.

The city of Guelph, with a population of approximately 15,000 was one of the leaders in the institution of a collection department. Later, Chatham, Ingersoll, Wallaceburg, Fort William and a number of other places followed suit. In all these places the experience was much the same. The same difficulties were encountered, and similar results were achieved.

Guelph was the first town to take the step of appointing a uniformed collector, representing the Retail Merchants' Association. The merchants were fortunate in securing, at the outset, a retired merchant cordially in sympathy with the work, and the results at the outset were exceptionally good. At Chatham, the experiment was carried on for about a year,

Difficulty was experienced in retaining a good collector. This, indeed, was one of the outstanding difficulties met wherever the experiment was tried, and which led, in most places, to its ultimate abandonment.

The Chatham system was organized on the following basis: The annual assessment for membership in the collection department was \$10, exclusive of \$2, the regular association membership fee. Accounts were turned in by the members to the association secretary, who listed them, and handed them over to the collector; division of receipts was made semi-monthly (later monthly) the proceeds of collections being divided equally among the members, irrespective of the amount of their claims. A written report was furnished monthly to every member of the collection department showing the names of the debtors against whom accounts were held, the amount paid by each on account, and the names of debtors removed from the list.

This system was slightly varied in different places. In some instances the membership fee was graduated according to the extent of the business done by the individual member, merchants on the main street being charged a heavier fee than corner grocers. In some instances the apportionment of the receipts was made according to the amount of the accounts, instead of equally. In one instance the ingenious system was adopted of paying the first month's receipts from a debtor to one merchant, the second to another, and so on, until the entire round of his creditors was made. "It saves book-keeping" was the explanation vouchsafed; and certainly it did.

The collector usually made his calls weekly, mapping out certain routes. The object was to get the entire amount due, if possible; if not, to arrange for liquidation of the indebtedness in regular instalments.

Wherever the personal collection system was tried, it produced results that could not have been secured in any other way. The merchant who sends out accounts regularly secures better results than the merchant who pays only indifferent attention to his credit department; the merchant who goes after delinquents vigorously, by lawyer's letter if need be, brings in proportionately more money than the man who hesitates to adopt that course. The personal collector, in turn, is more effective than any lawyer's letter. It is a well-known fact that, with rare exceptions, the delinquent pays the creditor who is most insistent.

Hence, the official collector who came in person had a better chance of securing the money than would the association secretary who could merely mail a dunning letter. His work was all the more effective from the fact that he represented, not one merchant, but the entire mercantile fraternity; and that, while the debts he held remained unpaid, no further credit could be secured in that particular community. At first debtors tried the expedient of putting him off. He came again, and again, and again.

They locked their doors against him; but that did not restore their credit, nor did it prevent the uniformed collector from ostentatiously knocking. The uniform, where used, was helpful; the man's business was common knowledge; many "hard cases" compromised by agreeing to pay weekly instalments at the collector's office in order to save themselves the unpleasant publicity involved in his visits. For this purpose, the collector held "At Homes" in the Association headquarters every Saturday.

The collector had the advantage of the individual merchant, also, in the greater facility he possessed for watching the movements of the dead beat fraternity. The merchant might not hear that John Doe, who owed, collectively, some \$44, to members of the association, was about to surreptitiously leave town; the collector seemed to have a knack of getting wind of such movements, and was invariably at the station with the necessary documents to keep John Doe in town until at least a compromise was made.

The result of this process was, that a great deal of money which merchants had thought dead, gone and forgotten was again put into circulation. Accounts considered hopeless, accounts in some instance outlawed, were paid up. Where debtors were genuinely unfortunate, and deserving of consideration, consideration was of course extended, and generously. The collector, with his intimate knowledge of individual cases, was very helpful in sifting the wheat from the chaff.

But while the system resulted in the collection of accounts that had been considered hopelessly bad, and secured for individual merchants a great deal of what was virtually "found" money, in the natural process of things the results were not evenly distributed. One merchant who turned over a large proportion of his accounts, secured several hundred dollars; another, who turned in only the hopeless accounts on his books, realized perhaps two or three dollars in small part payments. Naturally, the merchant who secured less than his membership fee in actual returns felt aggrieved and suspicious. It is always difficult to induce merchants, particularly merchants in one locality, to act together, and difficult to keep a mercantile organization of any kind afloat after it is started. And, equally in the natural order of things, a collection department cannot produce equal returns for all its members.

Outside the direct results in the way of collections, the collection system produced indirect results which do not seem in all cases to have been fully appreciated. For one thing, it had a beneficial effect upon debtors who were on the verge of lapsing into slow pays, and upon ordinary debtors who, although perfectly good in a financial sense, were apt to pay their accounts irregularly. The ordinary debtor while the uniformed collector was going his rounds paid up far more promptly than had been his wont, and there were fewer lapses into the dead beat class.

A feature even more valuable was the official list of slow pays, which was furnished every month to the members of the collection department. This list, supplied upon the very necessary stipulation that its contents be regarded by the merchant as sacredly confidential and for his use alone, enabled him to guard against giving credit where credit would be unsafe. In most communities the dead beat, having exhausted his credit at one store, moves on to the next, and the latter has to learn, by costly experience, that he is better off without the dead beat's patronage. With the official credit list at his elbow, the merchant can give credit and refuse credit with some certainty that he is on safe ground. In some traceable cases, even where the delinquents made no attempt to settle up old accounts, they patronized the same merchants and paid cash for their purchases. In all cases where they had no justifiable excuse for non payment, they had either to pay cash in the future or move on. For the dead beat, possibilities of further credit were exhausted.

To correctly estimate the value of such a system, the merchant must take account, not merely of old debts collected, but of new, bad debts which he was saved from putting on his books.

The difficulty in all these experiments was that of securing sufficient funds to permanently retain a competent collector. Most of these collection departments were instituted in towns of 15,000 or less. In all cases the collector was placed on salary, with desperately unpromising accounts it would have been difficult to secure a good collector on a commission basis. A town of 15,000 people would contain from 120 to 150 merchants, and an association membership of perhaps 110. Charging a fee of \$10, per member would give \$1,100, or thereabouts for the collector's salary; barely enough to interest a capable man. With members refusing to renew at the end of the first year as the result of petty jealousies, the possibility of retaining a good collector on a salary basis vanished.

Nevertheless, the experiment went far enough to show that, if its finances could be put on an enduring basis, good results could be accomplished. No attempt seems to have been made in any case to establish a uniform system of local retail credits, a branch of association work which one might expect to promise good results.

Victor Lauriston.

The Difference.

The driver of the stage coach was showing off to an admiring passenger on the box seat. With his long whip he flicked a fly from the leader's ear; he cut off the head of a thistle by the road; he nipped off a twig from an overhanging branch with deadly accuracy; he killed a hornet in mid-air. "There's a good mark," says the passenger, pointing to a hornet's nest. "Not on your life, young feller," says the driver, "a fly's a fly, a thistle's a thistle, a hornet's a hornet, but a hornet's nest is an organization."

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.

Stock of General Merchandise For Sale—1918 business close to \$50,000; not over \$200 worth of fixtures; will reduce to suit purchaser; low rent. Box 227, Harrietta, Michigan. 75

For Sale—If taken at once, a good cash grocery business, located in Howell, Michigan. This is one of the best towns of its size in the State for business. This is the only cash grocery in the town, doing a nice, profitable business. Stock and fixtures will invoice from \$2,500 to \$3,000; low overhead expense and a good location. This is your chance for a money maker. The owner wishes to make a trip south for the winter. Do not answer this unless you mean business. Address H. E. Pierce, 118 E. Liberty St., Ann Arbor, Michigan. 76

For Sale—Suburban drug store in Grand Rapids, Michigan; sales \$9,000 yearly; rent \$25 month; growing section. Address No. 74, care Michigan Tradesman. 74

For Sale—Two story brick store building and general stock of clothing, shoes, dry goods, furniture and groceries; doing an annual volume of \$65,000 per year. Business established since 1896. Reason for selling, ill health of founder and principal owner. Full particulars on application. Address No. 77, care Michigan Tradesman. 77

Can lease or sell building for general merchandising purposes in best town in best wheat belt of Washington, or anywhere else. Average annual business of present tenant, \$400,000; profits \$45,000. Present tenant retiring. Possession about March 1st. Wiley & Wiley, 926 Paulsen Bldg., Spokane, Washington. 78

SALESMAN WANTED TO CARRY STRONG LINE of popular priced Ladies' Kid Gloves as side line on commission basis. Those who cover a small territory thoroughly, especially the small towns, preferred. Address H. B., Suite 502, No. 25 Broad St., New York, N. Y. 79

For Sale—Double store with living rooms, large garage and two dwellings. Nice clean grocery stock, with fixtures and delivery auto. Great opportunity for some one with some cash. No trade considered. One of the best locations in city. Other business. Address No. 80, care Michigan Tradesman. 80

HAVE desirable space to lease for Ladies' and Children's Shoe Department on sales percentage basis in a popular priced department store in Grand Rapids, Michigan. All fixtures installed. Address EISENDRATH MILLINERY CO., Chicago, Illinois. 81

For Sale—Variety stock, including groceries, confectionery, hosiery, enameled ware, tinware, woodenware, chinaware, gloves, mittens, underwear, crsets, notions, etc. No dead stock. Will invoice about \$3,500. Good paying patronage. Business established five years. Rent, \$22. Good brick store, basement and warehouse. Electric light. Address P. J. Thompson, Cuba, New York. 82

For Sale—\$15,000 general merchandise brick store building and residence in good Northern Iowa town of 1,000 population, doing over \$60,000 yearly. Will accept part in good real estate. Address No. 83, care Michigan Tradesman. 83

For Sale—Factory, ten million feet timber, skidder, loader and 3 miles rail. Working near Norfolk, Virginia. John Slocum, 135 Kimball Terrace, Chesterfield Heights, Norfolk, Virginia. 84

SALESMAN WANTED TO CARRY A SPECIALTY SIDE LINE—Sells to every retailer who uses twine. Unlimited field of retail stores. Easy and inexpensive to sell. Big commissions. Write for particulars. Brown Paper Company, 1220 Spruce St., St. Louis, Missouri. 85

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

For Sale—The Wm. J. Stephens' residence, basement under house and porch; hard and soft water; electric lights; all modern improvements. Also store building and old established harness business with stock and fixtures, including shoe, harness and auto tire repair equipment; all stock inventoried at old prices. W. J. Stephens, Elkton, Michigan. 53

For Sale—Soda fountain with fixtures, tables, chairs, dishes and silverware. \$85 takes it. Address E. L. Howard, Vestaburg, Michigan. 69

For Sale—Controlling interest in a display fixture company. Central Hotel, Kankakee, Illinois. 86

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

Special Sales To reduce merchandise stocks personally conducted for retail merchants anywhere. Write for date and terms stating size stock. Expert service.

A. E. GREENE SALES CO., Jackson, Mich.

Wanted—PARTS FOR FORDS. If you manufacture parts to be sold to the jobbing trade and want them placed in Texas, Oklahoma, Arkansas and Louisiana by reliable salesman, write PAUL H. GREEN, MFGRS. AGT., Southland Hotel Dallas, Texas. 50

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

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

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

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

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

For Sale—One of the best groceries, shoes, etc. Fifty miles from Detroit. Sales \$25,000 per year. Only reason for selling, can't stand the work. L. E. Richards, Pinckney, Michigan. 70

For Sale—Michigan drug stock, floor fixtures and fountain. Inventory less 40 per cent. or \$1,800. Can be moved readily. Personal inspection solicited. Address No. 71, care Michigan Tradesman. 71

For Sale—Complete stock and fixtures in confectionery, ice cream, lunch and novelty store, including ice cream manufacturing machinery. W. H. Pugsley, 339 Champion St., Battle Creek, Mich. 72

For Sale—One of the best grocery stores in Southern Michigan. Doing splendid business. Good chance for hustler. For full particulars, address Putnam Bros., South Haven, Michigan. 73

Wanted—Experienced man in retail business, who has from \$10,000 to \$15,000, to become active in the liveliest department store in a Michigan city of 70,000 population. Address No. 67, care Michigan Tradesman. 67

For Sale—Butcher shop; good location; good trade; fully equipped. Reason for selling, death of husband. Will sell or rent building. For particulars address, Maud Welsh, L'Anse, Baraga County, Michigan. 60

For Sale—First-class hardware store in town of 6,000 population. Only one other small store for competition. Would accept a small farm near Muskegon, Michigan, for part payment. John J. Caldwell, Box J, Gconto, Wisconsin. 61

Wanted—To buy stock of clothing, shoes or general stock. Address R. D. Walker, Fort Pierre, South Dakota. 62

FOR SALE—Ice plant and meat market. Will sell separate. I also have ice box 6x8x10, good National cash register used 3 months, 1 Toledo Electric Computing scale used 3 months, and other things used in the butcher line. Also, 1 Ford Form-A-Truck with or without chassis; this is one ton capacity, has 1918 motor in good shape. It will pay you to investigate. Address J. E. Kumli, Marquette, Kansas. 63

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.

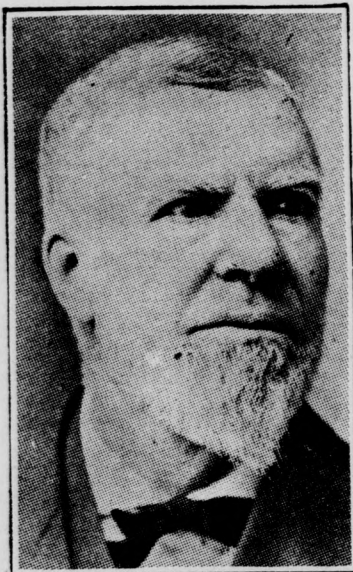
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Review of the Grand Rapids Produce Market.

Apples—The market continues firm. Fancy barrel stock is in big demand and extreme prices are paid. With Jonathans out of the way Spys held the attention of the best trade and sold at extreme prices. There are not many offerings and very few under-grade apples. Pound Sweet, \$2.50 per bu.; Hubbardstons, \$2.25; Baldwin, \$1.75; Northern Spys, \$2.50@3; Mackintoshes, \$2; Grimes Golden, \$2; Greenings, \$2; Russets, \$1.75.

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Cabbage—\$3.50 per 100 lbs.

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Lettuce—Head, \$3.75 per bu. hamper; hot house leaf, 23c per lb.

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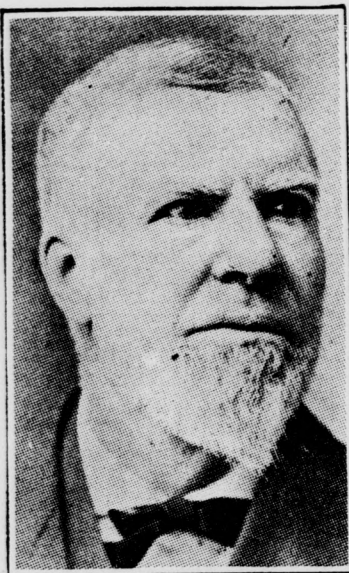
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Good News for the Housewife!

Wartime Flour is a relic of the past!

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

How good it tastes!

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

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

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

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

Lily White

"The Flour the Best Cooks Use"

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

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

There have been mighty few flours that even equalled it.

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

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

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

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.

War Changed the Map

but war did not change the process of manufacture, or the purity, wholesomeness or nutritive value of

Shredded Wheat

It is the same cereal you have always sold, made of the whole wheat, nothing added, nothing taken away. The removal of government restrictions will enable our distributors to supply the normal demand for this product which was somewhat curtailed during the war. It is the same Shredded Wheat you have always sold—pure, clean, wholesome, nutritious.

Made only by

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

El Portana Cigar



This is size No. 5

THE POPULAR SHAPE

Handled by all jobbers—sold by all dealers

G. J. JOHNSON CIGAR CO.

Grand Rapids

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.