MICHIGAN TRADESMAN
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Thirty-Sixth Year | GRAND RAPIDS, WEDNESDAY, MARCH 26, 1919 | Number 1853

WOMAN: A STUDY

Woman, woman, winsome woman!
Tell us are you saint or human,
Or a toy Beelzebub has sent us from afar?
We've thought about you, sighed about you,
Fought about you, cried about you,
Stayed up nights and lied about you, puzzle that you are.

Just when we would dream we've got you
Figured out, as like as not you
Leave us topsy-turvy, guessing what to say or do;
Now we hate you, then caress you,
Now berate you, then we bless you,
But our lives are stale unless you keep us in a stew.

Some there are who really dread you,
Some who long to woo and wed you,
Some would banish you forever to a distant land;
Artists paint you, poets verse you,
Bishops saint you, cynics curse you,
But "for better or for worse" you still are in demand.

There are times you sadly vex us,
Puzzle, plague us and perplex us,
Till we wish you were in—Texas very far away;
But, although we sadly doubt you,
You've such winsome ways about you
We can never do without you, so we let you stay.

Nixon Waterman.

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

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"

TRADE AA MARK

CANDY

Made by

Putnam Factory Grand Rapids, Michigan

DEAL 1814 MORE PROFIT

SNOW BOY WASHING POWDER 24s—Family Size

through the jobber—to Retail Grocers

25 boxes	@ $4.85	5 boxes FREE,	Net	$4.04
10 boxes	@ 4.90	2 boxes FREE,	Net	4.08
5 boxes	@ 4.95	1 box FREE,	Net	4.12
2½ boxes	@ 5.00	½ box FREE,	Net	4.17

F. O. B. Buffalo: Freight prepaid to your R. R. Station in lots of not less than 5 boxes.
All orders at above prices must be for immediate delivery.
This inducement is for NEW ORDERS ONLY—subject to withdrawal without notice.

Yours very truly,

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

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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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E. A. STOWE, Editor.

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BETTER TONE TO BUSINESS.

That there are unmistakable evidences of a better tone to business is apparent in all the markets, although this does not always manifest itself in actual sales of large dimensions. The repeated revisits of furniture buyers to the Grand Rapids market from all over the country and the persistence of their enquiries are among the indications that goods are wanted. There is still too much of a disposition to go shopping for the purpose of ferreting out the lowest prices, as well as a disinclination to contract too far ahead. Then, too, the change from a sellers' to a buyers' market has brought with it the return of what the former consider unreasonable exactions, which make it a little harder to do business. It is true these are merely a repetition of the conditions that had grown up during many years before the war, but trade in general found an opportunity to get rid of them in the strenuous period of the last three or four years. The hope was expressed that they would never again reappear, but this turns out not to be the case. The intervening period was not long enough to fix and make permanent the new customs which it was sought to substitute in the place of those that had become established through long usage. So now buyers are seeking to take advantage of what they used to call trade advantages and what sellers termed trade abuses. These include cancellations, protection against a falling market, extra discounts and post datings. In some lines there are concerted attempts for combating the return to old ways, but in a falling market the buyers have a little the advantage, and they show no inclination to give it up.

Circumstances of this kind account for much of the jerky character of the trade now passing in the primary markets. Added to this is, of course, the suspicion on the part of not a few of the buyers that prices in many lines have not yet touched bottom, in spite of the reductions that have been made. Whenever, as in the case of certain textiles, it appeared that bedrock prices had been fixed, much of the hesitancy in buying disappeared. Now that the year is over, it seems to be universally conceded, plenty of goods of all kinds will be in demand by the consumers at home and for shipment abroad. Taking the country as a whole, its buying capacity was never greater than it is at present, and the outlook, especially so far as the crops are concerned, is particularly promising. The urge to purchase, furthermore, continues, as is apparent from the business reported by the retailers. Spring trade is keeping up remarkably well from all accounts, and an especially notworthy feature of it is the demand for the better class goods. In women's wear this is a little more pronounced, although it is by no means confined to this. A continuance of seasonable weather is likely to stimulate the buying further and this, in turn, will lead to re-orders as well as encourage purchasing for the future. The next three or four weeks' experience is apt to furnish the cue for the remainder of the year's business.

COTTON PRODUCTION.

Figures of the past season's cotton crop which were made public during the week just closed show a production of over 12,000,000 bales of 500 pounds each, exclusive of linters. This is a larger quantity than official estimates indicated, and is well above the crops of the two preceding years. In the South a little better demand seems to have sprung up for both spots and futures, and a noticeable feature is the increase of the call for the shorter cotton by Japanese interests. It is also said that considerable cotton is being bought for shipment to Italy to be sold to Germany as soon as peace is declared. The weather in a great deal of the growing district has lately been quite unfavorable, owing to a series of heavy storms. Mills are beginning to do a little more work in view of the increased demand for fabrics, although there is yet much idle machinery. The goods market has been quite active in a number of lines for deliveries up to June, and the finer and fancy fabrics have come in for a fair share of attention. Under the impulse of the buying orders, goods in the gray have shown some advances, and this is taken to indicate that the downward trend, so long in evidence, has been checked. Knit goods buying is as yet on a small scale, although it is expected to pick up decidedly in the course of the next few weeks. Some buyers are as yet undecided whether the prices quoted show reductions proportionate to those made on woven goods.

THE ROAD TO POPULARITY.

The Tradesman sincerely admires much of Mr. Wilson's work and does not mean to detract from or deprecate his great abilities, but he would be a blind man who did not perceive one important source of his popularity and reputation. It is one full of dangerous potentialities, for it is nothing more nor less than what may be called his Socialistic tendencies—his readiness to make any concession to union labor, no matter how unreasonable, without regard to ultimate consequences.

Conceding that this is part of his idealism, that he raises wages to extravagant figures and looks with the indulgent eye of ready official pardon to labor offenders, it yet remains to be said that this is a very easy, but, for the future, a very expensive, road to popularity. Give a man all that he asks and stand ready on application to give him as much more and, of course, he will throw up his cap and shout for you until he is hoarse. The same class abroad, full of anticipation of the like good things in store for them, at once make a hero of the man who thus carries the purse of Fortunatus in his traveling bag. It is so with the nations even which stand with hands outstretched to the man who bears them food, money, help of every sort.

But there is another side to this fine picture, and it is one of which a man of President Wilson's ability is perfectly aware. Who is going to pay for all this? How about the taxpayers of the Nation? What of the railroads, ruined by Government ownership? What of the ships, built with such high wages that they cannot be sold?

In this great world game there are two figures who are especially impressive to the spectator. There is the Potsdam hero, who, after breaking all the windows of the house, runs away like a naughty boy, leaving somebody or anybody to send for the glazier, reset the panes, and restore the ruin he has wrought; while there is the other, a benevolent gentleman, who comes along with a huge surplus of wealth, accumulated by his ancestors, and who at once proceeds to put everything right; he gives everybody everything; smiles greet him on every side and warm handshakes; he is the greatest man of his time; he will straighten out all difficulties, and his advice is sought with the utmost eagerness, for he holds the purse.

The disturbing thought, however, will not down. How is all this extravagance to end? That this has occurred to Mr. Wilson's keen mind there is no doubt, and he shows with subtle skill how he proposes to deal with at least part of it. On his first departure for France he placed the railroads in the hands of Congress to deal with as seemed best in their discretion, unhampered by his presence or advice. Doubtless the members appreciated the delicate compliment to their sagacity. He has had all the credit of the high wages and the generous payments from the revolving fund, now exhausted, and now Congress is to look after the matter, hold the bag, take the consequences.

Here we have at least one great source of President Wilson's popularity and the prominence of the part he plays in Europe. It is scarcely necessary to point out to the economically wise how delusive a prosperity created by high wages really is. It simply starts a vicious circle of inflated prices which causes much injustice and hardship to helpless and innocent people until the circle is completed and prosperity is dead.

The frequency of divorce has been increasing throughout the world, not merely in the United States. A score of writers, European and American, have pointed out that America has nothing like the old toleration of illegitimate domestic establishments in France, Germany and other Continental lands. Cases of separation are comparatively more numerous in countries where divorce is difficult. Whether domestic life is not happier on the whole here than in Continental countries, where considerations of family and dowry enter largely into marriage and Church and State make divorce hard, it would take expert observers to say. Divorce is in some degree a result of the freer economic status, higher education, and more equal position of American women as compared with others. Mere force of custom used nominally to preserve married life, where, in some instances, outrages made it intolerable. No one can feel complacent in contemplating our divorce figures, but we must not think conditions blacker than they are.

The timid heart has held the world down, has kept it centuries behind what it would be if all hearts had been as brave as many are. What has the timid man ever accomplished until he has overcome his timidity? Even when he has the ability, he doesn't dare to break away from the old to start any great new movement. The timid man does not dare to push his way through the world; he waits for favorable conditions, waits for outside help, waits for advice. He never leads; he is always the trailer, always behind. He is always bound to the beaten path; he never blazes a new path.

Are you one of that kind of men whom nobody ever thinks of asking to help in public work? If so, can you pass the Flag without feeling ashamed that you are such a slacker?

GAINING GROUND.

Michigan Retail Dry Goods Association Growing.

At the first spring meeting of the Michigan Retail Dry Goods Association, held at Battle Creek, President Christian, in his address, advocated that the Association present a united front in State and National affairs and especially in all legislation affecting business. He spoke of the recent legislation on prohibition in terms of business, stating that with the Nation dry, fifteen hundred million dollars, a river of gold, would flow into new channels, into merchandise, homes, home furnishings, and banks, and not only would there be a gain to business in dollars, but in the efficiency of workers who have heretofore been drinking men.

He also took up the relations of the retailer with the wholesaler, explaining that there should be fairness on both sides. Retailers must correct the abuses of not living up to contracts, taking unjust discounts, returns, etc. But the wholesalers must correct some of their faults, too, such as sending merchandise not selected, sizes not ordered, etc. Most of this trouble comes from the purchaser not having a properly detailed description of the goods ordered and the wholesaler not giving thorough inspection to orders shipped. The retailers stand in the ratio of one to four in making errors.

Mr. Christian also advocated the hiring of a permanent secretary for the Association to guard the members' interests and to keep them informed of legislative activities, together with conducting an active campaign to get all of the possible five thousand retailers for members.

Lew Hahn, Secretary of the National Retail Dry Goods Association, spoke on "The Benefit of Retail Organization." He explained the purpose and aims of the National Retail Dry Goods Association and recommended that retail merchants form their city and state associations in an effort to work more efficiently and to accomplish better results through this co-operation.

He told how retailers might become members of the National Association and told them the amount of dues they were required to pay. He told of the advantages of the Association and recommended that all members of state associations become affiliated with the National organization.

He related how 90 per cent. of merchants' troubles were local and that if they had a strong city organization they can accomplish wonders in the way of advancing their own interests.

He told how retailers could have a bureau of credit interchange and other bureaus which could be managed through the local association for the benefit of all merchants in a town.

Mr. Hahn mentioned the action still being brought to bear on the Luxury Tax law which is soon to go into effect, but related how much could have been done to have this law repealed if more concerted action had been taken through the numerous associations had they been sufficiently strong to get their proper recognition.

W. P. Emery, general manager of Crowley-Milner & Co., Detroit, spoke on the subject of "Merchandising on a Falling Market." He emphasized the necessity of merchants helping to stabilize the market. "There was a time," he said, "in the past when a lemon bought and stored a short time would turn into a peach. But this time is no more." He said that only the keenest kind of merchandising will bring the desired results this year.

In speaking of various merchandising methods he advocated that every retailer consider the treatment he had had from manufacturers in the past in regard to placing orders for advance shipments of merchandise.

He referred to the time when the market was steadily advancing and when merchandise at the time of delivery was usually worth more than at any previous time, when the order was placed. He said to consider the treatment of the firms from which such merchandise was bought and if they made careful and prompt deliveries on this advancing market that merchants should not hesitate to place their business now with such concerns as would surely take care of them on a declining market such as we have at the present time.

He cited an instance of where a buyer had placed an order for women's aprons which at the time of delivery had declined $2 a dozen from the market price when the order was placed. The buyer asked if this order should not be returned or a claim be made for rebate. When told that the same house had delivered merchandise on the ascending market he said he told the buyer the firm should now accept such merchandise on a declining market.

Mr. Emery said that the next two years would show what kind of material merchants and buyers are made of. He said that unless merchants have the courage to go ahead and merchandise as if business was going to be good that they would not get through.

As a buying policy for the year 1919 Mr. Emery advocated merchandising with courage and aggressiveness in order to prevent the competitor on the next corner from walking away with all the business.

He referred to the United States as being a Nation of optimists. He has predicted we would find greatly increased consumption of merchandise, but expressed his hope that we would not see extravagant buying of finery and nonessentials by the working classes.

Mrs. Lucinda Prince, educational director of the National Retail Dry Goods Association, delivered an instructive address on "The Education of the Store Employes." She told how there was no greater field for the training of help in progressive stores. She outlined the work of training store instructors and of the importance of their work and their value to retailers by whom they are employed.

She said that more girls go into store work than into office work. She pointed out how they needed training along certain lines to become more efficient and more valuable to their employers.

She advised that in the stores where there was no educational director that the manager of the store take the lead as the instructor, or to have some older employe of the store who was experienced in merchandising to do this work. Regardless of the size of the store or the number of employes, she pointed out the necessity of this store education.

Mrs. Prince advocated store conferences and told of the importance of having a leader who must draw out discussions that the employe may become more familiar with the merchandising and with certain facts surrounding merchandise that makes them more proficient in selling.

The next big item she mentioned was that of the employment of store help. She advised an employer to size up an employe before giving one a position and take into consideration whether he or she is the type wanted in his store five years hence, and to consider the possibilities of the development of this employe in that time. She also laid stress upon the fact that the employes should be made to see into the future and to make them see that the business has a future for them. She pointed out that to become more efficient all employes should be trained to develop into executives.

Salespeople and employes in the store must be thought of as an investment and not an expense and the merchants must expect to realize a profit on their labor the same as they do on merchandise, according to Mrs. Prince. She says that to think of a new employe as a good investment you will expect more from that employe and you will get more than where the employe is treated as an expense in the business and continually looked upon as that.

Mrs. Prince advised giving a girl in a store chance to work in the department where she likes the merchandise and likes the kind of work assigned her. She said to give the girl a chance to know you are trying to make the best of your investment and to make her a better employe, preferring to have her make more money. If she does not develop within two weeks, then a change of surroundings or work in another department may be necessary.

Among some of the important things Mrs. Prince spoke of was the inauguration of an error system in the store. She said to keep an accurate account of all errors and work out a system of correction without having to lecture employes on loyalty and other similar topics which does not bring the desired result.

She said that employes should get information on merchandise from buyers and that the buyers in turn should get information from the salespeople regarding the opinion of customers as to the desirability of the merchandise. In this way the co-operation between the buyers or manager and the salespeople is profitable. The salespeople can often inform the buyer or merchant what merchandise to buy or what merchandise not to buy for their respective departments.

Mrs. Prince outlined the function of the Smith-Hughes bill, which establishes a National policy for vocational education.

The states must legislate if they want to co-operate and they must give as many dollars as the Federal Board gives for vocational education. Last year nearly two million dollars were used for this purpose. Every year a little more will be added until there will be a sum of nine million dollars to be used for this purpose.

C. B. Clark, of the J. L. Hudson Company, Detroit, addressed the convention on the subject of "Retail Store Expenses and Accounting." Mr. Clark has been on the War Service Committee and his address was largely confined to details of the Luxury Tax with which he was very familiar. He said it would cost approximately one hundred and twenty million dollars to collect the eighty million revenue from the Luxury Tax. He said that it was estimated by the big stores that it would cost two and one-half times the amount collected in these big retail organizations. He said it was the most inequitable, inexpedient law ever passed in the United States. However, he expressed his belief that it would be repealed by July 1 this year.

Mr. Clark advocates that the Retail Dry Goods Association worked co-operatively so as to have a representative in Washington that retailers may have some voice in seeing that the practical and not the theoretical laws are passed.

In order that retail stores may know what systems of reform in other progressive stores have been brought about he said that groups of stores should get together and show each other their books and tell of various systems which are working successfully in their respective stores. The J. L. Hudson Company has been associated with eighteen non-competitive stores throughout the country whose representatives get together frequently and work out many features of merchandising which save time and expense, where each would have to do this individually.

The evening session was called an experience meeting when some of the important features of merchandising and some of the abuses were discussed. That of discounts to dressmakers and where to draw the line was openly discussed in this meeting. The consensus of opinion was that all discounts should be eliminated.

Most towns have cut out discounts to all customers outside of employes, to whom the regulation discount of 10 per cent. is allowed. In some instances a discount of 15 per cent. and 20 per cent. is allowed to employes.

A fixed time each year to begin clearance sales was another subject which produced considerable discussion. It was recommended that the merchants of Michigan get together on a day for cut price, season end clearance sales, but this was found impractical since conditions are not the same in all towns. The small towns with the large city competition find that they must start their clearance sales at such times as the big stores advertise special values which in all instances are not clearance sales, but are sales of merchandise bought at the end of the season in the manufacturer's market, on which prices are lower than that merchandise the retailers bought earlier in the season.

In Kalamazoo ten merchants got together last year and held off all cut price clearing sales until June 15. This applied particularly to women's ready to wear garments and was a very successful event.

Merchants from Charlotte say they did more business during one co-operative sale event than they ever did at any other time. Port Huron merchants have got together on such occasions as regards the day for cutting price of straw hats and footwear.

The charge for alterations in outer garments was discussed by J. W. Knapp of the J. W. Knapp Company, Lansing. Mr. Knapp showed some charts they use in their alteration department and outlined their plan.

A discussion of comparative price advertising was led by J. Geo. Dratz, of Muskegon.

On Thursday morning H. C. Dart, Secretary of the Better Business Bureau, Detroit, talked on the subject of "Comparative Prices and Honest Advertising." He told how the bureau in Detroit was working to eliminate the comparative price advertising and all dishonest statements printed in circulars or newspaper matter going to the public.

He said that the work in this line was 98 per cent. educational and 2 per cent. "treat 'em rough." He said that comparative advertising is all right if you do it honestly, but it is easily abused in the hands of the unscrupulous. He said that the use of comparative prices makes for laziness on the part of advertising writers and that the rush of copy at the last minute also stimulates this feature. He said that the abuse of the comparative price advertising has brought them into disrepute.

Alfred Koch, of the La Salle & Koch Company, Toledo, was the principal speaker on the afternoon programme and he discussed the subject of Commission System of Paying Employes.

Recent News of the Cloverland of Michigan.

Sault Ste. Marie, March 24—The opening of spring and the coming of the robin has put an end to the lumbering business in this section and those who have not already broken camp are doing so this week. Most of the jobbers are well satisfied with their winter's work, as there has been enough snow for sleighing in the woods and at no time has it been very cold.

St. Patrick's day was duly celebrated in the usual manner here. Father Steinglin dwelt at length upon the theories of St. Patrick's birth and stated that authorities in general had accepted the belief of Cardinal Meurin, of Lyons, that St. Patrick was of Scotch birth. This was news to the natives in this section, as heretofore it was the Irish who sang St. Patrick's Day In the Morning and no bagpipes were in attendance at the banquet.

E. G. Brault, at Manistique, has closed his bowling alley for the season and expects to open up a bicycle shop in the near future. He has engaged the services of an expert motor cycle man from Escanaba and will go into the bicycle business on an extensive scale, doing repairing as well as carrying a full line of various makes.

The City Commission has authorized our city manager, Mr. Rich, to buy a motor truck pumper with full equipment. The pumper will have a capacity of 800 gallons per minute and will cost in the neighborhood of $11,500, which will put the Soo fire department on a par with the other up-to-date places.

A. Musielak, well-known proprietor of the Alto Hotel, is making many improvements and alterations on this well-known hotel. The lobby will be enlarged. There will be a new mosaic floor and elaborate hall with new entrance and vestibule, with a canopy extending over the sidewalk. Many new electric lights will be installed, which altogether will put the Alto hotel with the top notchers. Mr. Musielak deserves much credit in his efforts to give the Soo another up-to-date hotel, which will help take care of the large increase in tourist trade which is expected this summer after good roads system is completed. The Dixie Highway will be a big feeder to the Soo hotels. With three of the best hotels, the Soo will be able to take care of the large increase in the tourist trade.

The Soo Creamery made a large consignment of creamery butter to Jacksonville, Florida. The fame of the Soo Creamery brand is spreading all over the country and this shipment is a strong testimonial of the merit of the Soo product.

George Chandler, popular lumberman, tried to open up the auto service between the Soo and Pickford last week. He encountered a few four foot snow banks en route, which made George regret his attempt to break the road, but as he is built on the never-give-up order, he gave her more gas and made the trip without any particular mishap. He advised his many friends, however, not to be in a hurry for another week to make the trip by auto.

D. H. Moloney, well-known proprietor of the Man's Store, accompanied by his wife, returned last week from Florida. While Mr. Moloney has spent numerous winters in the land of sunshine and alligators, he says there is no place like the Soo in the good old summer time.

"Railway Corporations are not altogether soulless when they allow only ten minutes for refreshments at the railway lunch counters."

Nels Hall, one of our well-known druggists, was one of the happiest men in town this week when his wife returned after spending most of the winter in California. Nels has been batching it and while he has gained several pounds, he freely admits that there is no place like home without a mother.

"If all the lies told in a political campaign were nailed, the nail factory would have to run over time."

One of the residents of Sugar Island saw a flock of wild geese flying northward, which is the latest sign of spring. This is the first flock of geese reported to have been seen in several years.

The Cloverland fair and racing circuit held a meeting at Escanaba last Friday where a banquet was served at the Delta Hotel. Representatives from the various fairs and race circuits were in attendance, where arrangements were made for one of the best exhibitions yet. The Escanabaites are surely there when it comes to entertaining and are a bunch of hustlers, which accounts for the splendid progress being made at the fairs of the Upper Peninsula.

The new power plant at Manistique was completed last week and the current from the Manistique Paper & Power Co. was turned on at 3 o'clock Wednesday afternoon and is now furnishing power and light through the city. This is a new era in the history of the town of Manistique. The construction work has been going on for about two years, with the expenditure of several millions of dollars, which accounts for the lively activities which Manistique has enjoyed during the construction. The future of this hustling town will be watched with much interest throughout Cloverland.

The new sleeping disease following the flu epidemics has appeared in Negaunee, which is about the only place it has been reported in the Upper Peninsula, and it is hoped that it will not be contagious.

Gregg Brothers expect to open a new garage at 116 Ashmun street in the near future. They have taken the Scripps-Booth agency in the Soo. They also expect to run a service station and repair shop and are at present in Detroit negotiating for cars. They expect to open about April 1.

William G. Tapert.

Lost Enthusiasm.

The worried countenance of the bridegroom disturbed the best man. Tiptoeing up the aisle, he whispered:

"What's the matter, Jock? Hae ye lost the ring?"

"No," blurted out the unhappy Jock, "the ring's safe. But mon, I've lost ma enthusiasm."

The muses of science and art look better grouped about Peace than panting after Mars's chariot. All you say against war is true, wise-heads were recently declaring, but where is an equal accelerator of mechanical progress and of science? Where anything that so spurs medicine? Where an equal inspiration for literature? When we read to-day of the establishment of telephonic communication between Newfoundland and Ireland, we need not thank war's necessities for it. An airplane may cross the Atlantic at any date now, but all the talk heard last year of flying American machines across to save ship space came to nothing. The recent announcement of an important improvement in wireless telegraphy apparently had no connection with the war. We are realizing acutely, in fact, that for a number of things we wanted to do in the last four years in science and art we simply didn't have the breathing space, and are hastening to do them. No one will deny the potency here and there of war's stimulation, but it is evident that on the whole science is feeling a release, not an abandonment, with the war's end.

SUCCESS IN 1919

There's a big difference between "keeping" and "selling" goods.

Success comes in selling standard goods.

"Service" is the secret of success.

Serve the people well if you want them to serve you well.

Sell the people what they want if you want their trade.

There is more money made by selling a dozen cans of something the people want, even at a small profit, than in keeping a dozen cans of something they don't want, even though the latter pays ten times the percentage of figured profit.

The way to kill business is to load up your shelves with goods no one wants.

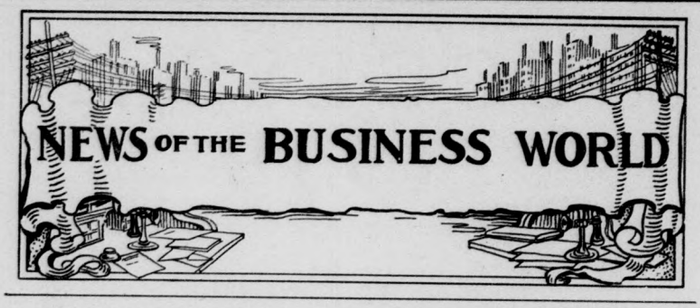
Poor quality and little known brands are constantly shouting to customers: "This is a poor place to buy goods."

Quaker goods inspire confidence, because consumers recognize them as the best.

Quaker goods sell while other brands stay on the shelves.

It is the sellers and not the stickers that pay real profits.

WORDEN GROCER COMPANY
GRAND RAPIDS—KALAMAZOO
THE PROMPT SHIPPERS



Movements of Merchants.

Kalamazoo—N. F. King has opened a bakery at 422 North Burdick street.

DeWitt—Todd & Ridenow succeed C. C. Smiley in the grocery business.

Lansing—Charles Penny has engaged in the grocery business at 1216 Turner street.

Kaleva—The Union Store Co. has increased its capital stock from $15,000 to $21,000.

Menominee—The Twin City Packing Co. has decreased its capital stock from $50,000 to $30,000.

Marquette—The Railway Employers' Association has increased its capital stock from $15,000 to $25,000.

Three Rivers—Fire damaged the store building and grocery stock of Clark Smith March 22, causing a loss of about $3,000.

Clare—M. J. Hutchinson has sold his general stock at Brown's Corners to Ira Gower, who will continue the business at the same location.

St. Johns—Fred Georgia has sold his meat stock and butcher's equipment to Frank J. Fehrenbach, who has consolidated it with his own.

St. Louis—J. Anspach will open a self-serve grocery department on the second floor of his store, under the management of C. P. Hanna.

New Gronigen—Henry Middlehock has purchased the general stock of William VanderZee and will continue the business at the same location.

St. Johns—C. L. Silsby has made an assignment of his hardware stock and store fixtures to Attorney E. W. Fehling, for the benefit of his creditors.

Central Lake—James D. Frost has purchased the Wegley grocery stock and store fixtures and continue the business as a cash and carry store.

St. Joseph—S. A. Samoore has sold the St. Joe Auto Co. garage to Charles Miller, who will continue the business under the style of the Miller Auto Co.

Owosso—James Ketcham has purchased the grocery stock of the late Herbert Fuller, on Corunna avenue and will continue the business at the same location.

Olivet—The Olivet Clothing & Shoe Co. has been incorporated with an authorized capital stock of $3,000, all of which has been subscribed and paid in in cash.

Bay City—The F. H. Cash Co., wholesale dealer in butter, eggs and cheese at Fourteenth and South Water streets,, has increased its capital stock from $10,000 to $35,000.

Reed City—H. R. Niergarth has sold his entire stock of dry goods to New York parties, who will ship it East. Mr. Niergarth will go to Battle Creek and assist in the management of the store he and Will Niergarth purchased last fall.

Owosso—John Lebowski has sold his clothing stock and store fixtures to his brother, Samuel Lebowski, who will continue the business at the same location on West Exchange street.

Detroit—The Manhattan Shoe Co. will open a retail store within thirty days at the southwest corner of Woodward and High streets. Alterations on the building are now being made.

Pewamo—The Grange Co-Operative Association of Pewamo has been incorporated with an authorized capital stock of $250, all of which has been subscribed and $125 paid in in cash.

Lansing—R. L. Huckett has leased the shoe repair shop on Allegan street and Washington avenue, of C. J. Rouser and will continue the business in connection with his repair shop in the Kerns block.

Alma—The Luke-Patterson Drug Co. is enlarging its store and installing a modern soda fountain. An addition is being built to accommodate the stock of wall paper and paint and the prescription case.

Lansing—Boyd Small, who conducted a men's furnishing goods business before going into military service, has been honorably discharged from the service and will open a similar store about April 1.

Escanaba—The Peoples Drug Store has been incorporated to conduct a retail drug and jewelry business, with an authorized capital stock of $6,000, all of which has been subscribed and paid in in cash.

Negaunee—Jacob Salo has sold a half interest in his stock of clothing and men's furnishing goods, on East Iron street, to Albert J. Belzer and the business will be continued under the style of Salo & Belzer.

Alma—Floyd Luchini, who conducts a confectionery and fruit store, has purchased the Creaser block on East Superior street and will occupy it with his stock as soon as the present occupants can find a suitable location and the building can be remodeled.

Charlotte—The Square Deal Co-Operative Elevator Co., which was recently organized, will take over the McLaren elevator about April 1 and will buy and sell all kinds of grain, hay and feed. Later it will open a retail store for all kinds of farm products.

Detroit—A new retail shoe store will be opened soon at 19 East Adams avenue by Thomas P. Jackson, former manager of Ye Booterye. Mr. Jackson has already leased the premises and is now ordering fixtures and stock. It will be in every way a high class establishment catering to both men and women.

Lawton—Charles G. Hall has sold his stock of agricultural implements to J. M. Clark, who will continue the business, adding a line of harness to the stock. Mr. Clark formerly conducted a general store between Lawton and Marcellus.

Detroit—John J. Davis, dealer in hardware, plumbers and heating supplies at 368 Baker street, has merged his business into a stock company, with an authorized capital stock of $40,000, all of which has been subscribed and paid in, $3,668.09 in cash and $36,331.91 in property.

Detroit—The Crowley-Milner Co. has purchased practically the entire block bounded by Farmer, Gratiot, Monroe and Pingree, and in the near future will erect a handsome new mercantile structure on the property as a wing to the present store which is a block square. When completed it will give the company property valued at more than ten million dollars. For some time the company has been operating The Emporium as a separate store, but the new plan is to operate the new addition as a part of the Crowley, Milner, store, connecting both buildings by buildings and tunnels. It is said that the Crowley, Milner Co. did more than $10,000,000 worth of business last year.

Manufacturing Matters.

Lawton—The J. Hungerford Smith Grape Juice Co. is building an addition to its plant.

Flint—The Walker Weiss Axle Co. has changed its name to the Flint Motor Axle Co.

Alma—The X-Cel-All Paint Co. has installed additional machinery, thereby doubling its capacity.

Monroe—The Monroe Corrugated Box Co. has increased its capital stock from $5,000 to $100,000.

Three Rivers—Machinery for the manufacture of flour is being installed in the C. L. Seekel grain elevator.

Detroit—The Fox Electric & Machine Co. has been incorporated with an authorized capital stock of $2,000, all of which has been subscribed and $650 paid in in cash.

Detroit—The Montgomery Chemical Works has been incorporated with an authorized capital stock of $125,000, all of which has been subscribed and $15,000 paid in in cash.

Detroit—The United Vacuum Cleaner Hospital Co. has been incorporated with an authorized capital stock of $10,000, all of which has been subscribed and $1,800 paid in in cash.

Sparta—The Sparta Silver Black Fox Co. has been organized with an authorized capital stock of $20,000, of which amount $15,000 has been subscribed and $2,000 paid in in cash.

Ypsilanti—The National Foundry and Machine Co. has been incorporated with an authorized capital stock of $120,000, of which amount $60,000 has been subscribed and $15,000 paid in in cash.

Detroit — The Helbing-Wright Chemical Co. has been organized to manufacture and sell soot destroyers and similar products, 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.

Detroit—The Avon Builders Supply Co. has been incorporated with an authorized capital stock of $150,000, all of which has been subscribed, $1,600 paid in in cash and $100,000 in property.

Escanaba—The O'Leary & Geniesse Co. has been organized to manufacture and sell shoes, etc., with an authorized capital stock of $10,000, all of which has been subscribed and paid in in cash.

Saginaw—The Saginaw Products Co. has been organized to manufacture and sell auto accessories, with an authorized capital stock of $10,000, all of which has been subscribed and paid in in cash.

Detroit—The Crocker Compressed Air Engine Co. has been incorporated with an authorized capital stock of $38,000 common and $12,000 preferred, of which amount $30,700 has been subscribed and paid in, $5,700 in cash and $25,000 in property.

Detroit—The Universal Paper Hanger Co. has been organized to manufacture and sell paper hanging machines, with an authorized capital stock of $35,000, all of which has been subscribed, $500 paid in in cash and $22,500 in property.

Lansing—The Lansing Cast Stone Co. will resume business April 1, after having been idle for a number of months. The concern will increase its working force, having business booked which will keep the force busy for at least six months.

Lansing—John Bohnet & Co., manufacturer of automobile tops, has increased its capitalization from $10,000 to $75,000 and will enter at once the commercial body field. New metal and wood working machinery has been ordered and about one hundred men added to the force.

Calumet—The Pan-American Rubber Co. was organized a few days ago, the capital stock being $50,000, of which $25,000 has been subscribed and $14,500 paid in, this amount representing $1,500 in cash, $1,000 in stock of tubes and $12,000 the value of contract giving the rights for the Upper Peninsula. This new concern controls the local rights of manufacturing and selling a cellular rubber substitute for the inner tube of automobile tires.

The annual convention of the Michigan State Pharmaceutical Association, which was held at Lansing last week, was more largely attended than any meeting held since the Kaiser started his first war. C. E. Wilkinson, of the Rouser Drug Co., Lansing, was elected President and Fred J. Wheaton, of Jackson, was re-elected Secretary. It was decided to hold the next annual convention in Grand Rapids next June. Lee M. Hutchins acted as toastmaster at the banquet, the regular speakers being Governor Sleeper, Geo. L. Lusk and Alexander Groesbeck.

M. J. Hutchinson, general dealer at Brown's Corners, near Clare, writes: "I consider the Tradesman a very valuable paper for the merchants of Michigan and would not do without it as long as I remain in trade."

Few men exhibit their bravery until after the danger is past.

The Grocery Market.

Spring time goods are getting the attention of the retail trade. Those who carry fly swatters, Paris green and the like are looking over their stocks and seeds are getting the close attention of the merchandiser. The outlook is for an early spring and for that reason seeding may begin early in the home gardens and the flower plots, so the probable seeds stocks are worth estimating and getting ordered. Formaldehyde is being called for in connection with the seed preparations for early planting.

Naturally one of the first lines to consider at this time of the year is household goods, such as are utilized in spring house cleaning. Brooms and brushes, dust and floor mops, polishes and polishers, vacuum cleaners, and so on to the end, including washing powders, ammonia, borax, cleaning soaps and preparations.

A good spring goods window ought to be on the way about this time, so that when the right moment comes the window can be executed in best style possible. It is probable some goods in this line that have moved slow may get a push through the window and counter display.

Plans must be made to paint up and wash up and clean up if the bright spring freshness is going to be suggested in the environments under which the store's customers are going to buy. A freshly painted store front helps wonderfully in stirring up certain lines of trade, backed up by well washed and cleanly maintained windows.

Easter edibles are getting good call this season, including fruits and nuts, candies and printed and painted cards and other novelties suitable for that season. Lent is well on toward its finish for 1919.

Beverages promise a big future for the dealer who decides he may have some of this profitable trade with the confidence that it can be as well handled as in the exclusive confectionery. With the close of saloons drinking is to be more widely scattered. More persons are to profit than in the restricted and licensed saloon. Malted milks have a big sale the country through. Fruits for drinking fountains will be on short supplies, it is believed, so that it behooves the man who wishes to be forehanded to demonstrate that he is—so say the dealers. Fountain supply men are quoted as having increased their business 200 to 300 per cent. since the funeral of alcoholic drinks was ordered. It is expected that many more retail grocers and general store proprietors will put in soft drink departments to prepare for the expected big trade in this form of merchandizing.

Sugar—The demand is very moderate and is not likely to quicken until the requirements of consumption are increased, which, no doubt, will be when the season for small fruits opens. In the meantime, short of a reduction in prices, there is nothing to induce buyers to stock up in anticipation of a larger consuming demand. Whatever the Washington authorities may deem it expedient to do in the way of price revision after the middle of the year is past, the trade appears to be pretty well satisfied that there is very little chance of a reduction being announced before the beginning of July at the earliest.

Tea—The demand for tea is, perhaps, slightly better, but the market is by no means active. Prices remain unchanged and the whole situation, while a trifle improved, is still sluggish and weak, although there are more signs of a hardening undertone.

Coffee—Coffee is about unchanged for the week, although if anything the market is a trifle weaker. The Brazil situation is somewhat softer and this has had an immediate effect upon the market of this country. All grades of Rio and Santos are just a shade lower for the week, although not materially. Demand for coffee is still very light.

Canned Vegetables — The trade seems rather generally disposed to put some little faith in the signs of a better tone in the canned goods market generally that have been reported from various quarters for several days past. It is officially announced from Washington that the Government may, after all, sell some of the stocks of canned goods, contrary to the statement early last week, but that any stocks sold will be solely for export and will not be put on the domestic market. This precaution, it is thought, may prevent a return of the waiting attitude of buyers that has so vexed the sellers; but in some quarters selling of Government stocks, even only for export, is considered not unlikely to check certain export demands that have begun to increase a little. Corn appears to be rather a puzzle to the trade, there being the widest divergence of opinion as to what are proper prices. Stocks of Southern corn are asserted to be very small, and some brokers argue that, with the old crop now nearly cleaned up and no new stock obtainable before September, prices cannot reasonably be as low as those reported on some sales within the past few days. In spite of what weight there may be in this reasoning the few offerings of new corn so far made seem not to attract buyers. There is a continued strong demand for fancy spot peas Nos. 1, 2 and 3, both Alaskas and sweets, with scanty stocks offered in response. There are considerable stocks of peas obtainable, but the quality of much of these is said to be poor, while the large size is an added drawback. Fancy string beans are in fair demand at high prices, but stocks are very scarce.

Canned Fish—Opinions disagree as to the outlook for salmon, for which there is some export demand on both pinks and reds. The report that the War Department would turn over to the Shipping Board early in April some 400,000 tons of shipping was referred to as making probable a better movement, partly through the sending forward of stocks of all sorts already accumulated here for shipment overseas. It was considered in some quarters a good sign that pink salmon on the Coast is firm at about 2½c under the New York price; but other interpreters drew a somewhat different conclusion from the same figures by saying that New York prices were practically down to Coast prices. No signs of any movement in sardines are as yet reported.

Dried Fruits—The disposition of sellers of new California prunes to hold out for full prices is shown in late reported sales of about half a dozen cars for October shipment, at 10½c for 40s and 9½c for 50s, 60s, 70s and 80s, bulk basis. It is reported from the Coast that independent packers have paid growers 10c net, and this was considered a sign of at least firm prices for immediate future. Coast prices just now are firmer, and it was said that New York buyers seem disposed to accept the present situation, although there is plainly no rush to buy. Business in spot prunes is very light, most of the demand being for export. Domestic spot business is almost negligible, being nothing more than very small sales for immediate needs. New apricots continue to be of merely theoretical interest. The prices quoted on recent offerings are considered much too high, and the belief is expressed that no such prices will move buyers until definite crop prospects give some new and better justification for them. There is a good demand for spot apricots, but stocks are small and not freely offered. New evaporated pears have been in a little demand for export. Spot raisins, as for some time past, are in strong demand, but with almost no stocks offered.

Soap—One wholesale house expresses the opinion that, although there is a decline this week in some soaps, the free deals and other concessions will shortly disappear and that it will be found soap has advanced. The present situation has been charged to internecine strife. When Europe calls for fats it is bound to cut down on the domestic supplies already reported short. Manufacturers are reported to be losing money now, or to be more definite are not making money.

Molasses—Little or no business is reported in New Orleans grocery kinds, but holders of the light spot supplies adhere firmly to their quotations. The outlook for new crop Barbados is still uncertain. Prices on new Porto Ricos are expected about the middle of next month.

Provisions—Everything in the smoked meat line remains steady at unchanged prices, with a light consumptive demand. The market on lard substitute remains unchanged, with an increased demand. Pure lard shows an advance of 2c per pound over last week. There is a good consumptive demand as well as export demand. The price is likely to remain unchanged. Barreled pork, dried beef and canned meats are all unchanged and very scarce.

Salt Fish—About the only mackerel on the market now is Irish mackerel, which is very weak and dull; in fact, holders of Irish mackerel are very much depressed over the situation. Lent has done little or nothing to harden the market. Codfiish is still firm and high on account of the export demand.

Review of the Produce Market.

Apples—Home grown is entirely out of market. Western stock is firm at $5.50 per box.

Bananas—$7.50 per 100 lbs.

Butter—The butter market is active at an advance of about 2c per pound over last week, with a very active consumptive demand and a short supply. The stocks in storage are very nearly exhausted and there is an export demand which is absorbing considerable butter. The market is in a very healthy condition on the present basis of prices and likely to remain firm, with a possible advance next week. Local dealers hold fancy creamery at 60c in tubs and 62c in prints. Jobbers pay 48c for No. 1 dairy in jars. They pay 35c for packing stock.

Cabbage—California, $5.50 per crate.

Carrots—75c per bu.

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

Cucumbers—Indiana hot house have declined to $2.50 per dozen.

Eggs—The market remains about stationary for the past week. Receipts are increasing every day and the quality arriving is very good. The market is firm. We look for very much lower prices in the immediate future. Local dealers pay 39c 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.; Illinois, 35c 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, 16c per lb.

Onions—The market is weaker and lower. Both red and yellow are slow sale at $3 per 100 lb. sack.

Oranges—California Navals, $5@7.25, according to size.

Pineapples—$6 per crate.

Pop Corn—12c per lb. for shelled.

Potatoes—Good table stock ranges around $1.75 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, $1.35 per 5 lb. basket; hot house, 30c per lb.

Turnips—65c per bu.

UNFAIR COMPETITION.

Sixty-one Practices Forbidden By the Government.

The trade will be interested in the "Don'ts" in merchandising which are frowned upon by the Federal Trade Commission, which Chas. Wesley Dunn, attorney for the American Specialty Manufacturers' Association has issued in a bulletin to the members of that organization. The list contains almost every conceivable manner in which unfair practices might be employed as pointing out what the Commission construes as unfair competition. A number of them are quite generally practiced in the trade at the present time, hence those doing so lay themselves liable to charges under the law.

The plan of granting discounts or rebates to dealers on the aggregate purchases within a certain time, for instance, is recognized as unfair competition. This is followed by the cracker companies generally. Guaranteeing prices against decline, used by the milk companies and others is another common practice in the trade. Discriminating in prices between purchasers or localities is another general complaint in the trade and under a reasonable construction would apply to the wholesaler selling certain retailers at their cash discount.

Of especial interest is the selling or offering to sell below cost or at less than a fair profit. While this would not apply to the chain store, department store or other price cutter operating within a state, where no Federal question was involved, it would affect such transactions when occurring across state lines. "Locality" price cutting is another species of unfair competition, applying in such cases where a concern cuts in a certain locality to strike at competition in that particular territory.

In all sixty-one specific causes of unfair competition are pointed by Counselor Dunn. They are as follows:

1. Agreements to give dealers special commissions or rebates, provided they deal in the seller's goods exclusively.

2. Giving cumulative discounts or rebates to dealers whereby they receive at the end of a fixed period certain rebates or discounts based upon the aggregate purchases during that period.

3. Selling to such dealers only who will refrain or agree to refrain from dealing in competitor's goods.

4. Effecting contracts for advertising, subject to cancellation if competing goods are advertised in the same medium.

5. Guaranteeing customers against decline in price of goods purchased and not resold by such customers at the time of any subsequent decline in the prevailing market price of such goods.

6. Effecting long-term contracts with customers.

7. Effecting exclusive contracts to manufacture or sell, e. g., contracts to manufacture exclusively for respondent, not to sell to competitors, not to deal in any other similar products except with the permission of respondent, not to sell to non-members of a dealer's organization.

8. Agreements with dealers not to sell competing goods of a similar color or substitutes for or imitations of respondent's goods.

9. Failure to perform numerous contracts to sell because of an advance in the market price of the product sold and the surreptitious marketing of such product through another concern at the higher prices.

10. Effecting resale price maintenance by contract, agreement or refusal to sell.

11. Purchasing one's own products from dealers selling such products at less than the fixed and standard resale prices.

12. Inducing and causing contracts affecting competitors to be broken, rescinded and delayed.

13. Claiming, exercising and maintaining a monopoly in the sale of products.

14. Procuring others to make bogus and spurious requests for estimates from competitors.

15. Inducing, through actual or threatened withdrawal of patronage, the discontinuance of the furnishing of supplies to a competitor.

16. Effecting commercial bribery through the corrupt giving of a seller to the employe or agent of a customer or prospective customer of any money or other thing of value or entertainment with the purpose of influencing the recipient in relation to the business of his employer or principal.

Petoskey Portland Cement Company

Authorized Capital Stock $1,500,000

All Common Stock. No Preferred Stock.

A very limited amount of this stock allotted at $12 per share remains to be sold.

This Company possesses every possible requirement to make a great success of the manufacture of cement. It owns sufficient raw material to supply a large cement plant for over 100 years—this on very reliable authority, it has an ideal location giving it water shipment to all of the great consuming centers of the Great Lakes—besides possessing a large local market, it has a recognized substantial management, it will save thousands of dollars each year over many cement plants now paying large dividends, it enters the cement field in the greatest construction era the world ever has known and which is now upon us and will demand much more cement than the present plants can produce.

In the Meantime

While the cement plant is being built and gotten ready for operation the Petoskey Portland Cement Company is fast expanding its crushed stone business. This part of its business alone guarantees the stockholders a good annual return which will be increased by dividends from the manufacture of cement.

As an Investment

It offers safety because it has an established income sufficient to pay a good annual dividend from sales of crushed limestone, it has back of it large real estate assets. Not only has it very bright prospects for large dividends but at the present price of the stock the investor can look for a material increase, as a result of cement dividends, in the stock market value.

If you have funds to invest it will be worth your while to investigate this proposition before placing those funds.

The Michigan Securities Commission does not recommend the purchase of any securities and its approval should not be construed by investors as an endorsement of the value.

F. A. Sawall Company
405-6-7 Murray Bldg.
Grand Rapids, Michigan

Harbridge & Company
69 Buhl Block
Detroit, Michigan

F. A. SAWALL COMPANY, INC.
Grand Rapids, Michigan.

Gentlemen—Without any obligation on my part please send me all the information you have regarding the Petoskey Portland Cement Co.

Name .....

Address .....

17. Issuing lottery premium coupons.

18. Wilfully damaging or tampering with competitor's property.

19. Discriminating in prices between purchasers or localities.

20. Espionage, as through employing secret agents to spy upon competitors' business surreptitiously entering the factory of a competitor to procure drawings of machinery, procuring trade secrets, bribing railroad employes to obtain information as to competitors' shipments, trailing delivery and sales agents of competitors, requiring employes and dealers to spy upon other dealers.

21. Enticing employes of competitors.

22. Instituting unwarranted suits against competitors.

23. Interfering with a competitor's business by puschasing from dealers the goods of such competitor and substituting one's own, and by following salesmen of a competitor to hinder and embarrass them in the performance of their duties.

24. Threatening to sue a competitor for the purpose of intimidation.

25. Threatening to force competitors out of business unless they refrain from selling in certain territories.

26. Intimidating, threatening, boycotting, molesting or obstructing of competitors, generally.

27. Dividing of territory and limiting of selling area by competitors.

28. Threatening to cut off dealers' supplies unless purchased from respondent.

29. Refusing to sell unless dealers will purchase other supplies, unless dealers will agree not to sell the products of a competitor, unless dealers will agree to or sell at standard resale prices fixed by the seller.

30. Selling or offering to sell below cost or at less than a fair profit.

31. Selling at less than cost upon the condition that the customer will simultaneously purchase other merchandise upon which a profit is made or selling certain products at a loss and recouping on others.

32. Selling food unfit for human consumption.

33. Simulating the trade name, trade mark, cartons, slogans, advertising matter or appearance of the product of a competitor.

34. Concealing interest in other concerns.

35. Maintenance of bogus independence and cutting of prices through such bogus independence.

36. Agreements whereby equipment necessary to handling certain products is loaned on condition it shall be used exclusively in connection with respondent's products.

37. Selling machines under license agreements whereby purchasers may not use therewith the supplies of competitors and may not use the seller's supplies either on competitor's machines or with the supplies of competitors.

38. Entering into an agreement, understanding or pool by competitors to maintain prices or to allot business.

39. Locality price cutting.

40. Threatening to sell and selling direct to consumers in order to compel retailers to handle the seller's goods exclusively.

41. Purchasing entire output of raw material.

42. Infringement of patents, trademarks and copyrights and prosecutions for alleged infringement.

43. Making up cost sheets in reckless disregard of true costs.

44. Impairment of competitive power of other concerns through stock control.

45. Price fixing through contracts, associations and combinations.

46. Effecting a restraint of trade through contract, combination or conspiracy.

47. Organizing of trust to increase prices.

48. Agreements between competitors to limit output.

49. False and misleading advertisement.

50. Misbranding.

51. Misrepresentations and false statements, either about one's own or a competitor's merchandise or business.

52. Defamation, libel, slander, disparagement of competitor's goods or business.

53. Passing off goods as of other manufacture.

54. Misuse of letter from Commission and disobedience of order by Commission.

55. Agreements between manufacturers, members of an association, and laborers whereby the latter do not work for non-members or for manufacturers not maintaining standard prices.

56. Appointment by a wholesalers' association of committees to confer with manufacturers to influence such manufacturers to adopt certain sales methods.

57. Compelling members of an association against their will to maintain standard prices by fines and withdrawals of labor.

58. Publishing of blacklists by an association.

59. Inducing organizations to influence their members not to sell to competitors.

60. Inducing and compelling manufacturers, through an association, not to recognize certain dealers as legitimate jobbers, entitled to buy at jobbers' prices.

61. Combination of buyers to force down purchases by refusal to purchase.

It is a mistake to think that there are no diseases but the physical. Many of the worst diseases are mental. Timidity is as truly a disease as smallpox or typhus. Its effect in robbing its victims of strength and will-power is often quite as bad, if not worse, than that of the physical disease. The timidity sufferers cannot see things in their proper proportions, nor can they make the wisest choice in a perplexing situation, because their disease blinds their judgment and kills their courage, so that they are in no condition to decide what they can do, or to attempt a thing they may be amply qualified in other respects to carry to a successful issue.

National Grocer Company

Wholesale Grocers

Our annual sale of house cleaning goods is still on and will be for the next two weeks. We particularly desire to call your attention to the following articles:

AMMONIA
BASKETS
BLUEING
BORAX
BROOMS
BRUSHES
MOPS
CLOTHES LINES
CLOTHES PINS
TACKS
WASH TUBS
PAILS
PAINT
LYE
CHLORINATED LIME
SHELF PAPER
FURNITURE POLISH
METAL POLISH
SAL SODA
STOVE POLISH AND ENAMEL
LAUNDRY SOAP, SCOURING
SOAP, DYE SOAP
SWEEPING COMPOUND
WASH BOARDS
WASHING POWDERS
WALL PAPER CLEANER

Our salesmen will give you full information as to how these goods are packed and the cost.

We again urge the retail dealer to make an extensive display of his stock of house cleaning necessities at this time.

NATIONAL GROCER COMPANY

Grand Rapids
Lansing
Cadillac
Traverse City

DARK WITH UNCERTAINTY.

It was all very well during the palmy days of Mr. Hoover's stringent regulation of the grocery trade to talk about the law of supply and demand having been subjugated, but present-day events and conditions tend to prove pretty conclusively that at most it was not more than a case of suspended animation. Just now it is in the saddle and defying all efforts to unhorse it.

We hear a good deal about the stagnation in trade and the need for an optimistic leap into prosperity, but somehow everyone refused to leap, and when the psychology of the thing is tested one discovers that it arises from a wholesome regard for the consequences of "bucking" the inevitable operation of supply and demand. That prices of food are too high no one can question, however much justification there may be for the prices in inflated costs. Intrinsic value is one thing but market value—the price people are willing to pay for food as the compromise between their need and the producers' cost—is quite another. And when prices are more than folks will pay there's no trade.

Distributers long ago feared that this stage would be reached and, apparently, it has. No one doubted the fairness of price, but when the consumer refused to buy justification was not what was needed. Uncle Sam had to have food for his army at any price, but people at home could curtail and did. And when the outlet was checked the channels of trade were blocked. The retailer has stuff he cannot sell and so has the jobber. The packer is wary about packing more and the farmer says he must name a price for his crop which serves to make the canner still more cautious. Therefore, things are at a standstill.

Someone must move or the prospect for the 1919 pack will be dark with uncertainty. Uncle Sam has added one note of re-assurance by promising not to dump his hoard of stuff—accumulated for an army of 4,000,000 men for a year—but thus far the outlet has refused to open. No one wants to take an initial loss on goods he knows are perfectly staple at present values. Tomatoes as a 25 cent seller cannot move as they did at 15 cents, but unless the inflation is vented how can they come down?

Many other lines of business have faced the situation and with good sportsmanship "made a break" and started recession, which in turn means energy and restored trade. Why cannot the grocers and canners find a way at this crucial moment?

In this predicament it is interesting to see a large display of "passing the buck." The farmer says it is the cost of fertilizer and labor and finds more attraction in $2.26 wheat than $15 tomatoes. The canner lays it to the farmer on one side and the grocer on the other. The grocer charges it up to the canner and the consumer and the consumer goes without or does his own canning. But the plain fact is that the "big" pack of 1919 has not encouraged a big consumption, except statistically.

Here is the way the canner passes it to the retailer (in the Canner) in a recent accusation:

In the canning industry canners have taken the first step. They have cut their prices. Whether this was done psychologically, anticipating that figures must some day be lowered, or from a desire to sell, and the hope that reduced prices would shake up the phlegmatic jobber, is irrelevant.

Jobbing prices are a little more slow to respond, but they are coming down in some lines. Retail prices remain where they were, with pitifully few exceptions, a month before the armistice was signed. And it appears that the retailer is going to hold those prices there until he has disposed of the stock he has which he bought on the high basis of last summer and fall.

If all wait for trade to adjust itself in this manner there will be neither buying nor selling in sufficient quantity to warrant the canner in making anything but the present very wise conservative plans for his 1919 pack. The upshot is likely to be, even with a normal season, a too small pack of staples to let the law of supply and demand hold markets on a steady, decent basis of cost plus a fair profit. Speculation is probable, with its resulting higher prices. If the retailer can be prevailed upon to forget everything about the war except the comfortable profits he made during 1916 and 1917, and will take from those profits to pay for a slight loss at this time, he will take his loss on his canned foods now. He can well afford, with what little stock he has, to get No. 3 tomatoes out of the 25 cent class. It is possible the fall of 1919 will see tomatoes in the 15 cent class again, unless, of course, ultra-conservativeness on the part of the canners results in too great an underproduction. A reduction in the retail selling price now will stimulate buying on the part of the consumer and get the old canned foods habit reformed. By the end of the summer it will have gained enough momentum to carry the industry through the coming fall and winter.

THE LEATHER SITUATION.

Ever since the signing of the armistice, many newspapers have carried the idea, and perhaps through them, people in general have gained the idea that there must be a material decline in the price of everything.

Prices of commodities are governed by supply, demand, the volume of money in circulation and the velocity of circulation. While most commodities have shown a tendency downward, coffee and leather are two very important commodities that have not weakened and there is little hope that either of these commodities will weaken for sometime.

There are certain underlying facts in the case of each which justify strength. As to leather the reasons for continued high prices are so apparent that merchants must apprise themselves of these facts and be able to explain them to customers. There is little doubt but that customers generally are willing to pay the price for good shoes, but they will be much better satisfied if they know why shoes continue high. As it now appears, leather is strong and will continue to be strong for some time to come, for the following reasons: In normal times we import the following skins and hides to be tanned in the United States:

99 per cent. of all goat skins.
75 per cent. of all sheep skins.
50 per cent. of all calf skins.
45 per cent. of all cattle hides.

The importation of such a large proportion of our raw materials has depended on ocean tonnage, and ocean tonnage is at present three million tons less than in 1914. The level of foreign hide prices has for some time been steadily above our domestic raw material prices, and as a result of embargoes and shortage of ships our importations for 1918, the year just closed, were less than in 1917 by

60 per cent. in cattle hides.
75 per cent. in calf skins.
40 per cent. in goat skins.

and practically no goat skins have been arriving for the past several months. Our importations will probably continue to be sub-normal until tanners here can afford to pay the prices Europe seems willing to pay.

Mr. Merchant, get these facts in mind. If you are obsessed with the idea that leather should be cheaper, these facts will help you to eliminate that idea. They will also aid you in putting the situation properly to your customers.

REAPING THE WHIRLWIND.

There is much talk at the Paris peace conference about Germany signing the peace agreement formulated by the Allies.

What's the idea?

The signature of Germany to any kind of a document is a waste of time. Germany's word is not worth five cents in any market in the world. Her signed agreement is worth no more. She has no honor, no decency and no just conception of right and wrong. The only good German is a dead German.

The greatest mistake the Allies made was to grant an armistice which Germany has kept only because a thousand cannon are pointed her way. Remove the military pressure and she will relapse into barbarism, pay no attention to her agreements and ignore every promise she makes to be good.

There will never be any permanent peace in the world so long as the German spirit is permitted to exist. In this country it finds expression in the recent action of the German brewers to defy the Government and continue to manufacture and sell beer in the face of President Wilson's proclamation putting an end to the accursed traffic. Before the war the German spirit found expression in the determination of the German brewers to continue their regime of demoralization by the subornation of judges, prosecutors and juries, the bribery of voters and the corruption of newspapers. It is the spirit of defiance of law and decency which must be put down before any peace can be made permanent anywhere in the world.

Over four months have elapsed since the armistice was signed and not a single German murderer has been punished. The Kaiser walks unmolested in the garden of his friend in Holland, anxiously awaiting the summons to return to Germany and re-establish his reign of lust and blood. In the meantime our blue sky chasers in the Paris conference talk about everything except the thing they were sent to Paris to do—to punish the guilty, discipline those who followed the leadership of the German brutes, force the return of stolen property and provide for the restoration of devastated countries by Germany. So far as the Tradesman can determine, they have done none of these things. Representatives of democracies have been so busy hobnobbing with kings and dining with princes that they have found no time to do the people's bidding. They have dilly dallied so long that Europe is now in a ferment of unrest and chaos and peace is apparently further off than it was when the Kaiser started his first war in 1914. Our self-appointed delegates went to Paris ostensibly to dictate terms of peace. Instead of doing this, they have ignored their solemn duty to their country and to the world by discussing every other subject than the one vital issue. Because of their trifling and blue sky chasing and their lack of thoroughness, they have deliberately precipitated a war of classes which will never be settled until there is a complete reversal of the present method of conducting our Government and an effectual embargo placed on socialism and anarchy. Under existing conditions we are building up a propaganda of class hatred which will destroy the Republic unless checked by a strong executive who is big enough and broad enough to understand that one cannot sow to the wind without reaping the whirlwind.

SUPPLIES OF WOOLEN AMPLE.

At the Government's wool sales in Philadelphia a good demand was shown for certain of the better grades, for which very satisfactory prices were obtained. Representatives of the woolen mills, and not dealers, were the buyers. But, as was the case in previous sales, poorer qualities were not desired, and they had to be withdrawn. Some day they will have to be offered for what they will bring, because it will not pay the Government or any one else to keep adding storage expenses to the cost of them. When that time comes there will be a decided unsettlement of wool values. The superfluity of wool supplies, and the recklessness of buying on the part of the Government, become more apparent with each new official report that is issued. The latest of these reports from the War Department shows that it bought or contracted for 722,450,168 pounds of wool, which is as much as was used in all the mills of the country for civilian as well as for war needs in the whole of 1918. There still remain 487,100,540 pounds to get rid of. This quantity and the estimated domestic clip of this spring will be sufficient to provide for all the country's wool needs for this year and leave a couple of hundred millions of pounds surplus. To this will have to be added the quantity which will be imported. It is very evident there will be no dearth of the article. The goods market during the week was without especial feature, except that some of the orders put in have been scaled down by the mills as being speculative, and that the product of a number of the mills has been sold up. In dress goods there is yet no effort on the part of either buyers or sellers to hurry things.

Michigan Retail Shoe Dealers' Association.

President—J. E. Wilson, Detroit.

Vice-Presidents — Harry Woodworth, Lansing; James H. Fox, Grand Rapids; Charles Webber, Kalamazoo; A. E. Kellogg, Traverse City.

Secretary-Treasurer—C. J. Paige, Saginaw.

Present and Future Style Trend in Women's Shoes.

Style in women's shoes—the factor for which the trade has largely to be thankful for placing the industry on a more profitable basis, quite in contrast to the mediocre place it held in the field of merchandising a few years ago, and which survived the war only through the efficiency and unselfish efforts of organized shoe dealers, manufacturers and collateral branches of the trade—bids fair to resume its commanding place now that the struggle of warring nations is practically at an end.

There never was a time when the retail shoe merchants exhibited a keener interest in fashion in footwear than at present. With manufacturers' prices at a higher level than ever before owing to conditions over which they have no control, the shoe merchants of the country are exhibiting more interest in the matter of style than of prices. They have come to realize that shoes, like millinery, will not sell at a profitable price unless style is first and foremost. Perhaps the comparison favors the hat, because that is a matter of fuss and feathers, costs little to make, requires no particular skill to produce, and does not afford any actual, durable service, while a shoe must not only be stylish but must fit, be comfortable and must wear well in order to please its style-insistent owner.

The war time regulations will not expire until June 1. After that the "lid is off," so to speak, and manufacturers may make any styles they please, and retail shoe dealers may merchandise them without offending the Government or patriotic citizens. Sample making, however, has been unrestrained, and for several months designers, last makers, pattern men and others who have a hand in originating shoe styles, have vied one with the other in their efforts to produce pleasing effects for the coming fall. Tanners and makers of other shoe materials have given valuable assistance, and in the shop windows styles in low cuts already run rampant, a forerunner of what may be expected in the fall.

Recalling the influence that styles of one season have upon the succeeding season, it may be well to refer to the present heavy demand for colonial pumps. The colonial in its present style, really a plain pump with a large buckle or ornament, and these are in almost endless variety, brazenly standing at attention at the throat of the vamp—is the "big bet" of the present moment. Buckles come high, but the public must have them. They add from 25 cents up to the cost of the shoe and it is not uncommon for manufacturers to ask and receive $2.50 extra for pumps because of the addition of the buckle or ornament.

Foremost in demand are beaded, jet and steel buckles in bronze, black and white and other effects, rhinestone buckles on patent pumps, silver buckles both plain and cut, and with oxidized silver and black leather buckles, or rather buckle ornaments, are in great favor. Pumps made after this fashion are selling chiefly in black patent leather, black glazed and brown kid and black and brown suede, also black satin. Dull calf seems to have little place in the shoe dealer's favor just now. Brown kid is extremely popular for colonial pumps, and bronze beaded ornaments are pretty on a Havana brown pump.

No one has to be told of the continued popularity of oxfords. They got a real start last year as a war conservation measure, and have sold right through this exceptionally mild winter. Many women have worn opera pumps and oxfords with and without spats all winter, and it is freely predicted, both as a matter of style and economy, that oxfords and other low cuts with spats will be worn again next winter. Five and six eyelet oxfords are selling well in patent, black and tan kid (often in combination with satin quarters) in Louis heel effects, and with Cuban and military heels in oxfords of tan calf and black leathers carrying tips and imitation tips and perforations. Dealers generally anticipate a big white season, and have bought oxfords and colonials and striped pumps accordingly, but only a few boots.

It is cheering to shoe dealers to know that already American women are grumbling about the long and narrow skirt imposed on them, they declare, by an unsympathetic coterie of fashion designers, and contrary, also, to the usually accepted styles of Paris. If American women would follow the styles adopted by their Parisian sisters they would be wearing skirts ten to twelve inches from the ground rather than the clinging vine type of draped skirt ankle length and most uncomfortable and difficult to manage.

The frocks designed at Paris are said to be particularly created for the short skirt and cannot be lengthened. They are drawn in and caught up and paneled in a way that would be awk-

7597—$6.50
Blk. Satin Top

A partial list of numbers now in demand in Women's High and Low Shoes. Every one of which is ON THE FLOOR ready to ship. NOTE the prices which are way below today's market. We will guarantee these prices to go higher. We specialize and carry in stock Novelties in season in widths from A to D sizes up to 8. Michigan's only real stock proposition.

7597 Wos. Pat Vp. Pl. Toe ¾ Fox 8 in. Polish Black Satin Top Leather Louis Heel, Welt A B C D, ⅜ $6.50

TAN KID SHOES WELTS.

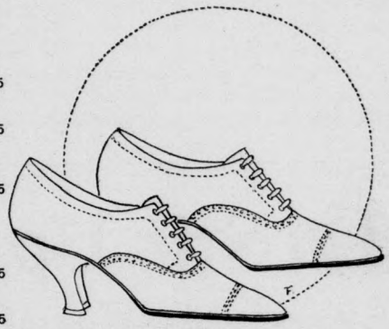
7572X ¾ Fox Imt. Tip Welt Leather Louis Heel B C D Choc. Kid Polish 7.00
7599 Wos. Choc. Kid ¾ Fox Polish Imt. Tip Louis Heel Welt, ⅜ A B C D 7.00
7569 Wos. Choc. Kid ¾ Fox Cloth Top Polish Imt. Tip Welt Louis Heel 3-7 B C D 5.50
7505 Wos. 8 in. Bentz Choc. Kid Polish Welt 1⅜ Milt. Heel Welt ⅜ A B C D 6.50
7584 Wos. Vici Kid 8 in. Polish Welt Imt. Tip 1⅜ Heel A B C D ⅜ .. 5.60
7536 Wos. 8 in. Kid Polish Welt ¾ Fox Kid Top Imt. Tip 12-8 Heel A B C D 4.85

TAN KID LOW HEEL OXFORD

3551 Brown Kid Lace Ox. Welt Imt. Tip 12-8 Heel, ⅜ A B C D $5.15
3562 Betz Brown Kid, Imt. Tip. Welt Ox. 12-8 Heel, A B C D 4.35
3502 Choc. Kid Eng. Lace Oxford Pl. Toe S S M S 12-8 Heel, 3-7 C D McKay 3.15

TAN KID LOUIS HEEL OXFORD

3554 Brown Kid Lace Ox. Welt. Pl. Toe Louis Heel ⅜ A B C D $5.15
3538 Choc. Vici Kid Five Eyelet Ox. Pl. Toe S S M S Louis Heel ⅜ B C D 3.75



TAN CALF LOW HEEL OXFORD

3552 Russia Calf Lace Ox. Welt Imt. Tip 12-8 Heel ⅜ A B C D $4.65
3561 Mahog. Calf 5 Eyelet Lace Ox. Imt. Tip 12-8 Heel Welt ⅜ B C D 4.50
3540 Mahog. Side Eng. Lace Ox. Imt. Tip S S M S 11-8 Heel ⅜ C & D 3.15

BLACK KID LOW HEEL OXFORD

3555 Bright Kid 5 Eyelet Lace Ox. Imt. Tip 12-8 Heel Welt ⅜ A B C D $4.60
3550 Black Vici Kid Oxford Welt Imt. Tip 12-8 Heel. ⅜ A B C D ... 4.35
3559 Vici Kid 5 Eyelet Lace Ox. Imt. Tip 12-8 Heel Welt ⅜ A B C D 3.85
3558 Vici Kid 5 Eyelet Eng. Ox. Imt. Tip S S M S 12-8 Heel ⅜ B C D 3.00
3535 Vici Kid Eng. Lace Ox. Imt. Tip ½ D S M S 12-8 Heel 3-7 D 2.50

BLACK KID LOUIS HEEL OXFORD

3553 Black Vici Kid Lace Ox. Welt Pl. Toe Louis Heel, ⅜ A B C D $4.35
3560 Vici Kid 5 Eyelet Lace Ox. Pl. Toe Louis Heel Welt ⅜ A B C D 3.85
3539 Vici Kid Five Eyelet Ox. Pl. Toe S S M S Louis Heel, ⅜ B C D 3.50
3549 Bright Vici Kid 5 Eyelet Lace Ox. Pl. Toe ½ D S M S Louis Heel 3-7 B C D 3.25

BLACK PATENT OXFORDS

3556 Pat. Kid 5 Eyelet Lace Ox. Pl. Toe Turn Louis Heel, 3-7 B C D $3.75
3527 Pat. Chrome 5 Eyelet Lace Ox. Pl. Toe S S M S Louis Heel ⅜ McKay C & D 3.15
3557 Pat. Chrome 5 Eyelet Lace Ox. Pl. Toe S S M S 12-8 Low Heel, 3-7 McKay B C D 3.00

The following low Shoes are a few of the latest styles shown, which will more than interest those that want the latest.

April 1st delivery ooner. Some are now enroute, others coming by express.

BLACK SATIN COLONIAL

4565 Wos. Black Satin Ox. Colonial McKay Leath. Louis Heel A B C D $4.50

BLACK SATIN OXFORD

3547 Wos. Black Satin Ox. Turn, Covered Louis Heel A B C ⅜ $4.50
3564 Wos. Black Satin Ox. McKay Leather Louis Heel A B C D ⅜ 4.00

BLACK BUCK OXFORD

3566 Wos. Black Buck Ox. Welt, Imt. Tip, A B C D ⅜ $6.50

FIELD MOUSE GREY COLONIAL

3567 Field Mouse Grey Colonial, Welt Leather Louis Heel A B C D ⅜ 6.00

Hirth-Krause Company

Tanners and Shoe Manufacturers

Grand Rapids, Michigan

ward, an expert who recently returned from Paris says, if they came to the ankles, adding that, "There is nothing for America to do but to accept the short skirt vogue."

"The first thing I did when I returned to America," this authority states further, "was to send all my models that had been made here to the workroom to have five or six inches taken off. The French women wear skirts that strike about the middle of the calf, and if the leg is at all developed it gives a bow-legged appearance. The French women do not mind this, but the American women will. To give the effect of the short skirt, and yet shadow the legs we will put a fold of double chiffon on the bottom of the skirt. This I consider the most important style fact of the season. If we consider all the dictates of Paris we must wear short skirts. However, boots will be discarded, for the skirts strike just above the boot tops and show the hose at an ugly point. To avoid this low shoes, preferably pumps, must be adopted."

It is pretty generally believed that prices show little if any tendency towards lower levels. The strong statistical position of kid leathers and their prominence in fall lines doubtless constitutes a determining factor that has impelled many of the larger buyers to place from 60 to 85 per cent. of their orders for fall.

A speaker at one of the recent state conventions announced his intention to order early and risk the possibility of loss by subsequent price declines rather than to delay purchasing and take the risk of losing sales through tardy deliveries which naturally follow a policy of ordering late. He declared he preferred losing a quarter per pair on the purchase price than lose several dollars per pair by not having the merchandise when his customers required the shoes. Manufacturers are rendering it comparatively easy for retailers to ensure themselves against buying-losses by offering to protect their customers against price declines over a reasonable period, which in some cases are stipulated as prior to September first.—Shoe Retailer.

Retailing Taught in Iowa High School.

Progressive business methods in Davenport, Ia., in future years will demand young people who are salespeople, not order takers, according to retail merchants of that city. They have inaugurated a movement to have a course in retail selling established in the Davenport high school. This course of two years will be supplemented by a special course in the night school.

Boys and girls who will later be employed in the retail stores, factories and offices will be much better fitted for their work in the opinion of the business men. They declare the better trained the young people the greater the progress Davenport can make in years to come as a business center.

THE CASH CUSTOMER.

He Resents the Favoritism Shown the Credit Patron.

Written for the Tradesman.

Undoubtedly a new era is about to dawn upon the United States, an era of good prices, good wages and a genuine run of business prosperity, providing the business of the country is left to itself and not hampered by governmental interference. The law of supply and demand should be allowed to resume the old stand with opportunity for everybody to work out in his own way the problems which confront us.

The merchant who succeeds is the one who pleases the most customers, although it might seem a doubtful practice to curry favor with a certain class by making the customer's wife a present at settlement every pay day.

I have known merchants who seemed to court the trade of the ones who, from force of habit rather than of necessity, ran a bill at the store to be paid for at the end of a few weeks or, perhaps, months as best suited the aforesaid customer. And when the man came in, settled up, paying his account, the merchant would blandly throw down a dress pattern as a present to the wife.

It was not always a dress pattern. Sometimes it is a neat bit of lingerie, a substantial piece of granite ware or, perhaps, bonbons and sweetmeats, the value of which was proportioned after the size of the bill. At least four times a year—and sometimes much oftener—these little courtesies were awarded the customer who "ran his face" for his purchases.

These little attentions were, undoubtedly, appreciated by the customer. Mr. Merchant felt that he could afford it by keeping the man who traded almost exclusively at his store, good natured and satisfied. Right here, however, is another point of view.

In the town where the merchants were so accommodating were other customers, few in number perhaps, yet an actuality in the business life of the town, who paid cash on purchasing, never running a book account from one year's end to the other. What about the new dresses, new dishpans, fancy frills and so forth that went to the other customer?

Not once did the cash customer realize that he was conferring a favor; not once did the merchant's hand go up to the shelf to toss down a neat dress pattern for the cash customer's wife. Not necessary was it to keep the spot cash customer good natured; he was born that way else he would not have been what he was, a cash paying customer, preferring to wait if he had not the ready money until a more flush time, before purchasing an article with a request to "charge it."

Up in the North woods, once upon a time, the storekeepers made it a point to trust those whom they believed to be good pay. Even the little children learned the meaning of this sort of credit system and sometimes one of their number, usually

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
3490	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 Outing, 1 to 6	2.20
9822	Little Gent's in Same	1.80
3460	Misses' Dongola Patent Tip Button McKay, sizes 12½ to 2	2.00
3836	Child's Dongola Patent Tip Button McKay, sizes 8½ 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 12½ to 2	1.95
3870	Child's Gun Metal Blucher McKay, sizes 8½ to 12	1.65
4870	Infant's Gun Metal Blucher McKay, sizes 6 to 8	1.45
3471	Misses' Gun Metal Button McKay, sizes 12½ to 2	1.95
3871	Child's Gun Metal Button McKay, sizes 8½ 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 8½ in. Brown Cloth Top McKay. 15-8 Cuban Heel, B C D, sizes 3 to 7	3.75
2827	Women's Havana Brown Kid 8½-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 8½-in. Dull Top, Welt. B C D, sizes 3 to 7	3.75
2829	Women's Gun Metal 8½-in. Black Cloth Top, McKay. B C D, sizes 3 to 7	2.85

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

from the family of the most notorious dead-beat in the neighborhood, would come sidling into a store, up to the counter, and smiling up into the merchant's face would ask: "Mr. Blank, do you sell on trust?"

Selling "on trust" got to be a nuisance in the woods, because the population was erratic, one never knowing whether his customer would stay a month or slide out between two days and leave an account unsettled.

In the farming community most of the book accounts are good, and yet I can hardly agree that it is good business to pat the credit customer on the back every pay day by giving his wife a present, while utterly ignoring the cash customer whose coffers are not quite so full as the others. Even the man or woman who pays cash in every deal cannot but notice the favoritism shown the credit customer.

It is a little queer that some of the ones best able to pay, ones who are abundantly able to plank down the cash at a moment's notice, should choose to run a book account. Some of these men never allow their wives money to pay for anything relating to the upkeep of the household, preferring to have all such bills sent in at the end of the week or fortnight.

It is like some of the old war veterans who run a three months' account at the store, turning over their pension quarterly to meet these accounts, when it would be just as easy, and much more satisfactory to all concerned, did they economize sufficiently to pay as they go and thus save time and chance for mistakes and misunderstandings.

It seems to give the ordinary human a certain feeling of pride to know that his credit is good. A prominent lumberman often contracted a book account at the store, nor would he think of paying it until asked for the money by the merchant. "What isn't worth asking for isn't worth having," seemed to be his motto, and after the merchants got onto his manner of doing business everything went well, although one storekeeper waited a year before dunning his man, knowing he was well able to pay. Old Timer.

Might Not Be Enough To Go Round.

Up in the balcony of a big store's shoe department were boys busy with boxes to whom saleswomen from the floor below called like this: "Send me down a number two Benny—a number two Benny." "A four David, a four David." "I want a three-and-a-half Charlie, understand? A three-and-a-half Charlie." Gradually it dawned upon a woman observer that the names referred not to the boys, but to the boots. "What do you say when you want 'A'?" she asked. "Width 'A'?" repeated the saleswoman; "that's Abie."

Were there greater variety in women's feet, there might not be enough names to go round the alphabet and up to the balcony.

A mouse scares a woman almost as much as a milliner's bill scares a husband.

CAREFUL SELECTION of stock and equally careful workmanship have maintained the high standard of quality in the

H. B. Hard Pan (Service) Shoes

At this season your outdoor customer is providing himself with strong, sturdy shoes that give the needed comfort and protection to his feet.

Owing to war and supply market conditions the temptation to substitute inferior materials has been great. It is therefore important that a shoe line of known qualities, one that is made by a firm of unquestioned responsibility, be handled by every retailer.

The H. B. HARD PAN Service Shoe has always been made from specially selected and prepared stock. The same care is exercised in the selection of stock to-day. The shoe MUST measure up to the same quality standard to-day that it has always measured up to.

You can RECOMMEND and SELL the H. B. HARD PAN Service Shoe to-day as the best service shoe on the market, because it does measure up to the same quality as in the past.

For years it has been the standard in men's shoes and it will remain so.

Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear GRAND RAPIDS, MICH.

Mayer

YOU can less afford now, more than ever before, to take chances with a line of shoes the quality of which is uncertain.

High Price Times create a bigger demand for shoes of acknowledged value. This is why **MAYER HONORBILT SHOES** are easy for you to sell; their quality is well and favorably known.

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

HONORBILT SHOES

The Hood Sportshu

A Sporty Sportshoe

How the Boys like 'em!

White canvas upper
Leather stays and patch
Heavy red rubber
Sole and side foxing and wedge heel

Men's	6-11	$1.75
Boys'	2-6	1.60
Youths'	11-2	1.50

ON THE FLOOR

We carry the largest line, greatest variety and largest stock of Tennis and Canvas footwear of any Michigan House.

Grand Rapids Shoe & Rubber Co.

The Michigan People Grand Rapids

Criminal Selfishness of Union Labor Leaders.

Written for the Tradesman.

Some idea of the burden the railroads are carrying can be formed from figures compiled by the Financial and Commercial Chronicle. They show that the ratio of operating expenses to gross receipts for the months of July, August, September, October, November and December, 1918, was 95.14 per cent. in 1917 and 90.75 per cent. in 1918. In January, 1919, seventy-eight roads showed deficiencies of from $500 to $618,000 each. Figures do not lie and are in themselves eloquent comments on the Government control and operation of railroads. The failure of this large number of railroads to earn their expenses is due to the prodigious additions made to the pay rolls of the roads through the repeated increase in wages, and yet the article written in the Michigan Tradesman entitled "Killing the Goose That Laid the Golden Egg" is sharply criticised by a member of the Brotherhood of Railroad Conductors. The writer of that letter of criticism is a man of excellent character and perfectly sincere in what he writes, but his vision is evidently obscured by the film of brotherhood glamour. He says:

I find in the Tradesman of March 5 an article, "Killing the Goose That Laid the Golden Egg" and your name at the end of the article. I am hoping that there is a Paul Leake other than you and that he is the author, thereby relieving you of the responsibility of what I consider a slanderous attack upon the Order of Railway Conductors. I have been a member of that order since the early eighties (about thirty-five years) and know something of its work and, while I do not approve of all that has gone out against them and other labor orders, I know full well the great good they have accomplished, for prior to their existence the condition of its conductor was anything but enviable. I further know that they have always been considered a conservative order —in fact, too much so for their own good—and many times have stood for what was right and fair, even at the expense of being called weak. The personnel is made up of some of the grandest and noblest men in the country; men who have endured all kinds of self-sacrifice and stand ready to-day to continue on in that good work in order to uphold the great principle of the "square deal." In the great leveling process that the world is now undergoing, they will be one of the factors that will be instrumental for the greatest good for the greatest number and, as a whole, will stand firmly for the right. I will not deny that it has members that do not live up to that ideal, but the whole order should not be condemned and be compared to the "bolsheviki" and any such charge is unjust, unfair and unchristian and I am resting in the confidence that you speak from a standpoint of misunderstanding purely and absolutely.

With the record of extortionate demands of the railroad brotherhoods which have added approximately one billion dollars to the pay rolls of the railroads, where, may it be asked, does the "square deal" and "self-sacrifice" come in? The head of the Brotherhood of Railway Conductors was quoted when before Congress, in the article referred to in the letter, and the only sacrifice shown in his remarks would be the sacrifice of many thousands of men, women and children represented through the railroads securities holdings of savings banks, insurance companies and trust companies, through investments made when the railroads were privately owned and when such securities were considered gilt-edged. What consideration has been accorded by the railroad brotherhoods to these hundreds of thousands whose savings are at stake in railroad securities? None. The programme of the railroad brotherhoods, like that of all other organized labor, has been an utterly selfish one, and if that is not the bolshevik spirit, what is it? It is too bad that good men are so blinded that they cannot see that the practical application of the Golden Rule is the only one which will bring peace, prosperity and happiness to all. It has got to come. There may be upheavals, strikes and much grasping for individual and collective gain—temporarily successful possibly—but there is no escape from the law of compensation. If men will sow the wind they cannot escape reaping the whirlwind. Bitter experience will inevitably teach them their folly. A more un-American spirit, a more autocratic tendency than that shown in the attitude of union labor in this world's crisis would be difficult to find. This is written as no apology for financial hogs and profiteers who are just as selfish as union labor, but is written with the hope that a broader, higher view of industrial life will be taken by both capital and labor. Without it, without the brushing away of the cobwebs of selfishness, no permanent prosperity can exist.

What is the situation to-day? Other increases in railroad wages are under consideration and at Atlanta, Ga., a body of railroad clerks actually went on strike because the Railroad Administration did not act quickly enough in complying with certain new demands. To avoid inevitable bankruptcy further additions to the railroad payrolls should be resisted to the utmost. The only alternative will be a further advance in freight rates, which might easily prove ruin-

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ous to the industries of the country and still further advance the high cost of living, or the assumption by the Government of a huge annual deficit of $1,000,000,000, which, in turn, might be more than the country could bear, and which, in the end, would have to be paid by the people at large. The danger of destroying our great railroad system is great. Merchants' associations, chambers of commerce and boards of trade all over the United States should take united action, with a view to having notice given of every contemplated wage advance, the same as proposed increases in freight rates. One is as important as the other and one leads to the other. Not only that, but in the end, further wage advances inevitably mean higher rates.

In view of present complications and re-adjustments from war to peace, business continues to be remarkably steady, showing the abiding faith of the business public in the future of our great country. Commercial failure tabulations continue to afford evidence of—under the circumstances—an extremely satisfactory state of affairs. The latest statement for February, 1919, is particularly favorable, considering the adverse effect of the mild winter upon many lines of trade. In that month the reduction in the number of defaults was very noticeable, as compared with a similar period in recent years, the insolvencies having been fewer for February than any year for which data is obtainable. Liabilities, too, make a gratifying exhibit, even though somewhat heavier than the moderate total of January, falling below those for the corresponding period of all years back to 1907. The commercial failures for February, 1919, were only 602, covering debts of $11,489,183, compared wih 980 failures and $12,829,182 last year, 1,165 and $16,617,883 in 1917, and 2,278 and $32,404,630 in 1915.

Paul Leake.

Getting Up.

Written for the Tradesman.

There are acts of manly courage
Wherever one may go
Brave deeds all men encourage
But the older that I grow
Though still I'm hale and hardy
As when I was a boy—
I find I'm growing tardy
And somehow can't enjoy
Getting up.

Of course I would not always
Like to lie in bed
But I often wish for someway
Of getting up—instead
Of leaving to a fellow
When he should cut his snooze
No man can say I'm yellow
But yet I can't enthuse
Getting up.

Soft beds in any season
Bring joy to a tired head
And it is plain to reason
That man should be comforted.
Nature wishes we would use her
At her sominal repast—
Then daily should I abuse her
By being a bit too fast
Getting up.

I never understood it
Her law of pleasing sleep
You always wonder would it—
Though by the minutes creep—
Not help to take another
Just a shortest—little nap
Yet still you fuss and bother
That something new may hap
Getting up.

Sometimes I think the gods knew
When given the world to keep
Real troubles they would have too
Where men so love to sleep
So they point him onward ever
To a fairer world than this
With Eternal Day—for never
Could saints find any bliss.
Getting up.

Charles A. Heath.

Overlooking the Human Element.

New York, March 25—I read with interest your editorial in the issue of March 5 touching on the lack of vision of the "old man" in handling a successful business proposition. It is only too true that many of our great industrial captains, in their eagerness to provide the most modern equipment, have, perhaps, made a mistake and gone a step too far in providing a homestead (a truly worthy object) for this is a matter the average red blooded man wants to do for himself, therefore placing the doer under a certain amount of suspicion by the "doee" (coined this one) whom he attempted to help, as the man has begun to think for himself and questions the sincerity of the doer and why? Because the employer lacked the spontaneity of good nature in his deed, he perfunctorily performed what he considered his duty, overlooking the human element in the heart of the other fellow. Hence his paternalism falls as flat as a pancake and is as tasteless as insipid water, if he cannot mix it with the sugar of kindness, stirred by the spoon of justice. This has been proven by the events of the Kaiser's war, where millions of men were closely associated and, although ruled by code, never for a moment lost sight of the fact that they held the balance of power, and were fighting for an ideal and not for any officer or set of officers, but rather were thinking of home and mother and would not tolerate any brutal act on the part of a superior, any more than they would a paternalistic one. The most efficient officer on the field of battle or in the cantonment was of the kindly business like type, the exception proving the rule in having men court martialed for trivial offences, and in one instance or perhaps in many they had to be removed to other companies, as their men could not be lead into battle by them unless they were treated like men. Brute force never wins, as proven in the case of the kaiser, the worst brute which ever disgraced the pages of history, whose motto was "might against right" or, in the Prussian form, "Deutschland uber alles" without regard to whether the remainder of the world wanted his theory or not; but with all his hellish influence, backed by the most powerful machine, physical and mechanical, associated with the unspeakable Turks and cruel Kurds, he still fell short of his satanic design, overlooking in all of his devilish preparation not alone the spirit of the American boy, but the words of the Master, "I have built my church upon a rock and the gates of Hell shall not prevail against it." The church is the Temple of Man's Soul, which the Prussian brute tried to destroy, but failed, as the gates of Hell he opened could not prevail against it. The men who fell upon the field of honor could never have done any more for us than by dying. In that simple act they gave all they had for the greatest cause ever.

"He, watching over Israel, slumbererest not, nor sleepeth."

T. J. Riordan.

Stumping a Scientist.

Old Mr. Brompton is a very clever man. He has enough degrees after his name to supply a platoon of scientists. Yet the other day his little granddaughter utterly confounded him.

"Grandpa," said she, "I saw something funny running across the kitchen floor without any legs. What do you think it was?"

Grandpa thought and thought, but at last had to give it up.

"What was it?" he asked.

"Water!" replied the little lady triumphantly.

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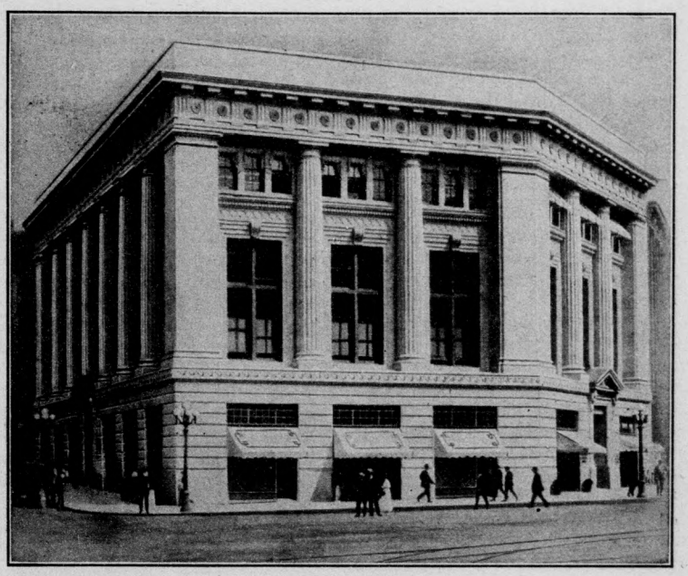

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CHAIN STORE COMPETITION.

How the Grocer Can Meet It Successfully.*

I cannot now recall a single retail grocer who was in trade when I started the Tradesman, thirty-six years ago, who is still actively engaged in the grocery business.

The same is true of the wholesale grocery trade. I believe Geo. R. Perry, Edward Frick, Leslie Freeman and Chas. S. Remington are the only persons now connected with the wholesale grocery business who were active factors in the trade in 1883.

The Grand Rapids Retail Grocers' Association was organized in the office of the Michigan Tradesman, in the old Eagle building, on Lyon street, Nov. 10, 1885. It has, therefore had a continuous existence of over thirty-three years.

The original officers were as follows:

President—E. J. Herrick.

First Vice-President—E. E. Walker.

Second Vice-President—James A. Coye.

Treasurer—B. S. Harris.

Directors—Eugene Richmond, Wm. H. Sigel, A. J. Elliott, Henry A. Hydorn and Wm. E. Knox. Of these nine gentlemen, only three, I believe, still survive—B. S. Harris, Eugene Richmond and W. E. Knox. None of the survivors are now connected with the grocery business.

Regular meetings were held every two weeks in the Tradesman office most of the time for about ten years. I had the honor to serve as Secretary of the Association for the first four years of its existence.

The reports of the meetings disclose that the efforts of the organization were mainly directed to the curtailment of the dead-beat and the unlicensed peddler, to greater uniformity in berry boxes, packages and containers and the correction of many trade abuses which owed their existence to lack of co-operation among the retail grocers. Just as man is heir of all the ages, so you grocers of to-day benefit by the early efforts of your predecessors more than thirty years ago in abolishing abuses and introducing reforms which tended to place the business on a more uniform, stable and profitable basis.

Stimulated by the success we achieved in the local field—both in actual accomplishment and prophecy for the future—I devoted all the spare effort at my command to the organization of local organizations elsewhere in the State, with the result that we soon had over 100 active associations in existence. Sept. 1, 1886, I was instructed by the Grand Rapids organization to issue a call for a convention to consider the creation of a State association. This meeting was held on Sept. 21 and resulted in the organization of the Michigan Business Men's Association, which was destined to play an important part in the work of solidifying and stabilizing the local organizations and taking up the work where they left off and carrying it forward to successful completion.

*Response at annual banquet Grand Rapids Retail Grocers' Association by E. A. Stowe.

This organization held a second annual convention in Grand Rapids the next year and subsequent conventions were held at Flint, Cheboygan, Muskegon and Grand Rapids. It was fortunate in being officered by men of exceptional ability and influence which gave the organization a character and standing which commanded respect and enabled it to secure a hearing at the hands of any body of men. The uniform insurance policy form was the creation of this organization and much good work was done in preparing the mercantile interests of the State for the era of mutual fire insurance which is rapidly and satisfactorily superseding the stock fire insurance vulture, which has gloated so long on the vitals of our merchants.

At the inception of local organizations among retailers a fatal mistake was made everywhere all over the country. The initiation fees and annual dues were placed at so low a figure that the organizations were greatly handicapped in their work, because they had to depend upon voluntary effort to a great extent to accomplish results which ought to have been paid for in man fashion. Furthermore, in the event of their holding picnics or banquets, they were forced to assume the attitude of mendicants in soliciting the gift of funds or merchandise from their friends of the jobbing trade. Because this feature was frequently abused—not to make use of a stronger term—local associations of retailers suffered severely in the estimation of the jobbing trade. Many retailers of high character refused to join hands with their brethren because of this unfortunate condition.

The fact that you are now willing to pay $12 per year for the same service we expected to secure thirty years ago for $1 per year shows that genuine progress has been made in one important direction—the increased appreciation your members have of the value of the service rendered. This is a long step forward. It adds to your self-respect to be thoroughly self-supporting.

When I was President of the Association of Commerce, ten or a dozen years ago, the annual dues were $10 per year and many of the members cheerfully paid their own expenses on any trips they took to distant parts of the country to investigate matters on which they were asked to make a report. Now many of us—possibly most of us—pay $100 per year for individual membership and the organization has ample funds on hand at all times to reimburse its members for expenses incurred in exploration and exploitation work so necessary to its success.

We are all gradually coming to understand that we can be benefited by an organization only in proportion to the amount we put into the treasury; that we cannot expect to draw out silver dollars from a contribution of lead nickels and that starving an association of business men is no more profitable than it is to attempt to feed a horse on sawdust and expect the animal to do good work.

One great problem in mercantile organization is to keep strong men at the head of it. Your organization stands for something in this community. It should stand for dignity, integrity, high motives, fair dealing and faithful service. All of these qualities are typified by the merchant who achieves success along right lines. Such men, when placed in positions of trust and responsibility in your organization, reflect credit on the association and cause it to be regarded as representative of the best thought, effort and action in your line of business. The elevation of such men gives your organization a good will which is worth more to you than any other quality you can acquire. Because you have not been sufficiently alert on these points there have been times in the past when your organization has not been regarded with favor by the jobbing trade, because you have too often tolerated methods and practices on the part of some of your officers which did not meet the approval of men of high character. You cannot scrutinize this feature of association work too closely or too carefully, if you want your organization to stand high in the estimation of others and be a source of constant inspiration and encouragement to every member.

Another feature on which I think you have sometimes fallen down is the lack of thoroughness. This criticism does not apply to your organization

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ALVA T. EDISON, Ass't Cashier

alone. You have a distinguished companion in the wholesale dealers department of the Association of Commerce, which has the unfortunate faculty of discussing topics until they are worn to a frazzle and are then thrown in the discard without definite action being taken thereon. The subject of fire insurance is a case in point. The matter was presented from all viewpoints. Disclosures were made that the present manner of determining rates is based on incorrect theories and impossible surmises; that nine-tenths of the policies written by local stock fire insurance agents bear riders which are full of technical subterfuges and catch phrases which render them actually invalid in many cases; that three millions of dollars are sent out of the State every year for no consideration whatever; that the present method of settling losses through so-called adjustment bureaus is frequently a farce and a holdup. All of these facts were brought out clearly and forcibly, but no definite action was taken to better existing conditions and probably never will be. It was all wind and dinners wasted.

Considering the example thus afforded you by your distinguished brethren of the jobbing trade, it is not to be wondered at that you should be subject to the same criticism. You have discussed the huckster and the grocer who keeps open Sunday and a dozen other topics of vital interest to the trade, but you have never definitely settled any of them. You will never vindicate your right to existence until you have settled these subjects—and settled them right.

There never was a time when concert of action among retail grocers was more necessary than now. The chain store no longer looms up in the Eastern horizon. It is here—and here to stay—unless you meet it face to face and beat the chain store propaganda at its own game. You cannot do this by co-operative buying and reducing your credit prices in the face of your present ratio of expense. You must accomplish it by giving your cash-and-carry customers the same benefit the chain stores do and increase your turn-over to make up the deficiency. For thirty years I have steadfastly maintained that it is unfair to ask the cash customer to pay the same price for goods the charge customer pays, because such a policy places a premium on credit transactions and penalizes the poor devil who comes into your store with cash in his pocket, pays for his purchases on the spot and carries the goods home with him in a basket or on his arm. The time has arrived when self-preservation proclaims that you must go on a spot cash basis or else give the cash customer a 5 per cent. discount from the prices you have to maintain with the charge-and-delivery customers. You may think you cannot afford to do this, but you can do so, according to the best authority that we have on the subject, based on the average experience of 2,000 retail grocers located in different parts of the country.

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 2.02, the average being ½ 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.

Some of you may not agree with me in this statement and conclusion. I hope this is the case, because this world would be a very tame affair if we all thought alike. If any merchant has a better plan than mine to retain the trade which will otherwise be diverted to the chain store in the near future, I shall be delighted to discuss it with him, personally or through the columns of the Tradesman.

I am not an alarmist who believes the retail grocer is destined to become extinct and obsolete, as the Grand Rapids Press predicts that the jobber has outlived his usefulness and is destined to face complete elimination in the near future. I believe there will be retail grocers a hundred years hence who will be facing problems and discussing difficulties, the same as we are in this generation. If Mr. Wilson makes a success of the League of Peace Mr. Taft has so long advocated, possibly we may have a League of Trade which will put an end for all time to ruinous competition, slow paying customers, crafty dead-beats, incorrect scales and measures and all the other perplexing questions which now confront the retail grocer.

Of one thing we are assured: Organizations of retail dealers like yours can do very effective work in bringing about any reformation which may come to the trade through either good or bad fortune. Therefore, stand by your association, pay your dues promptly, keep your best men in official positions, attend the meetings regularly, discuss all subjects presented in an intelligent and dispassionate manner be guided by wisdom and far-sightedness in deciding all matters you pass on and, when action is once taken, support such action to the limit of your resources. Only by so doing can you make your association worth while and enable it to take high rank as a vital force for good in the community.

The Spring Has Come.

Written for the Tradesman.

The Spring has come—I feel it!
There's something in the air—
The winds and clouds reveal it
There 're portents everywhere.

The Spring has come—I smell it!
Where disappearing snows
On sunny slopes foretell it
With the bit o' green that shows.

The Spring has come—I know it!
I catch a fragrance new
The snow-drops surely show it
And the blooming crocus too.

The Spring has come—I hear it!
Distant thunder with the rain
The birds are here to cheer it
I'm glad it's Spring again!

Charles A. Heath.

If your advertising doesn't pay, don't lay it to advertising. The blame belongs with the advertiser.

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It is the principle of self-government of government "of the people, by the people and for the people" applied to the fire insurance business.

Do you believe in that principle?

Then co-operate with the

Grand Rapids Merchants Mutual Fire Insurance Co.

327 Houseman Bldg., Grand Rapids, and save 25% on your premium. For 10 years we saved our members thousands of dollars annually.

We pay our losses in full, and charge no membership fee. Join us.

MEN OF MARK.

C. S. Simkins, the Well-Known Dry Goods Man.

Cady S. Simkins was born at Kingston, Ont., Sept. 25, 1882. His father was of English descent. His mother was of Holland descent. He spent his boyhood in the place of his birth, graduating from the high school on the literary course and subsequently devoting one year to the study of law at Queen's College. He left Kingston the last week in 1899 and obtained a position with the Tower-Brooks Co., of Albany, handling ready-to-wear goods exclusively. After leaving the business in the store he traveled two years in York State. He subsequently devoted a year to inside work, doing all the buying in the wholesale department.

Cady S. Simkins

Jan. 5, 1906, he came to Grand Rapids to take a position as manager of the domestics department of the Friedman-Spring Co. He subsequently handled the hosiery and underwear department for five years. Later on he managed the department devoted to the sale of carpets, rugs, draperies and curtains until that department was discontinued. March 1 of this year he accepted the position of manager of the piece goods department of the Grand Rapids Dry Goods Co., which will give him ample scope to develop his varied ability as buyer and salesman.

Mr. Simkins was married Aug. 23, 1905, to Miss Rose A. Hahn, of Albany. They have two boys, 10 and 7 years of age, and reside at 250 Warren avenue.

Mr. Simkins attends the Westminster Presbyterian church. He is a Mason up to and including the Chapter degrees. His hobby is atheltics, including bowling, pool and base ball. He attributes his success to hard work.

Old Enemies Meet.

Admiral Dewey was at dinner one day in Washington with Chief Justice White of the Supreme Court of the United States. Admiral Dewey had occasion to speak of his experiences on board a federal gunboat in the Civil war, when an attempt was made to run by a fort on the lower Mississippi. The gunboat was put out of action, and Dewey, then a lieutenant, with all on board, abandoned the vessel and went to another. "Do you mean to say," said the chief justice, "that you were on that ship?"

"Why, yes," replied Dewey. "Why?"

"Well, that's strange," said the chief justice. "Here we are at the same table, we have known each other for years, and are just discovering that we fought against each other. I was in the fort which put your ship out of action."

Little Mary on the Job.

Little Mary had been sent to the store to get some flypaper. She was a long time in returning, and her mother began to feel a bit anxious.

Going to the door, she spied the little girl coming up the street, and said:

"Mary, have you got the flypaper?"

"No, mother," cried Mary; "it's got me, but we're both coming together."

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WHOLESALE DRY GOODS GRAND RAPIDS, MICH.

The Children's Outerall
Here's the big seller in the children's line. Makes an immediate appeal to mothers. Outerall one piece play suits save children's clothes, save mending and washing.
Outeralls are the ideal garment for after school, Saturday and vacation time. Dealers do a big summer business on the child's garment. Made as well, and of the same material, as the adult sizes.
Over 1000 Michigan dealers now sell the Outerall.
Sample Assortment on Approval
We will send on approval, a sample assortment of adult's and children's sizes in different grades. You won't be obligated to keep them. Send today.
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.

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

SUDDEN SUMMONS.

Death of Frank H. Smith, the Fremont Merchant.

Frank H. Smith, general merchant at Fremont, died suddenly in his store last Thursday afternoon as the result of an attack of apoplexy. Funeral services were held Sunday at the home of the deceased.

Mr. Smith was born at Lawton, December 16, 1853. His father and mother were both American born but of German descent. Mr. Smith graduated from the Lawton high school when 18 years of age and went to Paw Paw, where he clerked nine years in the general store of W. J. Sellick. During that time he had but one day's vacation, owing to the belief entertained by the owner of the store that he could not be spared from the business. At the age of 27 he went to Chicago and secured the position of

The Late Frank H. Smith.

general salesman in the wholesale department of Carson, Pirie, Scott & Co. Five years later he went to Fremont and formed a copartnership with James H. Darling, who was then conducting a general store and grist mill. Mr. Smith took the general management of both branches and this arrangement continued for eighteen years, when the grist mill was sold to F. W. Bunker and the interest of Mr. Darling in the general store was purchased at the same time. Mr. Smith continued in business with gratifying success up to the time of his death.

Mr. Smith was given various positions of trust in his home city, which attested the confidence in which he was held there. For sixteen consecutive years Mr. Smith was a member of the Common Council of Fremont village, four years of which time he was President of that body. He was President of the Fremont Board of Trade for two years, and it was during his administration that a mile and a half of paved street was constructed in that city, which project had the hearty support of the local commercial body. He was also interested in better rural highways and it was through his instrumentality that the mile of stone road East of that town was built.

Mr. Smith was generally recognized as an ideal booster. His impetuous aggressiveness gave life to many a civic project in his locality, and he was identified with practically every progressive movement in the community for the past thirty years.

Mr. Smith was married in 1893, to Miss Ella A. Ocobock, of Whitehall. They resided in their own home at Fremont. Mr. Smith was a Mason from A to Z and was also an Odd Fellow in good standing. He was an active member of the First Congregational church of Fremont. Mr. Smith attributed his success to hard work and honest effort, which enabled him to gain and retain the confidence of the people.

Making a Place for an Unusual Man.

Some time ago I recommended a young man to an employer who had hundreds of employes. He said they had no opening whatever, but consented to see the young man. In an interview he showed such remarkable qualities that, after consultation, the firm decided it could not afford to let him go. They established a new department in their business, and put him in charge of it at a $1,800 salary. Within a few months he had made such a success of the new department that they gave him a $1,200 raise, and are soon going to raise him again.

There are probably many hundreds of employes in this concern who have not had a dollar's raise in years. But this young man was a live wire and made himself felt at the start.

An employe with a progressive spirit, resourcefulness, inventiveness, the ability to put things through as this young man did, is what every up-to-date employer is looking for. Such a man is not out of a job very long. The man who can do things, the man with initiative, vim, push, and determination to win, is always in demand. He makes a place for himself.

There is a partnership waiting for you somewhere if you are big enough and determined enough to take it. If you are not there is probably some one very near you who will do so, and some one who, perhaps, has no more ability than you have, and who has not had nearly such good opportunities as you have had.

The prizes of life are for the progressive, self-confident souls who are ambitious to climb. Frank Stowell.

March Weather.

Written for the Tradesman.

This morn I thought that spring was near
The winds were South, the robins here
Warm rains had come and claimed the snow
The bright green grass began to show
The windows all were opened wide
And winter wraps we laid aside
For every one was full of cheer
They'd longed for spring—and spring was here!

But soon the skies are over-cast
There's biting cold and wintry blast
Jack Frost again is lord and king
And puts his mail on everything
The birds now seek some shelter where
They can escape the chilly air
Icicles hang adrift the breeze
So quick the dripping eaves did freeze.

Was the morning's fairness just to bring
Fresh recollections of the spring
While the evening's chill has memories new
Of bleak December winds that blew
Of all the months throughout the year
March is, I think, most strange and queer
No sort of day it overlooks
It's the month of weather memory books.

Charles A. Heath.

There is a private cemetery in the corner of each heart where fond hopes are interred.

Where Were You On Wednesday?

On our first CITY DAY we had the biggest business in one day that we have ever done. One merchant came in who had been "sore" at us and said "that he would not buy from us unless he could do better here than anywhere else." He stayed a while in the morning looking around, then came back again in the afternoon. He bought $1,108.97 so you can see what you missed if you were not in.

Our CITY DAY is no fake proposition. We want to stimulate our House trade, hence on EVERY WEDNESDAY, EVERY DEPARTMENT always has REAL SPECIALS. When we gave this day the title of CITY DAY we did not intend it only for our city customers. It is just as much for our out-of-town customers; every Wednesday you should plan on coming to Grand Rapids. It will always be worth the time and expense.

Some of our customers have not understood that EVERY DEPARTMENT HAS REAL SPECIALS EVERY WEDNESDAY, so no matter what department you are particularly interested in, you are bound to get real bargains.

We want this to be the livest House of its kind in this community. We are making every effort to convince you that we mean what we say. In a few days we will open a show room in the basement, which we have named our BUSY BASEMENT. In it you will find our SHORT LENGTH DEPARTMENT and all kinds of "Specials," which you can pick up ANY DAY you are in Grand Rapids. We are trying to make it worth your while to come in and get acquainted. As we have said before, we will not only sell dependable merchandise at the best prices possible, but we will be glad to help you in systematizing your business or properly merchandising it, or in any other way that we can be of service to you.

DON'T FORGET THAT WE WANT YOUR PHONE AND MAIL ORDERS AND WILL SHIP THE SAME DAY THE ORDER IS RECEIVED AT THE PREVAILING PRICES THEN.

Grand Rapids Dry Goods Co.

Grand Rapids, Michigan

PROMPT SERVICE

LINKED PAST AND PRESENT.

Most Courtly and Well-Groomed Old Gentleman.

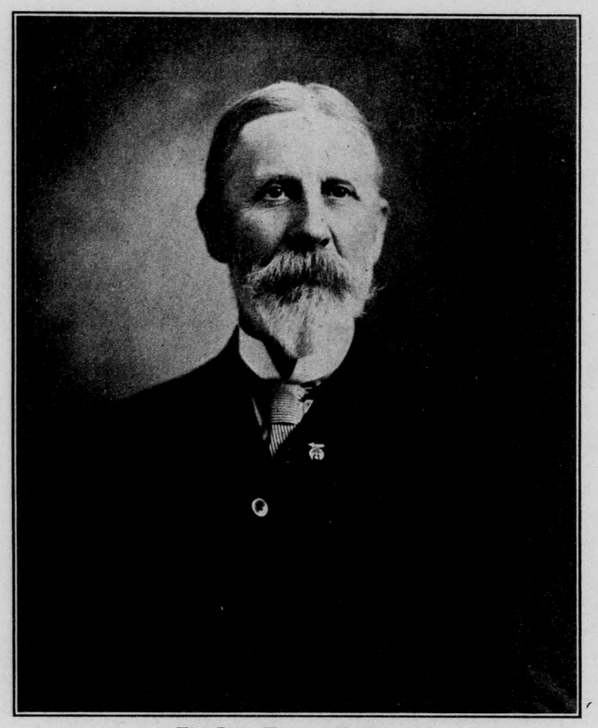
Eugene E. Winsor, the first child born of white parents in the Grand River Valley, died at the Morton House Saturday after an illness of only five days. The funeral was held Monday.

Eighty-eight years ago, very shortly after the pioneer Dexter Colony "from York State" had packed their wagons, hobbled their cattle and broken bread in the forests where now stands our pretty and thrifty neighbor, Ionia, Mrs. Sally Winsor—formerly of Pittstown, N. Y.—wife of Darius Winsor, a native of Smithfield, R. I., gave birth to a baby boy and he was christened Eugene E.

Thus it happened that Ionia has the prior claim over Grand Rapids to the honor of being the first home of the subject of this sketch. For three or four months the proud parents and devoted brothers and sister of the babe remained at Ionia. Then the journey to Grand Rapids was completed. Like all frontier infants 'Gene learned his early sports and games largely from the Indian children who were constantly coming to and going from the little village of Grand Rapids, so that the use of shot guns, bows and arrows, steel traps, canoes and paddles was well understood and frequently indulged in by the boy. When about 6 years old the parents of the Winsor boys were both taken to their eternal homes, so that the care of Eugene fell upon his brothers and his sister. Industrious, energetic and determined, these brothers, who were eighteen or twenty years older than the boy, worked hard and with varied success, while the sister—the late Mrs. Adelaide Winsor Henderson—gave of her gentleness and womanly skill and intelligence as the little mother of the household. Presently, however, Zenas G. Winsor was married to Mrs. Hannah Tower, a most estimable young widow whose husband had passed away nearly two years before. And so under the care of the fatherly brother and his wife Eugene grew into boyhood.

The first school he attended (?) was when he was about 3 years old, a Miss Day, of the Slater Mission, on the West Side, being the teacher of a private school conducted on the second floor of his father's house, his sister, Miss Adelaide, being one of the eight or ten pupils. When 6 years old Eugene was a pupil in a select school on the north side of Fulton street, opposite Jefferson avenue, the teacher being a man named Joseph B. Galusha. Later in his life he was a pupil under the late Henry Seymour in the Grand Rapids Academy, which stood on what is now called Fulton Street Park, and still later he was a pupil in the late Prof. Franklin Everett's private academy, on the southwest corner of Fountain and Ransom streets.

There are traditions that Eugene E. Winsor, the boy, was but the precusor of Eugene E. Winsor, the man, unassuming yet of courtly manner; a quiet, close observer and a careful, systematic student and worker, always ready for any duty to which he was called and at the same time kindly and genial among his friends. His brothers being traders, merchants and enterprising public-spirited men who had unbounded faith in the future of Grand Rapids, the boy very early in life absorbed an intimate and valuable knowledge as to rules of business an proved an able helper to the brothers. Almost hourly intercourse with the French "packers" and with Indians enabled him to speak the Pottawatomie Indian dialect and its French counterpart, so that in buying peltries, mokoks of maple sugar, baskets, berries, canoes, bows and arrows and other products of woodcraft Eugene soon became a helper in a mercantile way, gradually developing an intuitive business instinct. When he was but 11 years of age his brothers built the stone building on the southeast corner of Monroe and Waterloo—now Market—streets, which building is still standing. His brother, Zenas, also built a fine stone residence at the corner of Jefferson avenue and Washington street, on the present site of our City Museum. The stone for both of these buildings was quarried from the bed of the river, a process which, together with the erection of the buildings, occupied a large share of the boys' time and to future profit.



The Late Eugene E. Winsor

Thus Eugene Winsor grew naturally into a commercial life, which, at various times in Grand Rapids and Grand Haven, he followed with profit, both to himself and his brothers. Incidentally, and because the brothers were interested in steamboat property, Eugene enjoyed an intimate and active participation in the river transportation history when there were two or three boats each way daily between Grand Rapids and Grand Haven, with no railroads present to interfere with the combination.

There is a tradition that at one time Eugene was acting as clerk on the old side-wheel steamboat Algoma, whose exhaust could be heard with reverberant regularity as she breathed her way along, a distance of two or three miles up or down the river. On one down-bound trip, when nearing the now extinct village of Ottawa Center and when the Algoma was crowding on all steam to make up about an hour of lost time, her captain, DeWitt Shoemaker, discovered a man on a lumber pile at Ottawa Center frantically waving a handkerchief. The course of the boat was changed by Michael Shields, the pilot, to take on the passenger and as she was laid along the lumber pile, Capt. Shoemaker shouted, "Never mind the line, jump aboard."

"Is 'Gene Winsor aboard?" asked the very well-dressed stranger, at which the clerk showed himself with: "How are you, Harley? Jump aboard."

Instead of making the jump as directed the man on the lumber pile said: "Say, 'Gene, will you kindly oblige me by loaning me five dollars until to-morrow, when I will go up to the Rapids with you and settle?

As Mr. Winsor darted back to his office with: "I'll get it for you, Harley," Capt. Shoemaker and Mike Shields directed several forcible ejaculations at the man and before Eugene reappeared the Algoma was a cable's length away from the pile of lumber. "I'll see you to-morrow!" shouted Winsor to his friend and then, turning on his heel, he observed: "You should have waited, Cap'n. Maybe Harley's in distress."

While Mr. Winsor was thus intimately identified with the business interests of Grand Rapids and of the entire valley, for that matter, he never lost his interest or faith in the future of our city. Away back in the days of the old goose-neck type of hand engines for fighting fire, he was an active member of "Protection No. 2 Company," when Farnham Lyon was its foreman. Later he took a deep interest and was a generous supporter of the militia company known as the Grand Rapids Grays, of which J. C. Herkner was captain. Always popular and prominent in a social way, eternally loyal to his friends and a man of strictest business rectitude, Mr. Winsor "kept up with the procession" in his broadness and fairness of views, and no man, young or old, had a keener appreciation of or greater pride in the steady splendid development of Grand Rapids from the status of an Indian trading post to the dignity of the great metropolis of Western Michigan.

The "Flu" I Knew.

Written for the Tradesman.

It's new
This "flu"
But true
As new.
I really thought I had the croup
Or else sore throat: and then I'd whoop
And wheeze—then sneeze and gasp for breath
Until it seemed I'd cough to death.
The way I squeak and whistle there
Sounds like my bellows need some repair;
At first I felt that die I shouldn't
And then I feared I really wouldn't.
Aside from this I'm feeling fine
But when I see my wife's clothes-line
With scores of kerchiefs when washing's through
I wonder if I've got the "flu."

Charles A. Heath.

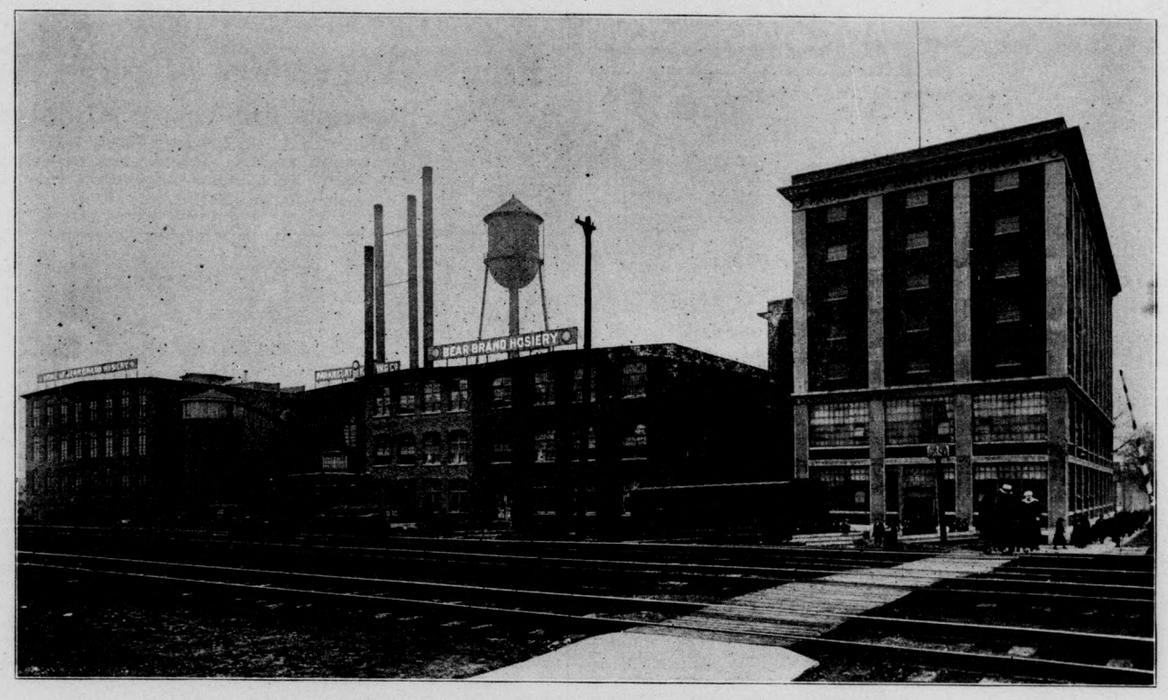
The Book of Plain Prices

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

Butler Brothers

Exclusive Wholesalers of General Merchandise

New York Chicago
St. Louis Minneapolis
Dallas



BEAR BRAND HOSIERY MILLS NUMBERS ONE AND TWO. KANKAKEE. ILLINOIS

BEAR BRAND HOSIERY

THE STANDARD FOR QUALITY AND PRICE
for Men, Women and Children

BEAR BRAND HOSIERY is manufactured in the above mills which are two of our six plants. Mill No. 2 is our 30,000 spindle spinning mill, consuming 3,500,000 pounds of cotton annually.

In controlling the selection of cotton for length and strength of staple, spinning it into yarn in our own Bear Brand Spinning Mills and knitting it on the latest and most improved machines and finishing by the most advanced known method, we know that Bear Brand Hosiery will give your customers the greatest service. Re-orders are assured.

ABSOLUTELY FAST AND STAINLESS DYE

The following numbers in men's goods:

ENGINEER AND FIREMAN—Carded yarn, medium weight Men's two-thread half hose with three thread heel and toe. Finished in black, brown and slate. Size 10½, weight 25 ounces. Sizes 9½ and 10, 124 needles. Sizes 10½ to 11½ inclusive, 136 needles. Per Dozen **$2.00**

RIDER AND DRIVER—Carded yarn, medium heavy weight Men's two thread half hose, with three thread heel and toe. Finished in black and brown. Size 10½, weight 29 ounces. All sizes 124 needles. Per dozen **$2.15**

RECORD—Combed yarn, light weight Men's two thread half hose, with three thread heel and toe. Finished in black, brown, gray, white, slate, navy blue and Palm Beach. Size 10½, weight 17½ ounces. Size 9½ to 10 on 156 needles. Sizes 10½ to 12 inclusive, 172 needles. Per Dozen **$2.15**

MOCCASIN—All mercerized light weight Men's half hose, with high spliced heel, crow foot stitch sole, three thread heel and toe. Finished in black, white, brown, gray, slate. navy blue and Palm Beach. Size 10½, weight 17 ounces. Sizes 9½ and 10 on 200 needles. Sizes 10½ to 12 inclusive on 220 needles. Per Dozen **$3.00**

BANKER AND BROKER—Improved "BEAR BRAND" special knit hem top. Extra light weight, silk lisle, half hose; knitted from two-ply doubled and twisted, highly mercerized yarn. Has double foot and four-ply heel and toe. Finished in black, brown, navy, gray, slate, white and Palm Beach. Size 10½, weight 15 ounces. Per Dozen **$2.70**

ENSIGN—Extra light weight, 220 needle mercerized Men's hose, double foot and 4-ply heel and toe. Finished in black, brown, navy, gray, slate, white and Palm Beach. Size 10½, weight 15 ounces. Per Dozen **$3.00**

TUSCUMBIA—Plaited Fiber Silk over cotton Men's half hose with extra long combed yarn, two thread advanced toe and three thread heel and toe. Finished in black, white, gray and Palm Beach. Size 10½, weight 15 ounces. All sizes 188 needles. Per Dozen **$3.30**

PARASILK—Plaited Fiber Silk over mercerized Men's light weight half hose, with high spliced heel, crow foot stitch sole and three thread heel and toe. Finished in black, white, brown, gray, slate, Palm Beach and navy blue. Size 10½, weight 17 ounces. Sizes 9½ and 10 on 200 needles. Sizes 10½ to 12 inclusive on 220 needles. Per Dozen **$4.25**

BARONET—Plaited Fiber Silk over mercerized Men's light weight half hose with high spliced heel and double sole and three thread heel and toe. Finished in black, white, brown, gray, slate, Palm Beach and navy blue. Size 10½, weight 17 ounces. Size 9½ and 10 on 200 needles. Sizes 10½ to 12 inclusive on 220 needles. Per Dozen **$4.37½**

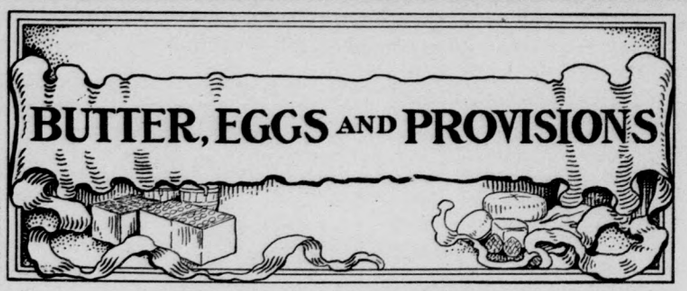
PARAMOUNT—A pure thread silk stocking with the improved "BEAR BRAND" special knit hem top. Finished in black, white, brown, navy blue and gray. Size 10½, 13 ounces. Per Dozen ..**$5.50**

BEAR BRAND HOSIERY distributed entirely through your jobber, giving you close and prompt delivery with low freight rates.

WRITE FOR NAMES OF JOBBERS NEAREST YOU

PARAMOUNT KNITTING CO.

CHICAGO MANUFACTURERS **ILLINOIS**



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

To Aid Egg Candlers.

The Department of Poultry Husbandry, Cornell University is sending out to members of the poultry and egg trade copies of an egg candling chart, lithographed in colors, illustrating the appearance of eggs before the candle and broken out in saucers, showing all the qualities met with in ordinary egg candling practice from fresh, new laid to black rots. It is one of the best charts of this character that has come to the notice of the Tradesman and should be of much practical utility to all who, by reason of the contemplated legal compulsion, or for sound progressive reasons, will undertake the candling of eggs at primary points during the coming season without having had the experience and instruction necessary to enable them to distinguish egg qualities before the electric lamp.

Accompanying the chart, which we understand to have been prepared by or under the valuable direction of Earl W. Benjamin, is sent the following:

The accompanying egg candling chart is sent free for the purpose of spreading information relative to qualities of eggs. It is an expensive chart to prepare and we trust that it will be of interest and value to each person receiving one. If you have not use for it, please pass it on to others whom you know will be interested.

There are two pamphlets which have been prepared by this college relative to market eggs; Bulletin 353 describes the interior quality of eggs; Reading Course Lesson 133 describes the method of preparing eggs for market on the farm. Either or both of these will be sent free to anyone on request made to the New York State College of Agriculture, Ithaca, N. Y.

Any question relative to the handling of market eggs or of market poultry will be given prompt attention if sent to the above address. The college hopes that the residents of the State will make full use of the practical information which it had developed as a result of experimental work being carried on continuously along these lines.

Four Materials Now Produced From Corn Cobs.

Corn Cobs, which equal about a third of the weight of the grain produced, are at present of little value, but the experiments of F. B. La Forge, of the United States Bureau of Chemistry, suggest at least four important materials from utilizing this enormous waste. These are a coloidal material that is chiefly modified xylose, true xylose, acetic acid, and disintegrated cellulose. The modified xylose, about 30 per cent. of the original weight, is obtained by boiling the cobs in water and pressing out from the solid indissolved portion, and is useful as a paper adhesive in place of flour paste or dextrine. The true xylose, or wood sugar, is next obtained by boiling the solid remainder in water to which a little sulphuric acid has been added. Separated from the acid liquor in a centrifuge, the crystalline xylose resembles cane sugar with half the sweetness; but the first proposed use is for conversion into a baking powder acid, although it might instead be made into a glycerine substitute. It equals about 5 per cent. of the first weight of the cobs. A certain amount of acetic acid is now removed from the liquid of the boiled cobs; and about 50 per cent. of the first weight is left as a residue of crude cellulose. This may be used as an absorbent of molasses for stock food, with alkali solution and changed into blucose with strong sulphuric acid.

Ten Thoughts on Speeding Up Store Sales.

A young woman was sent out by business men of Binghamton, N. Y., to find out what made other towns attractive. A merchant asked her to list some of the things she learned that are needed to stimulate business and keep it. Here they are:

1. Keep human; business depends on the human equation.
2. Courtesy is the first law of business.
3. The knowledge of a woman's name is the open sesame to her confidence.
4. Don't expect interest if you are not ready to show it.
5. Artistic display of goods is half the sale.
6. Every dollar invested in a good clerk will return a hundred-fold.
7. A good location is money in the bank.
8. Variety is the spice of shopping.
9. Price, style and quality are all greatly to be cherished, but the greatest of these is style.
10. It is not always the butterfly who buys the most goods.

Eat a Brick?

A new form in which foodstuffs are about to be placed on the market by a concern in the State of Washington consists of bricks of pressed fruit or vegetables. It is said that laboratory tests have proved that food put up in this way retains its flavor and food properties and can be shipped to any part of the world.

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 EGGS E We Store EGGS E We Sell 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 United States Public Health Service advises: "Arsenical Fly-Destroying devices must be rated as extremely dangerous, and should never be used."

Onions, Apples and Potatoes
Car Lots or Less
We Are Headquarters
Correspondence Solicited
Vinkemulder Company
GRAND RAPIDS :-: MICHIGAN

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

Use Tradesman Coupons

Additional Side Lights on the Coffee Question.

Grand Rapids, March 25—The writer cannot understand why the editor should caption the article as such unless he desires to side track the attention of the reader to what, I presume, he would call, the main issue, generally found on Page 5 under the title of Grocery and Produce Market.

I think the editor has been wise to the fact that the coffee men have been "up in the air" for the past few months and that they were not in a position to question his editorials on this article, so he took a chance and got away with it. However, in justice to the Tradesman, I will say that, so far as we can see, with the exception of once or twice, his statements were invariably correct, but now that things have taken shape and the Food Administration has released the control of coffee, the coffee merchant has been allowed to again resume the importation of coffee in the regular way. The roasters can again begin to plan for the future and, inasmuch as there has been a better assortment of grades lately, they have been able to resume their old standards and go out and invite trade on quality goods.

Looking back to the days when the United States entered the Kaiser's war in the name of liberty and justice for all, an act which received the support, morally and financially, of the whole United States, we find we were carrying, on hand and afloat, a supply of coffee sufficient to last us from eight months to one year. With this amount on hand we have always been prepared to tell Brazil or any other coffee producing country "where to get off at" when they began to get exalted ideas and ride on high horses.

When war was declared there came a call from the War Department for ships—ships and more ships! Every available ship that could be spared was taken from every line of trade and put into overseas service. In order to do this effectively it was decided to limit the importation of various articles and coffee was on the restricted list. So it was that the coffee division of the Food Administration was brought into being.

The next act was to license wholesale coffee roasters and green coffee importers. It was the duty of these dealers to report to the Coffee License Division of the Food Administration once a month, giving the stock on hand and the stock contracted for. The stock on hand and goods purchased were supposed to be about equal to the business transacted during the two years previous to the war. From this report the Food Department decided whether you were entitled to buy more supplies. The Department then limited the profit of the importers to a percentage so low that there was no incentive to import to any great extent and a resale from one importer of green coffee to another could not be made without the consent of the Coffee License Committee and when this consent was obtained the percentage of profit allowed was so small that the re-sales were not desirable; but our Government felt that it was working along the best lines for all concerned, and the coffee merchants saw clearly that it was their duty to support the administration in every way possible.

I only recall the above provisions for the benefit of the small retail dealer who at present is asking, "Why the high price of coffee?"

If Brazil had offered coffee at 5 cents per pound during those days of restriction we would not have been able to have imported any more coffee than we did. It is the private opinion of the writer that had the Food Administration left the item of coffee entirely up to the importing firms we would not be paying Brazil the enormous profit we are to-day.

I do not want the reader to get the idea that we would still be buying coffee at the prices prevailing before the war. We would probably have paid a higher price during the war than we did while under the control of the U. S. Food Administration, but while the Food Administration controlled the price of goods in this country, it did not have control of the stock of coffee in Brazilian ports.

As we look over the arrivals and ships en route to the United States to-day, we find a number of sailing vessels. The writer is of the opinion that enough of these sailing boats could have been engaged to have brought sufficient supplies to this market to at least have kept our stock in good shape and avoided the shortage which became so apparent last November and December.

Brazil has been waiting a good many years to get a chance to make a killing on her coffee industry—an industry which has never paid the Brazilians very well until recently—and, of course, they are going to make the most of their opportunity.

However, we are never going to see coffee as cheap as we have been accustomed to for the last ten or twenty years, as the war has opened up new industries in Brazil and these new industries are calling for labor—the very labor that in times past was available for the cultivation of coffee. Thus the laborers will receive a higher wage and bring the cost of production very much higher.

I do, however, believe that coffee will show some declines during the coming year. However, they will be gradual and I do not think there will be any radical declines of several cents per pound at any time.

Brazil is well financed and perfectly able to finance any plan to protect her interests as pertaining to her present main industry—coffee.

Taking all in all the small ship must stay close to shore. This refers to the retail dealer, who should buy only enough coffee to last until his salesman calls again, or not over a period of thirty days.

D. F. Helmer,
Coffee Manager Worden Grocer Co.

Agreed With Her.

"Johnny," said the teacher, "If coal is selling at $6 a ton and you pay your dealer $24, how many tons will he bring you?"

"A little over three tons, ma'am," said Johnny promptly.

"Why, Johnny, that isn't right," said the teacher.

"No, ma'am, I know it ain't," said Johnny, "but they all do it."

Grocers Generally Are Interested in Selling I. B. C. Bran Cookies.

Their experience should prove to you that this product is worth handling. Bran Cookies are meeting with great favor owing to their fine eating qualities and healthful properties. We suggest buying a trial order.

You can buy Bran Cookies in 4 dozen lots, shipments going forward by express prepaid, delivered to your store, at $1.57½ per dozen, they retail at 18c per package. Free sample upon request. Do not delay this, but order at once.

INDEPENDENT BAKING CO.
DAVENPORT, IOWA

Special Sales
John L. Lynch Sales Co.
No. 28 So Ionia Ave.
Grand Rapids, Michigan

Write us for
1919 Wholesale Price List of
Seeds, Fertilizer and Insecticides
Reed & Cheney Company
Grand Rapids, Michigan

Watson-Higgins Mlg. Co.
GRAND RAPIDS, MICH.

Merchant Millers

Owned by Merchants

Products sold by Merchants

Brand Recommended by Merchants

New Perfection Flour

Packed In SAXOLIN Paper-lined Cotton, Sanitary Sacks

Money Saved by Buying Your
EGG TESTER
of
S. J. FISH CO.,
Write for catalogue. Jackson, Mich.

Fiegler's
Chocolates

Package Goods of
Paramount Quality
and
Artistic Design

Finest Blend of Spanish and Virginia Peanuts in 1 to 100 lb. Air-Tight Tins.

"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 CINCINNATI
SEATTLE SAN FRANCISCO

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.

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.

Further Side Lines for the Hardware Dealer.

Written for the Tradesman.

The wide-awake hardware dealer is always on the lookout for new sidelines which can be handled to advantage in his community. There are many such lines not usually handled to any extent, sometimes not handled at all, in most hardware stores, but which a few hardware men here and there have taken on and pushed very successfully.

An incident related by a traveler shows how opportunities are often overlooked. This knight of the grip was staying over for a couple of hours in a small town, and to put in the time took a stroll about the place. The town was laid out in the most haphazard fashion imaginable, the streets had no signs, the houses were not numbered—the upshot was that the traveler lost his way, and found it just in time to see his train vanishing around the bend.

The traveler, sitting down and gloomily reviewing his uncharted wanderings, recalled to his surprise that the primary reason he had lost his way was the lack of street signs and house numbers. He had a sort of roving commission for a house handling enamel signs so he straightway hunted up a hardware dealer.

He got the dealer interested in his project, and the two started on the trail of the more influential members of the town council. By dint of a heap of argument, the two convinced the authorities that one prime, immediate need of that particular town was a full outfit of street signs and house numbers. Before he pulled out on a later train, the traveler had the majority of the council looking at the subject from his point of view; and the local dealer finished the job and clinched the order for enamel signs and numbers, running into some hundreds of dollars.

For most hardware dealers, enamel signs represent an unrecognized opportunity. They may not develop into a big item of business, but, like many sidelines, they can be taken on and pushed and will help materially to swell the aggregate business and the net profits.

The failure to take up this line is, of course, partly due to and partly the cause of the fact that the business is largely handled through other channels. Municipalities in many instances order direct from manufacturers. But the hardware dealer right on the ground, with an agency for these signs, could get this business in most instances if he would take the time to drum it up.

There are large opportunities in many places. In most small towns the streets are not numbered, and street signs are wholly absent. In others the existing system is incomplete or antiquated. In larger places the opening of new streets creates a more or less steady demand. New houses everywhere are always requiring numbers.

There are various other signs for which a demand can be worked up, or already exists. Name plates are counted in the same line. In addition, such signs as "No admittance," "Office," "Keep out," are largely used in business institutions.

Many dealers do not carry large stocks, but prefer to sell from samples.

"The business can be handled that way very successfully," one hardware dealer stated. "Of course it is better to have the goods in stock. I carry a complete line of samples from brass door plates to large street signs, and can show any customer pretty well what he wants. It means a delay before delivery, of course, but in the case of street signs this is bound to occur anyway. I do not have to tie up any money, which is one advantage."

Quite a trade can be worked up with factories, if a little canvassing is done; and there are many other directions in which the wide-awake dealer can look for sales.

There are no limits to the lines which can be handled. The main question for the hardware dealer to ask is: "Can I spare the time and find a sale for these goods?" He must take into account existing competition, and his own inclination to take on the line, study it thoroughly, and stick to it until he makes it a success.

That is an important feature in developing a sideline: to learn all there is to know about it, and to stick to it. It is not enough to put in a stock and wait for the customer to come and buy. Nor is it enough even to send out circulars, to advertise in the papers, and to put on window displays. You must know the goods, and be able to cater intelligently to the class of people who want them.

Particularly in small or new communities, the opportunities for such side lines are good. One merchant in a new town makes a feature of alarm clocks. Usually these are found in the jewelry stores, but this hardware dealer reached town ahead of the first jeweler, and found a good call for alarm clocks.

Cameras and camera supplies are also sometimes handled to good advantage by hardware dealers. Here, again, knowledge of the goods is a prim requisite. Usually the camera is regarded as a drug store line. But the hardware dealer who knows how to take pictures himself and all the details of handling his make of camera and of developing pictures, can outpoint the druggist who doesn't know, every time. The line has fallen to druggists as a rule largely because druggists know the processes of photography better than do hardware dealers. But it is a side line with which some hardware dealers are achieving good success.

In taking on a side line the hardware dealer should size up his community and his possible competitors. Is there a demand? Can a demand be created? These questions answered affirmatively, he should consider the competition, if any. Then he should consider whether he really likes the goods and believes in them. There must, too, be a good profit margin, to pay for the work of building up trade in a new line. Also, there is the problem of store space to be considered, and whether or not the new line fits in with the general character of the business already done.

Having decided to take on a new line, the dealer should make up his mind that it is going to be a success, and should stick to it through good report and ill. Go after business systematically and determinedly. Get a line of local prospects. Canvass them personally. Make a big feature of the new line you're handling. Send out circulars, put on attractive window displays, use newspaper space. And stick at it until business comes, and after that keep on pushing.

Sooner or later, if the sideline is well chosen, you will make it a big revenue producer, provided you stay with the game. A successful sideline is always worth while. Not merely are the direct profits to be considered, but a sideline, particularly one of which you have a monopoly, is always sure to attract business in regular lines, by bringing new customers to your store. Victor Lauriston.

Of course, you may succeed in business without ever reading a trade paper, but you succeed in spite of that failing rather than on account of it.

Sand Lime Brick

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

Brick is Everlasting

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

Foster, Stevens & Co.
Wholesale Hardware

157-159 Monroe Ave. :: 151 to 161 Louis N. W.
Grand Rapids, Mich.

Michigan Hardware Co.
Exclusively Wholesale
Grand Rapids, Mich.

CASH-AND-CARRY.

Can Grocer Stand Five Per Cent. Discount?

Cadillac, March 24—Enclosed herewith find a communication embodying my ideas to the 5 per cent. discount plan for cash-and-carry customers. Since writing the article information has come to me of a grocer who under credit-and-delivery had an overhead expense of 14.3 per cent. One year ago this merchant went on the cash-and-carry system on a 10 per cent. profit basis. In 1918 his sales were $49,000 and his net profit was only $83. I know the store and the man and know him to be efficient. Five other grocers in the same city tried the cash-and-carry method, but each, in turn, have not stuck and this particular gentleman was determined to try it for a year at least, with the above result.

I was glad to read Mr. Avery's letter and your answer and while I do not agree with your suggestion regarding a 5 per cent. discount to cash-and-carry customers, I think the discussion will prove valuable to the trade, because it will get readers of the articles figuring for themselves.

J. M. Bothwell.

Secretary Bothwell's Objection.

Cadillac, March 21—One of the most important subjects that is taking the time and attention of grocers all over this country is that opened up on page 30 of the Tradesman of March 19 by Frank D. Avery, of Tecumseh, and it is my desire to, perhaps, throw some light on this subject by an outline of the many reasons why offering the amount of discount thought of by Mr. Avery would not be practical. Men who have a good business class of credit customers agree that their business is more desirable, for the reason that it is usually the kind that is dependable and keeps the daily sales record in a normal condition and credit is further one of the fundamental principles of all business, so that the entire fabric of present business methods must be reconstructed before credit can be entirely eliminated. For this reason, going on a cash-and-carry basis would, no doubt, lose Mr. Avery some of his best trade, since a discount of 2 per cent. on a purchase of $10 would mean to them a saving of 20 cents, while their cost of delivery alone would be greater than this amount, if done by any one of the usual methods, while the discount suggested by the editor would be simply ruinous.

Having recently passed through a period of definite margins of profit, I, perhaps, cannot do better than call attention to the difference in the percentage of profit allowed the cash-and-carry store, as compared with the percentage of profit allowed the credit-and-delivery store by the United States Food Administration in their maximum margins on sales by retailers to consumers issued November 7, 1918. In order that these may be more readily understood I have carried all prices to the percentage allowed, the left column being the cash-and-carry percentage, while the right column is the percentage allowed to the credit-and-delivery store on the groceries and provisions mentioned. In summing up, the difference indicates the percentage that the Food Administration, in the fullness of their experience, believed sufficient to cover the expense of credit-and-delivery service. Here are the figures:

	C. & C.	C. & D.
Wheat Four	10-5/10	12-2/10
Rye Flour	15-5/10	18
Corn Meal	18	22
Rice Flour	18	22
Rice	20	25
Beans	20	25
Canned Vegetables	25	30
Sugar	12-5/10	12-5/10
Canned Fish	25	30
Dried Fruits	25	30
Lard	14-7/10	17
Lard Compound	16-6/10	19-3/10
Bacon	10-7/10	12-2/10
Ham	15-7/10	17-9/10
Butter	9-5/10	10-9/10
Eggs	14-3/10	16
Cheese	17-9/10	20
Potatoes	25	30
	314	370
	17-4/10	20-5/10
		=3-1/10

The gentlemen who composed the Committee on Price Regulation of the Food Administration were men of extensive experience in both wholesale and retail grocery stores and were well qualified to determine how much the expense of credit and delivery should be and the further fact that they placed this at 3.1 per cent. should prove in a clear and indisputable manner how impossible it would be to give a greater discount than this amount in changing from a service store to a cash and carry.

The figures quoted in the Tradesman, taken from the report of the Bureau of Business Research of Harvard University, which places the average expense at 5.1 per cent., while just as given by this authority, will not permit the grocer giving a 5 per cent. discount, for the reason that the grocer whose credit and delivery expense reaches or exceeds 5 per cent. is on the sure road to ruin and helps to make up one of the number who constitute the 30 per cent. who use up their capital every five year period, while the merchant whose credit and delivery expense comes below the average, as shown, could very well give the 5 per cent. discount if conditions seemed to warrant changing to the cash and carry basis.

In 1917 there was an insistence, on the part of the consuming public, that a separate charge be made to the customer wanting credit and delivery service and this demand appeared to have some foundation and it was hoped that the Food Administration would require grocers to conduct their stores on this plan, but, when due consideration was given the matter, there was found to be no valid reason why a grocer should be required to make a separate item of delivery, any more than the laundryman, milk dealer or farmer. In addition, by judicious buying on the part of the consumer, it was found that there was no other way that goods could be delivered as cheaply as the grocer was delivering them.

My years of experience in selling groceries, together with the privilege that has come to me of knowing the actual figures of many retail stores throughout this State, has proven, without a shadow of a doubt, that the grocer whose credit-and-delivery charge reaches 5 per cent. is not placing an adequate profit in his bank account. Averages, percentages and theorizing sometimes make quite interesting reading, but let me suggest, dear reader, that it is the figures on your books which tell the tale regarding your business and not what any individual can give you, as the experience of others, and in this connection permit me to say that, now that the Government requires a definite statement from you once a year, it is only good business for you to get a right start in keeping accounts and the writer will be glad to give such information as will put you right, if you care to make the request; in any case, be sure you know exactly how much credit-and-delivery is costing your own business before making the radical change to cash-and-carry. I have known dozens to go back to every one who makes a success.

J. M. Bothwell.

Thinks Two Per Cent. Sufficient.

Port Huron, March 22—Regarding discounts given by the retailer to consumers, F. D. Avery, of Tecumseh, asks to hear from other grocers.

I am giving 2 per cent. cash discount to all customers for cash and to my credit ones who pay in full every two weeks. There has been a tendency with some customers to leave a balance (in days gone by) of $1 to $5. The discount overcomes this and I find it a good advertisement and I believe a trade winner. Further, it overcomes much (if any) differences between the prices of the cash-and-carry plan. I also believe that a store can well afford it on all articles and give better satisfaction than a larger discount on certain commodities. The discount does not amount to much, but I find many people will spend 10 cents car fare and two to three hours time to save 2 to 10 cents on a purchase.

I notice my subscription has expired. Not attending the State convention at Saginaw (the second one I have missed in the past eighteen or twenty years) I did not renew my subscription there, as has been my annual custom. I cannot do without the Tradesman, because the information I secure from your publication is worth many times the price of the paper. Therefore, I hand you herewith check to cover a renewal.

I trust this little suggestion will help some one else to say something along the line of discount.

R. C. Wood.

She Was an Artist.

Little Doris is very polite. The other day she offered her aunt a share of her candy.

"Will you have a sugared almond, Aunt Mary?" she asked sweetly, at the same time tendering the paper bag.

"Thank you, I will'.' replied her aunt. And as she was particular what she ate, she selected a white one.

"Auntie," said little Doris, "do you know the difference between the pink and the white almonds?"

"No dear," said auntie with a kindly smile.

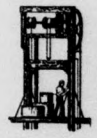
"Well, I'll tell you," explained Doris. "They were all pink once, and I sucked all the pink off the white ones. Didn't I do it nicely?"

FOR FORDSON TRACTORS
McQUAY-NORRIS
LEAK-PROOF
PISTON RINGS
A Size For Every Engine and Motor
More Power

Cheaper Operation
Distributors, SHERWOOD HALL CO., Ltd.
30-32 Ionia Ave., N. W. Grand Rapids, Michigan

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

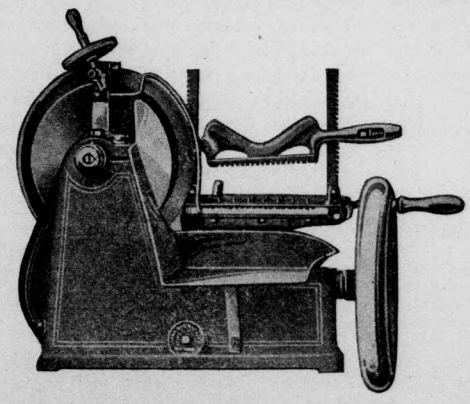
Jobbers in All Kinds of
BITUMINOUS COALS AND COKE
A. B. Knowlson Co.
203-207 Powers' Theatre Bldg., Grand Rapids, Mich.


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

McCRAY
SANITARY REFRIGERATORS
For All Purposes
Send for Catalog
McCRAY REFRIGERATOR CO.
914 Lake St. Kendallville, Ind.

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.

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

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

Underhanded Methods of Mail Order Houses.

Onaway, March 20—Having received so many letters from the enclosed address, we are curious to know what this company has to sell. What information can you give us?

O. Steele Co.

The circular above referred to is as follows:

The Homelovers Association
Represented Everywhere
Why Pay Rent?

Chicago, March 18—Would Elmer Donhue make a reliable member for our association?

In justice to our many members, we wish only to have responsible persons join our organization and while financial resource is not as great a factor as honesty, it should be possible for the prospective member to meet the contributions regularly and to respect obligations of purchase.

In behalf of Association members we thank you for a prompt response in the enclosed stamped envelope.

The Homelovers Association.

Age?..... Married?.....
Nationality? .....
White or Colored?.....
In what business?.....
Or if employed—by whom?.....
Any real estate? .....
How long have you known applicant? .....
Do you consider party honest and of good character? .....
Reputation for meeting obligations?..
.....
Any further remarks will be appreciated .....
.....
.....
.....
.....
Dict. C. R. D. Steno. 80.

Please Rush Reply.

The Tradesman immediately referred this correspondence to its Chicago representative, with a request for prompt investigation and report. The report was as follows:

"In reply to your letter of March 21 regarding information on the Homelovers Association, we learn that their telephone number, Drover 5100, is also the telephone number of Elmer Richards Co., which is engaged in the mail order clothing business at 951 West Thirty-Fifth street, and is also affiliated with Straus & Schram, who are engaged in the mail order furniture business at 1105 West Thirty-Fifth street. This leads us to believe that your suspicions regarding the true character of the so-called Homelovers Association are correct."

On general principles it will not pay the legitimate merchant to go to the trouble of answering letters of enquiry of this character, because there is nearly always an ulterior object in view on the part of the enquirer.

A Salesman's Prayer.

Teach me never to wish for things but to set out to attain them instead.

Teach me to speak only of happiness and pleasure, and never cry for the moon.

And, may I learn to credit my misfortune at my own door and not the door of fate;

To accept the results of my folly, to explain to no man, and never to sell my self-respect and individuality in order to gain sanction and position.

I pray that I may never become diseased with a malady of meddling into the private affairs of other men.

Teach me to dilute my work with play, to brighten my seriousness with jest.

And never to take myself so seriously that I crowd from my life the joys and pleasures that are mine by heritage.

And may I never discuss the character of any man behind a closed door.

Thus giving him no opportunity to defend himself from the sin I have committed against him and against my finer and better self.

May I never lose control of myself because other men do not believe as I do.

May I always judge a tree by its fruit, and men and women by their work, and by the things to which they aspire.

Teach me never to make myself a nuisance by advising other men how to live, the style of clothes to wear and what to eat and drink.

May I understand more and more that an agile tongue is the evidence of a shattered and sickly mind—

A mind saturated with suspicion for my neighbor and for those whom I pretend to love and befriend.

Teach me to forget the mistakes I have made and the mistakes of other men,

And may I learn that it is best to write the failings of men and women in the sand, near the water's edge.

Teach me never to wear the double smile, and never to go tip-toeing about with moccasins to malign and criticize and to carry "news," for these things ill become men and women.

May my imagination never grow dim, and may there always be a place in my mind for the Butterfly of Fancy to spread its wings and fly.

Teach me to always discern the opportunity and the possibilities that are constantly beckoning to me from the horizon of the future.

If it is possible for me to acquire these things, even in a degree, I will then be the type of salesman that I want to be.

Happy is the woman who can make home so club-like that her husband doesn't care to leave it.

A Quality Cigar
Dornbos Single Binder
One Way to Havana
Sold by All Jobbers
Peter Dornbos
Cigar Manufacturer
65-67 Market Ave., N. W.
Grand Rapids :: Michigan

HOTEL HERKIMER
GRAND RAPIDS, MICHIGAN
European Plan, 75c Up
Attractive Rates to Permanent Guests
Popular Priced Lunch Room
COURTESY SERVICE VALUE

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

CODY HOTEL
GRAND RAPIDS
RATES { $1 without bath / $1.50 up with bath
CAFETERIA IN CONNECTION

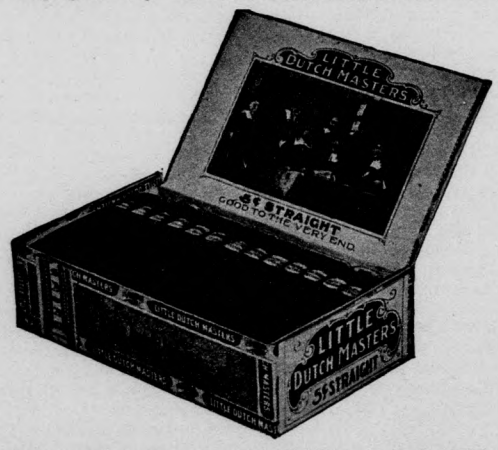
Grand Rapids The NEW MERTENS
Rates $1.00 With Shower $1.50 Meals 50¢
WIRE for RESERVATION
A Hotel to which a man may send his family
Fire Proof

Signs of the Times Are Electric Signs
Progressive merchants and manufacturers now realize the value of Electric Advertising.
We furnish you with sketches, prices and operating cost for the asking.
THE POWER CO.
Bell M 797 Citizens 4261

The United Agency System of Improved Credit Service
UNITED AGENCY
ACCURATE - RELIABLE
UP-TO-DATE
CREDIT INFORMATION
GENERAL RATING BOOKS
now ready containing 1,750,000 names—fully rated—no blanks—EIGHT POINTS of vital credit information on each name.
Superior Special Reporting Service
Further details by addressing
GENERAL OFFICES
CHICAGO, - ILLINOIS
Gunther Bldg. - 1018-24 S. Wabash Avenue

Bell Phone 596 Citz. Phone 61366
Joseph P. Lynch Sales Co.
Special Sale Experts
Expert Advertising—Expert Merchandising
44 So. Ionia Ave. Grand Rapids, Mich.

LITTLE DUTCH MASTERS CIGARS
Made in a Model Factory
Handled by All Jobbers Sold by All Dealers
Enjoyed by Discriminating Smokers



They are so good we are compelled to work full capacity to supply the demand
G. J. JOHNSON CIGAR CO., Makers
GRAND RAPIDS

Gabby Gleanings From Grand Rapids.

Grand Rapids, March 25—Eighteen traveling men were en route to Saginaw on the early train March 17, when word was passed along that Clifford Herrick had passed away the day before. As they could not return to attend the funeral, they rendered their heartfelt sympathy to the widow in the following telegram of condolence.

"A number of the old friends of Cliff, going out on the train Monday morning, received the sad news and in this way express to you our sympathy and regret that we cannot be with you at this time of your great bereavement. Cliff was one of God's noblemen and we all loved him. John D. Martin, Harry D. Hydorn, Allen B. Way, George Coffee, H. G. McWilliams, John J. Berg, Fred Rice, H. W. Koech, Will Ingersol, J. J. Warner, Alex. Miller, H. W. Garrett, J. A. Berg, D. Witmer, G. John Moritts, E. F. Wykkel, E. J. Stillson, H. T. Miller."

Walter Lawton is usually as sedate and immovable as a stone image, but on the occasion of his recent visit to Muskegon Council he was completely flabbergasted that he forgot the speech he prepared with so much care and labor in advance of the banquet. The reason for his embarrassment was his close proximity to two beautiful young ladies—one on each side of him—who fascinated him so completely that he had to make up a new speech on the spot. Among the paragraphs from his forgotten oration is the following:

"Muskegon is noted far and near for many notable things. Thirty years ago she was the greatest lumber producing center in the world. Thirty sawmills converted a forest of trees into lumber and sawdust every day. Every night a fleet of sailing vessels and steam craft left the port of Muskegon, bound for the four quarters of the earth. Then came the distinguished service of Mr. Hackley in giving Muskegon so many beautiful buildings, institutions, monuments and parks. His generosity stands as a perpetual monument to his honored name which will resound down the corridors of fame as long as the world lasts. Getting down to the present, Muskegon has achieved a world wide reputation by having in its midst a citizen—yea, a traveling salesman—who has discovered more kinds of varieties of ferocious and blood thirsty tame bears than any other man who ever lived. I refer to your distinguished fellow citizen and brother traveler, E. P. Monroe."

Members of the T. P. A. and their ladies only are cordially invited to attend a T. P. A. masquerade fun party at the Pantlind Saturday evening, April 5. Come in any kind of masquerade, hard times or fancy dress, but come. Ample dressing rooms have been arranged for. Prize for lady, an Easter bonnet contributed by the Denison Millinery Co.; for gentlemen, pair of shoes contributed by the Welch Shoe Co.

The Michigan State Division and Post A (Grand Rapids), T. P. A., will hold a smoker on Tuesday evening, March 25. One of the features for the evening will be the installation of the new officers, who will hold the reins during the ensuing fiscal year. Other matters of importance to every loyal citizen and T. P. A. will come before the meeting and a good time is promised to all.

Edward F. Goebel, who has been representing the Michigan Hardware Company for the past seven years, covering Southern Michigan territory, has severed his connection with that house to engage in the manufacturing line with the Bousman Manufacturing Co. as sales manager. He has the best wishes of his associates and his trade who all wish him the best of success. His territory will be covered hereafter by Walter L. Graham, who is an experienced hardware salesman and will reside in Kalamazoo.

Roy J. Nichol, representing the Michigan Hardware Company, has been called to Boulder, Colo., owing to the illness of his two little girls, who are with their mother. Mrs. Nichol has been in Boulder for the past year owing to ill health. Mr. Nichol expects to be gone until May 1. His territory will be covered until his return by James Heffron, who has been with the Michigan Hardware Company for several years in the office and who has recently returned from overseas.

Twenty-five Shelby friends of E. C. Welton, who has covered Oceana county and contiguous territory for the Hume Grocer Co., of Muskegon, for many years, gave that popular member of the commercial travelers' fraternity a complimentary dinner at the Hotel Shelby last Thursday evening. It was in celebration of Mr. Welton's birthday. The dates and candles on the natal-day cake were a general surprise and are not for publication. The affair was arranged by L. H. Spellman, President of the Shelby Commercial Club, and C. L. Peifer, the popular landlord of the Hotel Shelby. Following the dinner, there were short addresses by a number of the party, including C. L. Churchill, banker; F. L. Pierce, of the Standard Oil Co. sales force; H. K. Royal, Manager Oceana Canning Co. and Jos. Doucette, Deputy Game and Fish Warden. Postmaster H. M. Royal acted as toastmaster.

David B. De Young, traveling representative for the Greilick Manufacturing Co., Traverse City, has been unable to call on his customers for several weeks on account of a nervous breakdown. Dave lives at 18 Williams street and will be glad to have any of the traveling boys call on him when they are in his vicinity.

Local manufacturers of house furniture and upholstered goods have never seen business so good as it is at present. Buyers who came here during the January sales and turned up their noses because of the dearth of new patterns have been back to market one, two and three times in the endeavor to secure additional goods. This condition does not apply to office furniture, which is just now very little in demand, compared with the tremendous demand for the other lines above mentioned.

Clarence J. Farley, Manager of the Grand Rapids Dry Goods Co., is in New York City for a few days. He is accompanied by Cady S. Simkins, manager of the piece goods department.

Fred Z. Pantlind delivered a stirring address at the annual banquet of the Grand Rapids Retail Grocers' Association last evening. His topic was "Good Roads" and he handled his subject in a masterly manner. Possessing a commanding presence, magnetic personality, ready wit and distinct enunciation, Mr. Pantlind captured his audience before he had ended his first sentence.

As a toastmaster at the same banquet Richard D. Prendergast (Worden Grocer Co.) proved to be a screaming success. Although he had less than half a day advance notice, he handled himself handsomely and kept everyone in the best of humor.

He wrote seventeen letters of application, had twelve friends write testimonials, referred various firms to seven others, called twenty-one times himself and had friends of the family 'phone in fourteen cases—and then the local paper said he had "accepted a position."

Some men are as hard to pin down as a tent.

Is there anything the matter with the United States? Is there any doubt that Uncle Sam has a big commercial future before him? Is there any question that he has the men, the money, the materials and the opportunity to remain the world leader in business and industry? Does anyone think that six months from now American business will be stagnant? Does anyone think that the future of American business will be brightened by stagnation? Does anyone think European business men are sitting idle during these important days, waiting for something to happen? Which is it to be with American business men, wishbone or backbone?

Our boys when they were "over there" did not wait—they started something and they finished it. American troops do not know how to retreat. American business men are of the same caliber. Now is the time for the advance of American business men. Start something, and start it now—and keep it going.

Annual Meeting of Petoskey Council.

Petoskey, March 25 — Petoskey Council held its annual meeting and election of officers on Saturday evening, March 22, thirty-one out of the thirty-six members being present. The meeting was preceded by a splendid banquet, served at the Cushman Hotel. A letter was read from Grand Counselor W. T .Bellamy, stating that he, together with several other grand officers, would visit Petoskey Council on April 26, to which we look forward with pleasure. The following officers were elected for the ensuing year:

Senior Counselor—W. L. McManus, Jr.
Junior Counselor—R. Babbitt.
Conductor—S. A. Wilson.
Page—J. E. Hobbins.
Sentinel—James Behan.
Secretary-Treasurer—Isaac Repkopf
Executive Committee—D. A. Walsh, Jesse N. Peterson, George S. Danser, George B. Craw.
Delegate to Grand Lodge—W. L. McManus, Jr.
Alternate—Thomas Travis.

The elected officers were duly installed by Past Grand Counselor George B. Craw. The Senior Counselor appointed George S. Danser and Thomas Bailey auditing committee.

Petoskey Council has remitted the dues of all members belonging to the army and navy, has taken care of all obligations and has finished the year with a balance in the treasury. We feel very much enthused over the prospects for the future.

Isaac Rehkopf, Sec'y.

Reports of Cancellations of Yarn Denied.

Colon, March 24—We would appreciate a copy of the paper containing your editorial on "The Mettle of the Man."

We note that F. L. Farnsworth, of Hillsdale, used our name in connection with an article you published. We immediately tried to get in touch with our salesman, but our telephone conversation was not satisfactory and we expect him in to-morrow. We will then take this up with Mr. Farnsworth and think we will have an article for you a little later or as soon as we can get all sides of this.

In the meantime, we will say that we have not cancelled yarn from any of our spinners. If necessary, we can secure affidavits of our spinners to this effect.

We have always felt that the two sore spots on the face of manufacturing and selling are returning goods unjustly and cancelling orders given in good faith, and we have tried to prevent this from every angle possible.

Our salesmen have all been instructed not to make any statements which might lead a customer to believe that he may cancel his order if he wishes.

Lamb Knit Goods Co.

L. E. Stranahan, district representative for Libby, McNeill & Libby, has four men working in the city this week introducing the general line of his house to the attention of the trade.

Marriage adds either to a man's happiness or to his misery.

Two More Sidelights on Making Freight Claims.

Clam River, March 24.—I note the articles you have published in the Tradesman regarding the desirability of retail dealers settling their freight claims for loss and damage direct with the transportation company and I agree with you in the statement that we ought not to bother our jobbing friends with such matters. They probably have enough bothersome jobs on hand attending to their own claims.

There is one feature which has not been brought out in this discussion that I think should be mentioned at this time, so the transportation companies can rectify the error. I happen to be located at a trading point ten miles from my shipping point. I send the man who does my hauling over to the freight depot and he asks for my freight. The agent makes out the freight bill and says to the teamster, "Sign here." He does as directed and goes to the freight house for his goods. If anything bears evidence of damage or there is a shortage, he has the agent note it on his portion of the freight bill and makes him promise to endorse the same notation on his portion. The agent gets busy and forgets to keep his promise. Later the claim goes in to the claim agent, who refers it back to the local agent for report. The latter looks up his record, overlooks the promise he made the teamster and sends back word to the claim agent that he has no record of any damage or shortage, as the case may be. Without going any deeper into the matter, the claim agent returns the claim as "rejected" and the retailer who has suffered loss through the carelessness of the agent cherishes his wrath in silence, knowing he has been unfairly dealt with by the transportation company, but realizing that he is powerless to secure action except through the intercession of the jobber who shipped the goods to the retailer. James T. Green.

From the Railroad Viewpoint.

Detroit, March 22—I am quite interested in the little booklet you sent me, but if you will pardon me, I would like to state that you overlooked two very important things: First, impress upon the claimants to put in their claims quick—not let them lie around, as it takes just that much more time to investigate account of records becoming old, change of employes, etc. I am sure you will see the logic of this. Second, impress upon receivers of freight to insist that their representatives (draymen) examine shipments more carefully when they receive them from the railroad companies and, if anything is noticed wrong with a package have it opened and inspected right then and there.

E. D. Hawley,
Freight Claim Agent, P. M. R'y.

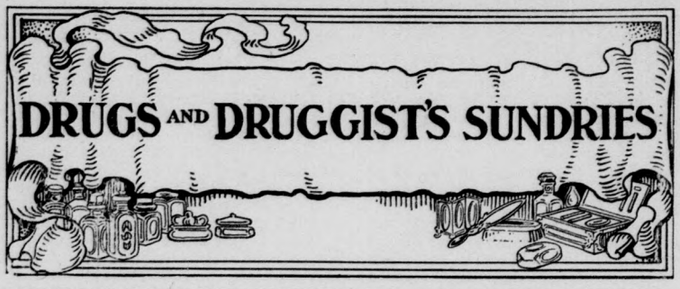
M. C. Lathrop, dealer in dry goods, groceries and men's furnishing goods at Shepherd, writes as follows: "Enclosed you will please find check for renewal of my subscription to the Tradesman. I do not see how any good business man can get along without your valuable paper. May you live a good many years to continue as editor of the best trade paper in the world."

The American Public Utilities Company

Preferred Stock Dividend No. 27

The Directors of the American Public Utilities Company have declared regularly quarterly dividend of one and one-half per cent. on the Preferred Stock of the Company payable April 1st in Five-Year Six Percent. scrip to holders of record at close of business March 20, 1919.

KELSEY, BREWER & COMPANY,
Operators.



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.

Relation of Traveling Salesman to the Druggist.

There exists an old saying, true to a more or less extent, to the effect that "familiarity breeds contempt." This, however, is a pretty broad generalization. To get down to more definite specifications, familiarity acts as a breeder of other conditions, many of a more pleasant nature. Who can deny that familiarity often breeds respect, honor and love? The real literal meaning of the old saying undoubtedly is that familiarity with one's fellow men breeds contempt for them more than it breeds any other quality. The truth of this literal translation is open to a world of questioning.

In the retail drug world, and a live, palpitating big world it is, too, the retail druggist and all of his associates, for that matter, are, of necessity, if for no other reason, thrown much in the company of the traveling drug salesman. Were track kept, for one year, by the druggist of the time spent in personal touch with traveling salesmen, he would probably be greatly surprised at its great length. And this in spite of the fact that he, wisely or not, usually gives them as little of his time as he possibly can. So it follows that, in thus dealing with them, month in and month out, year after year, familiarity between the two, to a greater or less degree, is bound to come.

And with familiarity what comes also?

Is it a mutual feeling on the part of each of love, honor and respect? Or is it dislike, distrust and contempt? Or are these feelings intermingled? Whatever they are, there is one thing certain and that is that were the old proverb to speak the truth as regards the relationship between druggists and traveling salesmen it would have to be changed. It would have to be changed so as to read to the effect that familiarity breeds, instead of contempt, indifference, a quality worse even, in many ways, than contempt. If one is held in contempt it at least indicates that the one contempted has enough personality of a certain kind to arouse antagonism against him in his contemptor. But to be held in indifference, in other words, to be unappreciated, is the worst kind of an insult to any man with red blood in his veins.

And there is much, too much, of this feeling prevalent among the body of druggists towards the body of traveling salesmen.

The very least that the druggist can do when called on by one of these "Knights of the Grip," is to greet him courteously, give him an audience, and thank him for calling.

The druggist should ever bear in mind the fact that if it's an ordeal for him to sit and listen to the usually intelligent arguments of a traveling salesman, in the latter's effort to sell his wares, it is at least twice as much of an ordeal that the salesman is going through in trying to sell them to him. The salesman isn't talking to hear the sound of his voice. The sound of that same voice has probably become weary to him long since. He is talking of necessity and for no other reason, just as the druggist should listen if for no other reason. The only reason that the traveling salesman appears to enjoy the situation is that appearing to enjoy it is the only proper attitude to take. It's business, in other words, and he, like the good actor he must be, diplomatically hides all minor personal feelings. What a surprise some of us druggists would have if some of our traveling men, to whom we are all so indifferent at times, would suddenly drop their masks and tell us exactly what they think of us.

A buyer has the advantage of the situation in any interview with a traveling salesman for several reasons. In the first place he is on "home grounds." He is perfectly familiar with and "at home" in his surroundings. In the second place, if there is any specified time set for the interview he has the choice of the time and he can usually choose that part of day that is most convenient. Thirdly, he can consume all the time he wants at an interview, in which to consult catalogues for a comparison of prices, etc. The traveling man, on the other hand, has none of these advantages. He is in strange surroundings, he must report for the interview at the time set by the druggist, even though it falls in the very center of his usual lunch hour, and he works at the interview as fast or as slow as the buyer does, regardless of the fact that his only train out of town may have long since pulled out.

Is it fair for druggists to take undue advantage of the fact that, through a purely customary business system, they are given an opportunity to show their indifference to one of the best class of men that ever checked a trunk?

Accidentally, and accidentally only, the opportunity for any show of indifference is on the druggist's side. These same salesmen that are many times treated like mere soulless automatons are human and at best have anything but an easy row to hoe. They are ever between the devil and the deep blue sea, so to speak. It is mandatory that they keep in the good graces of the house they represent and also in their customers'. Were they to receive all the attention due them by their customers this would, even then, be no easy matter. How then can any feeling of satisfaction be had on the part of druggists by making their lots even harder for them by a show of indifference?

A traveling salesman's mission is to make money with the druggists, not out of them. Too many druggists lose sight of this fact. Too many adopt the wrong attitude that the salesman's only use for him is to use him as a "good thing." Such a situation could not, from the very nature of things, be so. A traveling salesman, like an advertisement, can sell a poor article once only.

In these days of enlightenment, it's pretty safe to say that no regular traveling salesman is going to commit "reputational" suicide by exploiting a poor line of goods. Of course, there must exist the exception to make the rule, but we are speaking of the body of traveling salesmen.

Let the old-time druggist think back down through the years. Can he in so doing and in recalling his acquaintance with drug salesmen, deny the fact that, with perhaps a few exceptions, they constituted an element in connection with his store life that added wonderfully to the attractiveness of it? Does he not remember with what genuine pleasure he met and dealt at regular intervals with the old regulars? Isn't he a little ashamed of the outwardly cold receptions he gave many of these good fellows at various times; and all over some trifling little thing probably that was no more the house's fault than it was theirs? Isn't he doubly ashamed now that the biggest part of his life's battle has been fought when he recalls how, along with these hypocritical cold receptions he railed around and told them what he thought of them. Doesn't he feel a little small when he remembers how well they kept their equilibrium, pacified him as a mother would a babe, perhaps, and kept on smiling indulgently throughout it all?

Old Friends Are Best Friends

More than ever the purchase of staples requires wisdom and care.
Keep stocked on old friends like

FELS-NAPTHA SOAP

You're sure of *selling*—sure of quick turnover. There's nothing *temporary* about the popularity of Fels-Naptha. It's regular. Be on the safe side. Stock, show, sell Fels-Naptha Soap.

Fels & Co.
Philadelphia, Pa.

Grape-Nuts Ice Cream

The New Craze

Grape-Nuts Ice Cream is a dish that looks like nuts and tastes like nuts, only better. In addition to its highly delicious flavor, ice cream made with grape-nuts has a doubled food value.

Everybody, children as well as grownups, like it.

It should be handled by every drug store, confectionery store, cafe, hotel and the places which sell soft drinks.

PIPER ICE CREAM CO.
408-10 E. South Street
Kalamazoo :-: Michigan

And can he remember of one reasonable favor being asked of them that was refused?

All honor to the "Knights of the Grip," and especially to that part of this honorable body that calls on the retail drug trade. They are a fine body of men and will stand comparison with any other body of traveling salesmen in the world. They are the bringers of good cheer—encouragement. They are ever the heralds of better times a-coming. Who ever saw a pessimistic drug salesman?

It ill behooves the druggist to treat them with indifference. Simply because, like a wart, they are always on hand, makes their presence not one whit of less importance.

A fine portrayal of the average drug salesman is given in "The Fortune Hunter." He appears as a genial, quiet, clever, lovable, gentlemanly traveling salesman. A little in the background, perhaps, but watching the little drama unfold itself in his old friend's and customer's store; he is ever ready to give a kindly word of advice and encouragement. The two were friends. The worked together.

Let there be more of this spirit in real life.

Let us druggists consider the traveling man. Clifford H. Rudes.

New Officers of Pharmaceutical Travelers.

At the annual meeting of the Michigan Pharmaceutical Travelers Association, held at Lansing last week, the following officers were elected:

President—Leo A. Caro.

Vice-Presidents—F. E. Wicks, T. E. Reily and O. P. Town.

Secretary—W. S. Lawton.

Treasurer—W. S. Lawton.

Council—Will E. Collins, J. J. Dooley, H. C. Reinhold, W. F. Griffith, W. O. Gladding, Butler Treat, H. B. Wilcox and Chas. S. Rogers.

The more you know about the goods you have to sell, the more of them you will sell and the better pleased your customers will be.

New Delicious Desserts—

housewives are making them from old recipes by simply adding

Mapleine

The Golden Flavor

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

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

Crescent Mfg. Co., Seattle, Wash.

(M-382)

COLEMAN (Brand)

Terpeneless

LEMON

and Pure High Grade

VANILLA EXTRACTS

Made only by

FOOTE & JENKS

Jackson, Mich.

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

Boric (Powd.)	18@ 25
Boric (Xtal)	18@ 25
Carbolic	32@ 35
Citric	1 54@1 60
Muriatic	3¼@ 5
Nitric	10@ 15
Oxalic	53@ 60
Sulphuric	3¼@ 5
Tartaric	1 12@1 20

Ammonia

Water, 26 deg.	11@ 20
Water, 18 deg.	10@ 18
Water, 14 deg.	9@ 17
Carbonate	13@ 25
Chloride (Gran.)	20@ 30

Balsams

Copaiba	1 20@1 40
Fir (Canada)	1 75@2 00
Fir (Oregon)	50@ 75
Peru	4 75@5 00
Tolu	1 75@2 00

Barks

Cassia (ordinary)	40@ 45
Cassia (Saigon)	90@1 00
Sassafras (pow. 50c)	@ 45
Soap Cut (powd.) 35c	26@ 30

Berries

Cubeb	1 75@1 80
Fish	1 00
Juniper	10@ 18
Prickley Ash	@ 30

Extracts

Licorice	60@ 65
Licorice powd.	1 25@1 50

Flowers

Arnica	1 20@1 25
Chamomile (Ger.)	70@ 80
Chamomile Rom.	1 50@1 60

Gums

Acacia, 1st	65@ 70
Acacia, 2nd	55@ 60
Acacia, Sorts	35@ 40
Acacia, powdered	60@ 70
Aloes (Barb. Pow)	30@ 40
Aloes (Cape Pow.)	30@ 35
Aloes (Soc Pow)	1 30@1 35
Asafoetida	4 75@5 00
Pow.	@5 00
Camphor	3 35@3 40
Guaiac	@2 50
Guaiac, powdered	@2 75
Kino	@ 85
Kino, powdered	@1 00
Myrrh	@1 40
Myrrh, Pow.	@1 50
Opium	28 50@29 00
Opium, powd.	31 25@32 00
Opium, gran.	31 25@32 00
Shellac	85@ 90
Shellac, Bleached	90@ 95
Tragacanth	5 00@5 50
Tragacanth powder	@4 50
Turpentine	15@ 20

Insecticides

Arsenic	15@ 20
Blue Vitriol, bbl.	@10¾
Blue Vitriol, less	11½@ 20
Bordeaux Mix Dry	20@ 25
Hellebore, White powdered	38@ 45
Insect Powder	40@ 60
Lead, Arsenate Po	34@ 44
Lime and Sulphur Solution, gal.	20@ 35
Paris Green	46@ 52

Ice Cream

Piper Ice Cream Co., Kalamazoo

Bulk, Vanilla	1 00
Bulk, Chocolate	1 10
Bulk, Caramel	1 10
Bulk, Grape-Nut	1 10
Bulk, Strawberry	1 20
Bulk, Tutti Fruiti	1.20
Brick, Vanilla	1 20
Brick, Chocolate	1 60
Brick, Caramel	1 60
Brick, Strawberry	1 60
Brick, Tutti Fruiti	1 60
Brick any combination	1 60

Leaves

Buchu	@4 35
Buchu, powdered	@4 50
Sage, bulk	67@ 70
Sage, ¼ loose	72@ 78
Sage, powdered	55@ 60
Senna, Alex	1 40@1 50
Senna, Tinn.	38@ 45
Senna, Tinn. pow.	50@ 55
Uva Ursi	45@ 50

Oils

Almonds, Bitter, true	18 50@18 75
Almonds, Bitter, artificial	7 00@7 20
Almonds, Sweet, true	3 50@3 75
Almonds, Sweet, imitation	75@1 00
Amber, crude	4 00@4 25
Amber, rectified	5 50@5 75
Anise	2 50@2 75
Bergamont	9 50@9 75
Cajeput	1 75@2 00
Cassia	4 50@4 75
Castor	2 75@3 00
Cedar Leaf	1 75@2 00
Citronella	90@1 20
Cloves	3 50@3 75
Cocoanut	40@ 50
Cod Liver	5 60@5 75
Croton	2 00@2 25
Cotton Seed	2 05@2 20
Eigeron	6 50@6 75
Cubebs	11 50@11 75
Eigeron	7 00@7 25
Eucalyptus	1 25@1 35
Hemlock, pure	2 00@2 25
Juniper Berries	16 00@16 25
Juniper Wood	3 00@3 25
Lard, extra	1 50@1 70
Lard, No. 1	1 30@1 50
Lavender, Flow.	8 50@8 75
Lavender, Gar'n	1 50@1 75
Lemon	2 50@2 75
Linseed, boiled, bbl.	@1 69
Linseed, bld less	1 79@1 84
Linseed, raw, bbl.	@1 67
Linseed, raw less	1 77@1 82
Mustard, true, oz.	@2 95
Mustard, artifil, oz.	@1 60
Neatsfoot	1 30@1 50
Olive, pure	7 50@9 00
Olive, Malaga, yellow	6 50@7 00
Olive, Malaga, green	6 50@7 00
Orange, Sweet	4 00@4 25
Origanum, pure	@2 50
Origanum, com'l	@ 75
Pennyroyal	2 50@2 75
Peppermint	12 00@12 20
Rose, pure	38 00@40 00
Rosemary Flows	2 00@2 25
Sandalwood, E. I.	18 50@18 75
Sassafras, true	3 50@3 75
Sassafras, artifi'l	90@1 20
Spearmint	12 00@12 25
Sperm	2 65@2 85
Tansy	5 50@5 75
Tar, USP	45@ 60
Turpentine, bbls.	@85½
Turpentine, less	95@1 00
Wintergreen, tr.	800@8 25
Wintergreen, sweet birch	7 00@7 25
Wintergreen, art	1 00@1 20
Wormseed	6 50@6 75
Wormwood	7 50@7 75

Potassium

Bicarbonate	1 00@1 20
Bichromate	52@ 60
Bromide	85@ 95
Carbonate	1 20@1 30
Chlorate, gran'r	70@ 75
Chlorate, xtal or powd.	45@ 50
Cyanide	40@ 60
Iodide	4 29@4 36
Permanganate	2 00@2 25
Prussiate, yellow	@1 50
Prussiate, red	3 00@3 50
Sulphate	@1 00

Roots

Alkanet	4 50@4 75
Blood, powdered	1 10@1 20
Calamus	60@2 50
Elecampane, pwd.	22@ 25
Gentian, powd.	27@ 35
Ginger, African, powdered	25@ 30
Ginger, Jamaica	35@ 40
Ginger, Jamaica, powdered	32@ 35
Goldenseal, pow.	8 50@9 00
Ipecac, powd.	6 00@6 25
Licorice	50@ 55
Licorice, powd.	50@ 60
Orris, powdered	40@ 45
Poke, powdered	20@ 25
Rhubarb	@1 00
Rhubarb, powd.	1 25@1 50
Rosinweed, powd.	25@ 30
Sarsaparilla, Hond. ground	1 25@1 40
Sarsaparilla Mexican, ground	1 00@1 10
Squills	35@ 40
Squills, powdered	45@ 65
Tumeric, powd.	25@ 30
Valerian, powd.	@1 00

Seeds

Anise	42@ 45
Anise, powdered	47@ 50
Bird, 1s	13@ 19
Canary	28@ 35
Caraway, Po. .80	70@ 75
Cardamon	1 80@2 00
Celery, powd. 1.00	90@1 00
Coriander powd .30	22½@25
Dill	30@ 35
Fennell	1 00@1 20
Flax	10@ 15
Flax, ground	10@ 15
Foenugreek pow.	22@ 30
Hemp	11½@ 15
Lobelia	40@ 50
Mustard, yellow	45@ 50
Mustard, black	30@ 35
Poppy	@1 00
Quince	1 50@1 75
Rape	15@ 20
Sabadilla	@ 35
Sabadilla, powd.	30@ 35
Sunflower	18@ 25
Worm American	@ 25
Worm Levant	1 65@1 75

Tinctures

Aconite	@1 70
Aloes	@1 35
Arnica	@1 50
Asafoetida	@3 30
Belladonna	@1 80
Benzoin	@2 15
Benzoin Compo'd	@3 00
Buchu	@2 70
Cantharadies	@3 60
Capsicum	@2 15
Cardamon	@2 10
Cardamon, Comp.	@1 60
Catechu	@1 50
Cinchona	@2 35
Colchicum	@2 40
Cubebs	@2 60
Digitalis	@1 60
Gentian	@1 35
Ginger	@1 50
Guaiac	@2 20
Guaiac, Ammon.	@1 80
Iodine	@1 50
Iodine, Colorless	@2 00
Iron, clo.	@1 60
Kino	@1 65
Myrrh	@2 50
Nux Vomica	@1 75
Opium	@7 50
Opium, Camph.	@1 35
Opium, Deodorz'd	@9 50
Rhubarb	@1 65

Paints

Lead, red dry	13@13½
Lead, white dry	13@13½
Lead, white oil	13@13½
Ochre, yellow bbl.	@ 1½
Ochre, yellow less	2 @ 5
Putty	4½@ 7
Red Venet'n Amer.	2@ 5
Red Venet'n, Eng	2½@ 5
Vermillion, Amer.	25@ 30
Whiting, bbl.	@ 2¾
Whiting	3¼@ 6
L. H. P. Prep.	2 90@3 10

Miscellaneous

Acetanalid	65@ 75
Alum	17@ 20
Alum, powdered and ground	18@ 21
Bismuth, Subnitrate	4 00@4 10
Borax xtal or powdered	10@ 15
Cantharades po	2 00@6 50
Calomel	2 20@2 30
Capsicum	38@ 45
Carmine	6 50@7 00
Cassia Buds	50@ 60
Cloves	77@ 85
Chalk Prepared	12@ 15
Chalk Precipitated	12@ 15
Chloroform	65@ 72
Chloral Hydrate	1 80@2 00
Cocaine	12 30@12 85
Cocoa Butter	50@ 60
Corks, list, less 40%	
Copperas, bbls.	@ 3
Copperas, less	3¾@ 8
Copperas, powd.	4½@ 10
Corrosive Sublm	2 00@2 10
Cream Tartar	79@ 85
Cuttlebone	95@ 1 00
Dextrine	10@ 15
Dover's Powder	5 75@6 00
Emery, All Nos.	10@ 15
Emery, Powdered	8@ 10
Epsom Salts, bbls.	@ 3¾
Epsom Salts, less	5@ 10
Ergot	@4 00
Ergot, powdered	@4 00
Flake White	15@ 20
Formaldehyde, lb.	27½@ 30
Gelatine	1 75@1 90
Glassware, full case 58%	
Glassware, less 50%	
Glauber Salts, bbl.	@ 3
Glauber Salts less	4@ 8
Glue, Brown	25@ 35
Glue, Brown Grd.	20@ 30
Glue, White	30@ 35
Glue, White Grd.	30@ 35
Glycerine	21½@ 36
Hops	60@ 75
Iodine	5 60@5 90
Iodoform	6 59@6 74
Lead, Acetate	25@ 30
Lycopdium	2 25@2 50
Mace	85@ 90
Mace, powdered	95@1 00
Menthol	8 00@8 20
Morphine	14 45@15 00
Nux Vomica	@ 30
Nux Vomica, pow.	28@ 35
Pepper black pow.	53@ 55
Pepper, white	@ 50
Pitch, Burgundy	@ 15
Quassia	12@ 15
Quinine	1 28@1 72
Rochelle Salts	59@ 65
Saccharine	@ 56
Salt Peter	36@ 48
Seidlitz Mixture	48@ 55
Soap, green	20@ 30
Soap mott castile	22½@ 25
Soap, white castile case	@25 00
Soap, white castile less, per bar	@2 65
Soda Ash	4½@ 10
Soda Bicarbonate	3½@ 10
Soda, Sal	2@ 5
Spirits Camphor	@2 00
Sulphur, roll	4¼@ 10
Sulphur, Subl.	4½@ 10
Tamarinds	25@ 30
Tartar Emetic	1 03@1 10
Turpentine, Ven.	50@6 00
Vanilla Ex. pure	1 50@2 00
Witch Hazel	1 35@1 75
Zinc Sulphate	10@ 15

GROCERY PRICE CURRENT

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

ADVANCED

Cheese
Syrup

DECLINED

Some Soap
Tea Siftings

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

AXLE GREASE
Mica, 25 lb. pail 1 60

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

BATH BRICK
English 95

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

BREAKFAST FOODS
Cracked Wheat, 24-2 4 60
Cream of Wheat 7 50
Pillsbury's Best Cer'l 2 50
Quaker Puffed Rice .. 4 35
Quaker Puffed Wheat 4 35
Quaker Brkfst Biscuit 1 90
Quaker Corn Flakes .. 2 90
Ralston Purina 4 00
Ralston Branzos 2 20
Ralston Food, large .. 3 30
Ralston Food, small .. 2 30
Saxon Wheat Food .. 4 75
Shred Wheat Biscuit 4 50
Triscuit, 18 ..... 2 25

Kellogg's Brands
Toasted Corn Flakes 4 20
Toasted Corn Flakes Individual 2 00
Krumbles 4 20
Krumbles, Indv. 2 00
Biscuit 2 00
Drinket 2 60
Peanut Butter 3 65
Bran 3 60

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

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

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

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

BUTTER COLOR
Dandelion, 25c size .. 2 00

CANDLES
Paraffine, 6s 15
Paraffine, 12s 16
Wicking 40

CANNED GOODS
Apples
3 lb. Standards .... @1 45
No. 10 ..... @5 00

Blackberries
2 lb. .....
Standard No. 10 .. @10 50

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

Blueberries
Standard ..... @
No. 10 ..... @11 50

Clams
Little Neck, 1 lb. .....

Clam Bouillon
Burnham's ½ pt. 2 25
Burnham's pts. 3 75
Burnham's qts. 7 50

Corn
Fair 1 85
Good 2 15
Fancy 2 30

French Peas
Monbadon (Natural) per doz. .....

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

Hominy
Standard 1 25

Lobster
¼ lb. 2 10
½ lb. 3 35
Picnic Flat 3 75

Mackerel
Mustard, 1 lb. 1 80
Mustard, 2 lb. 2 80
Soused, 1½ lb. 1 60
Soused, 2 lb. 2 75
Tomato, 1 lb. .....
Tomato, 2 lb. .....

Mushrooms
Buttons, ⅛s ..... @30
Buttons, 1s ..... @50
Hotels, 1s ..... @44

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

Plums
Plums ..... 2 50@3 00

Pears in Syrup
No. 3 can pe rdz. 3 25@3 75

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

Peaches
Pie .....
No. 10 size can pie @6 00

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

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

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

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

Sardines
Domestic ¼s 6 75
Domestic, ¼ Mustard 6 50
Domestic, ¾ Mustard 6 80
Norwegian, ¼s .... 15@18
Portuguese, ½s .... 30@35

Sauer Kraut
No. 3, cans 1 45
No. 10, cans .....

Shrimps
Dunbar, 1s doz. 1 80
Dunbar, 1½s doz. 3 40

Succotash
Fair .....
Good .....
Fancy .....

Strawberries
Standard 2 50
Fancy 2 90

Tomatoes
No. 2 ..... 1 50
No. 3 ..... 2 25
No. 10 ..... 7 25

Tuna
Case
¼s, 4 doz. in case ....
½s, 4 doz. in case ....
1s, 4 doz. in case .....

CATSUP
Van Camp's, ½ pints 1 80
Van Camp's pints 2 70

CHEESE
Peerless ..... @36
Brick ..... @30
Leiden ..... @
Limburger ..... @
Pineapple ..... @
Edam ..... @
Sap Sago ..... @
Swiss, Domestic @

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

CHOCOLATE
Walter Baker & Co.
German's Sweet .....
Premium 35
Caracas 28
Walter M. Lowney Co.
Premium, ¼s 35
Premium, ½s 35

CIGARS
Johnson Cigar Co. Brands
Dutch Masters Club 87 50
Dutch Masters Banq. 87 50
Dutch Masters Inv. 87 50
Dutch Masters Pan. 75 00
Dutch Master Grande 75 00
Dutch Master Special 70 00
El Portana 47 00
Gee Jay 43 00
Dutch Masters Six 50 00
Dutch Masters Hand Made 48 00
Dutch Masters Baby Grand 43 00
Little Dutch Masters 36 50
S. C. W. new size ..36 50
Dutch Masters Seconds, new size 43 00

Peter Dornbos Brands
Dornbos Single Bndr. 48 00
Dornbos Perfecto .. 42 50
Van Dam, 5c 37 50
Van Dam, 6c 43 50
Van Dam, 7c 50 00
Van Dam, 10c 70 00

Worden Grocer Co. Brands
Boston Straight 45 00
Trans Michigan 45 00
Court Royal 50 00
Hemmeter's Champion 48 00
Iroquois 47 00
Qualex 48 00
La Qualatincia 73 00
Worden's Hand Made 37 50
B. L. 45 00
Royal Major 47 00
La Valla Rosa 83 00
La Valla Rosa, Kids 47 00
Valla Grande 49 00
Kuppenheimer, No. 2 45 00
First National 33 00

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

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

COCOA
Baker's 39
Bunte, 10c size 88
Bunte, ½ lb. 2 20
Bunte, 1 lb. 4 00
Cleveland 41
Colonial, ¼s 35
Colonial, ½s 33
Epps 42
Hershey's ⅛s 32
Hershey's ½s 30
Huyler 36
Lowney, ⅛s 38
Lowney, ¼s 37
Lowney, ½s 37
Lowney, 5 lb. cans 37
Van Houten, ⅛s 12
Van Houten, ¼s 18
Van Houten, ½s 36
Van Houten, 1s 65
Wan-Eta 36
Webb 33
Wilbur, ½s 33
Wilbur, ¼s 33

COCOANUT
⅛s, 5 lb. case 38
¼s, 5 lb. case 37
¼s, 15 lb. case 36
½s, 15 lb. case 35
¼s & ½s, 15 lb. case 35½
6 and 12c pails 4 35
Bulk, pails 27
Bulk, barrels 25
70 8c pkgs., per case 5 25
70 4 oz. pkgs., per case 5 25
Bakers Canned, doz. 1 20

COFFEES ROASTED
Rio
Common 22½
Fair 23½
Choice 24½
Fancy 25½

Santos
Common 26
Fair 27
Choice 29
Fancy 30
Peaberry 29

Maracaibo
Fair 33
Choice 35

Mexican
Choice 32
Fancy 34

Guatemala
Fair 34
Fancy 35

Java
Private Growth 38
Mandling 40
Ankola 40

San Salvador
Good 32

Mocha
Short Bean 50
Long Bean 50

Bogota
Fair 40
Fancy 42

Package Coffee
New York Basis
Arbuckle 27 00

McLaughlin's XXXX
McLaughlin's XXXX package coffee is sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.

Extracts
Holland, ½ gross bxs. 1 30
Felix, ⅛ gross 1 15
Hummel's foil, ½ gro. 85
Hummel's tin, ½ gro. 1 43

CONDENSED MILK
Carnation, Tall, 4 doz. 5 00
Carnation Baby, 8 doz. 4 75
Pet, Tall 6 35
Pet, Baby 4 30
Van Camp, Tall 6 25
Van Camp, Baby 4 30

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

CONFECTIONERY
Stick Candy Pails
Horehound 26
Standard 25
Cases
Jumbo 26

Mixed Candy
Pails
Broken 25
Cut Loaf 26
Grocers 20
Kindergarten 29
Leader 25
Novelty .....
Premio Creams 35
Royal 24
Special 24
X L O 23

Specialties
Pails
Auto Kisses (baskets) 28
Bonnie Butter Bites ..31
Butter Cream Corn .. 32
Caramel Bon Bons .. 32
Caramel Croquettes .. 30
Cocoanut Waffles 28
Coffy Toffy 30
Fudge, Walnut 32
Fudge, Choc. Peanut 30
Champion Gum Drops 25
Raspberry Gum Drops 25
Iced Orange Jellies .. 27
Italian Bon Bons 27
AA Licorice Drops
5 lb. box 2 25
Lozenges, Pep. 30
Lozenges, Pink 30
Manchus 27
Molasses Kisses, 10 lb. box 28
Nut Butter Puffs 28

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

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

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

COOKING COMPOUNDS
Crisco
36 1 lb. cans 10 25
24 1½ lb. cans 10 25
6 6 lb. cans 10 25
4 9 lb. cans 10 25

Mazola
5½ oz. bottles, 2 doz. 2 60
Pints, tin, 2 doz. 8 00
Quarts, tin, 1 doz. ... 7 50
½ gal. tins, 1 doz. .. 14 25
Gal. tins, ½ doz. 13 80
5 Gal. tins, 1-6 doz. 19 60

CREAM TARTAR
Barrels or Drums 84
Boxes 86

DRIED FRUITS
Apples
Evap'ed, Choice, blk @17
Evap'd Fancy blk.. @

Apricots
California ..... @22

Citron
California ..... @36

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

Peaches
Muirs—Choice, 25 lb. ..19
Muirs—Fancy, 25 lb. ..
Fancy, 48 11 oz. pkgs. 6 60

Peel
Lemon, American 30
Orange, American 32

Raisins
Cluster, 20 cartons ...
Loose Muscatels, 4 Cr.
Loose Muscatels, 3 Cr. 11
L. M. Seeded 1 lb. 13@13½

California Prunes
90-100 25 lb. boxes ..@12
80- 90 25 lb. boxes ..
70- 80 25 lb. boxes ..@15½
60- 70 25 lb. boxes ..@16½
50- 60 25 lb. boxes ..@17½
40- 50 25 lb. boxes ..
30- 40 25 lb. boxes ..@19½

FARINACEOUS GOODS
Beans
California Limas 10
Med. Hand Picked .. 9
Brown, Holland .....

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

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

Hominy
Pearl, 100 lb. sack 6½

Macaroni
Domestic, 10 lb. box ..1 10
Domestic, broken bbls. 8½
Skinner's 24s, case 1 37½

Pearl Barley
Chester 4 65
Portage .....

Peas
Green, Wisconsin, lb. 9½
Split, lb. 9⅝

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

Tapioca
Flake, 100 lb. sacks .. 16
Pearl, 100 lb. sacks .. 16½
Minute, Substitute, 8 oz., 3 doz. 3 55

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

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

Floats
No. 1½, per dozen 13
No. 2, per dozen 15
No. 3, per dozen 20

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

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

FLAVORING EXTRACTS
Jennings D C Brand
Pure Vanila
Terpeneless
Pure Lemon
Per Doz.
7 Dram 15 Cent 1 25
1¼ Ounce 20 Cent .. 1 80
2 Ounce, 35 Cent 2 70
2¼ Ounce 35 Cent .. 2 85
2½ Ounce 45 Cent .. 3 10
4 Ounce 55 Cent 5 20
8 Ounce 90 Cent 8 50
7 Dram Assorted 1 25
1¼ Ounce Assorted .. 2 00

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

FLOUR AND FEED
Valley City Milling Co.
Lily White 12 60
Rowena Rye, ⅛s 8 75
Graham 25 lb. per cwt. 5 50
Rowena Bolted Meal, 25 lbs., per cwt. 4 20
Golden Granulated Meal, 25 lbs., per cwt. 4 50
Rowena Pancake 5 lb. per cwt. 6 20
Rowena Buckwheat Compound 6 20
Rowena Corn Flour,

Watson Higgins Milling Co.
New Perfection ⅛s .. 12 60

Worden Grocer Co.
Quaker, ⅛s paper .. 11 75

Kansas Hard Wheat
Worden Grocer Co.
100%.
American Eagle, ⅛s 13 50
American Eagle, ¼s 13 20
American Eagle, ½s 13 20

Spring Wheat
Worden Grocer Co.
100%.
Wingold, ⅛s Fcy Pat 11 85
Wingold, ⅛s paper 13 50
Wingold, ¼s paper 11 80

Meal
Bolted 4 60
Golden Granulated .. 4 80

Wheat
Red 2 33
White 2 31

Oats
Michigan Carlots 68
Less than carlots 77

Corn
Carlots 1 65
Less than carlots 1 70

Hay
Carlots 31 00
Less than carlots .. 34 00

Feed
Street Car Feed 63
No. 1 Corn & Oat Fd 63
Cracked Corn 65
Coarse Corn Meal 65

FRUIT JARS
Mason, pts., per gro. 7 60
Mason, qts., per gro. 8 00
Mason, ½ gal. per gr. 10 35
Mason, can tops, gro. 2 80

GELATINE
Cox's, 1 doz. large ... 1 45
Cox's, 1 doz. small .. 90
Knox's Sparkling, doz. 1 90
Knox's Acidu'd doz. .. 2 00
Minute, 1 doz. 1 25
Minute, 3 doz. 3 75
Nelson's 1 50
Oxford 75
Plymouth Rock, Phos. 1 55
Plymouth Rock, Plain 1 50
Waukesha 1 60

HERBS
Sage 15
Hops 15
Laurel Leaves 20
Senna Leaves 45

HIDES AND PELTS
Hides
Green, No. 1 15
Green, No. 2 14
Cured, No. 1 18
Cured, No. 2 17
Calfskin, green, No. 1 30
Calfskin, green, No. 2 28½
Calfskin, cured, No. 1 32
Calfskin, cured, No. 2 30½
Horse, No. 1 ..... 6 00
Horse, No. 2 ..... 5 00

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

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

Wool
Unwashed, med. .... @35
Unwashed, fine .... @30

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

HORSE RADISH
Per doz. 90

JELLY
10lb. Kanakin, per pail 1 40
30lb. pails, per pail .. 2 50

JELLY GLASSES
8 oz. capped in bbls., per doz. 40

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

MINCE MEAT
Per case 4 15

MOLASSES
New Orleans
Fancy Open Kettle 68
Choice 58
Good .....
Stock .....
Half barrels 5c extra
Red Hen, No. 2 ..... 2 75
Red Hen, No. 2½ 3 35
Red Hen, No. 5 .... 3 25
Red Hen, No. 10 .... 3 15
Uncle Ben, No. 2 .... 2 75
Uncle Ben, No. 2½ .. 3 35
Uncle Ben, No. 5 .... 3 25
Uncle Ben, No. 10 ... 3 15
Ginger Cake, No. 2 ... 3 10
Ginger Cake, No. 2½ 4 00
Ginger Cake, No. 5 .. 3 90
O. & L. Open Kettle, No. 2½ 5 60

MUSTARD
⅛ lb. 6 lb. box 30

NUTS—Whole
Almonds, Terragona 30
Brazils, large washed
Fancy Mixed .....
Filberts, Barcelona ... 22
Peanuts, Virginia 12
Peanuts, Virginia, Roasted 14
Peanuts, Spanish 12½
Walnuts California 36@37
Walnuts, French .....

Shelled
Almonds 55
Peanuts, Spanish, 10 lb. box 15½
Peanuts, Spanish, 100 lb. bbl. 15
Peanuts, Spanish, 200 lb. bbl. 14½
Pecans 1 00
Walnuts 90

OLIVES
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) 14 oz. 3 00
Manzanilla, 8 oz. 1 45
Lunch, 10 oz. 2 00
Lunch, 16 oz. 3 25
Queen, Mammoth, 19 oz. 5 50
Queen, Mammoth, 28 oz. 6 75
Olive Chow, 2 doz. cs. per doz. 2 50

PETROLEUM PRODUCTS
Iron Barrels
Perfection 12.7
Red Crown Gasoline 23.7
Gas Machine Gasoline 44.2
V. M. & P. Naphtha 23.7
Capitol Cylinder, Iron Bbls. 39.8
Atlantic Red Engine, Iron Bbls. 24.8
Winter Black, Iron Bbls. 14.3
Polarine, Iron Bbls. .. 44.8

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

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

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

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

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

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

POTASH
Babbitt's, 2 doz. 2 75

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

Dry Salt Meats
S P Bellies ... 31 00@32 00

Lard
Pure in tierces .. 29@30
Compound Lard 24 @24¼
80 lb tubs ...advance ⅛
60 lb. tubs ...advance ½
50 lb. tubs ...advance ¼
20 lb. pails ...advance ¾
10 lb. pails ...advance ⅞
5 lb. pails ...advance 1
3 lb. pails ...advance 1

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

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

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

Pig's Feet
¼ bbls. 1 75
¾ bbls., 40 lbs. 3 40
½ bbls. 9 00
1 bbl. 16 00

Tripe
Kits, 15 lbs. 90
¼ bbls., 40 lbs. 1 60
⅞ bbls., 80 lbs. 3 00

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

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

Canned Meats
Corned Beef, 2 lb. .. 6 60
Corned Beef, 1 lb. .. 4 70
Roast Beef, 2 lb. 6 60
Roast Beef, 1 lb. 4 70
Potted Meat, Ham Flavor, ¼s 55
Potted Meat, Ham Flavor, ½s 90
Deviled Meat, Ham Flavor, ¼s 55
Deviled Meat, Ham Flavor, ½s 1 00
Deviled Tongue, ¼s .. 1 80
Deviled Tongue, ½s .. 3 10

RICE
Fancy .....
Blue Rose ..... 9¾@10½
Broken .....

ROLLED OATS
Monarch, bbls. 7 75
Rolled 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

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

SALERATUS
Packed 60 lbs. in box.
Arm and Hammer .. 3 25
Wyandotte, 100 ¾s .. 3 00

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

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

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

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

Herring
Full Fat Herring, 350 to 400 count .....
Spiced, 8 lb. pails 95

Trout
No. 1, 100 lbs. .....
No. 1, 40 lbs. .....
No. 1, 10 lbs. .....
No. 1, 3 lbs. .....

Mackerel
Mess, 100 lbs. 25 00
Mess, 50 lbs. 13 25
Mess, 10 lbs. 2 95
Mess, 8 lbs. 2 30
No. 1, 100 lbs. 24 00
No. 1, 50 lbs. 12 75
No. 1, 10 lbs. 2 80

Lake Herring
8 lbs. .....

SEEDS
Anise 45
Canary, Smyrna 28
Caraway 85
Cardomon, Malabar 1 20
Celery 65
Hemp, Russian 12
Mixed Bird 12½
Mustard, white 40
Poppy 90
Rape 15

SHOE BLACKING
Handy Box, large 3 dz. 3 50
Handy Box, small .. 1 25
Bixby's Royal Polish 1 20
Miller's Crown Polish 90

SNUFF
Swedish Rapee, 10c 8 for 64
Swedish Rapee, 1 lb. gls 60
Norkoping, 10c, 8 for ..64
Norkoping, 1 lb. glass .. 60
Copenhagen, 10c, 8 for 64
Copenhagen, 1 lb. glass 60

SOAP
James S. Kirk & Company
American Family, 100 6 00
Jap Rose, 50 cakes .. 4 00
White Flake, 100 .... 5 40

Lautz Bros. & Co.
Acme, 100 cakes 5 00
Big Master 100 blocks 6 00
Climax 5 00
Queen White 5 00
Oak Leaf 5 00
Queen Anne 5 00

Proctor & Gamble Co.
Lenox 5 50
Ivory, 6 oz. 6 00
Ivory, 10 oz. 10 00
Star 4 80

Swift & Company
Swift's Pride, 100, 8 oz. 5 50
White Laundry, 100 8 oz. 5 65
Wool, 24 bars, 6 oz. ..1 40
Wool, 100 bars, 6 oz. 6 00
Wool, 100 bars, 10 oz. 10 00
Classic, 100 bars, 8 oz. 5 25

Tradesman Company
Black Hawk, one box 3 75
Black Hawk, five bxs 3 70
Black Hawk, ten bxs 3 65

Box contains 72 cakes. It is a most remarkable dirt and grease remover, without injury to the skin.

Scouring Powders
Sapolio, gross lots 9 50
Sapolio, half gro. lots 4 85
Sapolio, single boxes 2 40
Sapolio, hand 2 40
Queen Anne, 30 cans 1 80
Queen Anne, 60 cans 3 60
Snow Maid, 30 cans .. 1 80
Snow Maid, 60 cans .. 3 60

Washing Powders
Snow Boy, 100 pkgs. .. 3 75
Snow Boy, 60 pkg. 14oz. 3 00
Snow Boy, 24 pkgs. .. 4 75
Snow Boy, 20 pkgs. .. 5 15

Soap Powders
Johnson's Fine, 48 2 5 75
Johnson's XXX 100 .. 5 75
Rub-No-More 5 00
Nine O'Clock 4 25
Lautz Naphtha, 60s .. 3 45
Oak Leaf Soap Powder, 24 pkgs. 4 75
Oak Leaf Soap Powder, 100 pkgs. 5 00
Queen Anne Soap Powder, 60 pkgs. 2 90
Old Dutch Cleanser, 100s 4 00

SODA
Bi Carb, Kegs 3¼

SPICES
Whole Spices
Allspice, Jamaica .. @12
Allspice, lg. Garden @11
Cloves, Zanzibar .. @42
Cassia, Canton .... @20
Cassia, 5c pkg. doz. @35
Ginger, African .... @15
Ginger, Cochin .... @20
Mace, Penang ..... @90
Mixed, No. 1 ..... @17
Mixed, No. 2 ..... @16
Mixed, 5c pkgs. dz. @45
Nutmegs, 70-8 .... @50
Nutmegs, 105-110 .. @45
Pepper, Black ..... @27
Pepper, White ..... @40
Pepper, Cayenne .. @22
Paprika, Hungarian

Pure Ground in Bulk
Allspice, Jamaica .. @16
Cloves, Zanzibar .. @50
Cassia, Canton .... @32
Ginger, African .... @25
Mace, Penang ..... @1 00
Nutmegs ..... @45
Pepper, Black ..... @30
Pepper, White ..... @52
Pepper, Cayenne .. @30
Paprika, Hungarian @45

STARCH
Corn
Kingsford, 40 lbs. .. 9½
Muzzy, 48 1lb. pkgs. 9½

Kingsford
Silver Gloss, 40 1lb. .. 9½
Gloss
Argo, 48 5c pkgs. 2 40
Silver Gloss, 16 3lbs. .. 9½
Silver Gloss, 12 6lbs. .. 9½

Muzzy
48 1lb. packages 9½
16 3lb. packages 9½
12 6lb. packages 9½
50 lb. boxes 6¾

SYRUPS
Corn
Barrels 75
Half barrels 81
Blue Karo, No. 1½, 2 doz. 3 10
Blue Karo, No. 2, 2 dz. 3 60
Blue Karo, No. 2½, 2 doz. 4 70
Blue Karo, No. 5, 1 dz. 4 65
Blue Karo, No. 10, ½ doz. 4 40
Red Karo, No. 1½, 2 doz. 3 25
Red Karo, No. 2, 2 dz. 4 15
Red Karo, No. 2½ 2 dz. 5 00
Red Karo, No. 5, 1 dz. 4 85
Red Karo, No. 10 ½ doz. 4 60

Pure Cane
Fair .....
Good .....
Choice .....

TABLE SAUCES
Halford, large 3 75
Halford, small 2 26

TEA
Uncolored Japan
Medium ..... 34@38
Choice ..... 35@38
Fancy ..... 45@55
Basket-Fired Med'm
Basket-Fired Choice
Basket-Fired Fancy
No. 1 Nibbs ..... @45
Siftings, bulk ..... @21
Siftings, 1 lb. pkgs. @23

Gunpowder
Moyune, Medium .. 35@40
Moyune, Choice .... 40@45

Young Hyson
Choice ..... 35@40
Fancy ..... 50@60

Oolong
Formosa, Medium .. 40@45
Formosa, Choice .. 45@50
Formosa, Fancy .. 55@75

English Breakfast
Congou, Medium .. 40@45
Congou, Choice .... 45@50
Congou, Fancy .... 50@60
Congou, Ex. Fancy 60@80

Ceylon
Pekoe, Medium .... 40@45
Dr. Pekoe, Choice .. 45@48
Flowery O. P. Fancy 55@60

TWINE
Cotton, 3 ply cone 60
Cotton, 3 ply balls 55
Hemp, 6 ply 25

VINEGAR
White Wine, 40 grain 20
White Wine, 80 grain 25½
White Wine 100 grain 28

Oakland Vinegar & Pickle Co.'s Brands
Oakland apple cider .. 35
Blue Ribbon Corn 25
Oakland white pickig 20
Packages no charge.

WICKING
No. 0, per gross 60
No. 1, per gross 70
No. 2, per gross 1 00
No. 3, per gross 1 75

WOODENWARE
Baskets
Bushels, wide band, wire handles 2 15
Bushels, wide band, wood handles 2 25
Market, drop handle .. 85
Market, single handle 90
Splint, large 8 00
Splint, medium 7 25
Splint, small 6 75

Butter Plates
Wire End
½ lb., 250 in crate 55
1 lb., 250 in crate 65
2 lb., 250 in crate 75
3 lb., 250 in crate 90
5 lb., 250 in crate 1 25

Churns
Barrel, 5 gal., each .. 2 40
Barrel, 10 gal. each .. 2 55

Clothes Pins
Round Head
4½ inch, 5 gross 1 50
Cartons, 20-36s, box.. 1 70

Egg Crates and Fillers
Humpty Dumpty, 12 dz. 24
No. 1 complete 50
No. 2 complete 40
Case, medium, 12 sets 1 80

Faucets
Cork lined, 3 in. 70
Cork lined, 9 in. 80
Cork lined, 10 in. 90

Mop Sticks
Trojan spring 1 60
Eclipse patent spring 1 60
No. 1 common 1 60
No. 2, pat. brush hold 1 60
Ideal, No. 7 ..... 1 60
12oz. cotton mop heads 3 10

Pails
10 qt. Galvanized 4 00
12 qt. Galvanized 4 50
14 qt. Galvanized 5 00
Fibre 9 75

Toothpicks
Ideal 85

Traps
Mouse, wood, 4 holes .. 60
Mouse, wood, 6 holes .. 70
Mouse, tin, 5 holes 65
Rat, wood 80
Rat, spring 75

Tubs
No. 1 Fibre 42 00
No. 2 Fibre 38 00
No. 3 Fibre 33 00
Large Galvanized ... 15 00
Medium Galvanized 13 00
Small Galvanized ... 11 50

Washboards
Banner Globe 5 25
Brass, Single 7 75
Glass, Single 6 00
Double Peerless 7 75
Single Peerless 6 75
Northern Queen 6 25
Good Enough 6 25
Universal 6 25

Window Cleaners
12 in. 1 65
14 in. 1 85
16 in. 2 30

Wood Bowls
13 in. Butter 1 90
15 in. Butter 7 00
17 in. Butter 8 00
19 in. Butter 11 00

WRAPPING PAPER
Fibre, Manila, white 5½
Fibre, Manila, colored
No. 1 Fibre 7½
Butchers' Manila 6½
Kraft 11½
Wax Butter, short c'nt 20
Parchm't Butter, rolls 22

YEAST CAKE
Magic, 3 doz. 1 15
Sunlight, 3 doz. 1 00
Sunlight, 1½ doz. 50
Yeast Foam, 3 doz. .. 1 15
Yeast Foam, 1½ doz. 85

YEAST—COMPRESSED
Fleischman, per doz. .. 24

SPECIAL Price Current

AXLE GREASE

25 lb. pails, per doz. ..18 80

KITCHEN KLENZER

80 can cases, $4 per case

PEANUT BUTTER

Bel-Car-Mo Brand
6 oz. 1 doz. in case ..
12 oz. 1 doz. in case ..
24 1 lb. pails 5 00
12 2 lb. pails 4 50
5 lb. pails, 6 in crate 5 00
10 lb. pails 17
15 lb. pails 16½
25 lb. pails 15½
50 lb. tins 15

SALT
Morton's Salt

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

Do Not Regard the Boy As Unknown Quantity.

"I don't know my father very well. I don't see much of him anyway; he doesn't seem to care much about the things I'm interested in, and he never tells me anything about what he is doing."

The boy who said this to me is seventeen years old; a splendid boy, handsome and big and manly. And his father is a fine man—one of the finest I know. Besides this boy there are two daughters, fifteen and twelve, and another boy of about nine. These children all know their mother, who is close to them, as a mother should be, but father in that house occupies a position—not exactly that of an outsider, but no one could call it intimate.

I was visiting at that house when the boy said this to me. He said it rather wistfully, as if he realized that he was losing something that he would like to have.

"Why don't you try to know your father better?" I asked. "I don't believe he thinks that he doesn't know you."

"Well, he's so kind of dignified, and er—distant," the boy said. "And terribly busy. You know, he's a very important man downtown. I see his name in the papers, and try to understand the things they say about him, but every time I ask him about them he says they're things I'm not old enough to understand. I'd like to understand them, because sometimes in school my teacher asks me about them, and seems to be surprised when I have to say I don't know.

"Oh, yes, he talks to me about my school, and reproves me when my marks aren't good, and doesn't understand why I am not leading in my classes, and all that sort of thing. Once he slapped me on the back when I told him about making the home run that saved the game for the school team; and then right away he seemed kind of ashamed of showing so much interest in a boy's baseball game. He's a very dignified man, my father is, and very seldom shows any kind of er—excitement."

The first chance I got after that I spoke to that father about this boy. At first he acted as if I were intruding upon a privacy, but after a little he unbent, and said something like this:

"You see, Walter is a good boy, and I'd like to know him better, but he is very shy with me. Sometimes he acts as if he were a little afraid of me. I don't know why; I've never punished him—I've always left that sort of thing to his mother. I'm a pretty busy man, not at home very much, and my affairs wouldn't interest my family. My wife keeps track of the children's school doings; although sometimes I have to take a hand when Walter's reports fall off. I confess I do get a little feeling once in a while that I ought to be closer to the boy, but he doesn't respond with much enthusiasm."

So there you are. Father and son, lonesome for each other—each reaching out little soul-feelers across the space, and yanking them back before the other had time to respond! I said a little to that man, but it was a delicate situation; I hope I helped a bit—I don't know.

The trouble lay right there on the surface in plain sight—"dignified," "shy," "distant," "busy." Each hungry for an intimacy and mutual understanding; each feeling that the other would not welcome his overtures, and therefore not making any.

It is a hard thing—or rather, it seems hard—to establish mutual understanding after that lapse of years between little children and seventeen. The wise father doesn't permit any such lapse to intervene in his relations with his son. He keeps in touch all the time. But even when there has been such a lapse, it is not at all impossible to overcome the effects of it. Almost overnight a father can bridge the gap if he will, and if he has the wit to go at it tactfully.

A father has to be a pretty bad and unlovely soul not to be admired by his boy. Even the boy who is afraid of his father secretly adores him, thinks him a fount of wisdom, bravery, and business acumen. The man must have driven the boy far out from his heart-circle, not to be able to beckon him back on very short notice.

Suppose that this very evening, you father whose boy thinks you are "dignified" and "distant," who have regarded your boy as "shy," you should open up peace negotiations with him by asking about the baseball team at school, about any one of his interests that you can share. Suppose that instead of sitting there like a graven image behind your newspaper you should invite the lad out to the theater, or a good moving-picture show; make a pal of him for one evening; tell him carefully and simply but cordially about something big that you are doing or planning or hoping in your business world. What do you suppose would be the effect upon him? I think he would grow about two sizes before morning!

No, you couldn't and wouldn't take him to some of the places where you might go if you went out alone; but who would be the worse for that? Haven't you ever wondered about the wisdom, the rightness, of your going into places where you wouldn't take your boy or exactly like to have him see you go? About doing things that you wouldn't like to have him do? How long do you expect the boy to think you better than you are, or to keep from doing the things he knows you do?

Lift your finger, and that boy will come running. His heart yearns for just the companionship you could give him if you would. And your own life needs it, too. If you are one who carries business cares and problems home and to bed with you—try an evening's recreation with your boy, to say nothing of the other children; you will find that the business cares have slipped off of your back, and to-morrow will be not only "another day," but a different kind of a day.

No boy is likely to slip very far into mischief if the right kind of a father is making a chum of him. And this chumminess can be kept up even when the lad is away at school or college. It can be begun even in a letter. Try writing a different kind of a letter from any you ever wrote before; tell him you want to make up for lost time, and ask him to forgive you and take you in. You owe him that much, and you owe it to yourself too!

Prudence Bradish.

Mutual Dependence of Wholesale and Retail Grocer.

Saginaw, March 25—You know the saying, "United we stand, divided we fall," and the other one, "We hang together or we hang alone."

These thoughts are based on our two lines of business as the connecting link between the grower and consumer of foods. In other words, prosperity to one is prosperity to both, and adversity to one is adversity to both. The jobbers will enjoy greater prosperity if the retailer is prosperous, and we believe just as truly that the retailer will enjoy greater prosperity if the jobber is prosperous.

These thoughts are called out by the present chaotic condition of the food market. It is at best a guess as to what the next six months in the year will bring forth in the market.

We want to put ourselves on record as most carefully studying the trend of consumption and the history of the movement of food supply and demand, not only in America, but in the world, so that we can promise the average prices will not be lower but will be higher for quite a stretch ahead.

Corn has advanced in the last two or three days to the highest price in the world's history. Herbert Hoover, in writing on the needs of Europe, says that if the Government takes its hands off of prices, wheat will go to $3.50 a bushel. Three dollars and fifty cent wheat will bring probably $16 to $18 flour. Oats, barley and rye are higher.

The Government has just changed the basis of its rations for soldiers and has pledged itself not to put on sale at all, but to consume the stock of tomatoes, corn, peas, pumpkin and other canned goods that it has.

With an average consumption of tomatoes of twelve to fourteen million cases in this country, we had fifteen million pack last year, the Govern-

Good Things to Eat

After a strenuous day's work it is with delight we sit down to a bountiful meal.

And we start right in to satisfy the inner man.

The good wife has not overlooked anything in her endeavor to appease the appetite.

She has learned long since that the most direct route to her husband's heart is through the stomach. The men are all alike in this respect.

And why shouldn't we have good things to eat? We only live in this old world once and the best way to get the most out of life is to enjoy it every day as we go along.

Don't wait until tomorrow to begin using

Lily White

"The Flour the Best Cooks Use"

For every day you are without it you are missing something.

Your bread will be more delicious, lighter and whiter if baked from LILY WHITE.

Your bakings will be more uniformly excellent.

LILY WHITE is more than just flour. It is the best part of the choicest wheat carefully and scientifically milled into the very best flour it is possible to produce.

The way to have better bread, biscuits and pastry is to use better flour, and the way to have better flour is to buy LILY WHITE "The flour the best cooks use."

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.

ment taking 45 per cent. or about seven and a half million, leaving about eight million cases for civilian consumption as against twelve to fifteen million other years.

While tomatoes and canned goods have sold very low for some time, the supply has been limited and labor has been so fully employed at such good pay that we are all fully satisfied that there will be a short supply. Jobbers have been trading with each other. Stocks were never lower in the jobbers' hands. They are practically entirely cleaned out of the packers' hands.

A realization of the limited supply to take care of the long stretch ahead, with the exception of canned peas, before new supplies come, will firm up the market in our opinion. We believe that you are wise in keeping complete supplies and in reasonable quantities, buying them from any source.

We believe that the market is not going to break, but on the contrary, that desirable lines of goods are more than likely to be higher.

If the two partners in supplying the consumer, the jobber and retailer work together enthusiastically, we believe that, so far as the grocery business is concerned, the catalogue houses will have as easy times in building big business as they have in the past.

Symons Bros. & Co.

Late News From the Saginaw Valley.

Saginaw, March 25—The writer had the pleasure of meeting the Thourlby Bros., managers of the Thumb's most popular hotel, the Morrow, at Bad Axe, last week. These young fellows are to be commended for the manner in which they cater to the comfort and pleasure of their guests. They are always on the alert and quick to ascertain the needs of the travelers. Their rooms are well heated and the dining room service to be commended. Leo, the younger of the two boys, saw about six months' active service in France and was commissioned a Lieutenant. Howard, better known to the boys as Ike, was a member of Uncle Sam's Navy. They both possess that which goes to make one feel at home after a hard day's travel—a smile and a glad hand shake.

Between bad roads and railroad washouts in the Thumb last week the boys hardly knew what to do. The telephone companies did a big long distance business. Just the same most every one wore that pleasant smile.

The influenza has staged a strong come-back in Vassar and cards warning people not to congregate in business places have been posted all over the city. It took on a serious aspect there last week.

Fellow travelers, don't overlook your most sacret duty, April 7, that of voting. If you intend to be out of the city, go to the city hall the Saturday previous and vote. We have a problem on our hands, even bigger than the one we had when electing Ben. Mercer Mayor—that of councilman. You surely know conditions, so be on the job and let us not have Mayor Mercer's hands tied down by a bad council.

Every loyal Saginaw Council member should become a member of the Burial Fund and Association. Don't neglect this. Apply to Secretary George Pitts or Chairman H. L. Rutherford. In all fairness to yourself, and especially to your family, you should attend to this at once.

Alfred Fischhaber, for several years in the employ of the Peoples Store, at Millington, returned from France last Thursday, Mr. Fischhaber was absent for over a year and a half and saw much service in France. He will be given his old position back, much to the credit of the management of the Peoples Store, and his many friends will be glad to see him back, too.

L. M. Steward.

How Shall I a Habit Break?

"How shall I a habit break?"
As you did that habit make.
As you gathered, you must lose;
As you yielded, now refuse.
Thread by thread the strands we twist,
Till they bind us, neck and wrist;
Thread by thread the patient hand
Must untwine, ere free we stand;
As we builded, stone by stone,
We must toil unhelped, alone,
Till the wall is overthrown.

Some people get an idea

so firmly fixed in their minds that only disaster can dislodge it. We all know them.

There are many still living who laughed at the telephone, typewriter and automobile when they first made their appearance, and there are yet some among us laughing at the aeroplane. The telephone, the typewriter, the automobile, the aeroplane—all established their wonderful values when they were *made right.*

The no less important fact asserting itself upon the minds of the housewife and the dealer "who knows" is that some baker's bread is the best of bread when it is *made right.* And the surest "made right" bread you ever knew is

CREAM-NUT BREAD

Made only by the

SCHULZE BAKING CO.

Dealers Like to Sell It—Consumers Like to Buy It—Everybody Likes to Eat It

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.

FARMS: $400 LIBERTY BONDS DOWN! COMMISSION to BROKERS! $3,600 PRICE—80 ACRE FARM! Part is $60,000 gravel at 10c cubic 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 adv. 164

For Sale—Fine going grocery business; town of 1,000, Oakland County. Stock about $2,500, fixtures $700. Sales $32,000. Good lease. Owner in service. A wonderful opportunity. Address No. 165, care Michigan Tradesman. 165

MERCHANDISE WANTED. STORE FOR RENT. For rent May 1, store building with 7,200 feet floor space and 3,500 feet warehouse room. One of the heaviest producing potato and general agricultural stations in Michigan with an all around live community. A State bank opens here April 1, and a twelve grade school is maintained. Would exchange a good farm for a clean stock of merchandise. Communicate with G. A. Brigham & Sons, Buckley, Mich. 166

Business Opening—Partnership vacancy to be filled, caused by recent death of junior partner, in retail grocery business; located in good farming, stock raising and mining town, Western Montana. Right party can take from one-third to one-half interest, requiring $2,500 to $4,000 cash. Applicant must have grocery store experience, clean record and habits. Big opportunity for the right man. Address No. 167, care Michigan Tradesman. 167

FOR SALE—One (1) high-grade first-class direct connected electric passenger elevator. Has been in use for a short time. Address ELEVATOR, Box 24, Station B, Cincinnati, Ohio. 168

For Rent—At Lake Orion, store suitable for dry goods, men's furnishings or boots and shoes stock. Also, a grocery store with large storeroom. Both have full basement, oak shelving and counters and glass showcases. FRANK PREDMORE, 222 Philadelphia, West, Detroit, Michigan. 169

For Sale—Entire stock of groceries, provisions, shelf hardware, furniture and fixtures, formerly belonging to A. L. Gleason, Copemish. Trustee, now in charge, is willing to offer entire business at a big sacrifice, because he has no time to give this matter, owing to duties connected with his own business. C. M. Olney, Trustee, Copemish, Mich. 170

For Sale—To close an estate, cigar factory and retail store, with pocket pool, billiard tables, etc. A good going business. Good location in the city of Grand Rapids, Michigan. Cigar factory employs from eight to fourteen men. Ready market for goods. For information, write to GRAND RAPIDS TRUST COMPANY, Grand Rapids, Michigan. 171

For Sale—Clean fresh stock of groceries and fixtures, attractive store, good location; meat market could be added to advantage; $3,000 cash. Address No. 173, care Michigan Tradesman. 173

WANTED—A RELIABLE, ENERGETIC SALESMAN TO REPRESENT A WELL ESTABLISHED CONCERN, MANUFACTURING OVERALLS, PANTS WORK SHIRTS, ETC., IN MICHIGAN, SELLING TO CLOTHING AND GENERAL STORES. ADDRESS NO. 174, CARE MICHIGAN TRADESMAN. 174

For Sale—Stock of general merchandise, including dry goods, groceries, shoes and wall paper, with a four year lease on brick and cement block building, 35 x 85. Best location in town and one of the best farming countries in the State of Michigan. Building equipped with own electric light and water works plant. Doing $55,000 worth of business in a year. Address No. 175, care Michigan Tradesman. 175

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

For Sale—Splendid blacksmith business in Michigan's best town. Selling reason, sickness. Correspond with F. L. Convis, Ithaca, Michigan. 177

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

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

FOR SALE—MEAT MARKET AND GROCERY. Fine location. Doing good business. Rent is low. Good farming country. Write or call Wellman & Barber, Mulliken, Michigan 176

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

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

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

JOBBERS 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 county 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

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—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. PARTRIDGE, Lake City, Florida. 138

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

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

Expansion Plans of the Piggly Wiggly Propaganda.

The Piggly-Wiggly chain store system is going about the establishment of stores in a systematic manner and while initially its efforts will be confined to the larger cities of 200,000 population or over, eventually the plan is to take in towns of 10,000 or more throughout the country. The business is being organized by divisions, each division with a certain number of states under its jurisdiction. The stores in Grand Rapids, for instance, will be a part of the division operating in Missouri, Illinois, Wisconsin, Ohio, Michigan and Indiana. Other states will be handled in the same manner.

Discussing the basis of operation and the percentages on which the Piggly-Wiggly stores are conducted, the general manager of this division recently remarked:

"We do not adhere to any set percentage of gross profit, but the average gross that we will receive will be between 10 and 12 per cent. Of course, this does not mean that everything will be sold on that basis. Sugar will be handled at less as well as other items, but on the total sales we expect to realize around that figure. We can operate under 5 per cent. as our overhead and some of the stores are doing business as low as 3 per cent. We will have no 'leaders.'

"You are wrong in believing that Clarence Saunders gets 1 per cent. on our gross sales. The percentage he receives is ½ of 1 per cent."

Asked what the advantages of the Piggly-Wiggly system were over the other retail grocers, the manager said that the company would have "one overhead," which he explained meant that the jobber's profit would be eliminated, where the other retail grocers would have that to contend with, adding that they would be unable to compete on prices because of that expense.

"What effect will the Piggly-Wiggly stores have on the other grocers?" the manager was asked.

"As to that, I cannot answer, as I am not concerned, but you know that the grocery business, as a whole has not been conducted on a business basis. I do not say that there are not business men among them, as that would not be in accordance with the facts, but the vast majority of them are incompetent. I do know, however, that they will have to be better business men if the want to hold their own against the changing times."

As to other grocers following the Piggly-Wiggly idea, the manager said that before Saunders was granted a patent on his plan 117 photographs of stores, run along somewhat similar lines, were submitted. He said, too, that many efforts have been made to copy the idea but all of them have failed and that any scheme that was not a strictly Piggly-Wiggly store would fail. He also asserted that no Piggly-Wiggly stores had failed, but on the contrary, all of them were making money.

He is a strong booster for the Piggly-Wiggly stores and for Saunders, its patentee, and said he had known him for many years. As to Saunders refusing to let any of the stores already established sell certain products, such as Colgate & Co.'s with whom he had a scrap, he replied he ought to have something to say about the store methods. Saunders, he said, wanted to keep uniform stores run along certain lines and to maintain his position was compelled to exercise control over the stores so that if necessary he could take them away from the owner if he failed to live up to certain standards. "But," he added, "he has never done so."

Proceedings in the Western District of Michigan.

Grand Rapids, March 25—Leon A. Milheim, of Grand Rapids, filed a voluntary petition for adjudication in bankruptcy. The order of adjudication has been made and the first meeting of creditors called for April 7. The schedules of the bankrupt show liabilities amounting to $1,427.12 and assets amounting to $367.81, including exemptions claimed at $250. Following is a list of the bankrupt's creditors:

Preferred Claims.

Personal taxes	$ 22.00

Unsecured Creditors.

Blue Bird Bluing Co., Grand Rapids	$ 60.00
I. Van Westenbrugge Co., Grand Rapids	50.00
Badger Candy Co., Milwaukee	45.00
Hazeltine & Perkins, Grand Rapids	18.00
Claude Piper, Grand Rapids	13.00
National Biscuit Co., Grand Rapids	45.00
Peterson Brewing Co., Grand Rapids	17.00
M. Piowaty & Son, Grand Rapids	60.00
Kuppenheimer Cigar Company, Grand Rapids	12.00
Allegan Cider Co., Allegan	27.72
Handy Electric Mills, Allegan	25.36
L. Perrigo Co., Allegan	24.00
Elkhart Baking Co., Elkhart	203.04
Star Paper Co., Kalamazoo	15.35
Jennings Extract Co., Grand Rapids	7.85
Arbuckle Company, New York	31.50
Jewett & Sherman Co., Milwaukee	175.00
Shelby Sale Book Co., Shelby, Ohio	15.00
Voigt Milling Co., Grand Rapids	32.00
Sioux City Seed Co., Sioux City	103.00
Schultz Baking Co., Grand Rapids	140.00
H. VanEenenaam & Bro., Zeeland	10.39
George H. Jung Co.	10.00
Mrs. Kate Milheim, Miner Lake	300.00
John Robinson, Allegan	19.00

Charles W. Budde, George H. Budde and Budde Brothers, copartners, have filed petitions for adjudication in bankruptcy. The order of adjudication was entered March 24 and the first meeting of creditors has been called for April 7. The bankrupts conducted a picture show business. Charles Budde was a furniture worker and George Budde was a clerk for the American Express Company. The assets shown by the individual schedules of Charles W. Budde is cash on hand $34. The individual schedules of George Budde show creditors as follows:

Unsecured Creditors.

Dr. J. D. Hastie, Grand Rapids (Judgment).	
Bernie Kulms, Grand Rapids	80.00

The partnership schedules show creditors as follows:

Unsecured Creditors.

Joseph Noorthoek Grand Rapids	$5,400.00
John Buekema, Grand Rapids	100.00
Worchester China Co., Worchester, Ohio	205.00
Silver Screen Co., Detroit	112.00
DeBoer & DeClark, Grand Rapids	100.00
Jacob E. Feenstra, Grand Rapids	55.00
Bernie Kulms, Grand Rapids	135.00
Enterprise Electric Co., Grand Rapids	125.00
McMullen Machinery Co., Grand Rapids	125.00
Thomas E. Graham, Grand Rapids	1,160.00
Verhey & Noorthoek Lumber Co., Grand Rapids	10.15
Grand Rapids Savings Bank, Grand Rapids	
Endorsement of note for $5,400 Joseph Noorthoek.	
Kent State Bank, Grand Rapids (Part of $5,400.400 above)	80.00
Herpolsheimer Company	80.00
	$7,627.15

In the matter of Harry P. Otis, the first meeting of creditors was held March 24. It appearing from the examination of the bankrupt and his schedules now on file, that there are no assets in the estate, an order was made directing that no trustee be appointed and that the estate be closed at the expiration of twenty days.

In the matter of Charles Kahler, the sale of the assets was held yesterday. The offer of E. D. Collar of $1,825 for all the assets of this estate, excepting the pop-corn machine, was accepted and the trustee directed to complete the same.

Why Only One in Twenty Succeed.

The man who develops his mind and works along some concentrated line of action usually makes a success; but we find a very small percentage that hew right to that line. Statistics tell us that there are less than 5 per cent. of successful business men in the United States.

We also find, according to figures compiled by insurance companies and statistical experts, that of the average hundred men who start in business at the age of twenty-five, when they reach sixty-five years, fifty-four are in debt, thirty-six are dead, five are still at work for themselves, four are well off, and one has become rich and retired.

So that only one man starting in business at twenty-five years and reaching the age of sixty-five has become a distinct success. You might call it a hundred-to-one shot.

In business there are eighteen fixed expenses. Eighteen seems a tremendous number, but when you analyze this number you find that each one has a certain bearing on everybody's business. There is no such thing today as 'miscellaneous expenses' in business—that went with the sock in which the old man used to keep his money. Just check these off and see if they don't apply to your own line of business:

1. Taxes.
2. Insurance.
3. Fuel.
4. Rent.
5. Your own salary.
6. Your clerk hire.
7. Your advertising.
8. Telephone.
9. Office expenses.
10. Office machinery.
11. Equipment.
12. Repairs to equipment and store.
13. Depreciation.
14. Shrinkage.
15. Donations.
16. Bad debts.
17. Interest on investment.
18. Personal insurance.

Another most important point is the necessity of aiming all your best efforts at your women customers. Nothing helps so much in handling a woman buyer as politeness, flattery and cajolery—and don't forget to use that gigantic thing commonly referred to as "salve." A woman can do more harm to a man's business than any other every-day factor. By spreading bad reports about your methods she can turn half of the neighborhood against you. Treat her with care, courtesy and attention, because you want her to come again. If she returns to your store ten times she is ten customers. If she comes back a hundred times she is a hundred customers.

The sharp reaction against a union with Germany now reported from Vienna is traceable to two main conditions, one internal, one external. The chief supporters of a union with Germany have been the Austrian Socialists, who are for the time being in control at Vienna but who feel that in the long run they would be in a minority, and would therefore join hands with the powerful Socialist elements in Germany. Their principal opponents have been the Clericals or Christian Socialists who show the same reluctance to submit to a Socialist regime that has been manifested by Clerical sentiment in the Rhine provinces. But probably more effective has been the consideration whether Austria will profit or lose materially by union with Germany. If the Union offered a prospect of better terms from the Entente and a more tolerable after-the-war burden, Austria would go with North Germany. If easier terms were obtainable by holding aloof, that would be the natural course to follow. The present drift away from union must therefore be read in connection with the official announcement that the Entente has given official notification of the lifting of the blockade against Austria and Hungary. The Viennese apparently have decided that they can do better for themselves than by buying into a heavily burdened and badly disorganized concern.

It would have been an exceedingly graceful act for the Grand Rapids Retail Grocers' Association to have asked the three surviving founders of the organization in 1885—thirty-four years ago—to have occupied seats of honor at the speakers' table. The three men are B. S. Harris, Eugene Richmond and William E. Knox. The Tradesman is pleased to make this a suggestion for the next banquet which will be held a year hence—possibly in connection with the banquet the wholesale dealers of Grand Rapids will tender the State organization on the occasion of its annual meeting for 1920.

Frank G. Ransom has retired from the management of the Piggly Wiggly store, on Monroe avenue, to engage in business on his own account. He has formed a copartnership with H. H. Frederick and engaged in the grocery business at the corner of Clay avenue and Terrace street, Muskegon, under the style of the Service Grocery.

Rice—The prices are unchanged and nominal. Last mail advices from New Orleans report that good grades are scarce there and that a strong feeling prevails among those holders who possess such stock. In some instances the lower grades are being substituted on orders from buyers in urgent need of supplies.

Cheese—Cheese is firm at an advance of about 1c from last week, with a moderate supply and an active demand. There is also a demand for export. The market is very healthy, and if we do have any change there is likely to be a further advance.

Joseph Potts, formerly a clerk for Arthur Cox when he was engaged in the grocery business on the West side, has opened a grocery store at 1009 Kalamazoo avenue. The Worden Grocer Co. furnished the stock.

In Boston a rubber factory is called an inquisitive plant.

BUSINESS CHANCES.

For Sale—Must sell at once my stock of hardware, located at Holland, Michigan. Population, 12,000. A rare chance to get a good paying business, old established and a money-maker. Positively no trade. Address J. A. VanderVeen, Holland, Michigan. 178

No Reduction in Price

To meet increased cost of materials, increased cost of labor and increased taxes nearly all food products were advanced in price to consumer and distributor during the war. There was a very small advance in the price of

Shredded Wheat Biscuit

We are still subject to war prices for everything we buy. This condition will obtain for many months to come. We must keep up the Quality and the Price. Our distributors run no risk in stocking up with Shredded Wheat. Considering its high nutritive value it is today the cheapest, most economical food in the world. It is the same Shredded Wheat you have always sold—clean, pure, wholesome, nutritious. Ready-cooked and ready-to-eat.

The Shredded Wheat Company, Niagara Falls, N. Y.

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.

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ASK YOUR JOBBER FOR

Hart Brand Canned Foods

HIGHEST QUALITY

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

Quality Guaranteed

The HART BRANDS are Trade Winners and Trade Makers

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

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

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

Michigan Factories at

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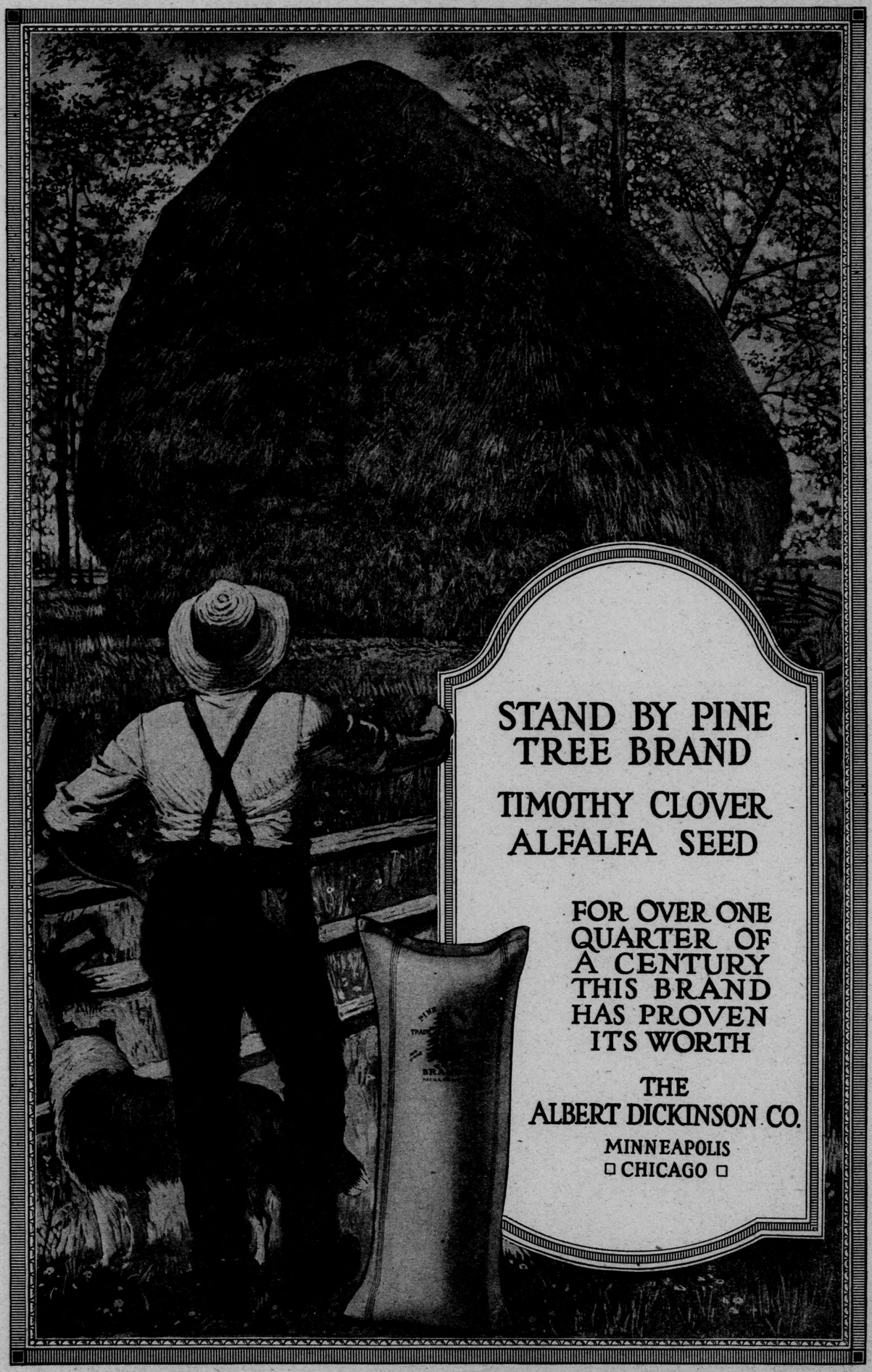
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