

MICHIGAN TRADESMAN

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Thirty-Sixth Year

GRAND RAPIDS, WEDNESDAY, MARCH 19, 1919

Number 1852

The Home Coming

Since he is coming home again, is coming home to me,
All my days are filled with sunshine and my nights come down with song,
And the rivers go a-laughing on their journey to the sea,
And, however long the waiting, it can't be so very long;
I know that my reaching heart will make it longer than it seems,
For my ear will be a-harking for his footsteps at the door,
And my two eyes will be blurry with the mistiness of dreams
Of when he will reach to clasp me and will let me go no more.

It has been a weary waiting since he laughed and went away,
Waving to me, laughing to me, with the lovelight in his eyes,
And when he was gone his going took the sunshine from the day,
And his going took the gladness and the blueness from the skies;
And my nights were terror-haunted; dreams I never told him of!
And I saw him lying wounded on a far and shot-torn plain,
But my letters sang and laughed and told him always of my love,
And no word I told him ever of the fearing and the pain.

So, however long the waiting, now the awful days are by,
Days of fighting and of danger, all my days are brimmed with song;
And there is an added brightness in the blueness of the sky,
And the days are sweet with dreaming and they seem to dance along;
And he's coming, coming, coming, glad as when he went away,
Waving to me, laughing to me—oh, my heart has been so sore!
And his arms will reach to clasp me and we'll have a heap to say,
And his cheek will be to my cheek and he'll leave me nevermore.

Why Travel?---TALK

Our LONG DISTANCE LINES reach
250,000 Telephones in the State, also
points outside.

"It is cheaper to telephone than travel"
is more true today than ever before.

Use Citizens Telephone Company's Service

CANDY The Universal FOOD

Who's Candy?

Putnam's

"Double A"



CANDY

Made by

Putnam Factory Grand Rapids, Michigan



Thousands of Pounds of Sugar

go into your store and are
sold to your customers
every year.

Make a profit on every
pound by handling
Franklin Package Sugars.
The profit is in the money
you save in time, twine,
paper bags and wasted
sugar.

The Franklin Sugar Refining Company

PHILADELPHIA

"A Franklin Cane Sugar for every use"

Granulated, Dainty Lumps, Powdered,
Confectioners, Brown



Judson Grocer Co.

Wholesale Distributors

of

Pure Food Products

Grand Rapids, Michigan

DEAL 1814

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.

MORE PROFIT

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MICHIGAN TRADESMAN

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

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

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TRADESMAN COMPANY

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.

Large Attendance at the Pharmacy Convention.

Lansing, March 18—"Hello! Mr.
Pill Roller. Glad to see you."

Windshields, store windows and
hotels carry on posters this greeting
to hundreds of Michigan druggists
who are arriving here from all parts
of the State to attend the annual
convention of the Michigan State Phar-
maceutical Association.

Because they coat horrid tasting
concoctions to be taken now and then
with pink sugar and with their soda
fountains make oases in otherwise
arid wastes, there is a common desire
in the city to assist in making the
Lansing gathering of the pill rollers
a record making one.

So greetings blaze from everywhere
and several parties have been ar-
ranged which crowd to the limit the
time the druggists are to be in the
Capital City.

At its weekly meeting this noon,
the Lansing Merchants' Association
made arrangements for a luncheon at
which retailers will be hosts to the
visitors this evening. The druggists
came back with a bid to the mer-
chants to attend their St. Patrick
dancing party at the Masonic temple
this evening. There will be dancing
between 8:30 and 12 o'clock.

The wives of the local druggists
have organized themselves into an
auxiliary of the Lansing Retail Drug-
gists' Association and will entertain
the wives of the delegates at the
Woman's Club Wednesday afternoon.
Mrs. A. B. Shiffer is chairman, and
Mrs. A. D. Sturgis, assistant of the
auxiliary. The receiving committee
is made up of Mesdames Gardner,
Sturgis, Robinson, Robertson and
Campbell. The dining room commit-
tee is made up of Mesdames Hunt,
Kraft, Morse, Watley, Bryant and
Wilkinson. Mesdames Randall, Eilen-
berg and McFarland make up the
music committee.

Wednesday evening there is to be
a theater party at the Bijou. Fol-
lowing this the order of Laughing
Hyenas will hold forth at the Masonic
Temple for laughing purposes prin-
cipally.

Thursday there are to be visits to
the principal points of interest about
the city and in the evening the annual
banquet will be held at the Masonic
Temple.

Crowded in between the social
events are some business meetings at
which the pill rollers get seriously
down to the business of improving

the way they operate their drug
stores and organize to fight some of
the measures the State law makers
are proposing.

The delegates took over the Hotel
Downey this morning. Every train
brought scores of the pharmacists.
Early in the day the convention took
the form of the "greatest ever."
Hotels are packed and delegates are
going to private homes and rooming
houses.

The first meeting was held at the
Chamber of Commerce Tuesday after-
noon. Mayor Ferle told the dele-
gates how glad the city was to have
them here and D. D. Alton, of Fre-
mont, responded. Mr. Ferle's address
was as follows:

It is with a great deal of pleasure
that I stand before you this morning
as the Chief Executive of the City of
Lansing and extend to you, the dele-
gates of this Association, a hearty
and sincere welcome on behalf of the
citizens of Lansing. I believe that
after you have been with us for a
short time you will agree with me
that you have made no mistake in
selecting Lansing for your this year's
convention. We, here in Lansing, are
inclined to believe and to say that this
is the most beautiful city in the coun-
try and I would like to make this
statement, with the exception that
next to your own, Lansing is the
most beautiful city, with its many
State institutions, outside of our beau-
tiful Capitol building. Without doubt,
you have many friends in its different
departments. Notwithstanding the
fact that Lansing is an industrial
center or factory city, the conditions
which usually prevail in factory
towns are not to be found in the city
of Lansing, particularly as they refer
to housing conditions. We are proud
to say that Lansing does not suffer
from the ordinary housing problems
that the average factory town suffers
from, but, on the contrary, we have
in the city of Lansing more homes
owned by individuals and by the
working class than any other city of
its size in the United States. We are
doing much to aid in making it a
home city. The matter of public
parks beautifully located along the
river, plenty of shade, beautifully
shaded wide streets and pavements
which we hope to largely increase the
coming year, go to make Lansing a
home city.

In the great problem of reconstruc-
tion before us you gentlemen have
your important part to play. The one
theme that was impressed upon the
delegates to the Governor's and May-
or's conference at Washington was
that of holding the wage rate as long
as possible where it is to-day and
lowering as fast as consistent, the cost
not only of construction materials,
so as to speed construction work but
also the cost of living. In this you
can take an important part.

We are all very proud of the record
our Michigan boys have made, the
sacrifices they have given in their ef-
fort to make the world safe for de-
mocracy. We should exert ourselves
to the utmost in seeing that the re-
turning soldiers are taken care of to
the best of our ability, either in their
positions or in work fitting to their
station.

Lansing, you no doubt know, is also
an industrial city, the home of the
Reo, Olds and Duplex, as well as

many other products which make it
known the world over. This is pos-
sible on account of one of Lansing's
municipally owned utility, in being
able to give not only its citizens cheap
light but its factories cheap power.
We are proud of our municipally
owned plant and the record it has
made and feel that this should be ex-
tended in other lines. I might call
your attention to many other things,
but one thing we take great pride in
and that is a fact widely known—
Lansing's record in the Liberty Loan
drive, Y. M. C. A., war chest and
other war activities. It has gone over
the top each time on a voluntary
basis, for which we are justly proud.

Again extending to you the hos-
pitality of the city and hoping that
you will not only find your convention
here a profitable one, but also an en-
tertaining one, we are the convention
city, economically for State gather-
ings. With these facts in mind we
hope to see you here many times
in convention assembly.

Annual Meeting of Sawdust City Council.

Muskegon, March 18—Muskegon
Council held its annual election of
officers Saturday, March 15. Past
Grand Counselors John D. Martin of
Grand Rapids and Walter L. Lawton
were visitors and both gave interest-
ing and instructive addresses. The
following officers were elected and
installed:

Past Counselor—Chris. Follrath.
Senior Counselor—Chas. Oviatt.
Junior Counselor—Nick Lulofs.
Secretary and Treasurer—Harold
Foote.

Conductor—Henry Frost.
Page—Harry Bodine.
Sentinel—Herman Anderson.
Executive Committee—Harry Bo-
dine, John Peters, Frank Anderson
and E. P. Monroe.

In the evening a banquet for the
members and their families was held
and a fine little programme was given.
J. D. A. Johnson, Past Grand Coun-
selor, J. D. Martin, Walter Lawton
and Chris Follrath were the speakers.
The Misses Klont, Miss Foote, the
Misses Lyon and Greenbaum sang
some very popular songs in a credit-
able manner and for a second course
Harold Foote sang and Herman An-
derson did some fancy dancing.
Charles Oviatt, who acted as toast-
master, did his part well.

While the weather was very bad, the
attendance was good.

E. T. Carbine was admitted into
the order. E. P. Monroe.

C. W. Hall, who has covered West-
ern Michigan fifteen years for the en-
gine and implement trade and for
some time past has represented the
Oakland Motor Car Co., Pontiac, has
resigned to accept a more lucrative
position with the Michigan Oldsmo-
bile Co., of Lansing. He will cover
Southern Michigan territory for his
new connection.

Walter C. Winchester (Tuttle Lake
Lumber Co.) and Harry Winchester
(Worden Grocer Co.) sailed from
New York Wednesday on one of the
stanch boats of the Quebec Steamship
Co. for a four weeks' cruise among
the Windward Islands.

How Piggly Wiggly Profits are Com- puted.

In Memphis, Tenn., where the Pig-
gly-Wiggly stores were first opened,
the fourteen stores last year are cred-
ited with doing a business of \$2,500,-
000 or an average of \$178,000 per store.
The claim is made for the system
that the business can be conducted at
a cost of 3.6 per cent. with a gross
profit of 10 per cent. Saunders, as the
patentee, gets 1 per cent. on the gross
sales.

Saunders' original idea was to sell
the wholesale grocers the idea, who
in turn were to either conduct retail
stores or to sell the retail operator
on a 10 per cent. basis above cost. In
other words, if an item costs \$1 the
jobber was expected to sell the Pig-
gly-Wiggly retailer at a cost of \$1.10,
while the retail store would sell on
the same basis of 10 per cent. profit.
This means that a Piggly-Wiggly
store could pay as much as \$1.10 a
dozen for a 10-cent seller and yet
make a profit.

The consumer enters the Piggly-
Wiggly store through a turnstile and
goes through aisles picking out what
is wanted and is checked up at the
other side. A duplicate stock is kept
in the warehouse and as soon as the
supply in the store is down it is re-
plenished and thereby kept up at all
times.

Saunders plans to have a Piggly-
Wiggly store in every town of 10,000
population or over from one end of
the United States to the other. In
other words, he has designs on a
National chain store system.

Establish Michigan Potato Standards.

Lansing, March 18—Michigan po-
tato growers and shippers are inter-
ested in a bill introduced in the House
by Representative Oscar Braman, of
Kent county, which would establish
a standard grade for potatoes grown
in this State and permit the labeling
of such potatoes.

Under terms of the bill "Michigan
Grade No. 1" would consist of sound
potatoes, free from dirt, frost and
blight, and the minimum diameter of
the round variety would be one and
three-fourths inches, and the long
variety one and five-eighths inches.

"Michigan ungraded" would include
all potatoes not conforming to the
standard of "Michigan Grade No. 1."

The bill would make it unlawful for
any person to misbrand potatoes. The
proposed bill provides a penalty of a
fine of \$250 and imprisonment in the
county jail for three months.

Provision is made for the creation
of a State potato department under
control of the State Food and Drug
Commissioner, who would appoint
the person in charge of this division.

Within thirty days after the bill, if
enacted, takes effect, every person,
firm or corporation, except the origi-
nal producers engaged in the busi-
ness of buying, shipping or storing
potatoes, will be required to take out
a state license. The license will be
determined by the Legislature if the
bill is adopted.

MEN OF MARK.

John F. Avery, the Well-Known Mercantile Systematizer.

John F. Avery was born in Merriam, Wis., February 26, 1879. His father was of English descent, his paternal ancestor having come from Devonshire, England, and landed at Salem, Mass., June 12, 1630. Mr. Avery's father and his father were both general merchants. The parents of his mother were born in Wales. Her father and his father, were Presbyterian Ministers.

Mr. Avery graduated from the public schools of Chicago and entered upon his commercial career at an early age, starting in the offices of Marshall Field & Co., Chicago, in 1891. He remained there twenty years. When 18 he was in charge of the entire mailing division of the wholesale shipping department. At 21 was sent to what then was the least satisfactory territory of the lace, embroidery and lace curtain departments. At the end of the second year he lead all the salesmen in the road sales of the merchandise he represented. Five years later he became sales manager of those departments, which position he held two years until promoted to the superintendency of those departments with sales totaling in excess of \$3,000,000 annually.

The second year Mr. Avery was sales manager, ideas conceived and put into force by him resulted in general line road sales, 105 travelers, increasing 112 per cent. over the year previous. This remarkable increase with an old established house was brought about by Mr. Avery treating with each general line salesman instead of generalizing. He worked upon the principle that if he could convince each individual salesman that his line of laces and embroideries was especially deserving of the salesman's continued sales efforts, that the salesman, to serve his own best personal interests, would continually do his utmost to sell the largest possible amount of laces and embroideries, throughout each trip. Prior to departures of salesmen on trips he met them by appointment and showed them through a complete road line of samples. He thoroughly explained the various features associated with each individual range of goods and dwelt in detail on the merits of each particular type and the uses to which it could be applied. He demonstrated that intelligent effort could easily secure orders of satisfactory amounts and that the trade could be brought to feel dependent upon the visits and recommendations of that certain salesman. He invited questions, criticisms and trade objections, all of which he answered frankly (not evasively) and then gave them arguments and selling talks to use. In short, he thoroughly coached each salesman before turning him loose to effect sales on a line about which he did not have a thorough knowledge. After these salesmen returned to their respective territories they received printed merchandise talks written by Mr. Avery each week. The salesman realized there

was a sales manager keen for their business; one who made their problems his own, fully in sympathy with them and doing his utmost to assist them; the result was their royal response in volume was almost without precedent.

After Marshall Field & Co. had acquired the Zion lace industries Mr. Avery was responsible for the designs and the sales of laces. Some machines were idle; a large stock of goods was on hand. To eliminate this unsatisfactory condition, he worked out an exploiting and selling campaign so original and effective as to invariably influence the first merchant to whom it was presented in each town to earnestly want the merchandise offered and the promotional selling co-operation which accompanied

that many nights each season)—men who generally have to be crowded and actually driven to get out the work—were the ones in whose minds originated the idea of taking up a popular subscription and presenting him with something to remember them by.

The success Mr. Avery enjoyed in the manufacturing and selling of goods influenced him to become associated with the Chicago Embroidery Co. in the capacity of Vice-President and General Manager. This concern is one of the pioneer American manufacturers of laces and embroideries, commencing business in 1890, and from a modest beginning, there developed one of the largest factories of its kind in this country, with operators in seven rooms. The product has always been of the highest pos-

sonal appreciation for the benefits accrued to their businesses through contact with Mr. Avery, seemingly in the capacity of a salesman, but in actuality as a general business counselor. Mr. Avery possesses an unusually keen insight into those requisites which assure the making of maximum net profits in the operating of a business and afford an absolute daily control. His suggestions helpful to the steady increasing of profitable selling have been invaluable.

Mr. Avery this week became associated with the factory of the Packard Motor Company, Detroit, and to his new work brings a ripe merchandising and selling experience which should mean much in its application to what he has determined to be his life's career. Mr. Avery, temperamentally, is first an institutional man. Characteristic is his natural inclination to build permanently for the institution, putting it first and self afterward. And, submerging into the great Packard organization, he will find therein that which commercially is most to his liking.

Situation in Wool and Woolens.

At the Government auction sales of wool during the last week it was noticed that there was no hesitancy in the bidding when certain desirable Australian and Cape wools were offered, and that good prices were obtained for such offerings. Withdrawals of other kinds were quite large, just as was the case at former sales. The purchases that were made were evidently for mills which needed the material. But there seems to be no market, at prices which the Government is willing to take, for a great quantity of what it acquired. What will be done with the left-over material is a question, but that it will have to be released at less than present minimum prices is beyond doubt. Mill men, in view of the fact that the British Government has reduced the issue prices of its wool, are more urgent than ever that reductions shall be made here. It is felt that the accumulations ought to be got rid of as soon as possible, so that the law of supply and demand shall again govern. In the goods market there have been further offerings of fabrics for fall. The buying, except in the cases where the price reductions have been manifestly drastic, has been only fair, although there is a good call for the highest class of fabrics for select trade. Offerings of dress goods aside from the specialties made a few weeks ago, are still withheld in the main. A slight further delay, it is felt, will be beneficial to both buyers and sellers and result in fewer cancellations.

Sale of Bathing Suits.

Manufacturers of men's and children's bathing suits say that there is still a tendency on the part of some of the retailers to hold off for lower prices. Most of them, however, are placing their orders, although they are not as large as those of last year. In the men's suits, the ones that retail for \$5 each appear to be more popular, while in the children's lines those from \$2 to \$4.50 each are among the best sellers.



John F. Avery.

it. The sales record was phenomenal. On September 1, 1910, the time customary for salesmen representing the importers to commence their trips soliciting orders for spring delivery, the total output of all the huge machines, each operating eighteen hours daily, was sold up for delivery prior to April 1, 1911.

Shortly after leaving Marshall Field & Co., an engraved diamond studded watch fob was presented to him at a banquet tendered to him by the men in the departments he had recently withdrawn from. His policy always has been to influence the men to work with him and not for him, and in an organization constantly working to capacity men had to work under pressure, but with his co-workers it was voluntary self-applied pressure, as was attested by the fact that the men doing the most menial work (and much of

sible quality. The ability to exactly duplicate or excel the execution of the best artisans of the trade in the prominent lace and embroidery centers of Europe enabled the Chicago Embroidery Co. to obtain the highest awards, grand prizes and gold medals, at the different world's fair expositions held in America, beginning with the World's Columbian Exposition held in Chicago in 1893. The second year after Mr. Avery took over the management of this business the total sales were treble those of the year prior to his connection with it.

After the European War had been going on for about two years Mr. Avery affiliated with William Meyer & Co., New York, as their Michigan representative, and remained with them until recently. Different merchants of this State have communicated to the Michigan Tradesman their per-

House Cleaning Time Will Soon Be Here

Is your stock in shape to meet the Spring Time Demand for House Cleaning Necessities?

It is the sale of seasonable goods which Keeps Business Going. Speed up your sales in this line. They will lead to Regular Sales Later.

Much of this trade has lately been diverted to the paint and paper stores. It is up to the grocer to get busy and bring it back to the retail grocery store, where it properly belongs.

By all means feature these goods in your show windows and display counters. Our salesmen can be of assistance to you in planning such displays.

These goods are the Grocer's Friends Because they Insure Him a Steady Profitable Stream of Satisfied Customers

On the pinnacle of successful merchandising stand the buyers whose departments are kept in shape to meet every demand.

Satisfy your customers and we will satisfy you by keeping you supplied with goods you can sell at a satisfactory profit.

Maintain your Lead on Merit alone.

National Grocer Company

Jobbing Houses at

Lansing, Mich.	Decatur, Ill.
Jackson, Mich.	Detroit, Mich.
Port Huron, Mich.	South Bend, Ind.
Traverse City, Mich.	Grand Rapids, Mich.
Saginaw, Mich.	Bay City, Mich.
Cadillac, Mich.	Escanaba, Mich.
Sault Ste. Marie, Mich.	



Movements of Merchants.

Coral—John Ashley has opened a bakery.

Sethon—Ray M. Hurd succeeds Roy E. Brooks in general trade.

Marquette—Mrs. F. Marvin has opened a bakery at 116½ North Third street.

Petoskey—B. S. Klise succeeds L. N. Overholt & Co. in the grocery business.

Ludington—Mrs. Cora Morris has opened a restaurant and cigar store on South James street.

Trufant—G. J. Miller, proprietor of the Celrite store, has opened a similar store at Lakeview.

Manistee—Stanley and Joe Adamski have formed a copartnership and engaged in the meat business.

Hudson—The C. F. Smith Co., of Detroit, has opened a grocery store here, it being the 184th store in the chain the company conducts.

St. Johns—C. L. Silsbury is closing out his stock of hardware at special sale and will retire from trade.

Fowler—Herman Miller has purchased the general stock of the Gruler Store, taking immediate possession.

Ionia—A. Dazley has engaged in the bakery business in the Tower block. Mr. Dazley hails from Grand Rapids.

Hudson—Fire partially destroyed the plant of the Hardie Manufacturing Co. March 12, causing a loss of about \$50,000.

Central Lake—The Fisk Hardware Co. has purchased the stock of the Gibson Hardware Co. and consolidated it with its own.

Ionia—Dean & Eyster have sold their grocery stock and store fixtures to John Shoemaker, formerly engaged in trade at Lyons, who has taken possession.

Detroit—The Massachusetts Laundry Co. has been incorporated with an authorized capital stock of \$180,000, all of which has been subscribed and paid in in cash.

Bath—W. S. Hall has sold his stock of agricultural implements and store fixtures to Ed. LaNoble and Wilt, who have formed a copartnership and will continue the business.

Detroit—The Metal Products Sales Co. has been incorporated with an authorized capital stock of \$2,000, of which amount \$1,000 has been subscribed and paid in in cash.

Montague—Ripley Bros. have merged their shoe business into a stock company under the style of Ripley Bros., Inc., with an authorized capital stock of \$15,000 of which amount \$12,000 has been subscribed, \$1,500 paid in in cash and \$8,500 in property. The company will conduct a general store.

New Era—F. Hesselsweet has purchased the J. C. Ham hardware stock

and store fixtures and will continue the business in connection with his harness and implement business.

Detroit—E. Shay recently established an office at 31 Duffield street, specializing in pies for the wholesale trade. He uses a larger motor truck, attractively painted, to make deliveries.

Detroit—The Bridgeport Sand & Coal Co. has been organized with an authorized capital stock of \$10,000, all of which has been subscribed and paid in, \$4,000 in cash and \$6,000 in property.

Detroit—The Greenslade Oil Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$220,000, all of which has been subscribed and paid in in property.

Jackson—V. R. Shortes, formerly engaged in the fruit and vegetable commission business in Chicago, has opened a retail store at 106 West Main street under the style of the Economy Fruit & Vegetable Store.

Hubbardston—Irving C. Grill has traded his stock of hardware and agricultural implements, as well as his store building, to Charles B. Brunn for his farm in Ingham county. Mr. Brunn will take possession April 1.

Detroit—Alexander Lambert & Bros. has been incorporated to conduct a wholesale cotton and woolen cloth business, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Port Huron—Watson Bros., conducting a plumbing and heating business, have merged their business into a stock company under the same style, with an authorized capital stock of \$5,000, all of which has been subscribed and paid in, \$1,000 in cash and \$4,000 in property.

Fremont—John Pikaard has sold his interest in the general stock of Pikaard Bros. to Richard Pikaard and Benjamin Van Oss, who have formed a co-partnership with Cornelius P. Pikaard and will continue the business under the style of Pikaard, Vos & Co. Mr. Pikaard has been engaged in trade for thirty successive years—twelve years at Brookside and eighteen years at this place. He has been a faithful worker in the cause of good merchandising and richly deserves a brief respite from business cares and responsibilities.

Traverse City—S. E. Waite, aged 88, pioneer druggist of Grand Traverse county, died March 18. Waite had lived in Traverse City all his life, coming to Old Mission, a village near here in 1850, and was the oldest inhabitant in this city. He opened a drug store, the first in Traverse City,

and has been in that business ever since. He, with Will Anderson, published the "History of the Grand Traverse Region," was prominent in all city betterment work and an active member of the Grand Traverse Old Settlers' organization. Mr. Waite is survived by two daughters and two sons.

Manufacturing Matters.

Grand Ledge—John Hollins has sold his feed mill to Homer Moore and will devote his entire attention to his grain and produce business.

Detroit—The Concrete Brick & Tile Co. has been incorporated with an authorized capital stock of \$100,000, of which amount \$70,000 has been subscribed and \$10,000 paid in in cash.

Detroit—The Hardened Steel Products Co. has been organized with an authorized capital stock of \$50,000, of which amount \$38,500 has been subscribed and \$5,000 paid in in cash.

Detroit—The Moon Music Co. has been incorporated with an authorized capital stock of \$15,000, of which amount \$10,000 has been subscribed and paid in, \$4,503.99 in cash and \$5,497.01 in property.

Lansing—The Lansing Electric Engineering Co. has been organized with an authorized capital stock of \$10,000, all of which has been subscribed and paid in, \$1,017.78 in cash and \$8,982.22 in property.

Detroit—The Liberty Lumber & Supply Co. has been organized with an authorized capital stock of \$50,000, of which amount \$30,000 has been subscribed and paid in, \$26,000 in cash and \$4,000 in property.

Korelock—The Michigan Logging Co. has been incorporated with an authorized capital stock of \$48,800, of which amount \$40,800 has been subscribed and paid in, \$10,800 in cash and \$30,000 in property.

Battle Creek—The Shouldice Bros. Sheet Metal Works has been incorporated with an authorized capital stock of \$30,000, of which amount \$21,000 has been subscribed and paid in, \$4,663.88 in cash and \$16,336.12 in property.

Detroit—The Shand-Freligh Corporation has been organized to manufacture fluxes for fluxing steel, iron, etc., with an authorized capital stock of \$5,000, all of which has been subscribed and paid in, \$1,000 in cash and \$4,000 in property.

Kalamazoo—The Paper Trading Co. has been organized to manufacture and sell paper, paper stock and paper mill supplies, with an authorized capital stock of \$30,000, \$15,000 of which has been subscribed and \$3,000 paid in in cash.

St. Louis—Business men of St. Louis held a "booster banquet" a few days ago, at which nearly 250 were present. It was announced at the banquet that the Bollstrom Motors Co., which was organized only recently, will soon begin the erection of its plant.

Ann Arbor—The Ann Arbor Chamber of Commerce has arranged with the manufacturers of the city to put on special window displays in stores on Main street for the purpose of making it better known to Ann Ar-

bor people and to strangers what is being manufactured locally.

Muskegon—The Chamber of Commerce will soon have its own show room on Western avenue—one of the main thoroughfares—where a permanent exhibition of products made in Muskegon is to be maintained. An appropriation of \$1,000 has been set aside to advertise this exhibit.

Jackson—The I. M. Dach Underwear Co., which has increased its capital stock from \$50,000 to \$100,000, will add about fifty more people to its working force, thus making it possible to increase the weekly output from 18,000 to 25,000 garments. Until recently, only flannel garments were made; now the manufacture of muslin garments has been started.

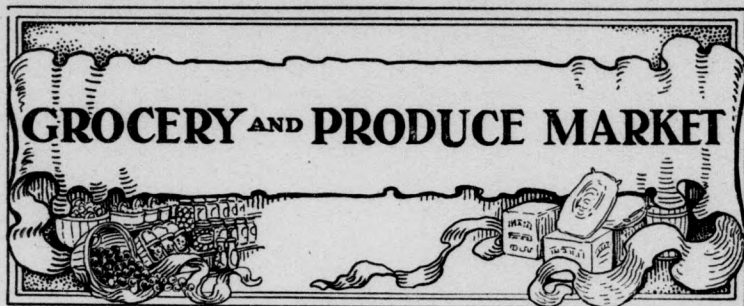
Ann Arbor—Ann Arbor has obtained a new industry—the Detroit Wire Fabric Manufacturing Co. This concern began operations in Detroit, about eighty of its stockholders being residents of Ann Arbor. At a recent meeting it was announced that the company required a larger plant. The Ann Arbor stockholders then proposed to locate the concern in their city. By getting hold of the building formerly occupied by the Come-Pakt Furniture Co., they put the project through. The equipment is now being installed. Dr. Fred Arner is President of the company.

Charlotte—Judge Clement Smith finds that Bert Simons, a Grand Ledge grocer, was warranted under his contract with the National Clock Manufacturing Co., of Chicago, in returning to the concern twenty-six wall clocks that he had purchased for premium purposes. The plaintiff's suit failed for lack of evidence according to the court's opinion. Simons was not satisfied with the purchase and accordingly repacked the clocks and shipped them back by prepaid freight. This the court finds he had a right to do under the conditional order claimed by him.

Manistee—It is possible that Manistee will be without direct boat service to Chicago this summer and thus have no through water service to the Middle West. This condition is said to be due to the shortage of boats, nearly all of which were taken over by the Government. The situation is considered the more irritating because the city will soon have a million-dollar harbor, more than \$500,000 having already been expended on the breakwater, while the Federal budget for the current year provides \$465,000 additional. Secretary J. C. Beukema, of the Manistee Board of Commerce, has been in communication with the Northern Michigan Transportation Co., which during the last five years has operated a tri-weekly service between Chicago, Ludington, Manistee, Portage Lake and Traverse City. Most of the boats of this line are being used by the Government in coastwise service.

Man is a fool to be jealous of a good woman and he is a fool to be jealous of a worthless one.

When women kiss each other, it means as much as a tombstone epitaph.



The Grocery Market.

Press notices are that prices on most of the basic commodities, including food, will be brought down within 60 to 90 days. The prediction comes from George N. Peek, who is chairman of the new Industrial Board of the Department of Commerce. The board will call to Washington men representing each industry to agree on price schedules that will be fair and will relieve business stagnation. Then the Board will recommend to the public the prices.

Steel men are to be followed by brick, cement, fuel, lumber, food and textiles, in about the order named. Mr. Peek said: "The Board hopes to establish price schedules that will stand until the normal law of supply and demand can take effect again. Our whole aim is to establish prices that will establish confidence enough to relieve the present business stagnation and send us into what all agreed would be an area of prosperity."

The Board intends to talk lower prices at all times, members said. They criticised several Government agencies for predicting higher figures for some commodities. Complete co-operation between the Board and the Railroad Administration has been promised and this may mean that some of the high freight rates will be lowered, particularly in building and road materials as requested by the recent conference of governors and mayors.

Tables of the Board show food has gone up 105 per cent. over pre-war figure, with milk and eggs showing highest increase. Building materials average a 100 per cent. increase.

Declines begin to have the majority over the advance in the column devoted to these figures on this page. It will be noted some soaps have dropped as well as salad dressing, spices, pearl and fine tapioca, pearl barley, paper bags and wrapping paper. Grain bags are down also. Loganberry juice and apple juice have advanced, also snuff and cheese are commodities that show advances in some lines.

Sugar—While recent labor troubles in Cuba have seriously delayed the crop, the latest advices report normal conditions rapidly approaching and the most important centers are now said to be free from disturbances of any kind. It is not believed that as a result of the strike throughout the Island, the final outturn will be greatly reduced, and it is still expected in most quarters, that this crop will total well upward of 4,000,000 tons. The delay in the movement has not interfered with the raw supplies in this

country to any great extent as United States refiners have ample stocks on hand, afloat and to come forward to meet all requirements for some time to come. Brokers report a slightly better demand for refined sugar for domestic consumption, but at best it is irregular, some days better than others.

Tea—The large holders of tea profess to consider the situation somewhat improved, but it is difficult to see where any actual improvement exists. There is some demand from abroad for Java tea, but unless it improves beyond what it is now there will be no special improvement in the general situation. If Java tea improves, other teas will also to some extent. The week has shown no particular change in the domestic demand and no change in price. Situation is still rather easy.

Coffee—The market performed another miracle during the week when No. 7 Rio advanced about 1c per pound. This is on account of local scarcity entirely. Santos coffees are about unchanged, prices firmly maintained. Demand is still very light. Milds unchanged and quiet. News from Brazil is rather bullish.

Canned Fruits—California grades are unchanged. Scarcity is great and prices very high, although the export trade is being interfered with by the lack of steamer space. Small Eastern staple canned goods unchanged and firm.

Canned Vegetables—A deadlock exists in New Jersey between growers of tomatoes and the packers. Growers are holding out for \$30 a ton, which everybody agrees is an extortionate price, and so far the packers have refused to contract at any such figure, although some of the larger firms have made a counter offer of \$21 a ton. The growers say that if they do not get their price they won't grow tomatoes. If this is true, of course the pack will be directly affected.

Canned Fish—Salmon has shown a little weakness, particularly for pinks, but the week closed with a somewhat firmer feeling. Sardines quiet and unchanged.

Corn Syrup—There continues a good demand from all quarters with prices firm and unchanged.

Molasses—The trade is still waiting for opening prices on new crop Barbados. Small lots of spot New Orleans grocery grades were moving into consumption at full prices.

Soaps—Deals seem to have put pep into the market and to reveal that retailers probably were not stocked up very heavy on soaps. The deals seem to get the business, from wholesale house reports.

Pipes—Attention of the grocery trade is being turned by wholesale salesman to the pipe as a profitable article to stock which no great investment is required. Owing to the price of cigars and cigarettes smokers are turning to or trying the pipe in numbers. The wholesalers say while the grocer has stocked well on all tobaccos the pipe trade has been left largely by many of these dealers to the confectionery and similar stores. Whereas the grocers could have a trade of their own in this line.

Dried Fruits—Offerings of prunes are very light. There are few if any of the California variety on the market here and only a few in transit. Oregon prunes are scarcely more plentiful. The prediction that there would be a dried fruit famine by the first of April will not fall far short of the truth, and will certainly be so as to supplies from first hands. This comes as a climax to the most sensational year in the history of the trade. The prune crop of the preceding year was a record one, amounting to some 225,000,000 pounds. The surplus, however, was not large, owing to heavy demands of the army and the greatly increased home demand, which exceeded the normal consumption of 100,000,000 pounds. This season's crop was a light one, amounting to only 125,000,000 pounds, out of which the Government was expected to take 60 per cent. for army and navy purposes. Calamity met it right in the midst of the drying season, when unexpected rains cut the supply in half. Fortunately, the Government released about 30,000,000 pounds, although it was difficult to assemble that quantity of undamaged prunes in the end. And to cap the climax there has recently come the export demand, which, after the release of price restrictions, caused holders of supplies intended for domestic consumption to turn them into export channels. Peaches underwent a similar experience. Raisins were damaged also, but not to such an extent. Apricots, being an earlier crop, escaped, but the export demand has been so heavy that they have been cleaned up, except for some occasional lots, but the prices have been too high for domestic trade.

Cheese—The market is very firm, quotations having advanced about 2c per pound on the different styles. There is a good demand at this time and receipts are light. We look for continued firm market in this commodity and do not look for any lower prices until the production is considerably increased.

Provisions—The market on lard is firm, quotations ranging slightly higher than previous quotations, due to an advance in the price of hogs, and a heavy export demand. We look for continued high prices in the immediate future. The market on lard substitute is firm, with quotations the same as previous ones. There is an ample supply on hand to meet all requirements at this time and no material change is looked for some time to come. The market on smoked meats is steady, quotations ranging about the same as previous quotations. There is a good supply and a fair demand for the different styles.

The market on dried beef is unchanged. There is an ample supply to meet all demands. The market on barrelled pork is slightly easier, quotations having declined during the last week, with a good stock on hand at this writing. The market on canned meats is slightly easier, quotations having declined due to decrease in the consumption. There is a good supply.

Salt Fish—There is some demand for mackerel on account of the Lenten season, but it is not heavy enough to eliminate the weakness which overtook the market several weeks ago. The supply is still in excess of the demand and the situation is easy.

Review of the Produce Market.

Apples—Home grown is practically out of market. Western stock is firm at \$5 per box.

Bananas—\$7.50 per 100 lbs.

Butter—The market is very firm and shows very strong feeling at this time. The quotations on creamery butter have advanced about 2c per pound, due to lighter receipts and a heavy consumptive demand. We look for continued firm feeling in the butter market during the next week or two. There will be no relief until the receipts show considerable increase. Local dealers hold fancy creamery at 58c in tubs and 58c in prints. Jobbers pay 48c for No. 1 dairy in jars. They pay 34c for packing stock.

Cabbage—California, \$4.50 per crate.

Cauliflower—\$2.75 per crate for Calif.

Carrots—75c per bu.

Celery—California, \$1.35@2 per bunch, according to size.

Cucumbers—Indiana hot house, \$3.50 per dozen.

Eggs—The market is steady, with quotations slightly above last week's quotations. There is a good supply at this time and a good consumptive demand. Receipts are normal for this time of year and there is a continued good trading. No great change is looked for in the near future. Local dealers pay 38c per doz., loss off, including cases, delivered.

Garlick—60c per lb.

Grape Fruit—\$5.50@6 per box for all sizes Floridas.

Green Onions—Shallots, \$1 per doz.

Green Peppers—\$1 per basket for Florida.

Lemons—California, \$5 for choice and \$5.50 for fancy.

Lettuce—Head, \$3.75@4 per bu. hamper; hot house leaf, 22c per lb.

Onions—The market is weaker than it has been for some time. Dealers ask \$4 per 100 lb. sack for red and \$4.50 for yellow.

Oranges—California Navals, \$6.25@7.25, according to size.

Pineapples—\$6 per crate.

Pop Corn—12c per lb. for shelled.

Potatoes—Good table stock ranges around \$2 per 100 lb. sack.

Poultry—Very scarce and high. Local dealers pay 25c per lb. for live.

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

Squash—Hubbard, \$3.50 per 100 lbs.

Tomatoes—California, \$1.75 per 15 lb. basket; hot house, 35c per lb. basket.

Turnips—65c per bu.

CANNED GOODS GUARANTY.

Canners to Pack Goods to Approved Standard.

The action of the National Canners' Association in inaugurating a general sanitary inspection for all canned goods and lending the force of its prestige only to such canneries as pack goods strictly in accordance with its standards is a far step forward in food improvement. It means not only improved methods within the industry, but it gives canned goods a dependable sponsorship.

It is by no means a new movement. The writer has in his files correspondence with the fathers of the National Association dating back more than a decade, showing clearly that from the beginning the authenticity of a representative association was regarded as an ultimate hope of the industry, a united trade front that would serve as a guarantee for the consumer and an incentive to ethical conceptions on the part of the producer. Only one feature of the plan then evolved is yet to be developed—the establishment of a label and its advertisement into a position of public confidence—and even that is understood to be on the way.

By means of an assessment on the packer's outfit, insignificant in itself, a fund is to be created which should give ample funds for policing the industry and in time giving a staple bulk product all the reputation that usually attaches only to a specialty. Every canner in the country ought to welcome not only a policy which will have the approval of his fellow packers but also a product which issues from his plant fully guaranteed.

But there is another and even more significant meaning to the enterprise, one that might escape casual notice. It is the challenge to the chap who fondly imagines that nothing is decent unless it is dominated and policed by Uncle Sam or some of the fifty-seven varieties of state, city and private "experts." Most trades have been regulated and supervised to death, stamped as criminal and devoid of self-control save when under the lash of law and the threat of prosecution.

But the National Canners' Association for long time past, and especially in this latest move, has placed itself on record as a living repudiation of that doctrine. It has shown an idealism quite as pure and infinitely less mercenary than that of the political office holder and the rampant and blatant reformer. Where many a food producer has resented governmental criticism and scientific exaction, the National Canners' Association has welcomed it and accepted criticism as the best diagnosis of potential ills. It has worked hand in hand with Uncle Sam's chemists rather than under them, and has even gone Uncle Sam one better by hiring for its own service his own best experts. Its whole career is one of an honest effort to place canned foods above the stage of criticism.

It has exemplified that a free organization of business men, given half a chance, desires to and can and will

seek for betterments that are not mere mercenary profiteering. They have not gone to the public till and begged for funds, but have been willing to pay out their own good money on the basis of a pro rata assessment output to finance their own house cleaning. Fearless of antitrust extremists or the displeasure of the occasional offender, they have forced observance of trade ideals, not by threat of excommunication but by making membership so manifestly worth while that it is worth winning by cultivating higher standards.

It ought to be a lesson to observers—Washington take notice—that less regulation and a wide-open field is what the modern business man wants, that the springs of his morality are reasonably pure—even if on a prudential basis—and that public approval is a better constructive weapon than constant prosecution and exploitation that create public suspicion rather than public confidence.

There are other organizations which have pursued similar ideals, but few of them have yet undertaken the regulation of the individual on any such basis. It is regrettable that some way cannot be devised whereby the possession of a certificate of membership in every grocery trade organization would carry with it certain certification of individual standards of ideal and practice. As a matter of fact, it generally does indirectly, for few men can stand the scrutiny of their competitors and enjoy the respect of their fellow merchants unless they are men of principle.

But it would surely be of value if membership had definite attributes and these could be so fully engrafted into the public mind that they stood for something. The public, like a lot of reformers, has never been able to see in food trading anything but the dollar sign—which is also probably true of many a grocer—but if dollars are to be secured at the cost of business respect and decency, the public and the trader alike might better pay a few cents more and help along the cause of mercantile morality and ethical standardization.

There are some associations—and this is especially true of retailers—which might quite properly take cognizance of the propriety of paying for the uplift of one's own craft at his own expense instead of begging outsiders to pay the bill. Every retail grocer ought to get enough out of his local, state and National association to make membership not tolerable but imperative. If he doesn't, it's his own fault; and any association based on democracy ought to possess the power to correct its own shortcomings if there be such in the organization. And yet it is the experience of every retail secretary that he has to fairly blast out of the members the meager dues they are supposed to pay, and at that a ridiculously small proportion of the trade will do their bit by joining the association.

Take the National Retailers: Their dues are 25 cents per member per year and they have hard work to collect that. Any grocer who isn't big enough to pay more than that for a

live association to represent him in the organized trade doesn't deserve to have one. Quite possibly the sum is too insignificant to deserve respect as it is. Far too many retail associations prefer to seek their capitalization from outside sources; by contributions of manufacturers, or wholesalers, or from the proceeds of fairs, dances, banquets, picnics, etc. Just why a practical business association should be forced to turn to a picnic or a raffle or some such enterprise for support is not apparent to men who believe that the first element in any trade association is self-respect.

The great works they have undertaken have cost the canners insignificant sums, measured by units, although great in the aggregate. What is half-a-cent on a case worth perhaps \$5? Isn't there some lesson in the example of the canners for the average retail grocer?

Another Side-light on the Coffee Situation.

Detroit, March 18—I have been asked by many grocers why coffee is so high in price and still going higher, when a large percentage of foodstuffs are getting cheaper. I can only answer as follows:

When the war first started and during the first three years, the majority of foodstuffs advanced very rapidly in price. Coffee remained the same price for the reason that all European countries, some of which were large consumers of coffee, were closed to the shipments of coffee from Brazil, which country produces 75 per cent. of the world's coffee.

The United States was the only out-

let for Brazil's coffee. The importer, knowing these conditions, absolutely refused to pay Brazil any increase in price, although Brazil's cost of labor and cost of living had greatly increased. The result was that Brazil did not ship any more coffee than she had to, because the prices we were willing to pay showed the sellers an actual loss. All this time the United States was consuming 25,000 bags of 130 pounds each per day. Along last fall spot stocks in this country were cleaned up and the importer absolutely refused to pay Brazil the price she asked, knowing she had a very large stock of coffee and figuring that they could force her to sell.

War stopped just at the opportune time and opened up Europe to Brazil coffee. Last month Europe took over 650,000 bags of coffee from Brazil. The situation now is simply this: The United States has no surplus of coffee. Europe is bare of coffee. Brazil has lots of coffee which has cost money to carry and store during the war, and if we want this coffee we must pay her price, just as we forced her to do when we made her pay 36 cents per pound for cotton that she used to buy for 5 cents per pound.

I can see no reduction in price of coffee for at least six months, and I do not think we will ever see a good Santos coffee selling to the consumer for less than 35 cents per pound.

I do not advise the retail grocer to stock up on roasted coffee. He will build a better trade for himself by buying quality goods and keeping them fresh.

A 50 cent coffee six weeks old will not drink as well as a 40 cent coffee one or two weeks old.

If coffee was costing the consumer 80 cents per pound, that would mean only 2 cents per cup.

Which is worth the most for breakfast—one egg at 4 cents or a cup of coffee at 2 cents? C. B. Wagstaff.



1,000 Michigan Dealers

Now sell the Outerrall garment for men and children. More profit for the dealer, more wear and satisfaction for the customer.

Sample Assortment on Approval

Send today. No obligation. Guaranteed to wash without fading. Heavy, durable fabric in khaki, olive drab and olive army shades, also plain blue, wabash stripe and shadow stripe. Children's sizes age 2 to 14.

MICHIGAN MOTOR GARMENT CO.

Factories: Greenville and Carson City, Mich.

Offices and Branches: 4439 S. Michigan Ave., Chicago; 3429 Ashland Ave., Indianapolis; 30-401-2 Euclid Arcade, Cleveland; 615 Locust St., Des Moines, Ia.; 147 Dwight St., Springfield, Mass.

Outerrall
REG. U.S. PATENT OFFICE
"The Economy Garment"

Recent News of the Cloverland of Michigan.

Sault Ste. Marie, March 17—The commercial travelers of the Soo are waking up again and held a splendid meeting last Saturday night in the K. of P. Hall when the local members of the U. P. Council No. 86 met with members of the Marquette Council and initiated a class of twelve. Jas. E. Burtless and Thos. Follis of the Marquette Council presided and took charge of the initiation, while Fred Case, Chairman of the Northern Michigan Transport Committee gave an interesting talk to the boys regarding the advantage of the goods roads and how the traveling man could do more than most other bodies in furthering the good road proposition, if it is left to the traveling men to have Chipewa connected with the Dixie Highway, the missing link in the gap now in consideration. After an enjoyable evening, a buffet luncheon was served and cigars passed in the usual manner. The only disappointment in the meeting was caused by the omission of the number in which Frank Allison and Charlie Haase did not respond to the duet to which they had been assigned on account of Allison leaving his music at St. Ignace over Sunday.

The Soo is to lose another one of her esteemed citizens in George H. Spence who for over seven years has been the popular sales manager of the Sault Ste. Marie Gas & Electric Company having resigned that position and leaves with his family for Fayetteville, North Carolina next week where he is to be the Manager of the Distribution and Sales Department for the Fayetteville Light & Power Co. While their many friends regret to learn of their departure, they wish them every success in their new home.

Barrish Brothers entered into the clothing business a few years ago, making a modest opening which at that time was thought to be more of an experiment or a feeler to see what could be done by opening a new furnishing store, but the firm, being a bunch of hustlers, started to grow and enlarging the store at various times until now they have acquired, in addition to their present quarters, the building formerly occupied by the Clark Martin millinery store. The interior is being opened to the adjoining building. The entire down stairs will be occupied by Barrish Brothers. A new front is being put onto the new building and when the few finishing touches have been added, they will have one of the finest stores in the city. It is expected that the new store will be ready for business about April 20. The Barrish Brothers have the utmost confidence in the future of the Soo and success has seemed to crown their efforts.

An interesting letter from our Ex-Sheriff John Bone was received this week which will be of interest to his many friends here regarding the Soo colony in the South, where Soo people are now employed at Tampa, Florida. He says this is a very flourishing colony, numbering thirty-four in all, eighteen of whom are working in the ship yards of Oscar Daniels, who is building ten large steel ships. Five are on the way and one was launched Feb. 22, last. He also says they are enjoying beautiful weather there, the children playing around bare footed. There are flowers almost everywhere and the birds are a delight, but at that he says Florida with all her warmth and beauty isn't in it with the old Soo.

The Fields National hockey team have closed the season with nary a loss, going over the top at the rate of 100 per cent., which makes Charlie Fields, one of our local tobacco men, highly elated with the Soo team during the season just closed. The team fought hard and often, but came out victorious at every game, although playing some of the best hockey teams in this part of the country and Canada.

The Soo is to lose her esteemed Presbyterian clergy in the person of Reverend R. A. Bartlett, who for more than six years has been the popular pastor of the Presbyterian church. Failing health has made this change necessary. Reverend Bartlett has had a very successful ministry here and did good work in which the church has prospered.

John Sale, who for the past year has been conducting a meat market and grocery store in the building known as the J. H. Roe meat market, has sold the business to the Rudyard Co-operative Association, which will continue the business. Mr. Sale has not advised as yet what his plans are for the future.

"If you would retain your friends, don't remind them of their faults."

Leon Le Lievre, well-known manager of the Soo Co-operative Stores, and T. M. Ross, one of its directors, left last week for a trip through Cloverland where they expect to visit other co-operative associations. The Soo Co-operative has been opening up numerous branch stores, which have been a success, and the trip is on the order of an educational one, getting ideas which may terminate in opening up one of the finest groceries in the city in the building recently occupied by the Fair. The venture, if undertaken, will contain an up-to-date bakery and meat market in addition to the grocery store.

"Nutmeg may be great, but sooner or later it will meet with a grater."

"Hush money usually speaks for both parties in the transaction."

"When a man happens to make some money out of a lucky guess, he never gets done talking about his good financial judgment."

William G. Tapert.

In Umbrellas and Parasols.

According to information received in the trade, fancy and solid colors in umbrellas are very popular among the retailers. The new lines with colored handles and tips to match are now being used largely for both umbrellas and parasols. Although there are a number of plaid patterns being sold, the largest part of the business is being done on the solid colors, including red, brown, blue, green, and purple. In the medium grade of goods, blacks are still the leaders. Business with the out-of-town trade is said to be very good.

Cretonne Apron and Handbag.

For children between the ages of 2 and 8 a new combination of apron and handbag is being placed on the market by one of the local firms. The combination is made of cretonne, and has met with the ready approval of retailers who have had an opportunity of seeing it. The apron is more on the order of an apron dress of the slip-over type, and is fastened in the back with a wide belt. It is offered in about seven different colors, all of which are in floral designs.

Can Eat Fifty-Two Eggs In Five Minutes.

Louis Gill, a well-known butcher of Montgomery, Mo., and champion egg eater, issues a challenge, offering to wager from \$50 to \$500 that he can eat fifty-two hen eggs in five minutes. He made his egg-eating record while running a lunch house in Kansas before becoming a butcher. He says fifty eggs make him a fairly good meal, refusing to sit down to a four-egg lunch.

Why Customers Walk Out

What about your clerks? Are they helping or hindering?

Enquiry of 197 customers of a department store who walked out without buying showed that:

Indifference on the part of salespeople drove out 47
Attempts at substitution drove out 24
Tricky methods drove out 18
Lack of tact on part of salespeople ... drove out 32
Ignorance of goods on part of salespeople drove out 6

Are you giving your clerks the best and most popular goods and posting them so they know the facts about them?

You can have your clerks merely order-takers or you can make them real salesmen, so full of confidence in the proprietor and in the goods sold that it is easy for them to speak tactfully and enthusiastically about them.

This can be accomplished if they are expected to sell only goods of standard strength and purity like our Quaker Brand.

Give them the best and only the best and even the average man can talk convincingly of their merits.

The truth is eloquent and carries conviction with it.

Your profits are made selling what people want.

You lose money keeping what they don't want.

WORDEN GROCER COMPANY
GRAND RAPIDS—KALAMAZOO

THE PROMPT SHIPPERS

FREE AS AIR.

Fresh air is one of the essentials which might be standardized with profit. In the humble opinion of many of us, our own country is several lengths ahead of any other upon the subject of ventilation. Marshal Joffre is authority for the statement that few French homes below the higher class see fit to make practical application of the adage "Free as air." The French peasant could not be more niggardly were air the costliest of commodities. That the English are a fresh-air folk is true, so far as out-of-doors is concerned. The admission of fresh air into most English homes is a novelty, especially in comparison with the American home. The brutal and ignorant Germans actually resent the domestication of fresh air, and it was characteristic that all their elaborate dugouts of the war made not the least provision for ventilation. We recall a tale of some Americans who a few years ago found it impossible to remain in their quarters at a certain continental hotel because of the bad air penetrating door cracks and keyholes and every other interstice from the apartment next door occupied by ill-smelling Germans—such a thing as clean Germans is unknown—with hearts like hyenas, with the language of the gutter and with worse manners than a hog. The Americans tried everything—double doors, heavy curtains, the leaving of their own windows open day and night—all was of no avail against the heavy odor of unchanged air mingled with fumes of tobacco smoke, the aroma of empty beer steins and the foul odor peculiar to every German of whatever rank in life. But when the Americans announced their intention of changing rooms or of leaving: "Ah, it is not necessary," said the hotel proprietor, "those Germans who were next to you, they left this morning. They said they could no longer stand the terrible draughts of fresh air that kept coming into their rooms all the time from the apartments of you Americans next door. As is customary with Germans, they forgot to pay their bills. When I followed them to the station house, they assaulted me and refused to pay me a cent because they claimed they had caught cold in my hotel and might be compelled to employ medical aid to cure them."

The German armies fought the war under three successive Chiefs of the General Staff, Moltke, Falkenhayn and Ludendorff. The last of these is now explaining German defeat as due to Moltke's defective strategy and Falkenhayn's incompetence. Thus we have two-thirds of the truth about German collapse. When Falkenhayn some day writes his book about Ludendorff we shall have the remaining one-third. Obviously there is enough blame to go round. The Ludendorff interview does not state in what respect the Moltke strategy was in error. Not unlikely, Ludendorff refers to the cardinal blunder of the attack through Belgium, with its immediate consequence of England in the war. Had the German blow been delivered straight against the French fortress

barrier of the East it is arguable that the heavy guns which laid low Liege and Namur might have smashed their way through Verdun and Toul, without a violated Belgium and an exasperated England. Utterly true are Ludendorff's remarks on the breakdown of the German intelligence service. What he does not say is that he was himself the worst offender in this respect. When he started out last March to mop up the war, he did so in profound misconception of the Allied spirit, of Allied numbers, and specifically of the potentialities of one of the Entente armies, namely, our own.

RETAILERS FACE BIG TASK.

Under the tax law effective May 1, every retail store handling merchandise subject to the tax must collect from the customer 10 per cent. of the selling price when the article exceeds the valuation fixed by the law. In addition they must impress every clerk handling such goods into service as a revenue collector, making each one responsible for not only the collection of the tax but its recording in the form required by the Government.

The tax applies to ladies' hats costing over \$15, men's hats over \$5, shoes selling at \$10 or more, women's silk hosiery costing \$2 and upwards, shirts over \$3, umbrellas at \$4, purses at \$7.50, waists at \$5, suit cases at \$25, and carpets or rugs selling at \$5 a square yard or above. Other similar articles are also subject to the tax.

Because of its many burdensome features and also because it was primarily designed as a war measure, this tax will probably be repealed at the next session of Congress, but it devolves upon merchants to perfect an organization which will handle the new tax for at least three or four months.

Another trying feature of the act which goes into effect May 1 is the tax on toilet goods and drugs which is to be 1 cent on each sale of 25 cents or fraction thereunder on certain specified articles. This will be a stamp tax and it is declared that because of the various mathematical problems involved it will take five clerks to sell the same amount of goods that only three are required for now.

The Government expects to realize \$80,000,000 from these taxes and it has been pointed out to members of congress that the cost of collecting this amount will approximate \$150,000,000.

PLEADING FOR THE HUN.

Pope Benedict is, as was predicted, for the League of Nations. The official organ of the Vatican explains that the Paris plan, although in need of simplification, is substantially what His Holiness had in mind in his appeal to the belligerent nations in 1917. The Papacy, too, has its diplomacy, and some of the utterances coming from the Vatican imply a feeling there that the Holy See must be careful to guard its neutrality still. Of this order is the urgent plea of the Pope for a peace that will not "humiliate" the German people. In taking this position the Pope is ar-

raying himself in opposition to the entire civilized world, who feel that the German people must be humiliated, not only for their own good, but as a warning to any other race of barbarians which might become obsessed with the idea that they were designed by God to rule the world by blood and lust, as the brutal Germans undertook to do.

The expression of the Pope's distress at the thought of the Holy Land falling under the control of "non-Catholics," might better have been deferred. To have rescued it from the control of the Turk is enough for Christendom, for the time being. The Holy Land belongs to the Jews and sooner or later will be placed in their hands and entrusted to their control for time and eternity.

CANNED GOODS SITUATION.

At present the canned goods situation is not a strong one. How it may develop a little later remains to be seen, but as long as retailers feel as they do jobbers are not laying in additional supplies. Some items are overstocked and others are short, but both wholesalers and retailers have no desire to replenish as long as there is any uncertainty as to values. A great deal has been said in regard to exports, and within the past few weeks exports have been heavy, but they have been limited to particular items, notably to salmon and fruit. Largely because the available steamer space has been disposed of this export demand has fallen to a minimum, although everyone expects it to revive in due time. As to futures there is a disposition to try out the market in the naming of prices here and there, but it is not working very well, as buyers are not very well satisfied with the present situation and see no reason for contracting ahead at this time. They do not consider the outlook either from the supply or demand standpoint as anything they should worry about.

NO BREAD TO WASTE.

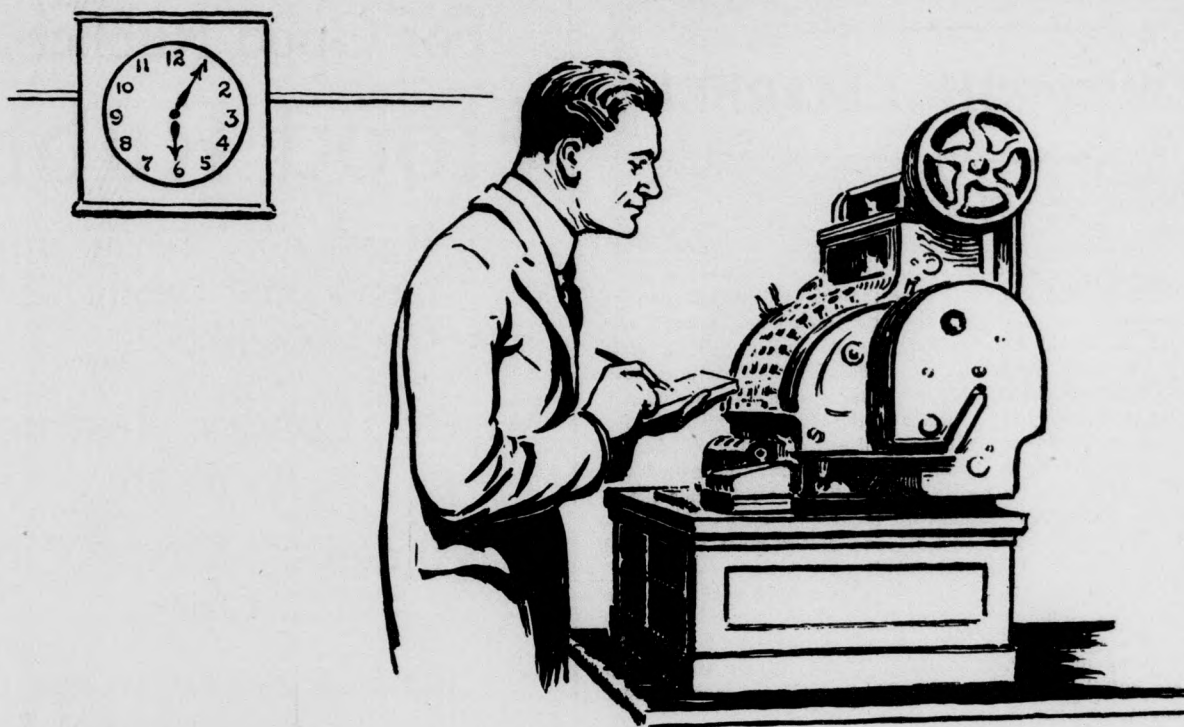
"There will be no bread to waste in any quarter of the globe next year," Mr. Hoover is quoted as saying—"even if the world has the money to pay for it and even if the Bolsheviks do not get any more territory." The relation between the Bolsheviks and the bread supply is illuminating, but the outstanding fact about Mr. Hoover's statement is that it puts the responsibility right up to the housewife. Why not standardize all meals—a daily demand the world over so regulated to meet the supply that no one nation will get any more or any less than any other. As things are, what a six-meals-a-day country like brutal and gluttonous Germany would consider starvation, some of the rest of us might call overfeeding. D'Annunzio in his latest patriotic outburst in poetry referred to the English as the "five-meals-a-day people." It will, of course, be urged that a standardized menu would be so contrary to racial tendencies and physical needs, not to say climatic requirements, that it would be impractical. But it need be only temporary—until the bread supply is again normal. That conserver

of world forces and fortunes—the housewife—has her work cut out for her for some time to come.

Behind the Entente decision to make Germany's army of 100,000 men a long-term army, with enlistments for a period of twelve years, is, of course, the memory of what Prussia did after Jena. The Prussian army was restricted by Napoleon for a period of ten years to a maximum of 42,000 men. By a system of short, intensive drill, Scharnhorst succeeded in passing through the cadres nearly four times that number of men. It may be assumed that the Entente will look for safe-guards against a repetition of this maneuver, but it is also to be assumed that German resourcefulness will endeavor to find a way if the will persists. To speak, therefore, of Germany's perpetual disarmament is premature, at the same time that we may concede her military impotence for a good many years to come. Welcome as this first step towards the disappearance of conscription everywhere must be, it is to be remembered that as yet the change is not away from conscription to the ideal of a national militia, but towards a professional army. For the purpose of maintaining internal order a German army of 100,000 men is large enough. Both in Russia and in Germany it has latterly been shown that not numbers count, but discipline and resolution.

Hopan, a drink that makes you glad, has been invented by the Chinese and taken up by Africa, and just now the recipe has been discovered. It is a mystery drink. Only a shade above the lawful alcoholic strength, it nevertheless has a kick prompter and more deadly than that of dope. It costs a ticky a bottle, but the bottle must not be carried away. "Dusky people drink it. Their hearts become warm and then they become happy all over," admitted a Chinese seller who made \$500 a month from hopan. The ingredients, which must, of course, be put together by an African or Chinese, are: Brown sugar, cinnamon, liquorice, quassia chips, daga, and mixed spices. During the influenza epidemic every one used hopan as a preventive or cure. It has a large sale at mine stores.

The rapidity with which several of the devastated small countries of Europe can recover will hinge in no small part upon the ability of their statesmen to rally all elements by just political and social measures. The day that King Albert entered Brussels he announced before Parliament the intention of the Government to give the adult males of Belgium universal suffrage, one vote to one man. Plural voting is out of place in a country where rich and poor, learned and unlearned, bared their breasts alike to the war. Some agitation has been heard for the grant of suffrage to women, but it is objected that the majority of women are indifferent to it, and that one or two parties which have special means of mobilizing in different along with the interested would profit unduly.



Complete information about the day's business just as soon as you want it

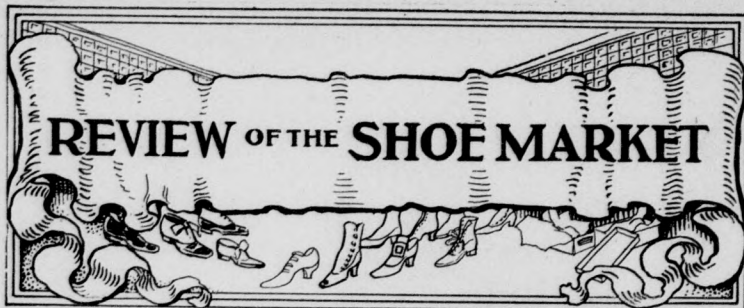
That's what a modern National Cash Register will give you. At closing time a glance at your register will show many things:

- ① Total amount of merchandise sold.
- ② Total cash received for goods.
- ③ Amount of your charge sales.
- ④ Detailed record of cash received on account.
- ⑤ Detailed record of cash paid out.
- ⑥ Amount of each clerk's sales.
- ⑦ Number of customers each clerk waited on.
- ⑧ Total number of transactions made during the day.

All these figures are there before you—absolutely accurate and reliable because they have been recorded *by modern machinery*.

**You cannot afford to be without the valuable information that
an up-to-date National Cash Register will give you.**

The National Cash Register Company
Dayton, Ohio
Offices in all the principal cities of the world



Conducting Shoe Business Without Novelty Footwear.

While at this time it would be rather difficult to do a successful shoe business without novelties, especially in women's footwear since, as you well know, the majority of styles now in vogue are of the novelty type, there is a difference in conservative novelty footwear, and so-called freak lasts, styles and patterns. The latter, to my mind, should be discouraged.

For the next fall season, we are being shown extreme long pointed lasts which, in my opinion, will be hard to sell in Southern territory, and besides the style will be short lived. There is a happy medium in the length of lasts which would be profitable to us in more ways than one if we would stick to it.

Satin shoes and oxfords, I think, should be placed in the freak class. They are a source of grief to the shoe merchant and his customers, and their sale should be discouraged. We cannot establish a profitable business handling shoes made of materials that can not be sold without some assurance of reasonable service.

Freak combinations of colors in footwear should be discouraged, as there is no gain in handling shoes made in band wagon and spotted pony shades. However, many beautiful shoes are being made of modest shades of leathers, such as gray, tan, brown, black and white, and on conservative shapely lasts can be handled successfully.

A successful merchant should keep his staple styles well sized up at all times. When you get a good fitting last, stick to it as long as possible. Buy often in small quantities rather than liberally in advance of the season. School your salespeople to be honest with customers and never in any way to misrepresent your merchandise. While selling to your customers tell them what to expect of the shoes, as this will make it easier for you if any adjustment is necessary later.

Many unjust claims could be eliminated if a proper explanation was made at the time of the sale. For instance, light weight shoes, made with wooden heels, will not give as good service as those made with leather heels, and the customer should be so advised.

Try to encourage your trade to buy the most dependable shoes. Advertise judiciously and conduct two clearance sales yearly. Impress upon your salespeople that they are a part of your organization, and that by being courteous and obliging to customers, they further the interests of your business.

I hope the time will come when we can arrange some plan to assist one another in the buying which, after all, is the most essential thing in conducting a successful shoe business.

Cater to the children's business, for the boy and girl of to-day will be the man and woman of to-morrow. Secure the best lines of children's shoes, and have them made on sensibly shaped lasts and of the most substantial materials.

I believe we should encourage the sale of laced shoes rather than buttoned, as the former is by far more practical. I also believe strongly in the "P. M. system" for moving slow selling merchandise.

I hope the day will come, and come soon, when our organizations will become more effective and that we, the retail merchants, shall have more voice in dictating and stabilizing the styles of the shoes we have to sell. Co-Operation One of the Big Factors.

As a partial remedy for the present top-heavy condition in which this country finds itself in relation to its government policies, the speaker suggested that first of all, assuming that we are not to become a socialistic state, we must work unitedly for the restoration of the old-time commonsense and normality in the conduct of our public business.

There is great danger that we are to witness a race between those candidates for public office who can promise to do the most for the people at the expense of the tax-paying public.

"Let us," said he, "as city, state and Nation, go back as speedily as possible to our old-time simplification of Government, industry and life. There is a limit to the productive capacity of American industry, and of its ability to absorb this constantly increasing burden of taxes and cost of Government." R. M. Logan.

Watch for
Hirth-Krause Co.
Space
Next Week

For Good Rubbers Buy Hood Rubbers

Right now we can supply men's and women's on the latest lasts.

Men's: London, Instructor and Gotham.

Women's: Mode, City and Opera.

Mail orders always receive prompt and careful attention.

Don't delay and lose sales.

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

From Now On for Several Months Your Outdoor

customers will need thoroughly substantial footwear. Footwear that will withstand water and severe usage that accompanies the work on the farm. The

H. B. Hard Pan Shoe

For men is the best wear resister offered you today.

Strong, sturdy shoes that will stand up under the severest kind of service and yet they are comfortable.

The H. B. Hard Pan have for years been looked upon as the standard in service shoes. We have made very few changes in style and absolutely no changes in quality this year.

You can assure your customers the same satisfactory service from the H. B. Hard Pan Shoe that they have always had, and you who sell them will certainly receive credit for having supplied the best. Write for samples or salesman. **THEY WEAR LIKE IRON.**

Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear

GRAND RAPIDS, MICH.

KEEPING TRADE AT HOME.

Five Fundamental Rules the Merchant Must Follow.

Middletown, Ohio, March 18—The retailer in the small town who wants to keep trade at home must observe five fundamental requirements: Know your people; keep a clean store; have a cheerful store; advertise, and mingle with the people.

First, the merchant to succeed must have the qualities of a business man, his store must be established on a basis that will respond to the requirements of the community. If you are in a mining town, you should know the requirements of those people; if in an agricultural region take the proper measure of the people's needs, remember that necessities are better sellers than expensive goods and should fill the larger portion of the shelves in a store that meets the requirements of those people. If you are catering to the high grade trade your store should be stocked with the merchandise that appeals to this class of people.

In knowing the tendencies and requirements of your people you have the advantage of your competitors in other cities because you can satisfy them more readily than the stranger can who knows not their circumstances, their tendencies and peculiarities, and once they have the experience away from home, if you have been honest in your dealings with them, they will return to the home merchant.

Another feature of great importance is a neat and attractive store. Keep it clean, preserve a healthy atmosphere, show your goods to the best advantage and shift the scene from time to time to indicate that things are moving and to give the impression that one is doing business. People avoid a morgue, but seek the busy marts of trade, when buying clothing. Your store should have a busy appearance at all times if you would be a live merchant.

At all times an attractive, well kept stock, even though the variety is not large, holds the trade and sells goods. A man does not go into a junk shop to buy a silk handkerchief and even if it is offered him the surroundings make him suspicious of the quality, and he may not buy because of appearances, and may not return again for the same reason.

A cold store (you know what they are) is one in which indifference is shown to customers. This indifference is a blight on business. Being acquainted with the people, you should talk to them as neighbors and although interested in what they want don't confine all your attention to the sale of the goods, spread out on local happenings, take them into your confidence, talk to them as if you are interested in what they are interested, show your goods without betraying too much eagerness to sell. Indicate that you are desirous of meeting their every requirement. When you are through you have made the buyer not only a satisfied customer, but he feels that you are his neighbor and friend, and he is pleased to know that he does not have to go out of his home town to trade.

Then it behooves the merchant to advertise. Blow your own horn or it will not be blown; people won't know you are on earth. A merchant may have a fine stock and a beautiful store, but it is not getting business to sit around and whisper these things into the ears of your clerks that they may smile and agree with you at \$25 per week. You may be prepared to accommodate the public, but it requires something on the outside to bring the people to your store.

Mills will not grind without water on the wheels; to sit around with your clerks and look each other in the face without having sent out an attractive invitation to the people of the city and vicinity to the effect that you are offering merchandise that they want means that your doors will creak and rust on their hinges, because you feel that it is too expensive to tell the people what you are doing or what you can do for them.

If you do not advertise in this day and generation, there will be no paths worn to your door, but the tracks will be seen leading out of your town or to the merchant who is lustily blowing his horn through the newspaper.

A good clothier is everybody's friend, congenial traits make good impressions. Be not avaricious and treat your competitors fairly. You need your competitor's assistance, and he needs yours to keep the trade at home.

Mingle with the people, be active in the affairs of the city, help in those enterprises that tend to upbuild the city. Be a live wire, and people will know that you do things, and doing things, they will come to you and ascertain what you can do for them when they want clothing.

In treating with your rural trade you should take an interest in the farmer, attend his institutes occasionally, get better acquainted, and aid him in securing good roads through state and county. Assist him in corn shows and fairs, visit the country churches occasionally, aid them in their church activities. This is especially of importance to the clothiers in towns of 25,000 or less. It has a strong influence in keeping the country trade in the home town. Above all, when business seems dull, don't be the first to cry. It has a bad effect on trade; it breeds forebodings of things that never happen.

You drive away those who would buy perhaps were it not for your pessimism. Remember that a mewling cat catches no mice.

Be active in serving the people not only as a clothier, but in the various walks of life. Give your trade the best values that you can; study the prices and qualities of your neighboring cities carefully, then advertise. John W. Martin.

Forewarned.

Pat and Mike were obliged to halt their cart and make way for a funeral procession. While looking at it Pat suddenly remarked: "I'd give \$500 to know the place where I am going to die."

"Well, and what good would it do you if you did know?"

"Lots," said Pat; "sure, I'd never go near the place."

Shoe Store and Shoe Repair Supplies
Sole Leather and Findings

If you are anticipating on putting in a shoe repair outfit a post card will bring our representative.

We are agents for the following shoe repair machine companies: Goodyear, American, Champion, Progressive, Landis, and Singer shoe machine companies.

Schwartzberg & Glaser Leather Co.

240 Pearl Street

Grand Rapids, Michigan

R. K. L.

R. K. L.

SPRING TIME SHOES

Black Vici Kid
or
Glazed Colt

No.	Price
8723—Surpass Kid Welt	\$5.25
8721—Glazed Colt Welt	4.20
Widths C, D, E. Sizes 6 to 11	

With
prices high
these ought
to look
reasonable

Ready for
shipment

Rindge, Kalmbach, Logie Company
Grand Rapids, Mich.

R. K. L.

R. K. L.

PEOPLE quickly resent being supplied with merchandise of inferior quality.

They won't hold you responsible for prevailing high prices but they will hold you to an accounting if you couple high prices with poor shoes.

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

HONORBILT
SHOES



Remarkable Development of the Beet Sugar Industry.

Written for the Tradesman.

Among business enterprises which have been beneficial to Michigan, the beet sugar industry stands in the foremost rank. Lands adaptable for beets which before their cultivation thereon sold for \$25 per acre and less now are held at \$200 per acre, and in many cases more. Farmers in the sugar beet region of the State sold their lands for the latter figure, went to other localities, cleared up new lands and went to raising sugar beets, thus bringing the value of other \$25 per acre property up to \$150 and \$200. The industry has attracted and is attracting people from Indiana and Illinois. Now, through the efforts of the pioneers in the industry, Michigan has a firmly established reputation as a beet sugar state. All this leads up to the present and it is safe to say the outlook for the beet sugar industry in this State is very promising.

Probably there are few individuals to whom more credit is due for the development of the industry than Congressman Fordney. The encouraging feature of the situation is that Mr. Fordney is chairman of the House Ways and Means Committee of the new Congress and, as he is known to be a strong believer in a protective tariff, there will be no cheap imported sugar to compete with domestic production.

Another encouraging feature of the beet sugar situation is the scarcity of sugar in foreign markets. The American Beet Sugar Co. is receiving numerous enquiries from commission merchants and others in various neutral countries who wish to become foreign representatives of the company for the sale of sugar. Nearly all the letters from abroad mention a prevailing local sugar scarcity. These enquiries, it is stated, are practically new to the company and indicate there is a real scarcity of sugar in many countries, prominent among which are France, Italy and Spain. As a matter of fact, beet sugar companies in the United States are not in a position to sell sugar for export. This is due to the fact that on all exports of sugar the Government allows a drawback amounting to practically all the duty that has been paid by the refiner on his imports of raw sugar. The foreign importer, therefore, gets the advantage of the lower cost of production of cane sugar in tropical countries, with which beet sugar cannot compete. This, however, is no drawback to the beet sugar industry, for the reason that most of the cane sugar will be exported, leaving the domestic demand to be supplied large-

ly by beet sugar manufactured in the United States. This situation should strengthen beet sugar stocks, especially those of Michigan companies. In other words, it is a bull argument on beet sugar issues.

While we may not be "our brother's keeper," the query arises, are we doing our full duty as loyal American citizens toward those who have not the advantages of education and business experience? In other words, are we not in our self-centered endeavors, through our indifference, unconsciously aiding in the spread of the spirit of Bolshevism which is becoming too prominent in the United States to be comfortable? It is peculiarly unfortunate that Liberty bonds cracked up during the war selling campaign as the best securities on earth should be selling so far below par. The statement as to the intrinsic value of the security was absolutely correct, and the causes of the decline in price is more or less thoroughly understood by men of affairs. The most unfortunate phase of the affair is that the factory worker who bought his bond through the company, paying for it so much a week out of his wages, is not conversant with the facts, and when slack work or some sudden demand compels him to sell his Liberty bond he not only receives a price much less than he paid for it, but is too often, through unscrupulous brokers, defrauded of the small amount of interest due him. What is the natural impression created in his untutored mind? Is it not destruction of his confidence in the Government and disgust and antagonism toward what he calls the capitalistic class? The seed of discontent is sown right there and a fertile field is opened for anarchistic propaganda. It is the duty and should be one of the principal tasks of employers to see that reasonable explanations as to the reduction in the market prices of Liberty bonds should be given to the men, and also to impress upon the employees the knowledge that they are entitled to interest on their bonds from the last interest date to the date of sale. Employers also should recommend to their employees that if they are obliged to dispose of their bonds to do so through reputable bankers who will give them New York prices and accrued interest.

It is difficult to completely cleanse the brokerage business in any large city. The Detroit Stock Exchange is doing all in its power to accomplish this purpose and has had published the rates of commission on purchases and sales of securities and through other publicity courteously accorded

GRAND RAPIDS NATIONAL CITY BANK CITY TRUST & SAVINGS BANK ASSOCIATED



CAMPAU SQUARE

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

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

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

GRAND RAPIDS NATIONAL CITY BANK CITY TRUST & SAVINGS BANK ASSOCIATED

Good Management

You can secure it for your property if you will appoint us your business agent. We have had 27 years experience.

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

Audits made of books of municipalities, corporations,
firms and individuals.

Safe Deposit Vaults on ground floor.

Boxes to rent at low cost.

THE MICHIGAN TRUST CO. OF GRAND RAPIDS

through the newspapers. This publicity is, of course, greatly helpful, but there is a large mass of working people who do not read the newspapers and who can only be reached through those who employ them. If employers will act on the lines indicated, thus showing a genuine interest in their employees, they would do much to check the spirit of discontent which leads to Bolshevism.

Bank clearings of the United States do not as yet in any general way reflect the let-up in business of which from time to time there have been reports current. On the contrary, the returns for February, a short month and including one full and another partial holiday, furnish a daily average only moderately below that of January, which was the heaviest on record. It may be said, however, that as the transactions through banks cover, in a considerable measure, payments on business in the past, March and later months will indicate more correctly the existing mercantile situation. The mild winter had much to do in restricting seasonable retail trade in many directions and latterly from various sections of the country advices are that there is little, if any, business activity. On the other hand, the situation is, in many respects, better, on the whole, than a year ago when various restrictions, including coalless Mondays, served materially as hampering influences. Putting aside all matters except the clearing returns themselves, however, it will be seen that the aggregate establishes a new high mark for February and at a number of individual cities the percentages of gain over a year ago are very large. The favorable nature of this exhibit is indicated by the fact that of the 174 cities included in the compilation by the Financial and Commercial Chronicle, over 100 set up new high records for February. There was 217.9 per cent. increase over February, 1918, at Birmingham, Ala., 86.9 per cent. at Pittsburg and Baltimore; 85.1 per cent. at Jacksonville; 62.6 per cent. at Lexington; 61.7 at Sioux Falls, 51.3 per cent. at Detroit; 38.7 per cent. at Oakland; 36.9 per cent. at Portland, Ore., and Austin, Texas; 36.3 per cent. at Fargo; 33.2 per cent. at Richmond; 32.4 per cent. at Duluth; 26.2 per cent. at San Francisco; 26.1 per cent. at Cincinnati; 25.8 per cent. at Fort Worth; 24.9 per cent. at Los Angeles and 24.1 per cent. at Cleveland. The aggregate clearings for February were \$25,792,839,258, contrasting with \$22,255,063,757 in 1918.

Just what the tax creating power of Congress were thinking of when the present fearfully and wonderfully concocted revenue bill was scraped together and made into law, is as difficult for the man in the street to understand as the provisions of the act itself. One point stands out like a sore thumb and that is the tax on profits. In a case of consolidation of corporations or a sale of the same, at a price showing a profit, even if the purchase is paid for in stock by the purchasing corporation, 73 per cent. of such profit must be turned over to Uncle Sam in cash. The effect of

this is to halt proposed industrial progress and expansion, as no going concern desires to consolidate or sell if it has to turn over nearly all it makes to the Government. Especially will a corporation hesitate to take stock for its property if it has to put its hand in its pocket and turn over a good sum in cash for the privilege of doubling up with some other concern or selling out. To give a concrete example: The John Doe Manufacturing Co., turning out a steel product, has an opportunity of amalgamating with the John Roe Steel Co. The property of the John Doe Co. is worth \$100,000. For the sake of control, cutting down overhead expense and the enlargement of business the acquisition of the property would bring, the John Roe Steel Co. is willing to pay \$200,000 for the property, paying for the same in capital stock. The John Doe Co. must turn over to the Government \$73,000 in cash, being 73 per cent. of its \$100,000 paper profits.

Lots of encouragement for industrial expansion in this, is there not? Paul Leake.

Watch Your Pep.

Pep is a slang word invented to convey the idea of those who are always up and about, who are full of "ginger," who never go to sleep at the switch. When you are full of pep you can go a long way toward doing almost anything. But pep runs out. If your stomach goes back on you because you don't know how to take care of it; if you consort with the weak-minded people, taking on the color of their weak-mindedness; if you burn the candle at both ends, then your pep runs low.

Watch your pep.

The hope of enlightened opinion the world over is that the reduction of Germany's military strength to a non-conscript army of 100,000 men may lead speedily to the disappearance of conscription everywhere. At the same time it is well to recognize that this for factor the maintenance of peace can only begin to operate a good many years hence. Every one of the principal belligerents now obviously has a veteran reserve of millions of men, and the potential war strength of the nations for some time to come cannot therefore be measured by the size of their standing armies. Should the war spirit once more sweep over Europe, should Germany, for example, be moved to another adventure, it is not of the volunteer army of 100,000 men we must think, but of virtually the whole German race of brutes and beasts drilled in four years of bloody and bestial warfare. All the greater is the need, until these European millions have lost the military habit and skill so tragically acquired, to establish other guarantees than that of a specific limitation in the size of standing armies. It is armaments that must be watched and the exaggerated play of national ambitions. It is the growth of the will to peace that must be nurtured. Wherever we start on the circumference of the new order it leads to the central guarantee of a world covenanted in strength and justice.

BEFORE THE WAR



The business men of Germany were better informed than those of any other nation; the government of Germany was better informed than any other government. These things account for the early German successes. Let it never be

said again that the business men of any nation are better informed than we are. Men who are posting themselves on basic conditions will enjoy reading our Monthly Reports on Trade which will be mailed on request.

WE HAVE A COPY FOR YOU.

THE OLD NATIONAL BANK

MONROE AT PEARL



GRAND RAPIDS

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

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

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

GRAND RAPIDS TRUST COMPANY

OTTAWA AT FOUNTAIN BOTH PHONES 4391

Safe Deposit Boxes at Three Dollars Per Year and Upward

Reminder of LaFayette's Visit to America.

Kalamazoo, March 18—When the time came for friends of Louis XV, to whom he had granted huge parcels of land in Louisiana, to occupy their possessions, they brought with them their aristocratic ideas and styles; particularly was this the case regarding styles in architecture. As New Orleans was the port at which most of this number landed, French characteristics are most marked in that city. Decorative iron balconies and gates were at that time—in fact, are to this day—extremely popular in France, where they are considered an indication of social popularity as well as degree of wealth. One part of the city of New Orleans is still called French or Lower Town and a visit to this section is like visiting a French city.

The balconies and galleries are so essentially a part of the architecture in this section of the city that one must know and love them to understand Old New Orleans. Your fancy lingers with them after all else connected with the French town visit has departed; it means a remembrance of narrow streets with a delicate clinging tangle of lacy iron work, as balcony after balcony and gallery upon

arms, as it was at one time a branch of the Bank of France. Dozens of iron gates of all styles, from the very plainest to those of most exquisite design and rare workmanship, are to be found in all this section. Galleries, too, are in all styles, from the very plainest to the most elaborate. One design very plain and cheap is known as the Widow's Mite. The beautiful gates of the Cabildo, the old Spanish court and prison, which have been in place for a century and a half, were recently closely examined and found to be of solid bronze. The Riggs residence, facing on a small downtown park, had a notable balcony, an exclusive grape vine design. Mons and Madame Riggs, grandparents of the Misses Katherine and Eleanor Riggs, who still reside in New Orleans, were a French family with close-to-royalty connections. LaFayette, when exiled from France, lived in New Orleans during the winter of 1824-1825 and was a guest of this family, occupying rooms in their home. The park on which the house faced was re-named in honor of the great Frenchman and his statue placed in it facing this home. As no record of the finer balconies being made in New Orleans at the early date at which this house was erected exist, this balcony was, no doubt, imported from France.



gallery carries your dreamy eye along the delightful perspectives. No other spot in this country possesses such individual charm. Linger but for a while among these old buildings and strange old narrow streets and you find yourself "gallery hunting," getting a new delight with every fresh discovery. A pleasant fever possesses you to trail the designs, and you soon discover exclusive motifs, artistic and beautiful. Artists go wild over them, as the saying is, and visitors from other parts of the United States are collecting these iron beauties and preserving them. But some tear them down ruthlessly and build in their stead a laundry or an up-to-date manufactory and allow these beauties to go to the junk heap.

None of this iron was produced in New Orleans, so far as can be learned, prior to 1840 and all earlier patterns came from France and Spain. The very oldest on which an authentic date can be placed is on the Pontalba building, which was built in 1783. The Monogram balconies are most exclusive. Rare designs are not confined to any one locality. They may be seen on Espalanade, Royal, Conti and other nearby streets. The Paul Morphy house, on Royal street, the home of the world's greatest chess genius, is one of positive loveliness. It shows horns of plenty, spilling gold coins, the flowing stream being caught in the traceries of the iron work.

Another remarkable example is on the old Louisiana State Bank building, which carries a royal coat of

The Riggs, or, as it came to be called, the LaFayette house, was about to be torn down in the winter of 1916-17. J. D. Clement, of Kalamazoo, who was in New Orleans at that time, having succumbed to the balcony craze, lost no time in getting into communication with the Misses Riggs, great-grandchildren of the original owner, and learning the truth regarding this house, purchased the entire gallery, railings and coping, shipped the same to Kalamazoo and has just completed their erection on his home at 128 Allen boulevard. The balcony is shown to good effect in the accompanying illustration of Mr. Clement's home. In his call on the Misses Riggs, he heard many very interesting stories regarding the several months' visit of LaFayette in this home.

During the siege of Boston an English general built a house on a small island in the Merrimac river, near Haverhill. Material was hard to get, no doubt, and many odd features appear on this building, which has been preserved. It is now owned by Harriet Prescott Spofford, a writer of childrens' stories. The island is connected to the main land by a suspension bridge, said to be the first built in America—and was still in use in 1900. One very striking and peculiar feature was the dormer which had three shapes to the roof, three windows with different widths of casings, three odd sized sashes, each set with a different style of glass. Mr. Clement had a duplicate of this dormer installed on his new home and it adds much to the interest of his domicile.

Quite Useless.

The clergyman was engaged in that unprofitable occupation of giving advice to the woman who had just painted her own husband in very dark colors.

"Suppose you were to try to heap coals of fire upon his head," he suggested.

"'Twouldn't do no good," she returned. "I've just thrown a lighted lamp at him several times, but he was just as bad next day."

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Gabby Gleanings From Grand Rapids.

Grand Rapids, March 18—The annual meeting held by Grand Rapids Council will go down on the books as one of the best in the history of the Council. A large number were in attendance and, under the able and experienced leadership of Will E. Sawyer, everything moved along a la clock. The meeting was called to order at 9:30 a. m. and everybody got right down to brass tacks. Seventeen new applications were received for initiation and five for reinstatement, all of which were duly accepted. Twenty new members were received into the order, fifteen by initiation and five by reinstatement. The names of those initiated are T. W. Riehl, Joseph N. McLaughlin, Raymond M. Brockway, Peter L. Kroeze, Charles J. Greig, Thomas W. Windover, Charles H. Kennedy, H. F. McAvoy, Orie Donker, Roy R. Monaghan, Peter Van Ess, Frank D. Arleth, Jasper J. McGerry, T. H. Berles and H. P. Sawyer. Those reinstated are J. T. Poling, F. B. Dickerson, E. W. Smith, G. J. Geerds and Alex Miller. A committee was appointed to co-operate with the Association of Commerce in all matter pertaining to the promotion of the commercial interests of the city and the advancement of its interests in general. The committee, as appointed by Senior Counselor L. V. Pilkington, is comprised of Will E. Sawyer, John Hondorf and Arthur N. Borden. Other committees appointed as follows:

Memorial—A. N. Borden, L. E. Stranahan and R. A. Waite.

Baggage and Transportation—W. S. Lawton, John B. Linsley and Floyd Thompson.

Legislative and Hotel—J. D. Martin, C. F. Hart and N. H. Carley.

Floral—A. F. Rockwell, L. E. Stranahan and A. E. Atwood.

Chaplain—R. A. Waite.

Scribe for the Michigan Tradesman—J. A. Berg.

Scribe for the Sample Case—A. N. Borden.

Musician—A. T. Heinzelman.

K. B. Wilcox, J. H. Schumacker and W. E. Sawyer were presented with the jewels of their office. E. J. MacMillan and Will E. Sawyer were presented with the regulation officers caps. The officers elected for the ensuing year are as follows:

Past Counselor—Will E. Sawyer.

Senior Counselor—L. V. Pilkington.

Junior Counselor—J. M. Vandermeer.

Secretary-Treasurer—A. F. Rockwell.

Conductor—J. B. Wells.

Page—J. H. Bolen.

Sentinel—Perry H. Larrabee.

Executive Committee one year—Chas Nuthall; two years, A. E. Atwood.

Delegates to the Grand Lodge—L. V. Pilkington, W. E. Sawyer, W. D. Boleman, John Hondorp, J. D. Martin, A. N. Borden, J. H. Mann.

Alternates to Grand Lodge—D. E. Keyes, W. S. Burns, W. F. Ryder, H. F. DeGraff, F. E. Beardslee, C. C. Herrick, W. K. Wilson.

The next Grand Lodge convention will be held in Kalamazoo.

Memorial exercises will be held Sunday, April 6, at 2 p. m.

The meeting lasted all day and wound up with one of the most brilliant banquets in the evening at the Pantlind that it has been the good fortune for the members of No. 131 to enjoy in many years.

Mrs. A. F. Rockwell, who recently underwent a serious operation at Blodgett Memorial Hospital is gradually recovering. Mr. Rockwell remained in all last week and until Tuesday morning of this week. He was, naturally, very much worried over the outcome, but is feeling more confident this week.

It will be funny, indeed, if you fellows don't take your wives and sweet-hearts to the dancing party next Sat-

urday night. It's "tight wad" for you, if you don't.

B. B. Cushman, Manager of the National Grocer Company, was in the city Monday en route to Cadillac, where he spent a couple of days with Mr. St. John, Manager of the Cadillac branch. Mr. Cushman was full of enthusiasm over the great business entrusted to his care and fairly bristles with pertinent suggestions for his branch managers and all with whom he comes in contact in a business way. His dominant and pleasant personality impresses every one he meets and increases with acquaintance.

The Republicans, having refused to make Mann Speaker, seem bent upon offering him everything else as a consolation prize. Dictator of committee appointments he becomes; but floor leader he will not be, and passes the honor to Mondell of Wyoming. Thereupon rises a cry of "Old Guard" and "reactionary of reactionaries." Somehow there is a touch of artificiality about the protest. It is incredible that the progressive Republicans, having elected the Speaker, should be unable to muster more than half as many votes as the "reactionaries" upon the remainder of the organization programme. Congressman Longworth looms much larger in these later contests than he did in the one over the Speakership. What we are witnessing is doubtless a display of harmony. Mann's defeat was due as much to his unfortunate war record and his sympathy for German butchers and brutes overseas as to his unprogressiveness. By means of the intervention of Chairman Hays and a Senator or two, the party was brought to reject his claim of clear right to the succession. In order that no scars might be left, he and his friends must then have their innings. It may turn out, of course, that the "reactionaries" are in control, and that the harmony is false. But Mr. Hays does not seem worried over developments, and the talk about the progressives going out to arouse the country within the next six weeks against the return to power of the "wreckers" sounds a bit hollow.

Those who fear that literary talent is dying out among us should take note of some of the writing of agitators and anarchists now being made of public record. In much of it the consciousness of having a pretty style at command is unmistakable. Consider, for example, the resolutions addressed recently to "the ruling classes of this great and glorious country" by miners' unions 17 and 29 in West Virginia. Presumably, most of these miners are unlettered foreigners and negroes, yet this is the sort of language they use: "Amid the roar of cannon and the groans of the dying and the crash of systems [we will] purchase again our birthright of blood-fought freedom." One can imagine the new market opened by our revolutionists for the pens of ready writers, all adrip with great swelling words. But literature must grieve at the sight of such creative genius going to waste.

There is no good in arguing with the inevitable. The only argument available with a North wind is to put on your overcoat.

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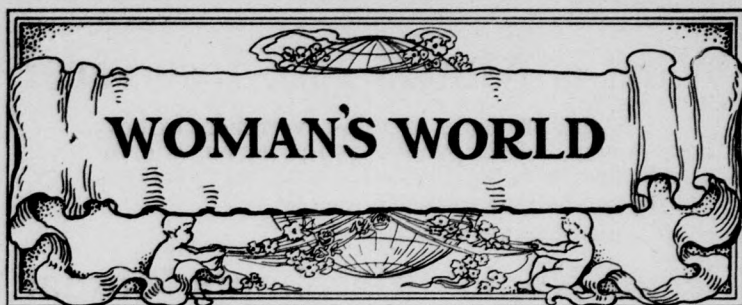
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The Story Hour in the Home.

Long before anything was written, story-telling was a deeply rooted art. In fact, much of what we know as the history of the earliest times came down through the ages by word of mouth for centuries upon centuries before a word of it was written, or even carved upon the monuments. Many of our best-known classics, including much of the Bible itself, we have in texts written long after the events of which they tell, and however much it may be true that some of them are re-writings of earlier manuscripts, great sections came to the writing after very long periods during which they passed down through spoken narrative from one generation to another.

When your children cuddle up to you before the fire with eyes dancing and ears all open to hear the story you are going to tell them, they are exhibiting an instinct that comes down from nobody can say where, and repeating a thing that has been enacted in homes all the way down the ages. Long before poems, dramas, or any other form of literature as we know it was evolved, the savage and barbarian told stories of happenings and dreams, embroidering fact with hope, fear, and vision, as they sat about their fires, amusing and instructing their children in the lore out of the then immeasurable past, or vying with each other in "drawing the long bow" about the adventures and the prowess of themselves and their ancestors.

Happy is that father or mother who has the gift of story-telling. The children can be kept home from the "movies" and acquire a taste for homekeeping; lessons to sink deep into character can be imparted insensibly; highest motives can be awakened and inspired, by the telling of tales about the home fireside.

You are very busy, I know, and life has many interests for you; but here is a door to your children's hearts through which you can enter if you will. It may be that to the hearts of some children this is the only door that you will find.

You are fortunate if you are able to recall out of your own childhood and that of people you have known adventures to the recounting of which the little ones will listen when all the other tales are flat and stale. A story that seems to you pretty dreary will hold them if it is out of your own childhood. That day when you fell off the bridge into the creek; the time when you poked the beehive or the turkey chased you across the road and father, then a boy in patched overalls, rescued you; the first time

you saw and rode in an electric car; the time when you crawled under the tent and saw the Sacred Cow or the Living Skeleton—any one of the thrilling events of your childhood—you can tell again and again to the little children, and each time it will be as good as new.

You know more stories than you realize; but you must put your mind on it, and tell them cheerfully, and with a good degree of interest and enthusiasm on your own part. You can make very plausible excuses for not doing it; but no excuse will make up to you or to the children what you lost by not doing it.

I am not speaking of reading aloud—that is a very different thing; you ought to do that, too. What I mean now is real story-telling, heart to heart story-telling, by the fire, or at bedtime, when you get closest to the little folks. I have no doubt that a good deal of the vogue of the movies represents and in a way fulfils the need left unsatisfied by the loss out of our modern lives of what home story-telling used to supply. A certain phase of mental development requires this particular thing that the wandering minstrels used to furnish. The cheap stuff in the newspapers furnishes it—after a fashion generally very poor indeed.

If you are fortunate enough to be near a good library, you can find an inexhaustible supply of tales to tell. Most of the large libraries have librarians devoted especially to the children—they can show you stories in endless variety. Any kindergarten and most intelligent teachers know stories galore; it is a vital part of their business.

Story-telling is vastly better as a means of inculcating sound morals than scolding or preaching to the children. With a very little ingenuity you can find or make a story that will carry the lesson you want the children to get—of honesty, self-sacrifice, chivalry, brotherhood. The Bible is an endless storehouse of narrative, illustrative of everything under the sun. It is well to read from it in its own words; but one of the fine old tales—of David and Jonathan, Ruth, Esther, and all the rest of them told in your own words with due fidelity to the original, will not only help the little folks to remember that original, but will renew their interest in it.

From Lamb's "Tales from Shakespeare"—if you are not familiar with the Shakespeare text itself—you can get innumerable fascinating stories, entertaining in themselves, and sure to awaken a lasting interest in the plays. Scraps from Dickens—David Copperfield, Little Nell, Nicholas

Nickleby, Oliver Twist—make wonderful stories to tell, as well as to read.

It matters less what particular stories you tell than that you make "The Story-Hour" an institution in your home. Out of the corner of

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your eye you will catch solemn father listening surreptitiously, and maybe after a while you can inveigle him into recounting things out of his unfathomed depths of wisdom and adventure. Then, too, before you know it you will have the children themselves contributing to the symposium. That is invaluable; but I am trying now to emphasize the importance of your own use of stories.

A very simple narrative, related with a smile, enlivened by gesture and evidence of your own interest in it, will work magic in the spirit of the group. Try it and see. And be sure that in the doing of this you are contributing something to the fundamental education of your children, the value of which you hardly can appreciate. It leads the way to reading, to a love of good literature, and not infrequently to the awakening of a talent for the production of it.

It is worth doing well. Make careful selection not only of the stories, but of the words in which you tell them; pay attention to pronunciation and inflection. It is through what they hear at home that children get their instinctive use of vocabulary and idiom. No formal study of grammar in school ever quite offsets the example of careless and slovenly speech at home.

If you have a keen imagination yourself, you will find the world full of stories for your children. Plants, trees, animals, birds, all sorts of people; bits from newspapers—all these things will afford material. All of life is waiting to furnish you with

characters and incidents out of which to supply the food for your children's thought and inspiration for their actions. They all can be brought into vital touch with your children's lives, making them broader and better and more in sympathy with the things and people they see as they go forth into the world, inspired by what you give them in your Family Story Hour.

Prudence Bradish.

Should Disclose Control As Well As Ownership.

Battle Creek, March 18—Some time ago a law was enacted by Congress requiring every periodical published in this country which avails itself of the second-class mail privilege to publish at stated intervals the facts in regard to its ownership and control. As a result of this wise legislation, there appears regularly in each paper a statement giving the names and addresses of the officers of the corporation and the principal owners of its stock. This law, like every wise law, was framed to meet a real need that changing conditions had brought about and was written upon our statute books in order to better protect the vast majority of the people from the selfish intriguing of the small minority. That this law is wise and beneficent there can be small chance for doubt.

Now there is arising among the people an insistent demand for more and broader legislation along the same line. An increasing number of our people are coming to believe that the same legislation needed for the newspapers is also needed for every corporation in this country. Every corporation doing business with the public is intimately connected with the public and its interests, and as it is important to the people that they shall know what influences are back of and

are controlling the publications they read, is it equally important that they be able to know what interests and influences are back of the various corporations with which they are doing business, by which they are served, and upon which they are often wholly or largely dependent for the comforts and even the very necessities of life.

In the interests of the vast majority of the American people, then, let us have a law requiring every corporation doing business with the public to publish periodically the salient facts in regard to its ownership and control. The value of such legislation will be twofold. It will protect the corporation from misrepresentation, as well as protect the people from the secret exploitation and hidden domination of unknown and unknowable powers of the financial world. And for both of these things it is actually needed. It is needed to protect the legitimate and high-class corporation from the libelous rumors often put in circulation that they are under the ownership or control of some hidden financial power that seeks to use them to the secret advantage of the controlling power and the ultimate disadvantage of the public in general. And it is needed to help protect the public and the business world from unscrupulous and unfair competition, unjust manipulation and control of prices, and dangerous and disadvantageous monopolies and near-monopolies.

That the interests of the consuming public and the world of legitimate business enterprise are threatened from these sources there is scarce a possibility of doubt. To those most in touch with conditions and best able to judge it comes nearer being an axiom of business life than a proposition demanding proof or calling for careful substantiation. No sensible thinking person but realizes and appreciates the value of big business and large accumulations of capital

which make possible the splendid service the modern world enjoys in numerous and varied lines and which would be impossible and unthinkable without the power of concentrated wealth; but it is also true that every thoughtful person who is at all in touch with conditions is realizing, more and more, the dire possibilities and even serious menace to the general welfare of the almost unbelievable accumulations of capital and the far-reaching financial power which modern conditions are putting in the hands of a few—accumulations of wealth which are a menace not so much because of their tremendous size and power, but because of the utter lack of inadequacy of judicious legislation to meet the peculiar conditions their very size and power create. Each trickling stream and winding river that marks the face of this fair land of ours serves a definite purpose and fills a valued place in the physical universe, so long as it keeps within its wonted bounds, but when changing conditions transform it into a swollen stream or raging torrent, it not only becomes a menace to the community but must often spread ruin and destruction throughout its course unless guarded and controlled by banks and dykes wisely provided to meet the contingency its unusual size creates. It is an incontrovertible fact that the time has arrived when the accumulations of wealth, which are so exceedingly valuable to the general welfare when wisely used and controlled, are threatening to break over all bounds and spread serious disaster in their wake unless wise legislative barriers are provided to meet the present contingency. In the attainment of the desired end no small part would be played by the corporation publicity law herein advocated.

Elon P. Boynton.

When a soldier becomes insane there is something wrong at headquarters.

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BECAUSE: A satisfied customer means a Repeater.

BECAUSE: They sell faster, making a quick Turnover.

BECAUSE: Quick turnovers make Profits.

BECAUSE: Profits, plus Satisfied Customers, makes SUCCESS

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Second Vice-President—H. G. Wendland, Bay City.
Secretary-Treasurer—J. W. Knapp, Lansing.

Discounts, Approvals and the Return of Merchandise.*

I understand that this place on the programme was to have been filled by a merchant who has a larger store than ours. This place in the sun was not of my choosing. However I shall enjoy in a way saying a few things on the question of "Returns, Approvals and Discounts," trade abuses which may be small themselves but important in many ways.

First, I want to say that I am reminded of a story told by Mr. Knapp at the recent noon lunch of our local merchants.

It seems to me that years ago while they had a store in Albion, his firm had a fire and during the first days rush of their sale which followed a man who just then was handling the sale of wet and damaged corsets came rushing up to Mr. Knapp and said, "Mr. Knapp, there's a big woman over there who says she wants a forty-four corset and she is bound that I shall look the lot over. What can I do for her?" "Do," said Mr. Knapp, "You can't do anything. Just tell her so." Later in the day this man said, when he saw Mr. Knapp again, "Well, I sold that big woman," and in astonishment Mr. Knapp said, "What under the sun did you sell her?" And the man's reply was, "Oh, I sold her two twenty-twos."

Little problems come to us as merchants with increasing frequency these days and I was to discuss two ways of meeting these problems which are being used to-day by merchants. The one way is illustrated by the story that a prominent oil magnate is said to have made the statement years ago that if you wish to grow a handsome lily it is necessary to kill the vegetation all about it. That thought has been applied to merchandising commonly in the past years. I call your attention to the other class which thinking merchants realize is growing, which can well be illustrated by the story, old to some of you, from the Blue Grass regions. It is said when a man goes into that country to buy a horse, pride in the reputation of the country, coupled with public spirit and fine qualities are such that if the first dealer seen is unable to suit the customer, the dealer is sure to say, "Now I know you can find just what you want if you will go and

see Colonel Blank, just over the hill." And if Colonel Blank is unable to satisfy, he, in turn, also sends the buyer to Major somebody else, just around the corner. The reputation of the region is due largely to the fact that customers are never allowed to return home dissatisfied. These two stories illustrate the two classes of merchants.

In these days of chain stores, Government regulations, catalogue houses and rapidly changing conditions, questions, however small, concerning economy in retailing become important, and concerning the matter of rapid changes, I mention in passing that a leading five and ten cent store man said recently to me that they had fifty stores which he had not yet seen. Many comparatively new lines of trade are now being taken up by the chain stores.

Just recently in a Southern city I watched a self-serve store with a copyrighted name and they were very busy while nearby two or three stores apparently well able to take care of the public were at that time doing very little business.

Lax methods are disappearing rapidly these days and there is great need for gatherings such as these, and the merchants who attend are the wise ones and are the men who furnish the standards for our own localities. There is great opportunity and also great responsibility for you men here in improving business conditions. Ultimately that one will prevail, whatever it may be, which is the best for the great body of consumers. We must know our large problems and study them. We must not expect our competitors to always do business just as we do, nor should we criticise or use hasty judgment. Many of us are proud of the fact that we have been a long time in business. Service may be long, but not progressive, nor very valuable to the community. Deterioration often comes with age. There are stores in Michigan which are well conducted and valuable to the community they serve. There are others which are liabilities instead of assets to the community, being distributors of old goods, unreliable information and even disease.

To quote a New York merchant, "The next few years will tell which merchants are merchants in fact or store keepers by accident." The spy-glass merchant, as Mr. Koch of Toledo calls the man of small ideas, who suspiciously counts the threads in the merchandise he buys, but who never sees the big problems all about him has been an ideal.

Now to be personal: How many men here make a practice of asking

Leaders for Spring Sales at Under-Market Prices

Recent purchases for SPOT CASH from overstocked manufacturers, enables us to offer the following items, at a BIG SAVING.

Terms: 2% 10 days from June 1st. Will ship goods listed on approval.

(All items listed are first quality, unless otherwise mentioned.)

- Lot G29—500 dozen, good quality, Bleached, Muslin Pillow Cases, (run of mill) size 42 x 36, 1 dozen packages, \$2.50 value, per dozen \$1.90
- Lot G30—2 dozen lots Bleached Muslin Bed Sheets (run of mill) size 72 x 90, containing values up to \$13.50, (sold in lots only) per dozen 9.00
- Lot G31—3 cases, 16 inch wide, heavy quality, Brown Linen Weft Toweling, (part linen) woven stripe blue border, 50 yard pieces, SPECIAL, per yard 14 1/2c
- Lot G32—500 dozen heavy quality, Bleached, Fancy, Hemmed, Huck Towels, size 17 x 35, fancy Jacquard allover pattern, Regular \$2.75 value, per dozen 2.25
- Lot G33—BIG JOB, 5 dozen lots, Bleached, Hemmed Turkish Towels, (slight imperfections) in plain white, and fancy colored borders and allover patterns, values up to \$5.50, (sold in lots only) per doz. 3.75
- Lot G34—Five cases, 30 inch, good quality, English Long Cloth (irregular lengths) 5 to 11 yards, each in sanitary paper, about 50 yards to package, SPECIAL, per yard 16c
- Lot G35—2,500 dozen, Men's plain white, hemstitched Handkerchiefs, (strictly firsts) 1/2 inch hem, 10 dozen packages, SPECIAL, doz. 45c Net
- Lot G36—36 inch wide, fancy Curtain Scrims, consisting of hemstitched, and deep lace effect double borders, white, and Arab, 10 to 20 yard lengths, about 100 yards to bundle, Values up to 20c, yard 14 1/2c
- Lot G37—40 inch wide, Filet Net Curtain Goods, in white and Arab, neat figured or Cathedral pattern, 35c value, per yard 27 1/2c
- Lot G38—Children's good quality, Muslin Drawers, with Embroidery ruffle, sizes 2 to 6, assorted to dozen, per dozen 1.37 1/2
- Lot G39—Ladies' good quality, Muslin Drawers, neat, Swiss Embroidery ruffle, (open or closed) assorted sizes, \$6.00 value, SPECIAL, per dozen 5.25
- Lot G40—Five dozen lots, Ladies' Muslin Corset Covers, (5 styles) showy Embroidery and Val. Lace trimmed fronts, with Silk Ribbon Beading, sizes 36 to 44, assorted to dozen. Values up to \$3.50, per dozen 2.50
- Lot G41—1 1/2 dozen assortment, Ladies' Muslin Night Gowns, slip-over styles, neat and showy Embroidery fronts, and sleeves trimmed to match, assorted sizes, containing values up to \$13.50, (sold in lots only) per dozen 9.00
- Lot G42—Misses' White Linene Middy Blouses, large Sailor collar, laced front, breast pocket, sizes 8 to 18, assorted to dozen SPECIAL, per dozen 6.50
- Lot G43—Ladies' Striped Gingham Bungalow Aprons, side button, Elastic waist band, blue and white striped patterns, all sizes, SPECIAL, per dozen 9.00
- Lot G44—Ladies' good quality, striped Gingham Petticoats, 36 inches long, 8 1/2 inch hemmed flounce, taped band, Big Leader, per dozen 4.50
- Lot G45—Men's good quality, Cable Web, Satin Pad Garters, Rubber clasp, assorted colors, in single boxes, packed 1 dozen to carton, value, per dozen 2.25 1.85
- Lot G46—Boys' good quality, Elastic Web Suspenders, solid leather ends, sliding nickel buckles, assorted fancy patterns, 1 dozen boxes, SPECIAL, per dozen 1.20
- Lot G47—Ladies' good quality, fast black or white Hose, (seconds) hemmed top, medium weight, double heel and toe, sizes 8 1/2 to 10, 1 dozen boxes, \$1.65 quality, per dozen 1.25
- Lot G48—Ladies' fast black, hemmed top Hose, (seconds) good weight, double heel and toe, sizes 8 1/2 to 10, SPECIAL, per dozen (net 30 days) 90c
- Lot G49—Men's good quality black, seamless Half Hose (slight seconds) 176 needle goods, double heel and toe, sizes 9 1/2 to 11, 1 dozen boxes, \$1.75 quality, per dozen 95c Net
- Lot G50—Men's fine quality, Fiber Silk, Half Hose, (slight seconds) in black or white, all sizes, \$4.25 quality, per dozen 2.50
- Lot G51—Ladies' good quality, bleached, ribbed, "extra size" Gauze Vests, full taped neck and crochet arm pits, sizes 7, 8 and 9, 2 dozen to box, SPECIAL, per dozen 1.50
- Lot G52—BIG JOB, Ladies' bleached, ribbed, Union Suits (samples and odd lots, perfect goods) full taped, and showy Lace fronts. Lace trimmed bottom, assorted sizes, Values up to \$6.50 (sold in 2 dozen lots only) per dozen 4.25
- Lot G53—Men's good quality, ecru color, Balbriggan (short sleeve) Shirts and Drawers, regular assortment of sizes, Shirts 36 to 46, and Drawers (double seated) to match, 1 dozen boxes, SPECIAL, per dozen 4.50 Net
- Lot G54—Men's good quality, ribbed, Summer Union Suits, (seconds) short sleeve, ankle length, in white, sizes 34 to 46, and in ecru color, sizes up to 42, 1/2 dozen boxes, SPECIAL, per dozen 8.50
- Lot G55—BIG JOB, 2 1/2 dozen lots, Men's Work Shirts (odd lots) assorted in either light and dark plain blue Chambray, or plain blue Chambray, and striped Chevots, assorted sizes, Values up to \$10.50, (sold in lots only) SPECIAL, per dozen 7.25

Write for our latest Bargain Sheet, mailed free to dealers on request. We have no roadmen. Get in touch with us and save money.

F. DESSAUER & CO.
Corner Adams and Market Sts. Chicago

*Paper read by F. E. Mills at the annual convention of the Michigan Retail Dry Goods Association at Battle Creek.

your customers for criticisms or ideas? How many of you make a business of going to other cities or towns in your class or larger just for the purpose of looking up other methods of retailing? How many copy your own competitors when the public would be better served if a study was made of stores in these neighboring places? How many realize the value of this from the viewpoint of the public who have seen some of these stores with their ways of advantage and who say that the local stores are all just alike?

I was in a Southern city recently—and, by the way, I visited many since the first of the year—and in this one a woman who conducted a little store said, "Our merchants all run after the ready-to-wear business and I can't find a place in town where I can get an up-to-date choice piece of silk and a spool of thread to match it." How many of you men are trying to improve your place of business as rapidly as your average customer is improving his surroundings, his home, his farm, his business? How many of you have examined the express offices to know the amount of merchandise coming into your town from outside? How many of you really believe that when you help your competitors you are helping the town and, incidentally, helping yourself? We are coming to it. It is a new note in business. A chain is no stronger than its weakest link and every day business is being done in a way which causes criticism; and there is a lot of it in Michigan. Every day, I say, there are people who are losing their loyalty for their town and sending or going elsewhere. I commend again to you the Kentucky story. Study your competitors. Get acquainted with them. Cultivate the spirit of good fellowship. Organize your local merchants' association. Our new State Secretary is going to tell us how that can be done. I insist that these foregoing points are vital in discussing all business problems, including the matters of returns, approvals and discounts. While stores are usually classified according to the volume of business done, for the purpose of this discussion I wish to make a different distinction.

First, the stores that are new, just feeling their way, too young as yet to be out of the creeping stage. These may have more important matters before they take an advanced position in debatable ideas. The second class are the old stores which have gone to seed, unprogressive, unpopular and unreliable. They need a cleaning and purging before adopting modern methods.

I do not care to discuss the case of returns, approvals and discounts of the first two classes of stores, but with the other class represented here to-day, leaders in your respective communities. The public expect you to furnish the correct standards. Just as many live concerns eliminate from their advertising comparative prices, so many do away with all discounts. We believe that in all communities this is a wise policy for the strong progressive stores to pursue. Our store gives no discount to anyone

except at 15 per cent. discount to all regular employees for merchandise bought for their own personal use. We are selling a fair portion of dress-makers of the town, notwithstanding. We have lost some business, but our regular customers all know that neither their dressmakers nor anyone else gets better prices. We will make quantity prices to anyone on merchandise, that is, on full piece or full packages.

About return privilege abuses, we have given the public information that for economical and sanitary reasons and because of Government regulations, the return privilege has been curtailed and the time shortened. Thus goods not returned in two days are charged to the customer. The slip is put in the package when leaving the store informing the person who takes the package of this fact.

About approvals, the best way to minimize this is to first educate the sales person. Make the getting of approvals difficult. With us for over two years all approvals have been treated as charges, so we really do not make any approvals. A customer who secures this kind of a charge is, of course, one who must have the O. K. of the credit department in all cases and under no conditions do we allow neckwear, veils, underwear or waists to be taken on approval at all. We have a system of pink slips for charges or cash credits for returns and this has helped a great deal in fastening on the right individuals the facts as to who makes sales which do not stay sold and also as to who buys from your store who takes up time unprofitably by returning merchandise often. These bills must contain the names with address and all details specified. We would be glad to send a copy of these to any one interested. As to exception we remind you that even the Ten Commandments are still sometimes violated.

I want to mention the name of Harvey Gee, a leading retailer of Ohio. He is a merchant of long experience, successful, practical and resourceful. He makes a statement to me and I leave it with you. He says, "I believe it pays me to help my competitors, because it helps the town." He said, "I tell them where I buy, what I pay and many other so-called business secrets which merchants a few years ago would not think of doing."

Gentlemen, "To do is better than to arrive" and when our stores are adequate and intelligently managed we can have the satisfaction of feeling that we are as useful in our communities as some great merchants are in theirs. Merchandising to-day presents more problems than ever before.

I hope that this small effort of mine will be of some use and some advantage to at least a few of you.

Discovered What She Wanted.

Henry Smith, the Monroe avenue florist, was recently stumped for a while by a shopper who insisted that she wanted "mysterious," and only after showing her nearly everything in the place developed the fact that she really wanted wistaria.

OUR EAGERNESS TO SERVE

Since the change in management, several of our old customers have been in the house to get acquainted, but not nearly as many as we would like to see. Our purpose in starting CITY DAY was to stimulate house trade, so that each customer would plan on coming to see us on Wednesday of every week, knowing that on that day he would be able to secure special bargains in every department.

One of our old customers was in to-day and told us that one of his hardest jobs was to write advertising with a "punch." He was surprised when one of our department heads, who has had many years of experience in the retail business, offered to help him. We are anxious to assist our customers to help build their business. We invite every merchant to call on us for any assistance along this line or any other that he desires. Come in and see if we can't help you on some of your problems. By planning to come on Wednesday, you will surely get some REAL SPECIALS and, incidentally, you can find out whether or not we can assist you along the line above described.

Grand Rapids Dry Goods Co.

Grand Rapids, Michigan

PROMPT SERVICE



Keeps Hens Up Late to Make Them Lay.

Pullets dining until 9 o'clock every night, even in the smallest towns and on farms, and outlaying the most seasoned hens; electric or other lights in every coop, summer prices for eggs in winter, and better health for chickens were predictions for the immediate future in the poultry world made by Professor James E. Rice of the Department of Poultry Husbandry, Cornell University, at the sectional meeting of the New York State Federation of Poultry Associations at the Hotel Commodore yesterday.

Professor Rice declared that tests carried on at Cornell during a period of forty-eight weeks, of which the most accurate records of the laying capacity of more than 200 hens and pullets and the effect of lights on the egg production were kept, has proved beyond doubt that lights in chicken coops have a direct effect on the production of eggs. The coops were kept lighted until 9 o'clock every night throughout the test, and the egg totals showed that 100 hens and pullets in the lighted chicken house produced 135 3-10 dozens more eggs than the chickens in the unlighted coops that went to bed when the sun went down. "Early to bed doesn't get a regular chicken anything," was the chief fact demonstrated.

The reason for the increased production of eggs in lighted coops was given by Professor Rice as being that the hens had more time in which to eat. There was no long wait between supper and breakfast. The same amount of feed was required by the busy layers as by the hens that were not laying, however, he said, but the hens who had the artificially long day "Fletcherized" their chicken feed and did not get up in the morning "played out" and ravenous.

In money, wholesale prices, the increased dozens of eggs in the lighted coop amounted to \$71.88. In each chicken house the hundred layers were fifty-fifty pullets and older hens and the pullets beat the seasoned layers in number of eggs produced. The light had no other effect on the poultry except that they maintained somewhat better health.

The average increase in production of eggs for hens in lighted coops was placed at "one dozen or more" per year by Professor Rice. The poultryman has absolute control over the egg production, as was discovered at Cornell, by turning the light switch. Laying pullets quit laying when the lights were turned off for a period and began again when the lights went on. The strike for late suppers was ac-

tually made by twenty-five pullets.

Professor Rice explained that the reason so much profit was made on the eggs was because the hens continued laying through the late autumn and early winter when the price of eggs is highest. He said that all the light is for is to keep the hen at her feeding. Observing that the chicken is native to tropical countries where they have a twelve-hour day, he said the long nights, just at the beginning of winter, had a tendency to exhaust the vitality of the hens.

It was decided to have sectional meetings in all parts of the State to interest people in the federation and to establish breeding centers in every county for pedigree breeding of fowls under the supervision of the State Agricultural College at Cornell University, in order that the quality of the poultry of the State may be improved by scientific breeding. At these centers persons engaged in raising poultry will be taught how to tell valuable chickens from others.

There will also be an educational campaign to call attention to the food value of poultry and eggs. Recipes will be distributed showing the best manner of preparing such foods, and lectures will be held over all the State.

Honor to Whom Honor Is Due.

He didn't hoard your food and clothing,
This retail man!
So do not look on him with loathing,
The retail man.
Prices are fixed before they reach him;
Therefore you're cruel to impeach him—
Little of duty you can teach him,
The retail man.

If prices rise, he shares your sorrow,
The retail man.
He warmly hopes they'll drop to-morrow,
The retail man.
Just keep your finger off the trigger!
Though you must pay a larger finger,
His profit isn't any bigger—
The retail man.

When prices drop—and some are dropping—
The retail man
Will smile with joy throughout your shopping—
This retail man.
When down the cost of things is whizzin',
He'll feel like one just freed from prison,
Will feel your joy and also his'n;
The retail man.

So treat him still as friend and neighbor,
Your retail man.
He earns his all by honest labor—
That retail man.
Then let's be patient all together;
Don't let your anger slip its tether.
He'll prove your friend in every weather—
Your retail man.

When a stingy man marries he picks out a wife who looks nice in her old clothes.



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

DEPEND ON PIOWATY

This Should Be the Slogan of Every Live Merchant in Michigan and Northern Indiana Selling

Fruits—Vegetables—Grocers Sundries

M. Piowaty & Sons of Michigan

MAIN OFFICE, GRAND RAPIDS, MICH.
Branches: Muskegon, Lansing, Saginaw, Bay City, Jackson, Battle Creek, Kalamazoo, Mich., South Bend and Elkhart, Ind.
OUR NEAREST BRANCH WILL SERVE YOU

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

E. P. MILLER, President F. H. HALLOCK, Vice Pres. FRANK T. MILLER, Sec. and Treas

Miller Michigan Potato Co.

WHOLESALE PRODUCE SHIPPERS

Potatoes, Apples, Onions

Correspondence Solicited

Wm. Alden Smith Bldg.

Grand Rapids, Mich.

TANGLEFOOT

The Non-Poisonous Fly Destroyer
The U. S. Dept. of Agriculture says in the bulletin: "Special pains should be taken to prevent children from drinking poisoned baits and poisoned flies dropping into foods or drinks."

Onions, Apples and Potatoes

Car Lots or Less

We Are Headquarters

Correspondence Solicited



Vinkemulder Company

GRAND RAPIDS

:-:

MICHIGAN

Use Tradesman Coupons

Syrup Now From Sweet Potatoes.

Experiments conducted in the Bureau of Chemistry have produced a palatable and wholesome syrup from sweet potatoes, the United States Department of Agriculture announces. The method, developed by a specialist in the bureau, is recommended particularly for home use where there is an oversupply of sweet potatoes. The method is not recommended at present for commercial use, because it is believed that sweet potato syrup can not compete on a commercial basis with grain syrups.

The sweet potato syrup, which shows a yield of from 30 to 35 per cent. of the weight of the sweet potatoes, has consistence, taste and color similar to cane and sorghum syrups. It is known to contain much sugar. Experiments to determine its exact food value are being conducted by the Home Economics Office of the Department.

The sweet potatoes should be washed, any decayed portions or other blemishes removed, and then weighed. They are then placed in a kettle with plenty of water and boiled until thoroughly soft. From one and one-half to two hours' boiling is required. The potatoes are then mashed in the kettle in the water in which boiled, with sufficient water, adding more if necessary to form a thick, smooth, mushy liquid. The temperature of the mixture is then brought to 140 degrees F., and a quantity of ground malt added equal to 3½ per cent. of the weight of the original sweet potatoes. The mixture is thoroughly stirred and allowed to stand for a few minutes at a temperature of 140 degrees F., and the temperature is then brought with constant stirring to 150 degrees F., the source of heat removed, and the mass allowed to stand with occasional stirring for an hour. The mixture, known technically as the "mash," is now pressed in cloths to separate the liquid and solid portions. The material is placed in cloth bags, which are closed, and the bags subjected to gentle pressure while kneading. The juice flows out readily, leaving the pulp behind. The juice is now boiled down to syrup in an ordinary kettle.

Any of the common varieties of sweet potatoes can be used. Freshly harvested stock will yield a syrup somewhat less sweet than sweet potatoes which have been harvested for some time.

The sweet potatoes should be cooked with plenty of water. It is necessary to obtain a fluid, mushy mass which can be mixed readily with malt.

Great care must be taken that the temperature of the mass be uniform throughout during the action of the malt.

Ordinary brewers or distillers' malt of good quality gives excellent results, or the malt can be made by sprouting barley under proper conditions. In preparing malt from barley the following method will give satisfactory results: The grain should be soaked in water for twelve hours. The water is then drained off and the grain allowed to stand for twelve hours, and the operation of soaking and standing repeated during the next

twenty-four hours. At the conclusion of the steeping, the interior of the grain should be soft and chalk-like. The grain is then spread upon a tray in a layer not over 6 or 8 inches deep. The temperature at which the sprouting grain is kept is of great importance in the successful manufacture of malt. It should be kept as near 60 degrees F. as possible. After the grain has grown for six or eight days the sprout forces its way out at the end of the grain opposite to the rootlet, and the malt may be used with excellent results at this time.

Sprouting, however, may be allowed to continue slowly for another six or eight days, or even longer, until the sprout has attained a length from three to four times that of the grain. The grain must be kept moist, so that the rootlets do not wither during the sprouting period and should be turned over and thoroughly mixed at least once a day and kept covered with a wet cloth and in the dark. The product is known as "green malt." It should have a fresh odor and be free from any sour smell and should be free from mold. Immediately before use the green malt should be finely ground in an ordinary meat chopper or other suitable machine. When so ground it forms a pasty mass and may be added directly to the boiled mashed sweet potatoes and the mixture thoroughly broken up by stirring until the malt is thoroughly disseminated.

On a small scale this is most readily accomplished as described. On a large scale an ordinary cider press, using racks and cloths, can be successfully employed. The liquor obtained is slightly sweet and rather turbid. Plenty of water should be used in order to produce a mash from which the liquor will freely flow and in which a large proportion of the sugars may be easily removed by a single pressing. The total quantity of water used should be two or three times the weight of the potatoes. The sweet potato syrup can be boiled down to as thick a consistence as desired. The pulp which remains can be dried and used for feed, or it can be fed while fresh.

Valencia Oranges May Be Late.

According to Porterville advices, indications are that the shipping of Valencia oranges from that district this season will be at least two weeks later than last season. First eastern consignments left there last year the last week in March. This year, the packers say, there will be none out before early April. Packing of seedlings and Javas will begin here next week, with indications for a keen demand for the fruit and at good prices. The probable output of the seedlings and Valencias will be round 700 cars. Damage from cold weather, it is now believed, will not be commercially important in this immediate district.

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.

Special Sales
John L. Lynch Sales Co.
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Write us for
1919 Wholesale Price List of
Seeds, Fertilizer and Insecticides
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Grand Rapids, Michigan

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GRAND RAPIDS, MICH.

Merchant Millers

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New Perfection Flour

Packed in **SAXOLIN** Paper-lined Cotton, Sanitary Sacks

**Bel-Car-Mo****Peanut Butter**

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Package Goods of
Paramount Quality
and
Artistic Design

MOORE'S SPICES

We pack spices in 15c, 10c and 5c sizes, we are also prepared to furnish bulk spices at attractive prices.

The quality of our spices are simply the best the market affords, our spice buyer is very particular as to quality.

It is a great relief to the retail merchant to know that what he sells will give his customer complete satisfaction. Moore's products have that reputation with Moore's customers, why not join our list of happy buyers?

THE MOORE COMPANY, Temperance, Mich.

**"The Healing Power of Compressed Yeast"**

—is the name of a booklet which explains how

Fleischmann's Yeast

can be used as a simple remedy for constipation, and ordinary blood diseases which result in boils, carbuncles, pimples and similar skin afflictions.

Ask any Fleischmann salesman for a supply of this book.

Circulate it among your customers and increase your sales.

THE FLEISCHMANN COMPANY

NEW YORK
SEATTLE

CINCINNATI
SAN FRANCISCO



Michigan Retail Hardware Association.
President—Geo. W. Leedle, Marshall.
Vice-President—J. H. Lee, Muskegon.
Secretary—Arthur J. Scott, Marine City.
Treasurer—William Moore, Detroit.

Your Attitude Toward the Other Hardware Dealer.

Written for the Tradesman.

Carisford has 15,000 people, and Bridgetown, some twelve miles away, has 1,500. The other day Pete Carruthers, the big hardware dealer on Main street, visited Bridgetown on business that was quite apart from hardware.

"D'you know," he told me afterward, "I've always thought those small town hardware dealers were kind of slow, and a fellow couldn't learn anything from them. Well, I dropped in and had a few minutes talk with Lampman, while I was in Bridgetown. D'you know, he's a pretty decent little fellow. He's got a nice store out there, and he's doing a good business, and I got quite a few pointers from him."

I daresay Lampman in his Bridgetown store got the same impression of Big Pete Carruthers, and got quite a few pointers himself—and incidentally got the preconceived notion out of his head that the city merchants were an uppish sort, with a serene contempt for their small town fellows.

After telling me about his call on Lampman at Bridgetown, Big Pete went on to discuss hardware in general.

"There used to be a time when every hardware dealer in Carisford had his knife out for the other fellow. They seem to be getting over that, though. The other day Raikes telephoned me about a dead-beat that had got into him more than was good, and told me to be on the lookout. Lucky he did—the fellow was in next day and wanted to stock up at my expense; and when I came to investigate, he had hundreds of dollars owing all over town."

I knew from Raikes that Pete had put him wise on more than one occasion to similar marauders, and had lent him a clerk one time when he was up against it on account of the flu. So I didn't wonder that Raikes had seized the opportunity to do Pete a good turn.

The day of cut-throat competition in business in past, and the day of friendly co-operation on matters of mutual interest is surely here. The hardware dealer of to-day has an altogether different attitude toward the other fellow in his line, to that which prevailed twenty or thirty years ago.

Then, a competitor was a mortal

enemy as well as a business rival. The race for trade was a case of "kill or be killed"—and "devil take the hindmost." The average business man's suspicion that his immediate rival was trying to do him a bad turn was exceeded only by his own eagerness to do a bad turn to his immediate rival. I may be exaggerating a little to put things so strongly; but that in its essence was the spirit of the older days in business.

Even to-day such feuds between competitors now and then crop up, particularly in small communities. But they are very, very rare now; they serve merely to accentuate the better feeling that has arisen in the hardware trade.

There is, however, some slight survival of the old underlying hostility, that lingers in spite of the dictates of common sense, but it no longer expresses itself in the old, vindictive fashion. The Carisford hardware dealer who shakes hands with hardware dealers from all over the country at a big convention at Detroit is still a bit hesitant to meet on a friendly basis with the hardware dealer who does business in the next block from his own store. The local organization is often the hardest to form and the one which most readily falls apart. Men who swear by the national or state association will still hesitate to co-operate with fellow-citizens in the formation of a local association in spite of the fact that the latter will benefit its members immensely.

The national and state organizations of all sort of trades have vindicated their existence by a great deal of good work, in protecting their members from injurious legislation and in promoting a better feeling between merchants in the same line of trade throughout the entire country. Then, too, at the annual conventions good feeling prevails, and men in the same line of trade from far distant communities rub elbows and gather new ideas.

In its smaller field, the local organization can do a great deal of good work; and any lingering traces of the old feudal spirit should not be permitted to stand in the way of a closer co-operation between merchants for the promotion of their mutual interests.

If the local association did nothing more than remove old prejudices and promote friendly social intercourse between merchants in the same line of business, it would fully justify its existence. But there are many lines on which good work can be carried on.

Prominent among the natural and legitimate activities of such an asso-

ciation is the old, old problem of retail credits. The ever present "dead beat" is to be guarded against. Nothing is so fatal to the dead beat as good-will and close co-operation between merchants in the same line of trade. The dead beat who finds that a long-outstanding account in one hardware store prevents him securing credit in any other hardware store in town is in a fair way to being educated in the salient principles of "cash and carry." I have known communities where retail associations have

done good work in the way of collecting slow-pay accounts, through united action. But in any event, co-operation along this line will save the merchants hundreds if not thousands of dollars that might otherwise be lost in bad debts.

Then there are such matters as shorter hours. Experience has taught that the 8 a. m. to 11 p. m. schedule is too heavy. Ten years ago in a small town some seven or eight hardware dealers kept these hours, six days a week—except that on Satur-



Wilder's Lion Taps

THE BEST FOR THE PRICE

Six Grades

15-20-25-30-35 and 50c per pair.

Each pair has nails and label with instructions for resoling shoes.

They will prove a profitable addition to your stock.

Order from your jobber today. He can get them from

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ESTABLISHED 1877

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Michigan Hardware Co.

Exclusively Wholesale

Grand Rapids, Mich.

Foster, Stevens & Co.

Wholesale Hardware



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Grand Rapids, Mich.

days they didn't lock up until Sunday. Eventually they got together. Now the hardware stores open at 8 a. m. and close 6 p. m.—10:30 p. m. on Saturdays and evenings before holidays. Exception is made in the summer months, when the stores are open certain evenings to accommodate farmer customers in their busy season. The hardware stores under the new arrangement give as good service, do a larger trade, and the merchants and their salespeople get more out of life than in the old days.

There are a great many little problems affecting the hardware trade generally in which local co-operation can provide a remedy. The main thing is to get together and pull together. It is not so hard, once a certain latent feeling of suspicion has been successfully overcome. And it does a lot of good.

It is worth money to any merchant in any line to meet his competitor in a friendly, social way and to realize, as only such contact can bring him to realize, that the other fellow is a pretty good sort of chap, after all.

Victor Lauriston.

The Retailer Has His Own Problems.

"There is no doubt that a change is taking place in the distribution of food products," said Philip A. De Puyt, President of the New York State Association of Retail Grocers, at the recent convention of the New York State wholesalers. "Many new theories are advanced, and while many are not practical still it behooves us to keep our ear to the ground and be ready to change when opportunity knocks.

"The old time grocer, with his extra overhead made up of the expense of delivery and credit, even though he may be ever so careful not to incur credit losses, is seriously handicapped by the competition of self-serving and cash and carry stores and it is getting increasingly hard for him to hold his business, for which he has worked hard for many years perhaps. Everywhere I go the independent retailer is seriously considering which is the best way.

"Some one has said that you must make a profit or you cannot stay in business. That is true and still some of the competition is ruinous. I think the retail grocery business was hit harder than any other business during the war. This was probably necessary because of war conditions and if that is true, there should be no criticism but rather pride that we could have a part in helping our Government and Allies win the war.

"Now that the war is over and the reconstruction days are here, shall we just drift down the stream and make no effort to direct our course or shall we give careful consideration to stabilizing our business?

We learn that in some cities grocers have made a great success of co-operative bakeries. This is particularly so in Buffalo and Olean, and in most of the cities there is more or less co-operative buying of general supplies. Competition compels every retailer, especially those doing a moderate amount of business, to buy

goods at the lowest prices, and the question is, can he buy as cheaply alone as in combination with others? There is no antagonism between the wholesaler and retailer, but as the prices are now being made, it is impossible for a grocer to pay the list prices and meet competition.

"In the matter of credit, my observation is that loose credit, whether it is in the wholesale or retail, encourages careless business. The very fact that competition in the retail grocery business is so keen that only the best survives is all the better reason for honest effort to instruct the retail grocers in the best business methods.

"We are living in a new age; citizens of a new civilization. Momentous issues are being decided to-day and will affect future generations. We have been fighting this war for an ideal; to make this world a better place to live in and to give every man a chance to make the best of himself. It is high time that the three great branches of the food business—the manufacturer, wholesaler and retailer—get together in real co-operation that will make our business not only attractive, but in tune with other lines of business in their effort to create better conditions. Competition is the best regulator, but uncontrolled competition may be the most wasteful extravagance."

Get Back to Old Ways.

There is well under way a return to much of that variety and many of those assortments which necessity and the War Board eliminated. This is most marked in carpenters' tools, where the return, however, is accompanied by much common sense and judgment.

Handled hammers can now be had in black and polished finishes, but the bizarre and fanciful finishes seem to be forgotten. Nor is there such a variety of handles for hammers as formerly. A nickel-plated hammer is furnished with one style of handle, a white polished one, and the ebony handle is regarded as superfluous. There is also a cutting down of varieties of polls. Octagon polls, save in blacksmiths' hand hammers, are apt to be regarded as mere whims. So also the plain eye hammer is giving way to the adze eye.

Much the same thing is going in hatchets. Black, polished, and bronze finishes came back at once, but there is small demand for nickel-plated or for red or blue finishes.

In axes the staple finishes—black, polished, and bronzed—are again in vogue, but the variety in shapes and sizes is still much less than before the war. The multiplication of sizes and patterns in axes had grown to be a nuisance to the dealer since there was no more serious warrant for it than the whim of the woodsman.

In files a good many useless lengths seem likely to be permanently eliminated, particularly the half-inch and odd sizes, since there was never really any need for them.

In general, the tendency is to smaller assortments and lesser variety than before the war, but manufacturers still find themselves drifting back into

the old fashion of giving customers what they want, provided the orders are sufficiently large.

Believes in the Law of Compensation.

St. Johns, March 17—I am enclosing a communication for the Tradesman, providing you think it worth printing, as a parting shot at those subscribers who have greatly benefited by the herculean efforts you and your publication have achieved in their behalf during the past thirty-six years. I know of hundreds of men who owe a good share of their success and prosperity to the Tradesman and editor, yet who are now living on Easy Street and have discontinued their subscriptions to the Tradesman just because they have retired and are out of business. This seems to the writer ridiculous and an imposition on an editor, after he has for so many years spared neither time nor money in their behalf, either through the columns of the Tradesman or by personal correspondence. It is about the meanest thing I can conjure in my mind.

After calling down one "old timer" for his discontinuing the Tradesman, just because he was out of business, the writer composed the following:

Send along the Tradesman, editor,
If I have sold my store,
I'll notify our Uncle Sam
To leave it at my door.
I've been an old subscriber
For twenty years or more,
And I cannot stop your paper now,
Just because I've quit the store.

Send along the Tradesman, editor,
I like it. It's just fine,
I read it through and back again,
And never skip a line.
Your suggestions saved me money
On what I bought and wore
And I'll not stop your paper now,
Just because I've quit the store.

Father took the Tradesman, editor,
So did grandfather, too,
And for me to quit your paper now,
Would be a backward move.
So I am handing you the cash,
Just as I did before,
For I must not stop your paper now,
Just because I've quit the store.
C. B. Mansfield.

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

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Saginaw Brick Co., Saginaw
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The Tisch-Hine Co.

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PISTON RINGS**

A Size For Every Engine and Motor

More
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Cheaper
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Guaranteed Prices on Good Goods

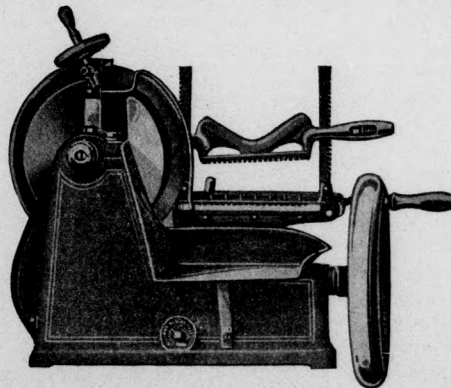
When you buy goods from "OUR DRUMMER" catalogue you don't have to wait until the bill comes in before you know what you have to pay. You know it when you place the order. This is because the prices you see in this catalogue are guaranteed for the time the catalogue is in force. This keeps them secure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

Butler Brothers

Exclusive Wholesalers of
General Merchandise

New York Chicago
St. Louis Minneapolis
Dallas

Do You Sell Cold Meats?



If so, your customer will appreciate nice thin slices of uniform thickness. Looks better—Tastes better.

Try it on a Sanitary Slicer and be convinced. Write.

Boot & Co.
GRAND RAPIDS



Accepted Bawling Out With Good Grace.

I guess all of us feel sometimes that there are several times as many traveling salesmen as are needed to sell us the goods we ought to have. There are days when they take up so much of my time that I don't get much of anything done at the store.

Yet the faster they come the better I like it, for it's very seldom that I do not get something of value from every man who calls during the day.

This is different from my attitude up to two years ago. I hated to bother with them, and shooed them out p. d. q. I felt that my time was too valuable to take up with them, and I didn't hesitate to let them know it. When they came in, even though I wasn't very busy, I'd let them think I was.

One day a new chap came in and started to open his sample case, but I soon stopped him, and told him that if he wanted to see me he would have to wait; that my time was precious and I was busy. He waited about a half an hour, while I busied myself at various tasks. Finally he crossed over to where I was standing beyond the counter doing some figuring, and I could tell from the expression on his face that he was mad.

"You say your time is valuable," he said, "Well, I'll have you to distinctly understand that mine is, too—perhaps even more valuable than yours, since I came two hundred miles to make this town, and only expected to make this one call. I've changed my mind about it now, for I'm going to make at least one more, since my firm is particular about the kind of dealers it has for representatives.

"I don't want to sell you anything—I wouldn't take your order now if you offered it to me on a silver platter, but I'm going to tell you a few things for your own good.

"You are cutting yourself out of a lot of good merchandise and also of business information that would be worth thousands of dollars to you by this uppish attitude you take toward traveling men. On the train I told some other travelers where I was going and they told me I would just be wasting my time by seeing you, because in your own opinion you knew more about storekeeping than all other merchants, past, present and future. But my firm told me to call on you, and so I did.

"Now, don't you realize that the good opinion of traveling salesmen might be worth something to you? Don't you know that your attitude makes them give their best merchandise and their best prices to your com-

petitors? Won't you admit this: That these men call on thousands of dealers in your line every year and pick up hundreds of practical, business-building ideas that they would be glad to pass on to you if you would only treat them decently? But I guess you are too thick to see that!"

And he picked up his grip and walked out.

Whew! That was some bawling out! And I stood there and took it like a lamb, with two other customers and all the clerks looking on.

You wonder why I let him talk that way? I did it because I knew right from the start that I had it coming and that it was good for me to get it.

I never saw him any more, because he gave the exclusive agency of his line—and it's a dandy, too—to another man, but I do see scores of others during a month, and they are made welcome. As a result, I get the choice offerings of stock, good prices and much valuable information about new models and lines, window display and advertising stunts, and countless other practical ideas that are used by merchants in other cities these salesmen visit.

That salesman kicked me up when he bawled me out.

You Salesmen.

When the train pulls you in and you grab up your grip,
And the hackman is there with his old frayed-out whip,
And you call on your man and you try to be gay,
And all that you get is "Nothing doing to-day!"
Then you're a PEDDLER!
By gad, You're a Peddler.

When you get into town and you call on your man,
You ask, can he see you; and he says "Sure he can!"
And you size up his stock and he helps in the count,
And then tells you to send "The usual amount!"
Then you're an ORDER TAKER!
By gad, you're an Order Taker.

When you travel along and everything's fine,
And you do not get up until half after nine,
Then you see each concern and talk of conditions,
And you write it all home with many additions—
Then you're a TRAVELING MAN!
By gad, you're a Traveling Man.

When you call on the trade and they're grumpy and sore,
And swear they want nothing and will buy nothing more,
But you smile and you talk and you get them all right,
And send in their orders just the same every night—
Then you're a SALESMAN!
By gad, you're a Salesman.
Isaac H. Blanchard.

Didn't Miss Him.

"Don't you miss your husband very much now that he is a traveling man?"

"Oh, no! At breakfast I just stand a newspaper up in front of a plate and half the time I forget he isn't there."

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

A Quality Cigar Dornbos Single Binder One Way to Havana

Sold by All Jobbers

Peter Dornbos

Cigar Manufacturer
65-67 Market Ave., N. W.

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HOTEL HERKIMER

GRAND RAPIDS, MICHIGAN

European Plan, 75c Up

Attractive Rates to Permanent Guests

Popular Priced Lunch Room

COURTESY SERVICE VALUE

OCCIDENTAL HOTEL

FIRE PROOF

CENTRALLY LOCATED

Rates \$1.00 and up

EDWARD R. SWETT, Mgr.

Muskegon :: Michigan

CODY HOTEL

GRAND RAPIDS

RATES: \$1 without bath

\$1.50 up with bath

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

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DUTCH MASTERS CIGARS



Made in a Model Factory

Handled by All Jobbers

Sold by All Dealers

Enjoyed by Discriminating Smokers

G. J. JOHNSON CIGAR CO., Makers
GRAND RAPIDS

THE SAGINAW VALLEY.

Mercantile News From That Thriving District.

Saginaw, March 18—Harry Zerwis, one of the best known traveling men in the Saginaw valley, after ten years traveling with Symons Bros. & Co., Saginaw, has resigned to accept a splendid position with the Phoenix Oil Co., Cleveland. The Phoenix people are featuring an oil soap product and with the pep Harry is putting forth, something must give. Good luck, Harry.

William J. Leppien, member of the navy crew of the U. S. ship Mount Vernon, was home on a five day furlough last week. He just returned from France with wounded troops. Mr. Leppien formerly traveled out of Saginaw for the National Grocer Co.

Mr. and Mrs. Harold Zuber, 215 North Sixth avenue, Saginaw, are the proud parents of a baby boy. Mr. Zuber is auditor and office manager for the Saginaw branch of the Loose-Wiles Biscuit Co.

We are very sorry to learn that Mrs. Joseph Sanborn, wife of Joseph Sanborn, of Chesaning, is still suffering from a fall received some ten weeks ago, injuring one knee. Mr. Sanborn is bending every effort to secure a specialist who will restore the functions of the member. He is a member of the firm of Sanborn & Cummings, grocers of Chesaning.

H. H. Morrow, formerly manager of Morrow & Co., grocers of Owosso, recently sold out there and since has purchased the E. T. Pedlow & Son general store at Millington. While new to the Millington people, with his years of experience and success in general store work, he is bound to succeed in his new venture in the new field.

Fred Nuendorf, one of Saginaw's most popular young druggists, dropped dead in his home last Wednesday morning about 1 o'clock. He was in his store all day and left his place of business about midnight, apparently in good health and spirits. He conducted a drug store on South Michigan avenue, West Side, and enjoyed a splendid business. He was very prominent in social and masonic circles.

John S. Collins, Manager Eastern division for the Republic Motor Truck Co., was badly injured in an auto accident two weeks ago. Arriving in Detroit from New York City, he took a taxi for the Statler Hotel and when but a block from the depot was struck by a street car, sustaining a broken collar bone and many head bruises and cuts. At this writing he is doing nicely. He lives in the Onalman apartment, 814 Genesee avenue, Saginaw, and is a member of Jackson Council, U. C. T. Mr. Collins will be mighty glad to have any of the Saginaw boys call and see him and we wish him a safe and speedy recovery.

Last Saturday afternoon and night was the making of more U. C. T. history for No. 43. At 2 o'clock things started and after taking in twelve new members, the election of officers took place. The new members are as follows:

Lawrence D. Granger, 1619 North Michigan avenue, Saginaw, representing Garber-Buick Co., Saginaw.

B. F. Beckerson, Star Hotel, Saginaw, representing Garber-Buick Co., Saginaw.

William A. Johnson, 810 Janes, Saginaw, representing James Manufacturing Co., Ft. Atkinson, Wis.

Joseph Egerer, 1119 South Fayette, Saginaw, representing International Harvester Co.

Glen Hurd, Schmelzer apartments, Saginaw, representing John Deere Plow Co.

Frank J. Keenan, Mt. Pleasant, representing Morley Bros.

J. D. Frost, 123 North Porter, Saginaw, representing Burroughs Adding Machine Co.

Roy B. Comer, Clare, representing Red Wing Shoe Co.

Albert F. Hunt, 839 South Jefferson, Saginaw, representing Rebuilt Cash Register Co., Saginaw.

Walter H. Lewis, 1010 Hoyt, Saginaw, Sales Manager Lee & Cady, Saginaw.

William H. Meader, 344 South Sixth, Saginaw, representing D. A. Bentley Co., Saginaw.

By transfer from Columbus Council, No. 1, Columbus, Ohio, L. M. Steward, representing D. A. Bentley Co.

K. M. Woleben, representing F. A. Patrick & Co., Duluth, was a pleasant visitor. He is a member of No. 539, Fergus Falls, Minn. We hope he makes us another visit when in the city.

The following officers were elected: P. S. C.—Frank Bremer. S. C.—Dan McArthur. J. C.—Bert Rutherford. Conductor—Orin Leidlein. Page—Archie Dorman. Sentinel—Albert W. Munger. Executive Committee—Ed. Knopp and Ed. Blank.

Having served six years on the Executive Committee, W. Park Warner received the honor of being made a P. S. C.

Manager and Secretary Base Ball Club for 1919—Frank Rockwell.

President and Treasurer—Archie Dorman.

Burial Fund Committee—Clayton Smith, B. Rutherford and Roy Stone.

Railroad Committee—Orin Leidlein, H. D. Ranney and L. M. Steward.

Owing to the increased membership two men were elected as Keeper of the Scroll—J. D. Frost and Lawrence Beckerson. Without a doubt, these two gentlemen can uphold the dignity of the office.

Delegates to Kalamazoo convention—F. W. Bremer, W. Park Warner, Dan McArthur, Mayor-elect B. N. Mercer and Tom Watson.

Alternates—Mr. Morehouse, Herman Vassold, O. C. Gould, M. V. Foley and Harry Zerwis.

The installation of officers took place in the evening, the installing officer being P. G. C. Mark S. Brown.

At 6 o'clock nearly 200 hungry folks sat down to a splendid feed furnished by the Ladies' Auxiliary of the U. C. T., assisted by the Entertainment Committee. Both instrumental and vocal music was furnished during the eating hour. Richard Brown, recently returned from Uncle Sam's service and now representing the National Grocer Co., Saginaw, gave several delightful solos.

The toastmaster was P. S. C. F. W. Bremer, who did nobly and kept everyone intensely interested. Among the speakers were Ben N. Mercer, M. V. Foley, Mark S. Brown, W. A. Johnson, Orin Leidlein and Dan McArthur. As usual, Mrs. Dan McArthur was equal to the occasion and gave a couple of splendid recitations. Mrs. Ben Mercer was another who never fails us when called on. Her talk brought forth much laughter. As an entertainer, Bill Boland surely gave a good account of himself.

After auctioning off several big cakes, which brought a neat sum, the tables were cleared away and dancing was indulged in until 12 o'clock.

It is to be hoped that the coming year will bring great results for the new officers. Brighter prospects were never faced than for them. If vim, grit and young blood goes for anything, look out for their dust the coming year. Plans are already under way for a big meeting the third Saturday in April, at which time a big class will be taken in. Boost, everybody, boost.

Horace Fox, representing Lee & Cady, Saginaw, took his mother to

St. Louis for burial Monday morning. She died Saturday. We extend Mr. Fox and family our heartfelt sympathies.

Probably the work of no council member has brought forth more comment than that of Conductor Orin Leidlein the past year. He is known as the "Silver Tongued Orator of 43." We doubt if W. J. Bryan possesses any greater knowledge along this line than Orin and, as a fighter, Uncle Joe Cannon can not be compared to him. I might add that, as a prune peddler, he is always in the limelight. When not on the road, he resides peacefully with his family at 1311 Federal avenue, Saginaw.

Traveling records were all smashed Monday. Starting from Saginaw at 7:30 a. m. on the Pere Marquette train and landing in Pigeon at 12 o'clock board a manure spreader was the experience of O. Ackerman, of Bay City, representing the Liggett-Meyer Tobacco Co.; H. Snellenberger, of Saginaw, representing the Reynolds Tobacco Co.; D. L. Christian, Franklin Hotel, Saginaw, representing Diamond Match Co. and A. E. Duncan, of Cleveland. Had it not been for the light-heartedness and pranks of Mr. Ackerman, when the party was stalled in Pigeon River in a ford, no doubt the entire party would have died in despair; but, as usual, the good farmer came to their rescue (for \$5) and, with the aid of ropes and a pretty pair of horses, pulled them out on old mother earth, thus resulting in their being on one side of the river and the tin lizzy on the other. After much pleading with Mr. Farmer, the later again took pity on them (to the extent of \$4 more) and loading the dismal party in a manure spreader, finished up the last lap of their journey in the rain and no umbrellas. Hungry as crocodiles and happy as larks, they entered the lobby of the Heasty Hotel. Here the writer lost track of them, but from all accounts they did justice to themselves. Here's hoping they have many more such pleasant journeys!

Lost—Somewhere between Clifford and Pigeon, Monday afternoon, one Fred Buckel, from Saginaw, known as the "Snoring King of Michigan." On coming down from our rooms Tuesday morning George Wilfong, the genial big hearted manager of the Heasty Hotel, charged us 25 cents extra for our night's rest. Owing to the fact that Fred was not in the house over night, he felt we all had a good night's rest and that he was entitled to an extra charge for quietness. We all gladly paid!

Henry Schafer has opened a grocery store in Pigeon. Mr. Schafer has been in poor health the past two years and has spent a great part of the time in Detroit.

Robert Parks, Jr., of Caro, known as the "Egg King of the Thumb," was in Pigeon on business Monday.

Owing to bad wash-outs there were no trains running between Saginaw and Bad Axe Monday and Tuesday.

L. M. Steward.

Late Business News From the Celery City.

Kalamazoo, March 18—The Home Dairy Co. has recently opened an up-to-date dairy and creamery at 122 West Main street.

Jacob Sikkenga, who since Sept. 6 has been in the service on Long Island, has returned home and resumed his duties at his father's grocery store on South Burdick street.

Newman Sanford was called out of the city to Muskegon last Wednesday on account of the illness and death of an aunt who resided at that city.

The White Bakery of Three Rivers has recently sold out. The former owner will move to Otsego.

Roy I. Walters, of Burr Oak, has recently added a complete line of dry goods to his stock of groceries.

Emmet Wilder has recently opened

a garage and repair shop at 1605 Portage street.

R. Bell, prominent South side grocer, is spending a few days in Grand Rapids this week as a delegate from the Stockbridge avenue Methodist church, members of that body being in convention there this week.

H. J. Newton, of Bellevue, is closing out his stock of groceries and fixtures.

The U. C. T. banquet and dancing party was well attended by the members of No. 156 Council and their wives last Friday night and enjoyed by all present.

The general committee who have in charge the arrangements for the U. C. T. State convention met and apportioned the work among the following committees:

Finance—Wm. D. Watkins, Past Grand Counsellor.

Publicity, Programme and Printing—Eugene A. Welsh, Past Grand Counsellor.

Entertainment—G. E. Ranney, Junior Counsellor.

Decorations—Geo. E. Kelley, Past Counsellor.

Reception—D. L. Goodrich, Senior Counsellor.

Halls and Hotels—Frank H. Clay, Past Grand District Deputy.

The announcement in last week's Tradesman of the candidacy of Geo. E. Kelley, Kalamazoo's candidate for Grand Sentinel, has resulted in numerous promises of strong support from members throughout the State.

The members of the various committees are live wires and are doing everything possible for a grand success when the convention meets here June 6 and 7. Watch the Tradesman each week for U. C. T. bulletins.

J. D. Clement, the versatile real estate operator and all round good fellow, recently celebrated the forty-fifth anniversary of his wedding at his unique home. A most enjoyable time was had by all present.

Frank A. Saville.

Bottom Facts From Booming Boyne City.

Boyne City, March 18—J. M. Foster, of Petoskey, has succeeded H. A. Clark as local manager of the Northern garage. Mr. Clark has had charge of the business for the past two years and goes from here to Cheboygan for the same company.

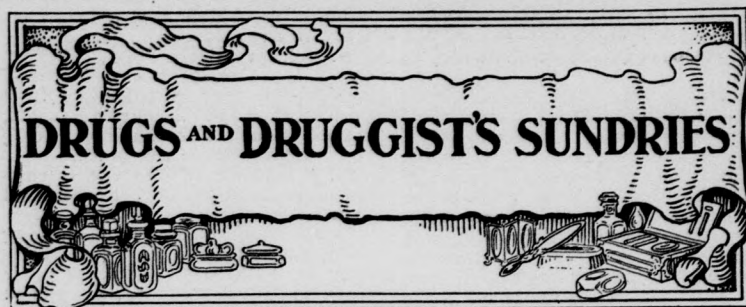
The semi-annual get-together banquet of the Chamber of Commerce was held last Friday, March 14. The dining room of the Wolverine was crowded to accommodate the guests and a very interesting meeting was held. Hon. Fred C. Wetmore, of Cadillac, Rev. John C. Willets, of Grand Rapids, I. L. Thompson, of Detroit, and an English orator, Mr. Erskine, addressed the meeting on various phases of important business and civic questions and Mrs. S. A. Fleming, the only local speaker, talked on local civic questions. Every one went home with the idea that the meeting was helpful and constructive to a degree.

W. H. White, now of Vancouver, B. C., was in town for a short business visit the past week.

Wolfson & Company have installed a complete new lighting outfit in their store, which has made a distinct improvement in its appearance. They have realized the distinctly attractive advertising value of a modern lighting equipment. It is no use to have a store full of attractive goods if people can't see them. Maxy.

The Thwaites Furniture Co. has been incorporated with an authorized capital stock of \$30,000, \$15,000 of capital stock of \$30,000, \$15,000 of which has been subscribed and paid in in property.

Fools throw kisses, but wise men deliver them in person.



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—Grand Rapids, March 18, 19 and 20; Detroit, June 17, 18 and 19.

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.

Report of the Druggists' Legislation Committee.

Your Committee on Legislation has held three meetings since appointment, the first being a joint meeting of the Executive and Legislative Committees, held at Lansing the first week in December. At this meeting a general discussion along legislative lines was taken up and it was very generally agreed that it was more important to watch legislation than to get new legislation on our own initiative.

The Pre-Requisite bill was discussed very thoroughly and it was decided to wait until labor conditions became more normal and it met with more general endorsement from the druggists of the State.

On motion, our President appointed a propaganda committee, to conduct a campaign of education, demonstrating the necessity of a Pre-Requisite education for pharmacists in Michigan, consisting of Geo. H. Gromet and C. A. Weaver, of Detroit, and Prof. Henry Kraemer, of Ann Arbor.

The following resolution was presented and unanimously carried:

Resolved—That the Executive and Legislative Committees of the Michigan State Pharmaceutical Association urge the State Board of Pharmacy to revoke the certificate of any registered pharmacist or registered druggist who violates the liquor laws of the State, as provided for in Section 19 of the pharmacy law and that said committees pledge enforcement of the liquor law of the State of Michigan.

At the last convention of our Association the Legislative Committee was instructed to employ an attorney to look after our interests at Lansing during the coming session of the Legislature, but after careful consideration your Committee decided that concerted action on the part of the Committee would secure better results than the employment of an attorney. As chairman of this Committee, I believe this was a wise move, as personal visits of the men themselves who were vitally interested in the legislation had much more influence than would the pleadings of a paid representative.

We are fortunate in having a druggist and member of our Association—Hon. Geo. S. Barnard, of Benton Harbor—as a member of the lower house and a great amount of credit is due him for his watchful care in looking after our interests. Much credit is also due the two local members of our Committee—Mr. Wilkinson and Mr. Morris—for keeping in close touch with the several heads of Departments at the Capitol and we owe them a debt of gratitude for their splendid assistance.

Mr. Hoffman, of Sandusky, a former member of the House, has also rendered invaluable support to this committee and continuously kept his "ear to the ground," on all legislative matters.

The second meeting of the Legislative Committee was held in Lansing Jan. 31 and, by invitation, was attended by Mr. Woodworth, of the Food and Drug Department. The item going the rounds of the State press regarding the amendment to the Wiley bill, which would operate as a great hardship on the druggists of the State, was fully discussed and we were given the assurance from Mr. Woodworth that no bill framed by his Department would be introduced in the Legislature until it had been submitted

to our Committee for approval. Suggestions were made by both Mr. Woodworth and our Committee which met with the approval of both parties interested.

This was a pleasant and apparently profitable meeting. A clear understanding was reached regarding legislation as emanating from the Food and Drug Department.

We also had a two hour conference with Dr. Clin, Secretary of the Board of Health, and he promised us co-operation so far as legislation from his Department was concerned.

We returned home feeling that we could "rest on our oars" and that we had very little to fear from legislation this winter. But on Feb. 19 we were hurriedly informed that the much dreaded bill which we had been worrying about had been introduced by Representative Lewis, of Bangor, and that, owing to the decision of the Supreme Court regarding the importation of liquor into the State, the bill was liable to be rushed through. Through the efforts of Mr. Hoffman a hearing before the Liquor Committee was granted us Tuesday evening, Feb. 25. There was a large delegation present at this hearing and splendid talks were given by our President, Mr. Webster, Mr. Wilkinson, Mr. Hoffman, Mr. Seltzer, Mr. Bogart, of Farland, Williams & Clark, Mr. Hutchins, of Hazeltine & Perkins Drug Co., and Mr. Thompson, attorney for the Proprietary Association. This bill would require prescriptions of physicians for all alcoholic preparations capable of being used as a beverage and it was the intention of the Liquor Committee to report it out the next day.

After the above discussion regarding the bad feature of the bill the Committee were favorably impressed by our claims and the matter was left in hands of Representative Barnard and Mr. Hoffman to so modify the bill that it would not interfere with our rights as pharmacists.

The bill as modified was later on passed to Representative Barnard for his O. K. and after a written opinion from the Attorney General to the effect that the bad features of the bill—from our standpoint—had been eliminated, he gave it his approval. However, up to this date, the bill has not been acted upon and was laid over until printed copies could be obtained. As to what the remainder of the session of the Legislature may bring forth, we are unable to say, but this Association may rest assured that the Legislative Committee are still "listening" and every effort will be made to defeat any bill that strikes at honest pharmacy.

Every member of this Association and every druggist of Michigan should hold himself in readiness to get in touch with his Representative and Senator and stop any legislation that interferes with our lawful rights as pharmacists. We are only asking for fair treatment and we believe the druggists of Michigan are as law abiding citizens as any class of men in the State.

The biennial Venders bill has not been introduced by us, as after some correspondence with Samuel C. Henry, Secretary of the N. A. R. D., it was deemed unwise to introduce such a bill. Quoting from one of his letters he says "Numerous vendors bills have been introduced in several of the legislatures, but so far as my knowledge goes none of them have ever been passed, therefore it is not possible for me to tell you of any state where such a law is working."

The N. A. R. D. Executive Committee hope in the near future to have a model vendors bill drafted for introduction in the legislatures of the several states.

The State Board of Pharmacy is to be commended for their prompt action in revoking the pharmacist license of the Detroit druggist who so wilfully violated the prohibition law of the State and this would seem to be a proper solution of the enforcement of the law, if a few of the registered pharmacists persist in their flagrant violation of this law.

In conclusion, we wish to urge upon every one of you to do your best when called upon, as our greatest influence is felt by the solid front we present.

We want to thank the many who have so kindly assisted us in our efforts and trust the incoming Committee may receive the same unselfish support.

D. G. Look,
Chairman Legislative Committee.

Another Bar to German Dyes.

A good point is made in the report of the Alien Property Custodian with regard to the protection which will be given to the makers of dyes and other synthetic products of coal tar intermediates. As has been stated hitherto, a holding company has been formed here to take over the German patents for the substances. These patents are very numerous and cover not merely the products but many of the ingredients as well as processes. The greatest ingenuity was shown in putting them through in such a way as to make them impregnable for as long a term as possible. Besides this, the effort was to make it impossible for any one else following the formulas to produce the substances. Some necessary ingredient would be omitted, or else some one would be given that would queer the whole process. Since this country declared war against Germany, the various dye-making concerns here have obtained licenses to use certain of the German patents. Now all of them are to be taken by an all-American company which will see to it that they may be made use of by any establishment in this country which is free from alien ownership. The effect of this will be to prevent the import of similar dyes made in Germany, because this would be in violation of the rights of the owners of the patents who are now Americans. It will be an embargo on all dyes, drugs, and chemicals the patents for which have been hitherto taken out in this country by Germans. Incidentally, it will be a bit of poetic

justice, since some years ago this very power was invoked by the German patentees of phenacetin among other things for their protection, a plan which enabled them to sell that substance at a higher price here than in Canada, and to prevent the importation of it from the latter.

Never fool with a fool; he might fool you.

Bowser Oil Storage Outfits keep oils without loss, measure accurate quantities. Write for descriptive bulletins.

S. F. BOWSER & COMPANY, Inc.
Ft. Wayne, Indiana, U. S. A.

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**BITUMINOUS COALS
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A. B. Knowlson Co.
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This New Metal
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∴

Michigan

Report of Secretary Wheaton at Lansing Convention.

I come before you to-day with my third annual report, feeling that while it has been but nine months since we last met in convention, that nine months has been the most productive of results of any like period in the history of the Association.

I believe that the various reports will bear me out in this.

Your Executive Committee has held two meetings this year, a detailed account of which will be given you by the chairman of that committee.

Your Legislative Committee has been very active this year, an account of their activities will be given you in detail by the chairman of that committee.

The membership is a little above the average this year, considering the short year.

At the meeting of the Executive Committee, held in July, it was decided to continue the same arrangement for securing new members that prevailed last year. However, there was little interest taken in this until late in the year.

We are indebted to Mr. Boden, Secretary of the Board of Pharmacy for a very large majority of the new members obtained this year. Through his courtesy the Secretary of this Association was permitted to send out some slips along with the notices for re-registration that netted the Association a very substantial increase in membership. It is the opinion of your Secretary that Mr. Boden should be given a vote of thanks at this time for his courtesy.

Here is the result of the efforts of the Membership Committee, Travelers, your Secretary and members secured by the Travelers:

Frank E. Weeks of Detroit 14
Walter S. Lawton of Grand Rapids .. 5
J. J. Dooley of Grand Rapids 1
T. E. Rely of Grand Rapids 1
Clyde Johnson of Lapeer 4

Making a grand total of 25

Members secured by the Membership Committee:

J. G. Steketee of Grand Rapids 3
D. E. Perrin of Detroit 2
H. H. Hoffman of Sandusky 9
C. E. Wilkinson of Lansing 19

Making a total of 33

Sent to the Secretary from slips sent out, 84.

Making a grand total for the year of 142 for the convention year just ended.

Financial Statement.
Cash on hand July 17, 1919 \$361.44
War savings stamps in hands of Treasurer 50.16
Received from dues 692.00
Received from membership 280.00

Orders paid No. 10 to 50 inclusive 788.12

Leaving a cash balance on hand at this date of \$610.48
Total number of members last report 849
New members to date 142

Total 991
From which we are sorry to have to make the following deductions:
Loss by death 11
By resignation 4
By retiring from business 13
Mail returned 13
Suspended for non-payment of dues 49

Making a total of 90

Total membership, June 25, 1918 849

New members this year 142

Total 991

Less deductions 90

Leaving a total membership to-day 901

A net gain for the year of 52

If there is much talk among your customers about the retailer being unnecessary and about the money saved in buying direct, the chances are that you are not rendering the public much service.

New Delicious Desserts—

housewives are making them from old recipes by simply adding

Mapleline

The Golden Flavor

to get new taste, beautiful maple-gold color. Talk Mapleline and increase your profits.

Order of your jobber or Louis Hilfer Co., 1205 Peoples Life Bldg., Chicago.

Crescent Mfg. Co., (M-382) Seattle, Wash.



1919

Drugs, Sundries, Books, Stationery.

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

We are diligently reminding our friends, customers and those who contemplate making any change or who are considering the installation of a new outfit in the way of a soda fountain and all of the appurtenances, that the coming season is to be without doubt one of the most prosperous in this line that we have ever known.

We are pleased to state that every indication brings ample proof that our prophecy is well founded. Many parties who in the early part of the season hesitated have already installed new outfits and many inquiries are coming to us as regards styles, prices, etc.

Considering the fact that soda fountain supplies are to be fully adequate to the demand, we are now confident that within the next sixty days the factories and the distributors will find themselves with more business than they can possibly attend to promptly.

We are, therefore, once more urging those who are at all interested to take this matter up with our Mr. A. W. Olds, who is devoting his entire time to this department. We have continued our agency for the Guarantee Iceless Fountain made at Grand Haven, Mich., and which gives universal satisfaction not only as to its workable features, but as to its style and quality of construction.

We would be pleased to have you make an engagement with Mr. Olds at the earliest possible moment.

Yours respectfully,

Hazeltine & Perkins Drug Co.
Grand Rapids, Michigan

WHOLESALE DRUG PRICE CURRENT

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

Acids	Cotton Seed 2 05@2 30	Capsicum @2 15
Boric (Powd.) .. 18@ 25	Eigerson 6 50@6 75	Cardamon @2 10
Boric (Xtal) 18@ 25	Cubebs 11 50@11 75	Cardamon, Comp. @1 60
Carbolic 37@ 40	Eigerson 7 00@7 25	Catechu @2 10
Citric 1 48@1 55	Eucalyptus 1 25@1 35	Cinchona @2 25
Muriatic 10@ 15	Hemlock, pure 2 00@2 25	Colchicum @2 40
Nitric 3 4@ 5	Juniper Berries 15 00@16 25	Cubebs @2 60
Oxalic 53@ 60	Juniper Wood .. 3 00@3 25	Digitalis @1 60
Sulphuric 3 4@ 5	Lard, extra 1 50@1 70	Gentian @1 35
Tartaric 1 12@1 20	Lard, No. 1 1 30@1 50	Ginger @1 50
Ammonia	Lavender, Flow. 8 50@8 75	Gualiac @2 20
Water, 26 deg. .. 11@ 20	Lavender, Gar'n 1 25@1 40	Gualiac, Ammon. @1 80
Water, 18 deg. .. 10@ 18	Lemon 2 50@2 75	Iodine @2 00
Water, 14 deg. .. 9@ 17	Linseed, boiled, bbl. @1 69	Iodine, Colorless @1 60
Carbonate 19@ 25	Linseed, bld less 1 79@1 84	Kino @1 65
Chloride (Gran.) 20@ 30	Linseed, raw, bbl. @1 67	Myrrh @2 50
Balsams	Linseed, raw less 1 77@1 82	Nux Vomica @1 75
Copaiba 1 20@1 40	Mustard, true, oz. @2 95	Opium @7 50
Fir (Canada) .. 1 75@2 00	Mustard, artihl. oz. @1 60	Opium, Camph. @1 35
Fir (Oregon) .. 40@ 50	Neatsfoot 1 30@1 50	Opium, Deodor'd @9 50
Peru 4 75@5 00	Olives, pure 7 50@9 00	Rhubarb @1 65
Polu 1 75@2 00	Olives, Malaga, yellow 6 50@7 00	Paints
Barks	Olives, Malaga, green 6 50@7 00	Lead, red dry 13@13 1/4
Cassia (ordinary) 40@ 45	Orange, Sweet .. 4 00@4 25	Lead, white dry 13@13 1/4
Cassia (Saigon) 90@1 00	Origanum, pure @2 50	Lead, white oil .. 13@13 1/4
Sassafras (pow. 50c) @ 45	Origanum, com'l @7 75	Ochre, yellow bbl. @ 1 1/2
Soap Cut (powd.) 35c 26@ 30	Pennyroyal 2 50@2 75	Ochre, yellow less 2 @ 5
Berries	Peppermint 10 00@10 20	Putty 4 1/2@ 7
Cubeb 1 75@1 80	Rose, pure 38 00@40 00	Red Venet'n Amer. 2 1/2@ 5
Fish 1 00@1 10	Rosemary Flows 2 00@2 25	Red Venet'n, Eng 2 1/2@ 5
Juniper 10@ 18	Sandalwood, B. I. 18 50@18 75	Vermillion, Amer. 25@ 30
Prickley Ash @ 30	Sassafras, true 3 50@3 75	Whiting, bbl. @ 2 1/2
Extracts	Sassafras, artih'l 90@1 20	Whiting 3 1/4@ 6
Licorice 60@ 65	Spearmint 12 00@12 25	L. H. P. Prep. 2 90@3 10
Licorice powd. .. 1 25@1 50	Sperm 2 65@2 85	Miscellaneous
Flowers	Tansy 5 50@5 75	Acetanalid 75@ 80
Arnica 1 20@1 25	Tar, USP 45@ 60	Alum 17@ 20
Chamomile (Ger.) 70@ 80	Turpentine, bbls. @ 8 1/2	Alum, powdered and ground 18@ 21
Chamomile Rom. 1 50@1 60	Wintergreen, less 92@1 00	Bismuth, Subnitrate 4 00@4 10
Gums	Wintergreen, sweet birch 1 00@1 20	Borax xtal or powdered 10@ 15
Acacia, 1st 75@ 80	Wintergreen, art 1 00@1 20	Cantharides po 2 00@6 50
Acacia, 2nd 65@ 75	Wormseed 6 50@6 75	Calomel 2 40@2 50
Acacia, Sorts 35@ 40	Wormwood 7 50@7 75	Capsicum 38@ 45
Acacia, powdered 60@ 70	Potassium	Carbide 6 50@7 00
Aloes (Barb. Pow) 30@ 40	Bicarbonate 1 00@1 20	Cassia Buds 50@ 60
Aloes (Cape Pow.) 30@ 35	Bichromate 52@ 60	Cloves 77@ 85
Aloes (Soc Pow.) 1 30@1 35	Bromide 85@ 95	Chalk Prepared 12@ 15
Asafoetida 4 75@5 00	Carbonate 1 20@1 30	Chalk Precipitated 12@ 15
Pow.	Chlorate, gran'r 70@ 75	Chloroform 65@ 72
Camphor 3 35@3 40	Chlorate, xtal or powd. 45@ 50	Chloral Hydrate 1 80@2 00
Gualiac @2 75	Cyanide 40@ 60	Cocaine 12 30@12 85
Gualiac, powdered @ 2 75	Iodide 4 29@4 36	Cocoa Butter 50@ 60
Kino @ 85	Permanganate 2 00@2 25	Corks, list, less 40% @ 3
Kino, powdered .. @ 1 40	Prussiate, yellow @1 50	Copperas, bbls. @ 2
Myrrh 1 50@1 60	Prussiate, red .. 3 00@3 25	Copperas, less 3 1/2@ 8
Opium 28 50@29 00	Sulphate @1 00	Copperas, powd. 4 1/2@ 10
Opium, powd. 31 25@32 00	Roots	Corrosive Sublim 2 10@2 20
Opium, gran. 31 25@32 00	Alkanet 4 50@4 75	Cream Tartar 75@ 85
Shellac 85@ 90	Blood, powdered 1 10@1 20	Cuttlebone 95@ 1 00
Shellac, Bleached 90@ 95	Calamus 60@2 50	Dextrine 10@ 15
Tragacanth 5 00@5 50	Elecampane, pwd. 22@ 25	Dover's Powder 5 75@6 00
Tragacanth powder @ 4 50	Gentian, powd. 27@ 35	Emery, All Nos. 10@ 15
Turpentine 15@ 20	Ginger, African, powdered 32@ 35	Emery, Powdered 8@ 10
Insecticides	Ginger, Jamaica, powdered 32@ 35	Epsom Salts, bbls. @ 4 1/4
Arsenic 15@ 20	Ginger, Jamaica, 35@ 40	Epsom Salts, less 5@ 10
Blue Vitriol, bbl. @10 1/2	Seeds	Ergot 4@ 00
Blue Vitriol, less 11 1/2@ 20	Anise 42@ 45	Ergot, powdered 4@ 00
Bordeaux Mix Dry 20@ 25	Anise, powdered 47@ 50	Flake White 15@ 20
Hellebore, White powdered 38@ 45	Bird, Is 13@ 19	Formaldehyde, lb. 27 1/2@ 30
Insect Powder 40@ 60	Canary 28@ 35	Gelatine 1 75@1 90
Lead, Arsenate Po 34@ 44	Caraway, Po. 80 70@ 75	Glassware, full case 50%
Lime and Sulphur Solution, gal. .. 20@ 25	Cardamon 1 80@2 00	Glassware, less 50%
Paris Green 46@ 52	Celery, powd. 1 00 90@1 00	Glauber Salts, bbl. @ 3
Ice Cream	Coriander powd. 30 22 1/2@ 25	Glauber Salts less 4@ 8
Piper Ice Cream Co., Kalamazoo	Dill 30@ 35	Glue, Brown 25@ 35
Bulk, Vanilla 1 00	Fennel 1 00@1 20	Glue, Brown Grd. 20@ 30
Bulk, Chocolate 1 10	Flax 10@ 15	Glue, White 30@ 35
Bulk, Caramel 1 10	Flax, ground 10@ 15	Glue, White Grd. 30@ 35
Bulk, Strawberry 1 20	Foenugreek pow. 22@ 30	Glycerine 22 1/2@ 37
Bulk, Tutti Fruiti .. 1 20	Hemp 11 1/2@ 15	Hops 60@ 75
Brick, Vanilla 1 20	Lobelia 40@ 50	Iodine 5 60@5 90
Brick, Chocolate 1 60	Mustard, yellow .. 45@ 50	Iodoform 6 50@6 74
Brick, Caramel 1 60	Mustard, black .. 30@ 35	Lead, Acetate 25@ 30
Brick, Strawberry 1 60	Poppy @1 00	Lycopodium 2 25@2 50
Brick, Tutti Fruiti .. 1 60	Quince 1 50@1 75	Mace 85@ 90
Brick any combination 1 60	Rape 15@ 20	Mace, powdered 95@1 00
Leaves	Sabadilla @ 35	Menthol 8 00@8 20
Buchu @4 35	Sabadilla, powd. 30@ 35	Morphine 15 45@16 00
Buchu, powdered @4 50	Sunflower 18@ 25	Nux Vomica @ 30
Sage, bulk 67@ 70	Worm American .. @ 25	Nux Vomica, pow. 25@ 35
Sage, 1/4 loose 72@ 78	Worm Levant .. 1 65@1 75	Pepper black pow. 53@ 55
Sage, powdered 65@ 80	Tinctures	Pepper, white @ 50
Senna, Alex 1 40@1 50	Aconite @1 70	Pitch, Burgundy @ 15
Senna, Tinn. 38@ 45	Aloes @1 35	Quassia 12@ 15
Senna, Tinn. pow. 50@ 55	Arnica @1 50	Quinine 1 25@1 72
Uva Ursi 45@ 50	Asafoetida @3 30	Rochelle Salts .. 50@ 65
Oils	Belladonna @1 80	Saccharine @ 56
Almonds, Bitter, true 18 50@18 75	Benzoin @2 15	Salt Peter 36@ 45
Almonds, Bitter, artificial 7 00@7 20	Benzoin Compo'd @3 00	Selditz Mixture . 48@ 55
Almonds, Sweet, true 4 00@4 25	Buchu @2 70	Soap, green 20@ 30
Almonds, Sweet, imitation 75@1 00	Cantharides @3 80	Soap mott castile 22 1/2@ 25
Amber, crude 4 00@4 25	Alkalies	Soap, white castile case @25 00
Amber, rectified 5 50@5 75	Ammonia @1 35	Soap, white castile less, per bar. @2 65
Anise 2 50@2 75	Amonite @1 70	Soda Ash 4 1/4@ 10
Bergamont 9 50@9 75	Aloes @1 35	Soda Bicarbonate 3 1/2@ 5
Cajuput 1 75@2 00	Arnica @1 50	Soda, Sal @ 5
Cassia 4 50@4 75	Asafoetida @3 30	Spirits Camphor @2 00
Castor 3 10@3 30	Belladonna @1 80	Sulphur, roll 4 1/4@ 10
Cedar Leaf 1 75@2 00	Benzoin @2 15	Sulphur, Subl. 4 9-10@ 16
Citronella 90@1 20	Benzoin Compo'd @3 00	Tamarinds 25@ 30
Cloves 3 50@3 75	Buchu @2 70	Tartar Emetic 1 03@1 10
Cocoonut 40@ 50	Cantharides @3 80	Turpentine, Ven. 50@6 00
Cod Liver 5 60@5 75	Alkalies	Vanilla Ex. pure 1 50@2 00
Croton 2 00@2 25	Ammonia @1 35	Witch Hazel 1 35@1 75

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	
Cheese		Candles	
		Whole Cloves	
		Ground Cloves	
		Whole Black Pepper	
		Ground Black Pepper	
		Paper	
AMMONIA		CHEWING GUM	
Arctic Brand		Adams Black Jack	
12 oz. 16c, 2 doz. box		Beeman's Pepsin	
16 oz. 25c, 1 doz. box		Beechnut	
32 oz., 40c, 1 doz. box		Doublemint	
		Flag Spruce	
		Juicy Fruit	
		Sterling Gum Pep.	
		Spearmint, Wrigleys	
		Yucatan	
		Zeno	
AXLE GREASE		CHOCOLATE	
Mica, 25 lb. pail		Walter Baker & Co.	
		German's Sweet	
		Premium	
		Caracas	
		Walter M. Lowney Co.	
		Premium, 1/2	
		Premium, 1/4	
BAKED BEANS		CIGARS	
No. 1, per doz.		Johnson Cigar Co. Brands	
No. 2, per doz.		Dutch Masters Club	
No. 3, per doz.		Dutch Masters Banq.	
		Dutch Masters Inv.	
		Dutch Masters Pan.	
		Dutch Master Grande	
		Dutch Master Special	
		El Portana	
		Gee Jay	
		Dutch Masters Six	
		Dutch Masters Hand	
		Made	
		Dutch Masters Baby	
		Grand	
		Little Dutch Masters	
		S. C. W. new size	
		Dutch Masters Sec-	
		onds, new size	
		Peter Dornbos Brands	
		Dornbos Single Bndr.	
		Dornbos Perfecto	
		Van Dam, 5c	
		Van Dam, 6c	
		Van Dam, 7c	
		Van Dam, 10c	
		Worden Grocer Co. Brands	
		Boston Straight	
		Trans Michigan	
		Court Royal	
		Hemmett's Cham-	
		pion	
		Iroquois	
		Qualex	
		La Qualatinia	
		Worden's Hand Made	
		B. L.	
		Royal Major	
		La Valla Rosa	
		La Valla Rosa, Kids	
		Valla Grande	
		Kuppenheimer, No. 2	
		First National	
		CLOTHES LINE	
		No. 40 Twisted Cotton	
		No. 50 Twisted Cotton	
		No. 60 Twisted Cotton	
		No. 80 Twisted Cotton	
		No. 50 Braided Cotton	
		No. 60 Braided Cotton	
		No. 50 Sash Cord	
		No. 60 Sash Cord	
		No. 60 Jute	
		No. 72 Jute	
		No. 60 Sisal	
		Galvanized Wire	
		No. 20, each 100ft. long	
		No. 19, each 100ft. long	
		No. 20, each 100ft. long	
		No. 19, each 100ft. long	
		COCOA	
		Baker's	
		Bunte, 10c size	
		Bunte, 1/2 lb.	
		Bunte, 1 lb.	
		Cleveland	
		Colonial, 1/2	
		Colonial, 1/4	
		Epps	
		Hershey's 1/2	
		Hershey's 1/4	
		Huyler	
		Lowney, 1/2	
		Lowney, 1/4	
		Lowney, 1/2	
		Lowney, 1/4	
		Van Houten, 1/2	
		Van Houten, 1/4	
		Van Houten, 1/2	
		Van Houten, 1/4	
		Webb	
		Wilbur, 1/2	
		Wilbur, 1/4	
		CHEESE	
		Peerless	
		Brick	
		Lelden	
		Limburger	
		Pineapple	
		Edam	
		Sap Sago	
		Swiss, Domestic	
		CORN	
		Fair	
		Good	
		Fancy	
		French Peas	
		Monbadon (Natural)	
		per doz.	
		Gooseberries	
		No. 2, Fair	
		No. 10	
		Standard	
		Hominy	
		1 lb.	
		Lobster	
		1/2 lb.	
		Picnic Flat	
		Mackerel	
		Mustard, 1 lb.	
		Mustard, 1/2 lb.	
		Soused, 1 1/2 lb.	
		Soused, 2 lb.	
		Tomato, 1 lb.	
		Tomato, 2 lb.	
		Mushrooms	
		Buttons, 1/2	
		Buttons, 1s	
		Hotels, 1s	
		Oysters	
		Cove, 1 lb.	
		Cove, 2 lb.	
		Plums	
		Pears in Syrup	
		No. 2 can per doz.	
		Peas	
		Marowfat	
		Early June	
		Early June siftd	
		Peaches	
		Pie	
		No. 10 size can pie	
		Pineapple	
		Grated, No. 2	
		Sliced No. 2 Extra	
		Pumpkin	
		Good	
		Fancy	
		No. 10	
		Raspberries	
		No. 2, Black Syrup	
		No. 10, Black	
		No. 2, Red Preserved	
		No. 10, Red, Water	
		Salmon	
		Warrens, 1 lb. Tall	
		Warrens, 1 lb. Flat	
		Red Alaska	
		Med. Red Alaska	
		Pink Alaska	
		Sardines	
		Domestic 1/2	
		Domestic 1/4 Mustard	
		Domestic 1/2 Mustard	
		Norwegian, 1/2	
		Portuguese, 1/2	
		Sauer Kraut	
		No. 3, cans	
		No. 10, cans	
		Shrimps	
		Dunbar, 1s doz.	
		Dunbar, 1 1/2 doz.	
		Succotash	
		Fair	
		Good	

HIDES AND PELTS

Green, No. 1	15
Green, No. 2	14
Cured, No. 1	18
Cured, No. 2	17
Calfskin, green, No. 1	30
Calfskin, green, No. 2	28 1/2
Calfskin, cured, No. 1	32
Calfskin, cured, No. 2	30 1/2
Horse, No. 1	6 00
Horse, No. 2	5 00

Old Wool	75@2 00
Lambs	1 00@2 00
Shearings	1 00@2 00

Prime	@ 07
No. 1	@ 06
No. 2	@ 05

Unwashed, med.	@ 35
Unwashed, fine	@ 30

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

Per doz.		90	
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10 lb. Kanakin, per pail	1 40
30 lb. pails, per pail	2 50

8 oz. capped in bbls.	per doz.		40
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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

Per case		4 15	
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Fancy Open Kettle		68	
Good		58	
Stock		2 75	

Red Hen, No. 2		2 75	
Red Hen, No. 2 1/2		3 35	
Red Hen, No. 5		3 25	
Red Hen, No. 10		3 15	

Uncle Ben, No. 2		2 75	
Uncle Ben, No. 2 1/2		3 35	
Uncle Ben, No. 5		3 25	
Uncle Ben, No. 10		3 15	

Ginger Cake, No. 2		3 10	
Ginger Cake, No. 2 1/2		4 00	
Ginger Cake, No. 5		3 90	
O. & L. Open Kettle		5 60	

1/2 lb. 6 lb. box		30	
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NUTS—Whole	
Almonds, Terragona	30
Brazils, large washed	
Fancy Mixed	

Peanuts, Spanish		12 1/2	
Walnuts California 36@37		30	
Walnuts, French		30	

Almonds		55	
Peanuts, Spanish		15 1/2	
10 lb. box		15	

100 lb. bbl.		15	
Peanuts, Spanish		14 1/2	
200 lb. bbl.		1 00	
Pecans		90	
Walnuts		90	

Bulk, 1 gal. kegs	@ 1 60
Bulk, 2 gal. kegs	@ 1 35
Bulk, 5 gal. kegs	@ 1 30

Stuffed, 5 oz.		1 25	
Stuffed, 14 oz.		3 00	
Pitted (not stuffed)		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	

Perfection		12 7	
Red Crown Gasoline		23 7	
Gas Machine Gasoline		44 2	
V. M. & P. Naphtha		23 7	
Capitol Cylinder, Iron		39 8	

Atlantic Red Engine		24 8	
Iron Bbls.		14 3	
Winter Black, Iron		44 8	
Bbls.		44 8	

Monarch, bbls.		7 75	
Rollad Avena, bbls.		8 00	
Steel Cut, 100 lb. sks.		5 00	
Monarch, 100 lb. sks.		4 25	
Quaker, 18 Regular		1 85	
Quaker, 20 Family		5 20	

Blue Rose		9 1/2 @ 10 1/2	
Broken			

Blue Rose		9 1/2 @ 10 1/2	
Broken			

Blue Rose		9 1/2 @ 10 1/2	
Broken			

PICKLES

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

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

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

Barrels		28 00	
Half barrels		5 00	
Half barrels		14 50	

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

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

Babbitt's, 2 doz.		2 75	
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Clear Back		52 00@53 00	
Short Cut Clr		44 00@45 00	
Brisket, Clear		55 00@56 00	
Pig		48 00	
Clear Family		48 00	

Pure in tierces		29@30	
Compound Lard 24		24 1/2	
80 lb. tubs		advance 1/2	
60 lb. tubs		advance 1/2	
50 lb. tubs		advance 1/2	
20 lb. tubs		advance 1/2	
10 lb. pails		advance 1/2	
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GIVE EVERY MAN A CHANCE.

Unfairness of Much So-Called Labor Legislation.

Written for the Tradesman.

The numerous strikes throughout the country for higher wages among those workmen who are receiving anywhere from 65 to 85 cents per hour, calls to mind another day when men were content to work for the going wage and made no fuss about it either.

Back in the days immediately preceding the Civil War the wage of an ordinary workman was seldom above \$16 per month and board. Many worked in mills for from \$12 to \$14 per month and board. The going wage was thought to be fair and the men were as happy and independent as one need to ask to know.

I knew one man who worked every year for a farmer at 50 cents per day, he boarding himself. That was the going wage and nobody complained. One may wonder how at such low wages a man could make his way in the world, marry, raise a family and become a good citizen. Well, such was the fact all the same. One youth of seventeen hired out to a Muskegon mill owner to chop slabs for \$8 per month and his board. What prospect had he, do you imagine, to get on in the world?

This young man did make good, however, without grumbling, growling or going on a strike. He worked his way into higher things, entering the mill after a time at a little better pay. He finally worked his way to a foremanship, afterward becoming a member of the firm and a very wealthy man.

Labor unions had not at that time been engrafted onto this country from England. Employers and employees were on the most friendly terms, every man having an opportunity to prove what there was in him, which, if it was there, came out sooner or later to the credit of the man who labored.

People sometimes remark in uncomplimentary terms on the \$30 per month paid our soldier boys, forgetting that up to the beginning of this world war the common soldier received only one-half as much. The greatest rebellion in history, our Civil War of 1861-5, was fought to a finish by young men and boys, mostly volunteers at that, for a monthly stipend of \$15 per month and found. That war lasted four years, and when the boys in blue were paid off they received their wages in depreciated currency that was worth but 35 cents on the dollar.

Such facts as these remind us that men who live to-day are enjoying paradisiacal conditions, as compared with sixty years ago. We are making progress, of course. Less hours, more wages and the like. It must also be borne in mind that those workers for small wages in ante bellum days served eleven hours every day instead of eight or nine. The writer of this article worked two seasons in a mill, putting in twelve hours a day for \$1.25 per day, boarding himself, which you will note was but a fraction over

10 cents per hour. He has worked months seeing the sun only at noon, going to work before sunrise, quitting after sunset, and had no thought of kicking or raising heel because of the bloated lumber baron who employed him.

There has been a good deal said about a "living wage." Will some wise head please name that amount? In a thriving manufacturing village some years ago there were two men employed in the same factory. One received \$12 per week, had a wife and two children, while the other received \$18 per week, with only himself and wife to care for. At the end of a few years the first man had a comfortable home paid for, with a nest egg in the bank; the higher salaried man was still at his job, paying rent, with no more than a week's salary laid by.

One may well ask why? The first man had an object in view, toward which he worked continuously, and his wife was of the same mind; they saved instead of wasted and are looking forward to a competency in their old age. It is the man and not the salary he draws that makes the difference. It is the same way in all walks in life. Plainly every man is the architect of his own fortunes. Barring illness and accidents, any able bodied man can become successful in a money sense, and in doing this, feel proud of the fact that he is a free American, untrammelled by the withes that bind the man who is an abject slave to an arbitrary and unreasonable trades union.

It is hard to determine the amount that will constitute what is called a living wage. No two men would place the amount at the same figure. What would be a living wage for one man would prove but small picking for another. The labor problem is being talked over by men in high positions as well as by the toiler in the shops and on the farm. What is this problem and why should it exist?

The General Government started this discontent by boosting wages on railroads and in other lines so high that it is impossible for the individual employer of labor to meet these demands. Capital—that is, private capital—cannot do business on a losing scale as the railroads under Government ownership have been doing. The bad example set by the National employers of labor has more to do with the present unrest and stagnation in many lines of endeavor than anything else.

There is much talk of labor sharing in the profits it produces. Some have declared that a profit-sharing business is to be the successful business of the future. This may be true, but there is another way to look at this proposition. When everything is smooth sailing and profits are coming in, everything will be lovely, but isn't there another side to the picture which those who speak for the one side in the problem of labor fail to take into consideration?

Every business is not always profitable. Some are enormously so, as we see in the Ford works. When ad-

verse winds blow, when corners have to be cut and there are losses instead of profits, will labor be willing to share in the loss by accepting a reduced wage? Up to the present time we have not noticed this willingness on the part of the wage earner. If he is to share in the profits, is it more than fair for him to help make good the losses when they come, as they surely do at times?

The proper relationship between capital and labor is a problem that requires careful handling, yet it does not seem necessary to pass special laws in favor of labor if by so doing the employer is unjustly discriminated against. Every American citizen should stand equal before the law. In an effort to exploit moneyed men there have been laws placed on the statute books that will not bear careful analysis. It is as unjust to curry favor with the one class as the other. The common law, wherein every man, high or low, rich or poor, meets on a common level is the one that meets all requirements and should be the only one worthy the approval of the public.

It might be well to remember that the laborer of to-day may be the capitalist of to-morrow. Nearly all of our very wealthy men of the last century sprang from the ranks of labor. These made their way in the world through their own honest efforts, unhindered by the binding chains forged upon their limbs by infamous labor unions. Individuality is what counts in the long run. It is the individual who succeeds or fails in the battle for human advancement. Give every man a chance. There should be no labor problem. In place of that we should all strive to give every man an opportunity to make for himself a place in the world which cannot be done by the enactment of any sort of class legislation, no matter by whom advanced, be it fathered in a labor union lodge room or in the gilded office of one of our great American capitalists.

Old Timer.

The Cry You Have Never Heard.

You have heard the anguish of their saked and sobbing cities—you have heard the cries of their flogged and fainting peoples—you have heard the screams of their women in the rancid embrace of the bestial Hun—you have heard the bullet-broken supplications of their families at prayer—you have heard the horror of death issuing from their wounded ships at sea—you have heard the chant of death over the blackened embers of their homes—you have heard the flight of death to their little ones asleep—but never once out of the black hell of their tribulations have you heard a cry for peace, and you never will!—that cry is coming, but it is not coming from the Allied lines—it is coming, but it is not coming from the blood-spattered ensigns of freedom—it is coming from the overrated egotistical Hun—and it will not be the sad and solemn spectacle of a brave enemy accepting an honorable defeat—it will be the yellow whimper of kamerad from the yellow soul of kultur!

What Discount Can Grocer Afford to Give?

Tecumseh, March 17—I have been much interested in the letters and editorials in the Tradesman in regard to cash discounts to consumers. I have thought for a long time that I would like to make a difference between cash and credit customers, but have been afraid to do so. My trade is mostly for cash, but I have a number of good credit customers.

I have tried to make myself think that the credit customers are as good as the others and I still think many of them are. I had rather have a credit customer who gives us all his trade in our line and pays promptly without being asked to do so at certain times of not more than thirty days apart than a cash customer who comes to us only when we have some article better or cheaper than our competitor is selling. Cash-and-carry stores can sell cheaper than we can, but the real difference is not so great as many think. Some articles they sell at cost or even less, while the price on many things is the same as ours and on some articles even more. I have studied this subject from every angle and still I am at a loss what to do.

I have thought about giving 2 per cent. discount for cash, but am afraid it would look small to the customer, and still it would cost us at least \$12 per week or \$500 per year. Then the question comes up, Would our sales increase enough to enable us to pay the price?

I wonder if the store of the Goodman-Akom Co., Allegan, is a grocery or a general store. If groceries alone, they must get better profits than we do if they can give a discount of 5 per cent.

Any information on the subject will be thankfully received.

Perhaps we will hear from other grocers who have tried discounting. In buying, I take all my discounts and am glad to pass them on, but a large part of our goods are bought for net cash.

I thank you for past favors and hope to obtain some valuable information on this subject.

Frank D. Avery.

The Goodman-Akom Co. handles groceries only.

Such a thing as good prices on groceries is unknown in Allegan. Groceries have always been sold at low prices in that city, because the general stores (especially the so-called grange store) have always made leaders of groceries as baits to attract patronage in other departments. The Tradesman has been familiar with trade conditions in Allegan for thirty-six years and cannot now recall a single merchant who ever acquired a competence in Allegan handling groceries alone.

Mr. Avery's fear that he could not stand a discount of 5 per cent. for cash and carry is not substantiated by the official statistics. The Bureau of Business Research of Harvard College finds that the delivery expense of the retail grocer varies from 1.1 to 5.9 per cent., the average being 3 per cent.

The cost of keeping track of credit accounts varies from .5 to 2.12, the average being 1.6 per cent.

The losses from bad debts varies from .01 to 2.2, the average being 1/2 of 1 per cent.

These items make 5.1 per cent., showing that it is practical for every grocer to give a 5 per cent. deduction for cash-and-carry and still be on the safe side.

So-Called Olive Oils Falsely Labeled.

Several seizures have been made and a number of prosecutions instituted as a result of a campaign inaugurated by the officials charged with the enforcement of the Federal Food and Drugs Act against the interstate shipment of adulterated and misbranded olive oil.

Consumers are advised by the Bureau of Chemistry, United States Department of Agriculture, to read carefully the labels of all containers offered to them as containing olive oil to determine whether the manufacturer actually claims that the product is olive oil or merely suggests it by misleading devices. Some of these deceptively labeled products are sold by itinerant peddlers.

Cottonseed oil, corn oil peanut oil, soy-bean oil and other vegetable oils are wholesome, palatable oils, but they should be bought under their own names at prices much lower than the prices at which olive oil is usually sold.

Owing to the scarcity and high price of olive oil a number of dealers were putting on the market cottonseed, corn and other vegetable oils labeled as olive oil. As the result of a large number of seizures of these products and prosecutions pending against the responsible parties, the practice has been generally discontinued. Some dealers, however, are endeavoring to continue to reap the large profits involved and hope to escape the penalties of the food and drugs act by so wording the labels of their product as to convey the impression to the consumer that the product is olive oil without stating directly on the label that it is olive oil.

These products are commonly labeled as "salad oil" or "table oil" or some other indefinite kind of oil. On the labels are displayed conspicuous pictures of olive trees, or maps of Italy, or other devices intended to suggest olive oil. In some instances the words "cottonseed oil" or "corn oil" are printed in very small type in an inconspicuous place on the label. A cursory reading of the label, such as is usually given by retail purchasers, would lead the average person to believe that the product was olive oil. Only the most careful scrutiny and exact reading will reveal that the product is not labeled olive oil and, in fact, is not olive oil.

The practice of deceptive labeling, even though no directly false statements are made, is, in the opinion of the officials, a violation of the food and drugs act. Seizures are being made and prosecutions instituted to check also this form of deception and misbranding.

Another Try at Boosting Cotton.

Just a little too palpable was the motive back of the wild—but, of course, not woolly—story about cotton circulated early last week for which Congressman Heflin of Alabama was sponsor. It told of an organized effort to buy two million bales for German interests, the cotton to be shipped immediately after the signing of the peace treaty. There was nothing said of how the tonnage could be

obtained for transporting the stuff, in view of the greater need of using shipping for foodstuffs, nor how long it would take before German mills could be put in shape to use any great quantity of cotton if they had it. Even in normal times, it is doubtful if Germany ever consumed as much as two million bales of American cotton in a year. The exports of cotton to that country were sometimes as much as three million bales, but much of it was re-exported to other countries, at times even to Great Britain. The Germans in their mills much preferred to use the cheaper Indian cotton. Quotations on the Exchanges during the week showed the wild gyrations with which the market has been familiar for a year or more. These represented mainly speculation. Meanwhile, consumption in the domestic mills in February showed a drop of about 100,000 bales from those in the month before, and ginner's estimates show the South has still to market about 3,795,000 bales, as against 2,481,000 at this time last year. In the goods market, a better tone prevailed, and there was quite a little buying for two or three months ahead. Converters and printers are also showing more activity, and looms which have been idle for some time are at work again.

No Lunch Problem Here.

Women employes in the office of a Southern flour mill are given an opportunity to learn housekeeping while they are engaged in their work.

Each day the young women of its office prepare their noonday meal in a well-furnished kitchen in the office building. They work in squads, taking turns at setting and clearing the tables, cooking and serving the meal. As far as possible, they use the products of the company.

Not only does this plan help to make loyal and enthusiastic workers, but it also creates a group of consumers who are advertisers for the firm.

U. P. Galt.

Thought Arsenic Was Yellow.

A short time ago a woman brought in a package of powder to a druggist and said, "Taste this, please. I don't think this is any way to fill orders."

The druggist placed some of the powder on his tongue, but spat it out in haste. "Madam," he said with a frown, "do you know this is arsenic you have asked me to taste?"

"Oh, is it?" said the customer with evident relief, "I was afraid it wasn't. I always thought arsenic was yellow and this powder is white. That was what worried me. Thank you." And she went out.

Children's Party Dresses.

Style appears to be a very important factor in the lines of children's party dresses that are now being offered to the retail trade. These garments are now being shown in crepe de chine and other lightweight fabrics for children between the ages of 2 and 6. The trimmings are confined mostly to pink and blue ribbons and lace effects. Pink appears to be the most popular color in the fabrics, although blue and white are being used to some extent.

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.

For Sale—Good up-to-date laundry. Only laundry in town of 7,000. Good factory town. Good schools. Large truck factory now being erected. Forced to sell at once on account of illness. William Kelley, Mt. Pleasant, Michigan. 145

DRUG store for sale; the best in Smith County, Kansas; modern fixtures; everything new; business 1918, \$18,000; stock, furniture and fixtures invoice \$8,000; money maker; if you want something good, get busy; no trades or long time propositions. Stewart Drug Co., Lebanon, Kansas. 147

Wanted—To purchase modern flour and feed mill with reliable year around water power, located in good farming country and near railroad town. Full particulars in first letter or no attention. Address No. 148, care Michigan Tradesman. 148

Highest prices paid for all kinds of stocks of merchandise. Charles Goldstone, 1173 Brush St., Detroit. 149

JOBBER WANTED TO HANDLE OUR SILVER AND METAL POLISH. UNDER THEIR OWN LABEL. EMPIRE CHEMICAL COMPANY, HUNTINGTON, WEST VIRGINIA. 150

For Sale—Old established hardware and implement business. Forty years in same building. Not a dollar of stock that won't turn at least three times a year. Fine town and best farming country in Southern Michigan. Rent very reasonable. Mortimer & Hickey, Hartford, Michigan. 151

New brick store with offices rented above. One of the best locations in Michigan for a clothing, dry goods or general merchandise store. Terms. Fred A. Godfrey, Lowell, Michigan. 152

Wanted—Stock general merchandise or men's furnishings, \$2,000 to \$4,000, located in Southern or Eastern Michigan, in exchange for well located store building 25 x 80, ten room house and four lots. Good renting or selling property and located in booming town of 1,500 without a vacant store building. Address No. 153, care Michigan Tradesman. 153

Wanted—Position as drug clerk; registered; over thirty years' experience; country preferred; reference. Address P. O. Box 74, Walkerville, Michigan. 154

For Sale—Hardware stock of \$7,000. Best location in a Michigan city. Good farming country. Large territory. \$6,000 cash required. Will sell right. Address No. 155, care Michigan Tradesman. 155

For Sale or Exchange—40 acres in Kalamazoo county. Can use merchandise, car or small truck. G. A. Johnson, Edgetts, Michigan. 156

Cash paid for men's and boys' clothing, furnishings, hats, caps, shoes. M. Kahn, 522 Washington Ave., Bay City, Michigan. 157

A fine location for a general store in a first class small town. Don't fail to investigate. Address Box 216, Howe, Indiana. 158

Wanted—Good location for drug store anywhere in Michigan, either large or small town. Address No. 159, care Michigan Tradesman. 159

For Sale Cheap—Ice cream freezer; North Brother; ten gallon capacity; good condition. Answer quick. Dunwell's West End Drug Store, Kalamazoo, Michigan. 161

For Sale—Stock of general merchandise, buildings, fixtures and 1 acre land. Merchandise will invoice about \$2,500. Might consider trade for real estate. Good reason for selling. Address No. 162, care Michigan Tradesman. 162

For Sale—Department store stock and lease of new store building in best location in growing city of 4,800. Stock and fixtures will inventory about \$13,000. Other business demands owner's attention. Address No. 163, care Michigan Tradesman. 163

FOR SALE—DRUG STORE IN FLORIDA CITY OF 7,000 POPULATION. Established 11 years and making about \$300 profit per month. Owned by physician whose practice demands his entire time. Will sell stock and fixtures at inventory, about \$7,500. L. H. PART- RIDGE, Lake City, Florida. 138

FOR SALE—19 ROOM HOTEL ON BEST CORNER IN LAKE CITY. Dixie highway and New York-Jacksonville National highway both pass this property. Two garages in block. Furnished and running would easily bring twice our bargain price of \$6,000. Owner in other business. L. H. Partridge, Lake City, Florida. 139

For Sale—Variety stock, store and house in connection. Doing a fine business. A good business for man and wife. Good reason for selling. Address No. 142, care Michigan Tradesman. 142

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

Cash Registers (all makes) bought, sold, exchanged and repaired. REBUILT CASH REGISTER CO., Incorporated, 122 North Washington Ave., Saginaw, Michigan. 128

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

Bargain—Hotel; 28 rooms furnished. Located on river in best summer resort town on West Michigan Pike. Interurban right by door. Fine fishing, boating and other amusements. A big opportunity for right party. Prospects for a good season never better. Investigate. Address No. 141, care Michigan Tradesman. 141

For Sale—Grocery, meat market and bakery combination. Fine location. Reason, poor health. Address No. 143, care Michigan Tradesman. 143

For Sale—One 35 light and one 50 light pilot acetylene light plants; brand new. Also, set of tinner's tools. Armin Eberlin, Hermann, Missouri. 137

FOR SALE—Barber shop, confectionery, building and fixtures complete; lively town; no opposition; easy terms. Address Barber Shop, Cohoctah, Michigan. 160

COLLECTIONS.

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

SEE NEXT PAGE.

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

Economic Coupon Books

They save time and expense.
They prevent disputes.
They put credit transactions on cash basis.
Free samples on application.

Tradesman Company
Grand Rapids, Mich.**Fire Proof Safes**

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

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

Grand Rapids Safe Co.
Grand Rapids

BANKRUPTCY MATTERS.

Proceedings in the Western District of Michigan.

Grand Rapids, March 13—Michael Metry and Nickola Metry, individually and co-partners as Metry Brothers, conducting a retail grocery at 305 South Division avenue, this city, filed a voluntary petition for adjudication in bankruptcy. The order of adjudication was entered this day and Mr. Norcross is in charge as custodian. An appraisal is now being taken, after which the assets will be offered for sale. The first meeting of creditors has been called for March 27, at which time creditors should appear, prove their claims, elect a trustee and transact such other business as they deem necessary. The partnership schedules show liabilities amounting to \$1,330.03 and assets amounting to \$998.70, which amount includes stock in trade valued at \$900 and debts due on open accounts amounting to \$98.70 and out of which the bankrupts claim exemptions amounting to \$500. The individual schedules of Michael Metry show liabilities amounting to \$81.50 and assets including unliquidated claims, \$200, household goods, \$250, total \$450, and of which household goods are claimed as exempt. The schedules of Nickola Metry do not show either assets or liabilities. Following are the partnership liabilities:

John Hanna, Grand Rapids	\$ 599.63
A. Casabianca & Son, Grand Rapids	14.85
Ellis & Bashara Co., Grand Rapids	282.97
G. R. Paper Co., Grand Rapids	20.84
G. R. Calendar Co., Grand Rapids	18.00
John G. Gardella, Grand Rapids	32.75
Hekman Biscuit Co., Grand Rapids	18.60
Kent Storage Co., Grand Rapids	26.80
National Grocer Co., Grand Rapids	35.61
Rademaker-Dooce Grocer Co., Grand Rapids	41.54
Worden Grocer Co., Grand Rapids	45.40
Peterson Produce Co., Grand Rapids	25.16
Swift & Co., Grand Rapids	36.43
Wilson & Co., Grand Rapids	26.84
I. Van Westenbrugge, Grand Rapids	7.00
Valley City Milling Co., Grand Rapids	11.90
Voigt Milling Co., Grand Rapids	3.00
Woodhouse Company, Grand Rapids	28.06
Vanden Berge Cigar Co., Grand Rapids	2.64
A. G. Van Allsburg, Grand Rapids	18.33
H. J. Heinz Co., Detroit	3.50
W. F. McLaughlin Co., Chicago	10.17

Following are the creditors of Michael Metry:
Welmens-Dykman Fuel Co., Grand

Rapids	\$ 81.50
Universal Car & Service Co., Grand Rapids	29.20
Dr. W. H. Veenboer, Grand Rapids	29.00
Jennie Roder, Grand Rapids	4.20

Alexander McDonald, a millwright, living in Grand Rapids, has filed a voluntary petition for adjudication in bankruptcy. The adjudication has been made but no meeting of creditors has as yet been called. The schedules show liabilities \$434.04, and assets \$150, household goods claimed as exempt. Following are the creditors listed by the bankrupt:	
John Romkema, Grand Rapids	\$ 31.22
Ray Watkins & Co., Grand Rapids	11.72
Matt Matthisse, Grand Rapids	98.37
A. Ekkens, Grand Rapids	38.57
A. E. Oilman, Grand Rapids	59.14
H. J. Hull, Grand Rapids	22.14
Henry Tiddens, Grand Rapids	11.10
Dr. M. G. Bassett, Grand Rapids	73.50
Dr. Peter J. DePree, Grand Rapids	16.00
Dr. Edward D. Hunderman, Grand Rapids	8.00
Dr. John M. Wright, Grand Rapids	40.00
Dr. Charles H. Bull, Grand Rapids	2.00
Mrs. Christopher J. Renihan, Grand Rapids	2.75
Geo. F. Cornell & Son, Grand Rapids	2.10
W. M. Breuer, Grand Rapids	3.00
William Van Mourik, Grand Rapids	3.90
Larkin Company, Buffalo	10.53

In the matter of Chester V. Fuller, doing business as the Browning Joy Shop, this city, the first meeting of creditors has been held. Claims proved. Walter Brooks elected trustee and bond fixed at \$2,500. Receiver made a verbal report, which was approved and accepted, the receiver to be discharged upon the qualification of the trustee. Order made approving trustee's bond. The report of appraisers was filed, which shows merchandise, consisting of drug stock \$448.39, and furniture and fixtures, \$3,833.35, total \$4,281.84.

March 17—In the matter of George Morris, bankrupt, of Olivet, a special meeting of creditors was held this day, at which meeting an order for distribution was entered, directing the payment of certain administration expenses and a first dividend of 5 per cent.

In the matter of Marcus Schmitt, bankrupt, this city, the first meeting of creditors was held this day. The bankrupt was sworn and examined by the referee and it appearing that there were no assets not claimed as exempt to the bankrupt, the estate will be closed at the expiration of about thirty days.

In the matter of Ferman Clark, bankrupt, Ludington, a sale of the assets was held to-day. It appearing that R. H. Tuttle was the highest bidder, the sale was confirmed to him for \$750.

In the matter of Nels J. Larsen, Manistee, bankrupt, the final meeting of creditors has been held. The trustee's final report was considered and approved. Order for distribution entered, ordering payment of administration expenses and a final dividend, the amount of which is as yet undetermined.

Death of Clifford Herrick.

Clifford Herrick, the well-known confectionery salesman, died Sunday at his home, 321 Charles street, after an illness of seven weeks.

Deceased was born in Ohio, April 12, 1864. He was educated at the high school at Ada and at Oberlin College. He came to Grand Rapids at 18 years of age and was employed several years in the grocery store of his uncle, the late E. J. Herrick. He subsequently traveled several years for the Ball-Barnhart-Putnam Co., the Schepp Coconut Co., C. N. Rapp & Co. and the Grand Rapids Stationery Co. He was a member of the I. O. F. and the U. C. T., having worked up to the chair of Past Senior Counsellor in Grand Rapids Council. He was also a member of the Grand Rapids Traveling Men's Burial Association.

Deceased leaves a wife and one son, Clifford, Jr.

The funeral was held at the family residence this afternoon. Interment was in Oakhills.

There is more than sentimental satisfaction in learning that nearly half the shipping between American and foreign ports is under our flag, and that our ships are seen regularly on routes not traversed for a half century. There has been disagreement whether American trade suffered greatly from dependence on foreign bottoms, but it was certain that it

suffered something. Carrying competition might be perfectly free, and the old belief that trade followed the shipping flag might be empty, but there was inconvenience as well as humiliation in the reliance of one of the most progressive of manufacturing nations upon foreign tonnage. The Shipping Board's recent statement shows also how trade halted by the war is being resumed. A short time ago we were told that East Indian sugar was as unavailable as if in the moon—now two bulky freighters are plying between New York and the Dutch East Indies. Oriental trade, which the Japanese recently threatened almost to monopolize, engages "some of our largest ships." Two ships are trading with West Africa. It is interesting to find ships carrying coal to Eastern South America. In 1915 an exporter pointed out that American coal, being cheaper than British and nearer South America, could be delivered to Buenos Aires for much less than the Welsh coal on which the Argentine mainly depends.

John Nalbandian, formerly located at 510 Bridge street, has opened a cash and carry fruit and grocery store at 319 West Bridge street.

BUSINESS CHANCES.

FARMS: \$400 LIBERTY BONDS DOWN! COMMISSION to BROKERS! 80 ACRE FARM!

Half is \$60,000 gravel land at 10c yard, balance richest, dark loam, clay subsoil, 35 seeded, 60 plowable all capable raising per acre 300 bushels potatoes, etc.; two 4 room houses, barn, railroad town one mile, main road, \$3,600. Bradford Arnold, Lansing, Michigan. Take Ford on 120 acres on CENTRAL MICHIGAN trout stream, \$1,200, balance easy. Save this



Stir Up Business With Bargains

A Few Listed Here. Many Other Styles

A Trip to Our Factory Means Profit to You



MEN'S SPECIALS	
No.	Price
8490 Men's G. M. Blu, 14 Iron Fibre Sole	\$3.25
8718 Men's G. M. English, 14 Iron Fibre Sole	3.25
8733 Men's Tan Victory, Welt	4.00
8733 Men's Black Victory, Welt	4.00
8707 Men's Tan Blucher	5.25
8580 Men's Tan English	5.25
8728 Men's Tan English Oxford	4.50
8725 Men's Black English Oxford	3.60

BOYS AND CHILDREN'S	
No.	Price
6180 Boys and Youths' G. M. Blucher, 1 to 6	\$2.05
9821 Little Gent's in Same	1.75
6133 Boys and Youths' Choc. Elk Out'ng, 1 to 6	2.20
9822 Little Gent's in Same	1.80
3460 Misses' Dongola Patent Tip Button McKay, sizes 12 1/2 to 2	2.00
3836 Child's Dongola Patent Tip Button McKay, sizes 8 1/2 to 12	1.75
4868 Infant's Dongola Patent Tip Button McKay, sizes 6 to 8	1.50
3470 Misses' Gun Metal Blucher McKay, sizes 12 1/2 to 2	1.95
3870 Child's Gun Metal Blucher McKay, sizes 8 1/2 to 12	1.65
4870 Infant's Gun Metal Blucher McKay, sizes 6 to 8	1.45
3471 Misses' Gun Metal Button McKay, sizes 12 1/2 to 2	1.95
3871 Child's Gun Metal Button McKay, sizes 8 1/2 to 12	1.65
4871 Infant's Gun Metal Button McKay, sizes 5 to 8	1.45

WOMEN'S	
No.	Price
2800 Women's Havana Brown Kid 9-inch Brown Cloth Top Welt, A to D, 3 to 7	\$4.60
2826 Women's Havana Brown Kid 8 1/2 in. Brown Cloth Top McKay, 15-8 Cuban Heel, B C D, sizes 3 to 7	3.75
2827 Women's Havana Brown Kid 8 1/2 in. Brown Cloth Top McKay, 13-8 Cuban Heel, Imitation Tip, B C D, 3 to 7	3.75
2832 Women's Tan Patent 8-in. Faun Nubuck Top, 15-8 Cuban Heel, McKay, Imitation Tip A to D, sizes 3 to 7	4.00
2833 Women's Gray Patent 8-in. Gray Nubuck Top, 15-8 Cuban Heel, McKay, Imitation Tip, A to D, sizes 3 to 7	4.00
2813 Women's Gray Kid, 8-in. Gray Cloth Top, Louis Heel, McKay	3.85
2805 Women's Gun Metal Calf 8 1/2 in. Dull Top, Welt, B C D, sizes 3 to 7	3.75
2829 Women's Gun Metal 8 1/2 in. Black Cloth Top, McKay, B C D, sizes 3 to 7	2.85

Rindge, Kalmbach, Logie Co. Grand Rapids, Mich.

War Whetted Sugar Appetites

Old habits return easily. The sugar-hungry are now buying more sugar than ever.

Domino Package Sugars

With quickened demand but the same sales force the grocer is finding these sturdy machine-packed cartons and strong cotton bags a great economy in handling and sure protection against sugar loss through spillage.

American Sugar Refining Company

"Sweeten it with Domino"

Granulated, Tablet, Powdered, Confectioners, Brown

DIAMOND CRYSTAL

The Salt that's all salt.

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



What Does Your Refrigerator Reveal?

If, by chance, a customer looks in your refrigerator—what is revealed? Cleanliness? Well kept provisions? Firm butter? Palatable cheese and appetizing fruits? Or is a thoughtful look within merely depressing? Buy a McCray and know that the customer of intelligence—gazing over your shoulder into the refrigerator—feels assured that the cleanliness and sanitation revealed within the McCray are characteristic of your entire establishment.

MCCRAY Sanitary Refrigerators

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

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

Ask About Our Easy Payment Plan

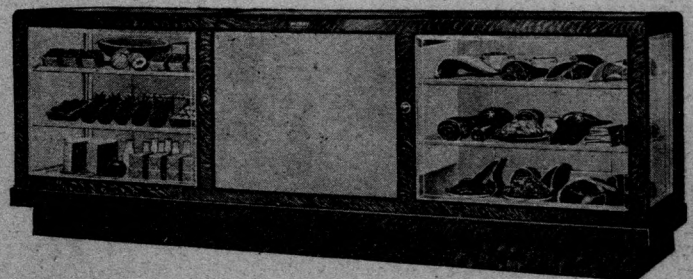
Let us send you catalog that describes a great variety of designs—to suit every requirement. No. 71 for Grocers and Delicatessens. No. 62 for Meat Markets and General Stores. No. 93 for Residences. No. 51 for Hotels and Restaurants.

"Refrigerators for All Purposes."

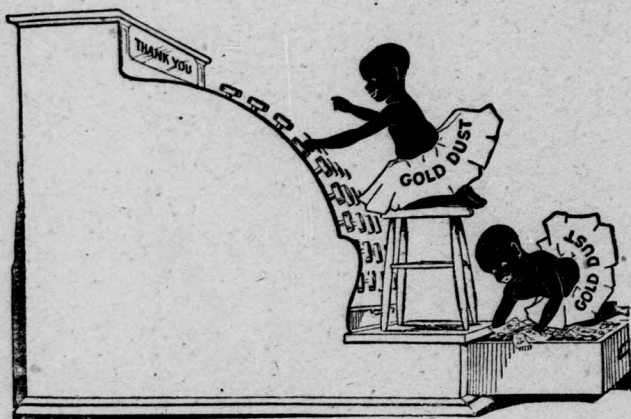
McCray Refrigerator Co.

944 Lake Street

Kendallville, Ind.



Why do women
say so often,
"And don't forget
my GOLD DUST"?
(Hear the tinkle
in this?)



Don't Scold Your Wife

In the first place a good many wives won't be scolded.
Then again, the vast majority do not deserve to be.

Furthermore, wives as a general thing, are more nearly living up to their responsibilities than are husbands.

Besides scolding anybody is a bad practice and generally result in ill-will, bad feeling, and a lot of other disagreeable things.

Better, a great deal, buy her

Lily White

"The Flour the Best Cooks Use"

and give her a real chance to show you what she can do in the way of providing you with good things to eat.

She can do it with LILY WHITE FLOUR, and don't you forget it. And you will discover that you have one of the best cooks in the land.

In fact you will have to watch yourself or you will be bragging just a little bit about what good things you have to eat at your house.

Now bragging in a way is all right. For instance tell your wife first what a good cook she is and how much you appreciate her, and your friends afterwards.

Don't tell your friends and depend upon them to tell your wife; they might forget, and your wife deserves to be told—by you.

Don't scold her. Buy her LILY WHITE FLOUR instead.

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.

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.

PORTER'S "TUFF-GLASS" LAMP CHIMNEYS

PHOENIX



ENGRAVED

No. 2. 5½ in. Bulb.
Assorted Decorations.

The symmetrical design and pure white burnt-in-the-glass decoration give this chimney an artistic embellishment that makes it a popular favorite.

Ask your local jobber for TUFF-GLASS Phoenix Engraved, or write us for complete price list.

PORTER POTTERY CO., Inc. Clinton, Ky.