Thirty-Sixth Year

GRAND RAPIDS, WEDNESDAY, APRIL 9, 1919

Number 1855

# Stop the Automobile Thief!



# DEMAND AN ABSTRACT REDUCE YOUR INSURANCE

Make application now. Blanks furnished upon request or by any Notary Public.

The abstract is fully protected by the United States copyright and patent laws.

There is just one way to effectively stop for all time the established business of stealing automobiles: Make it impossible for the thief to dispose of the stolen car! A thief steals to sell a car—not to use it for his pleasure. Deprive him of a market and you reduce theft. This is the idea and plan conceived by the Automobile Abstract & Title Company. The sale of an automobile often involves as much money as a sale of real estate. The abstract of title is always an important consideration in the transfer of real estate. Why shouldn't it be just as important in the transfer of an automobile? Land abstracts give the history of titles to property and its location. Automobile abstracts will give the history of titles to the automobile and its description. The abstract system will make it impossible to disfigure the car, alter and change the original car numbers without detection, and this, you know, is now being done every day in the disposing of stolen automobiles. Certain precautions have been taken in perfecting our system so that it is absolutely impossible for the thief to forge an abstract or evade the provisions of our plan in any way.

It is a guarantee and proof of title with the automobile and upon demand.

It will prevent anyone from selling or purchasing a stolen car.

It will be a protection and important in obtaining loans and loaning money on automobiles.

It will prevent many court suits that do otherwise follow sales transactions and it will be eventually demanded in and by the courts.

Facts

It will be an aid to the insurance companies and prevent the automobile thief or dishonest policy-holder from making fraudulent claims.

It will reduce the theft hazard for the insurance companies, thus reducing insurance rates.

It will be an aid to the State's license bureaus.

It will be an aid to the Police departments.

Plan—Under our plan the Abstract will be issued in book form to the owner and used for the life of the car. There is provided in the Abstract bills of sale in consecutive order and attached to each bill of sale is a duplicate in the same consecutive manner. Upon the purchase of a new automobile from the manufacturer's distributor or upon the purchase of used or second-hand automobile from an owner the bill of sale will be made out by a notary public and sworn to before him. The Notary will then detach the duplicate bill of sale and mail same to our office. We

will then forward this duplicate bill of sale to the Secretary of State or State Motor Vehicle Department. We will then mail to the purchaser of the automobile his guarantee of title which is to be attached to the Abstract by the purchaser. The transfer fee for each and every transfer shall not exceed two dollars of this amount the Notary shall deduct his fee, which shall not exceed fifty cents, and mail to us the difference. The abstract system will apply to all makes and types of motor vehicles.

# Automobile Abstract & Title Company

Executive Offices
Book Bldg., Detroit, Mich.
Phone: Cherry 3360

General Offices and Clearing House Chicago, Ill.

Copyrighted



# Turn These Losses To Profits

There is a great economic waste when you sell bulk sugar because you must pay the cost of bags, twine, wrapping, overweight and waste. Turn this loss to profit by pushing the sale of Franklin Package Sugars.

The Franklin Sugar Refining Company



"A Franklin Cane Sugar for every use"

Granulated, Dainty Lumps, Powdered, Confectioners, Brown



# Judson Grocer Co.

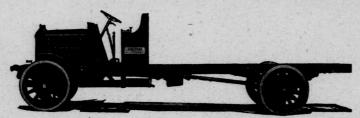
Wholesale Distributors

of

# Pure Food **Products**

Grand Rapids, Michigan

# United Motors Co., Grand Rapids



We want responsible agents in every town. Write us for terms. In towns where we are not represented, we will make truck buyers an exceptionally attractive offer.

Send for illustrated catalogue.

690 North St.



"The Healing Power of Compressed Yeast"

-is the name of a booklet which explains how

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

# **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.

Thirty Sixth Year

GRAND RAPIDS, WEDNESDAY, APRIL 9, 1919

Number 1855

#### MICHIGAN TRADESMAN

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

DEVOTED TO THE BEST INTERESTS OF BUSINESS MEN.

#### Published Weekly by TRADESMAN COMPANY

Grand Rapids. E. A. STOWE, Editor.

#### Subscription Price.

Two dollars per year, if paid strictly advance. Three dollars per year, if not paid in

Three dollars per year, if not paid in advance.

Canadian subscriptions, \$3.04 per year, payable invariably in advance.

Sample copies 5 cents each.

Extra copies of current issues, 5 cents; issues a month or more old, 10 cents; issues a year or more old, 25 cents; issues five years or more old, \$1.

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

#### WHAT OF WOMEN WORKERS?

Every one recognizes that, in the re-adjustment now in progress in the industrial field, the labor problem looms up large. An element in this is the status of women workers, so many of whom have taken the places occupied by men who went into the service. But it must not be forgotten that war exigencies only hastened a movement that was in pretty good swing before hostilities began. Long before 1914, girls and women were employed in large and increasing number in offices, counting rooms, shops, and factories. In many instances this was because such help was cheaper, but there were quite a number of cases in which their special fitness made them more efficient. What the war did was to increase their range of occupations with the result that many of them have made good. It is a serious question with many employers as to what procedure the conditions call for. Most of them recognize that they are in duty bound to give a preference to former male employes who have come back from Government service, but they are 10th to lose the services of women workers who have shown their fitness. They frequently hope that returning soldiers will not apply for their old jobs. The problem is simplified in the cases where the wives of men in the service took the places of their husbands and are prepared to give up the positions on the return of their helpmeets. But, on the general proposition as to what disposition is to be made of female labor, no satisfactory conclusion has been reached either here or abroad, although there has been no end of discussion on the subject.

#### COTTON AND COTTON GOODS.

There has been a great deal of conjecture and guessing by those interested in cotton quotations as to how much, if any, restriction there will really be in the acreage this year. Georgia and the Carolinas seem to be the States where the movement is most pronounced. In Texas, which

raises about one-third of all the cotton grown in the country, there is little interest in the subject, and weather conditions there all favor the planting as well as the gathering of a large crop. That there will be some curtailment of acreage looks likely, and there is a chance that this will not make the crop smaller, as it may lead to better cultivation and picking. Quotations have been fairly firm during the past week, not having been affected by the shutting down of Lancashire mills on American cotton. The goods market, while not very active in the main, showed no signs of weakness. In some constructions a pretty good amount of business was done, and there was a considerable volume of sales of finished goods. A campaign has been started to stimulate the sale of dress ginghams, which will culminate in the week following Easter. It is expected to help in distributing stocks to wholesalers and retailers. In knit goods there has not been as yet any decisive movement, but hosiery sales have been all that were expected.

#### SILK HOSIERY STRONG.

The silk hosiery situation continues strong and the fact that mills are making a shift back to women's silks where during the war they shifted the machines to making men's half hose gives proof of the strength of women's silk numbers.

Men's silk half hose are selling in about an unchanged way with selling agents well taken care of, so far as orders are concerned. In some quarters expansion is being spoken of and some expansion is already under progress as a result of the continued and steady demand for silk half hose. The increased demand for women's silks is also helping along this expansion idea.

The low end cotton situation is not any too satisfactory. To be sure the five and ten cent stores and the basement departments of other stores in some cases are buying but outside of their needs there is considerable quantity of low end goods that is of such a character that it is hard to find

#### FARTHER AWAY THAN EVER.

Dr. E. J. Dillon, who is handling the peace conference for the Philadelphia Ledger and who possesses remarkable powers of incite, cables his paper as follows:

I affirm with regret that the belligerent nations are not merely as far from a satisfactory peace as they were four and a half months ago, but are immeasurably further, for I am convinced the elements of a durable peace which then existed have been annihilated by the dawdling and bungling of well-intentioned amateurs. My personal view is that Hungar-

ian nationalism has been fused with

Bolshevism and any assurances of General Smuts cannot dissever them; that the Teutons are resolved to reto sign the treaty, even though zig be neutralized and interna-Danzig tionalized.

I have been informed of the German plan of campaign for several weeks and I am enabled to state it contemplates the substitution of Mr. Wilson's fourteen points for a scheme elab-orated by the Peace Conference, and the peremptory rejection of the latter, likewise an impassioned appeal to the

peoples against governments.

This attitude may, it is hoped, let loose a revolutionary movement of a social character from which all the European countries will emerge not unscathed, but emancipated from the inequalities which the forthcoming peace treaty would impose upon certain of them. The German people, owing to special qualities in which they excel, would then be able to compete with their rivals in every branch of national activity without the fetters which would otherwise handi-

I am further inclined to believe that one sinister consequence of the inca-pacity of the delegates to cope with problems they so blithely tackled will be a series of grave revolutionary outbreaks throughout continental Europe, probably between July and October, culminating in the subversion of the present social system.

The Salvation Army announces that it proposes to inaugurate a drive for \$12,000,000. The Army did remarkably effective work overseas during the war and thus secured the everlasting good will of the soldiers and their friends. Unfortunately, the business methods of the Army in this country have always been wretched, because its fiscal methods are based on the autocratic system of the Roman Catholic church, without the brains and machinery that church organization has to carry on the work. No local captain is permitted to make a report of his collections to the people who contributed the money. He reports to his superior officer and so on up to the arbitrary and utterly unapproachable head center of the Army at London, where no report is ever obtainable. Until the Salvation Army reforms its present policy of "addition, division and silence," will never enjoy the confidence of thinking people, as its remarkable activities among the "down and out" would entitle it to if it conducted its business affairs more in harmony with American ideas and American meth-

The inducements held out by some of the solicitors who are selling stock in the so-called Grand Rapids Wholesale Grocer Co. are little short of criminal, if they do not verge on the criminal. Promises of profits are held out which no wholesale house can possibly give-and live. The fact that nearly all of the initial payment made by the subscriber goes automatically into the pocket of the solicitor affords

ample explanation of the preposterous promises which are made to attract the attention and excite the cupidity of the merchant. Dozens of retailers have called on the Tradesman after they have made the initial payment of \$52 and announced their intenton of gong no further in the matter. Of course, the concern still holds their notes for \$250, but it is possible that any court of competent jurisdiction would set aside the notes on the ground that they were obtained by false pretenses. Such decisions are being handed down by at least one Michigan circuit judge in the case of the Partin Manufacturing Co., Brenard Manufacturing Co. and other questionable concerns.

The German professors have again taken the field. With the utter lack of tact characteristic of the German people as a class, they choose the present occasion to send a warning to President Wilson. Naturally, they know his country better than he does, and hence are able to notify him that if the terms of peace are made too hard for Germany, the United States will crumble under the onset of a social revolution. These learned members of German "philosophical societies" are cut to the heart with grief as they see the Allies pursuing 'a policy of hate and annihilation." The tears, like the threats, of the innocent and outraged German professors will, however, produce in every normal individual, not sorrow or alarm, but simply nausea. friend ought to tell them that crocodile tears from the stony hearts and brutal minds of Germans never get them anywhere-a thing apparently not dreamed of in their philosophy.

One of the gravest abuses in the railway situation is the policy pursued by all railroad employes, acting under instructions from their superior officer, to refuse any information to passengers in the event of their being delayed by wreck or other caus-There is no good reason why such information should be withheld. The passenger has paid for transportation to be given within a certain time specified by the railway sched-If there is any delay, either voidable or unavoidable, he is entitled to full information as to the exact situation, so he may govern his course accordingly. To refuse such information is not only adding insult to injury, but prevents the passenger from taking steps to mitigate the delay as much as possible. This abuse has been a grievous one for fifty years. It has been aggravated by Federal control to such an extent that it has now become little short of unbearable.

People with long faces absorb much sunshine and reflect none.

#### DETROIT DETONATIONS.

#### News and Gossip From Michigan's Metropolis.

Metropolis.

Detroit, April 8—E. & A. Fessler are remodeling their dry goods store at 719 Rivard street.

Walter Broom, for many years a department manager for the Wm. Barie Dry Goods Co., of Saginaw, has accepted a position as city representative for the Wolverine Neckwear Co., 1114-115 Chamber of Commerce building.

Stanley Houle, grocer at Kercheval & Coplin avenues, has awarded contracts for a building containing three stores and three flats on the property adjoining his store.

adjoining his store.

Zeff & Oberg have opened a dry goods store at 958 Mack avenue.

Blumenau's Department Store, 1520 Woodward avenue, has opened a mod-ern economy basement and has added

ern economy basement and has added a new piece goods department. The store is in charge of A. J. ("A1") Blumenau, formerly of Whittemore. Lester Ivory, for the past eight years manager of the dry goods store of A. M. Goldstein, Lakeview, has taken charge of the Chicago branch of the Manhattan Button Corpora-tion of New York, at 224 West Van Buren street, and has moved his fam-ily to the scene of his new activities. Buren street, and has moved his family to the scene of his new activities. In assuming the managership of the Chicago office, Mr. Ivory also becomes a stockholder of the corporation.

P. C. Palmer, department manager for Burnham, Stoepel & Co., returned this week from a trip to the Eastern markets in the interest of his house.

this week from a trip to the Eastern markets in the interest of his house. Paul Gilbert left Sunday on his initial trip through Ohio, where he will cover a portion of newly-opened territory for A. Krolik & Co., of this city. E. H. Warner, department manager for Burnham, Stoepel & Co., is confined to his home with a severe attack of tonsilitis.

fined to his home with a severe artack of tonsilitis.

Anyone who has liquor in his or her possession obtained subsequent to last May, so we hear from Lansing, automatically becomes a felon. But then, where is there a stockade large enough to hold the population of Detactical.

troit?

Beecher, Peck & Lewis, wholesale stationers, 134-6 Jefferson avenue, East, have moved into the newly-re-

East, have moved into the newly-remodeled building adjoining, which will be used for their general offices, the old building to be retained as stock rooms. The new offices are among the finest of their kind in the country. Clifford E. Gurney, recently a member of Uncle Sam's naval forces, mail address U. S. S. Missouri, has again donned civilian clothes and has become affiliated with the Greenslade Oil Co., of this city. "Cliff" as he is more familiarly known to his hosts of friends, will call on the city trade for the company. Previous to his enfor the company. Previous to his enlistment at the outbreak of the war, Cliff was connected with the local offices of the Bradstreet Co., gathering reports on local business firms. He is a son of Frank E. Gurney, well-known business man at 12 Congress

street, East.
William Pizer has opened a dry goods store at 1520 Woodward

goods store at 1520 Woodward avenue.

One cannot help but wonder, in the light of recent events and the non-appearance of news from the facile pen of the Kronic Kicker if he is as democratically inclined as of yore.

Most business men are.

Stoner & Plankel have purchased the dry goods stock of George Groak, 1572 Fort street, West, and have taken possession.

1572 Fort street, West, and have taken possession.

Niman Bros. are closing out their stock of men's furnishings at 90 Woodward avenue. The store is a branch of the E. M. Rothman clothing and furnishing goods store on Woodward avenue.

M. Berestein, who was released from army service recently, has purchased the dry goods stock of A. B. Cheney, 1052 Hastings street, and plans extensive alterations in store

in addition to materially increasing the

stock.
Milton Benedict, former assistant Milton Benedict, former assistant department manager for Burnham, Stoepel & Co., has assumed his new duties as manager of the women's ready-to-wear department of the Youngstown Dry Goods Co., Youngstown, Ohio. A number of Mr. Benedict's friends gave him a complimentary dinner at the Pontchartrain Hotel before he left for the East.

At least one former Michigan man has reached the optimistic stage. Sam Goldfarb, of Elk Rapids, writes he is now at Brest, France, the abode, by the way, of the original "stick in the muds," and is awaiting orders to "pack up and git."

Speaking of Brest, this is the spot where planks were laid for President Wilson to walk over. This, however, is not the first plank the President has walked all over.

When Detroit Council, Number 9, yoted unanimously to support Stanley.

when Detroit Council, Number 9, voted unanimously to support Stanley J. Hitchings for Sentinel of the Grand Council, it was without any solicitation on the part of that hustling young man. However, now that the Council, seconded by Cadillac Council, has voiced its desire, with characteristic energy Stanley Hitchings has entered the fray with a vim. Detroit Council did not suggest his candidacy from any other motive than the best interests of the organization. Mr. Hitchings has filled all the chairs of De-



Stanley J. Hitchings.

troit Council in a manner that could not help but bring recognition of his splendid work. Full of energy, originality and unswerving honesty, his election to the Grand Council is sure to place that organization on a higher plane of efficiency. Mr. Hitchings favors giving more power to the subfavors giving more power to the sub-ordinate councils to eliminate the in-evitable waste of the higher bodies that is brought about through in-efficient handling of the affairs of the organization by the small coterie who have the "supreme" power of man-aging its affairs and which through years of continuance in office is often inclined toward carelessness or narrowed vision toward the ultimate good of those whose business is entrusted to them. Young men of the Rooseveltian type of Stanley Hitchings elected to office are one of the remedies

elected to office are one of the remedies that will bring the parent organizations to the plane which they belong. What a disappointment to ye pessimist who was confident business was going to the canines! Strange as it may seem to these gloom assimilators, traveling salesmen are finding business practically, and in many instances, above normal.

Frank Merecki, for eighteen years city representative for A. Krol'k &

city representative for A. Krol'k & Co., has purchased the general dry goods stock of A. Sadlowski, 2207 Jos. Campau avenue, and has taken possession.

The Superior Seal & Stamp Co., has moved from 241 to 217 Jefferson avenue, East.

A. W. Wood, for several years Michigan manager for the American Ribbon & Carbon Co., and E. C. Hirschfield, former Secretary and sales manager for the same company, have organized the Cadillac Ribbon & Car-

# The Joyous Welcome Home

The day had been a tough one. Everything seemed to go wrong. Under such conditions a man does not lay aside his work with any degree of satisfaction.

On his way home his mind is going over the difficulties encountered and he finds himself dissatisfied with pretty nearly everything and everybody.

He's got the Blues.

Not so with the family. The youngsters, looking for father, spy him a block or more away and there's a mighty footrace to see who can reach him first.

He sees them coming. The springtime of youth is in their faces, the sunshine of joy in their eyes; there is music in their voices. Daddy's home again!

The good wife's welcome is no less cordial and, better yet, the evening meal is ready, and what bread, such as only

"The flour the best cooks use"

will make!

It is tender, and deliciously flavored. The kind that fairly melts in the mouth.

Everything else is proportionately good, and what a change! The Sunshine and Warmth of Home Ties have scattered the doubts and misgivings of every day life.

The Blues have vanished! Father is now in the right mood to enjoy to the fullest the usual after-dinner romp with his little "pals," and regrets that mother tucked them away in their beds so early.

Of course it might have been different!

Supposing the children had been unwell because of having eaten heavy biscuits or soggy pastry for lunch, and the wife out of sorts on account of poor success with baking and a late dinner?

That combination, with father having the blues, would have made a fine setting for a family "rumpus."

Don't take any chances. Always buy LILY WHITE, "The flour the best cooks use," and be assured of thorough baking success and complete harmony.

VALLEY CITY MILLING COMPANY Grand Rapids, Mich.

bon Co. and have opened offices at 139 Jefferson avenue, East. Mr. Wood, who is well-known throughout the State, was elected Senior Counselor of Cadillac Council at a recent meeting and is well-known in U. C. T. circles throughout the country.

Houses and apartments are almost unprocurable in this propitious village and so is the currency to pay for one when a feller is fortunate enough to find even a shack with a

full roof.

William R. Mulholland, former representative for the Quaker Lace Co., Philadelphia, more recently of the U. S. Navy, has engaged in the general dry goods business at Wayne. John Liston, proprietor of the Liston Dry Goods Co., Royal Oak, is interested with Mr. Mulholland in the new enterprise.

Herman Siewert, Detroit manufac-turer, returned from an extended Eastern trip Saturday and was ten-dered a reception Saturday evening by a number of his friends and busi-ness associates.

John Burroughs celebrated his 82nd birthday by splitting wood. In this

birthday by splitting wood. In this he differed somewhat from the recent out-door election sport of Detroiters who have been splitting infinitives.

James M. Golding.

Gabby Gleanings From Grand Rapids.

Gabby Gleanings From Grand Rapids.
Grand Rapids, April 8—J. D. Royce, of Corunna, who has traveled many years for the Broadhead Worsted Mills, of Jamestown, N. Y., was in town Monday and Tuesday. He is loud in praise of the ability of his neighbor, the Honest Groceryman, as a salesman, humorist musician and a salesman, humorist, musician and newspaper correspondent. As a salesnewspaper correspondent. As a salesman he knows every man, woman and child on his territory. He knows the number of every room in every hotel in his territory and can describe the character of the mattress in every room. He knows every table waiter, hostler and chaffeur by their first name and has never been known to forget the name or face of a merchant name and has never been known to forget the name or face of a merchant or clerk. He names most of the new babies which invade the homes of his customers. As a humorist, his reputation places Mark Twain and Josh Billings completely in the background. As a musician he is in great demand as far away from home as Lansing and Grand Rapids. His favorite vocal selections are the "Oldon Bucket" and "Grandfather's demand as far away from nome as Lansing and Grand Rapids. His favorite vocal selections are the "Old Oaken Bucket" and "Grandfather's Clock," both of which have been resurrected from obscurity by his rich, mellow tenor voice. As a newspaper correspondent he has brought his department in the Tradesman up to a high degree of accuracy, candor and enterprise. Some of his episodes have been reprinted in the South African Gazette and the Kamchatka Bugle. Honest Groceryman's real name at home is Geo. W. Haskell and he is a star salesman for the Worden Grocer Company. Mr. Royce says that no one in Shiawasse county stands higher in the estimation of the trade than his long-time friend, Hastrade than his long-time friend, Has-kell.

bell.

D. E. Stearns went on the road for the Broadhead Worsted Mills in 1888 and traveled for fifteen years in all the states West of Michigan as far as the coast. He retired from the road in 1903 and has lived the life of a gentleman of leisure ever since.

The most uncomfortable chairs ever devised by the mind of man—with the possible exception of the electric chair for criminals convicted of murder—are those installed by the Pullman Palace Car Co. in their chair cars. In no position can the occupant Pullman Palace Car Co. in their chair cars. In no position can the occupant of the chair make himself comfortable and when he undertakes to use a card table for writing or amusement purposes he finds himself in the most excruciating position imaginable. The Pullman Co. has improved many features in its cars since it started manufacturing special coaches, but the ventilation and chairs have remained stationary, greatly to the disgust and discomfort of the traveler who is en-

titled to the best there is in both.

The American Grocer of last week republished the talk of Guy W. Rouse before the Saginaw convention of the Retail Grocers and General Merchants' Association of Michigan; also the talk of E. A. Stowe on the chain store at the annual banquet of the Grand Rapids Retail Grocers' Association.

Grand Rapids Retail Grocers Association.

The head of a big stove manufacturing company owes his start to his unvarying persistence in calling on a local stove dealer for a straight year without obtaining an order. When the order did come it was a big one. The young man had told his employer that he was making a mistake not to pay more attention to local orders, and save the expense of freight in shipping to distant points. It took the young man a year to prove the value of his idea, but when success came it came with a rush.

Sharp Stevens, who is a local celebrity in Cleveland, rented a little "hole in the wall" in a narrow street in the business district, put in a grindstone, and announced that he was ready to sharpen razors, razor blades, knives, scissors, or any old dull thing. Customers came and

was ready to sharpen razors, razor blades, knives, scissors, or any old dull thing. Customers came, and sometimes the little place got so crowded that Stevens had to go out on the sidewalk to turn around. Then on the sidewalk to turn around. Then he began printing a one-inch daily advertisement in the leading daily, and that little advertisement has hurried him into larger quarters, and made his name a household word. Stevens says: "If a fellow wants to start in business, let him get a grindstone and go to it. There are lots of dull tools that need sharpening."

#### Guileless Grocers Grilled by Graft Games Galore.

Saunders, the alleged originator of the Piggly Wiggly propaganda-there is nothing original in the scheme except in the new alignment of old ideas and antiquated methods-receives 1/2 of 1 per cent. of the gross sales of all the stores started under his auspices.

L. L. Creasy, the chief bugler of the Brite Mornin' chain of alleged co-operative stores, receives 1/2 of 1 per cent. on the gross sale of establishments started under his auspices. Just now he appears to be very busy undertaking to enforce the collection of notes taken by crafty solicitors who are alleged to have secured the subscriptions under false pretenses. This is not difficult to understand when it is recalled that Creasy himself asserts-according to his Grand Rapids representative—that it is "necessary to lie to the grocers in order to get 'em interested." Creasy's theory evidently is that, once he gets the grocer interested, he can make it so interesting for him that he will wish to remain within the fold, but this does not appear to be the universal experience of Creasy's co-operators, many of whom become disgusted with the atmosphere of insincerity, uncertainty and deceit which appears to surround all of his undertakings.

#### What Else, Please?

Can you beat this for service? A Vandalia, Mo., merchant advertises:

We cash your checks.

We wrap your bundles.

We have railroad timetables. We hunt your doctor.

We transfer telephone calls.

We mail night letters.

We help farmers get help during harvesting.

We have a list of jobs where you may earn your board while working through college.

# Action or Reaction?

"To Every Action There Is a Reaction"

The United States undoubtedly added the weight which was sufficient to turn the scales of the fortunes of the war.

The speed with which this was done not only amazed the outside world, but really amazed ourselves.

However, that is past history. In some ways the severest test is ahead. In abnormal times the call for patriots is responded to more willingly. In the months to come the patriotic call will be just as great, but clothed in different garb. The call to-day is to work and in every way urge forward production on Farm and in Factory.

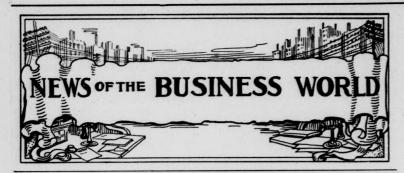
The individual who hoards his money, in fear of peace readjustments, is not only acting against the best interests of the country, but is actually refusing admission to opportunity.

The merchant or clerk who fails to do his full duty to the public in the present emergency will never get out of the environment of the slouch and the slacker.

Opportunity never lingers at a door which does not open.

WORDEN GROCER COMPANY GRAND RAPIDS-KALAMAZOO

THE PROMPT SHIPPERS



#### Movements of Merchants.

Phelps—Frank Klooster succeeds Ralph Davis in general trade.

Middleton—Roy M. Hurst succeeds R. E. Brooks in general trade.

Beaverdam—D. Voss succeeds C. Boertje & Son in general trade.

Ovid—Douglas Rogers succeeds F. E. Perkins in the grocery business.

Central Lake—John D. Frost succeeds M. & S. Wigley in general trade.
Tustin—G. H. Anderson succeeds J.
M. Robbins in the grocery business.

Big Rapids—A. H. Everett succeeds Everett & Elliott in the grocery business.

Woodland—Fred Snider, of Blanchard, will engage in general trade here.

Charlotte-Grover Garn succeeds Garn & Williams in general trade at R. R. 7.

St. Joseph—The Velvet Dairy Co. has been organized with a capital stock of \$5,000.

Kalamazoo—The Swindell-Taylor Co. has changed its name to the Taylor Produce Co.

Verona—The Tweecoma Mercantile Co. has changed its name to the Twecoma Mercantile Co.

Fountain—William Hathaway has closed out his grocery stock and removed to Scottville.

Saginaw—Plans are being made for building a large addition to hotel Bancroft early this spring.

Marquette—Miss Mary K. McCall has engaged in the millinery business on West Washington street.

Gladwin—Alexander Graham, proprietor of the Graham House, died suddenly at his home April 5.

St. Charles—Horace M. Blunt, proprietor of the St. Charles Hotel, dropped dead of heart disease April 4.

Holland—J. H. Van Zoeren succeeds Phillip Vinkemulder in the grocery business at 208 Fourteenth street.

St. Johns—Clark A. Putt has purchased the A. G. Jones grocery stock and store fixtures, taking possession April 7.

Vestaburg—George Gorsuch has sold his meat stock and fixtures to Elmer Woodard, who has taken possession.

Ishpeming—August Johnson will open a cash and carry grocery store in the Nolan block on Cleveland avenue, about April 12.

Marion—R. H. Manning has sold his interest in the stock of the Conkl'n Drug Co. to Ira Roberts and the business will be continued under the same style.

Vermontville—J. L. Weaver has closed out his meat stock and sold his fixtures, ice plant and butcher's equipment to L. C. Smearly, meat dealer at Albion,

Jackson—S. E. Kinkead and E. H. Warfield have formed a copartnership and engaged in the shoe business on West Main street under the style of the Economy Shoe Co.

Lansing—H. J. Murray and John E. Wood have engaged in the piano and phonograph business at 1134 North Washington avenue, under the style of Murray & Wood.

Eaton Rapids—R. G. Ferguson has sold a half interest in his garage and automobile supply stock to C. W. Snow and the business will be continued under the style of Ferguson & Snow.

Detroit—The Barrett-Cadwell Co. has been incorporated to deal in machinery of all kinds, with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Lakeview—John J. Bale has sold an interest in his lumber, cement, tile, etc. stock to his book-keeper, Max D. Warner, and the business will be continued under the style of the Lakeview Lumber Co.

Alma—The Firestone Stucco Co. has been organized to deal in building material, with an authorized capital stock of \$5,000, of which amount \$2,500 has been subscribed and \$1,000 paid in in property.

Lansing—Fred G. Hopkins has formed a copartnership with Glenn D. Watters and engaged in the men's furnishing goods business at 112 North Grand avenue, under the style of the Hopkins-Watters Co.

Three Rivers—A. J. Miller, formerly of Plainfield, Ill., has purchased the W. R. Gibbs & Co. drug stock and store building and will continue the business under his own name. Mr. Miller will remodel the store and install new fixtures.

Saginaw—E. H. Lee, former refrigerator and coffee mill salesman and Otto Rhode, formerly engaged in the grocery business, have formed a copartnership and engaged in the grocers and butchers' supplies business at 213 South Washington avenue.

Kalamazoo—O. H. McCowen has sold his interest in the Blue Bird Tea Room to Mrs. Charles I. Pflueger and Miss Emily Yoder, who will continue the business under the same style. Lines of fancy cakes, salads and cold meats will be placed on sale.

Muskegon—The Houle Dry Goods Co. has announced a closing out sale and its retirement from the dry goods and ready-to-wear business. It is stated that a tentative lease on the building, which is owned by Velo Houle may go into effect shortly, and every effort will be made to close out the business before that date.

Detroit—Henry Kowrofsky, who conducts a retail hat and cap store at 9 Gratiot avenue under the style of Henry the Hatter, has merged his business into a stock company under the style of Henry the Hatter, Inc., with an authorized capital stock of \$45,000, all of which has been subscribed and paid in in property. The company will conduct a manufacturing, wholesale and retail business.

#### Manufacturing Matters.

St. Joseph—August Shaefer succeeds Benning & Nimty in the baking business.

Alma—The Superior Baking Co. is building a brick and tile addition to its plant.

Kingston—William Congon has sold his bakery to C. Miragler, who will continue the business.

Benton Harbor—The Benton Harbor Manufacturing Co. has increased its capital stock from \$100,000 to \$200,000.

Monroe—The Brisk Blast Manufacturing Co. has changed its name to the Monroe Auto Equipment Manufacturing Co.

Kalamazoo—The N. C. Tall Co., manufacturing and retail jeweler, has increased its capital stock from \$15,000 to \$25,000.

Alma—The capacity of the X-Cel-All Paint Co. plant, of Alma, is being Practically doubled. New machinery is being installed.

Menominee—The Fisher Paper Box Co. has been re-organized. It is said that the company will double its present plant and increase its capital stock.

Reed City—Fred Van Dyken has sold his bakery to R. S. Elliott and son Forbes. The business will be continued under the style of the Elliott Baking Co.

Alma—The Model Bakery Co. has moved into its new quarters in the Sanderhoff block, where new machinery for handling bread and pastry has been installed.

Ishpeming—The Hendrickson estate has sold its wholesale and retail baking business, together with its buildings and equipment to Gust Sunlie, who has taken possession.

Owosso—Robert Shodell and Wesley Reed have formed a copartnership and engaged in the cigar manufacturing business under the style of Shodell & Reed, on East Main street.

Hudson—John Lockwood has sold a half interest in his bakery to his son-in-law, B. McLachlan and the business will be continued under the style of Lockwood & McLachlan.

Ishpeming—Carl Corneiluson has purchased the interest of his partner, Gust Sundlie, in the stock and equipment of the Star bakery and will continue the business under the same style.

Monroe—The Monroe Canning and Packing Co. plant has been purchased by the Marleau-Bucklen-Schoen Co., with headquarters in Toledo. The Monroe plant has been operated for the past twenty years. Its main industry has been tomato products. Its brands best known here are: Pride of Monroe, Elk Brand, Floral City Brand and General Custer.

Eaton Rapids—The Hall Knitting Co. will build an addition to its plant and install eight more hosiery machines as well as considerable other machinery which will enable it to double its capacity.

Detroit—The Christe-Kline Forge & Machine Co. has been incorporated with an authorized capital stock of \$100,000, of which amount \$65,000 has been subscribed, \$1,800 paid in in cash and \$38,200 in property.

and \$38,200 in property.

Detroit—The Union Tire Co. has been incorporated to manufacture, buy and sell vehicle rubber tires, with an authorized capital stock of \$100,000, \$50,000 of which has been subscribed and \$16,000 paid in in property.

Traverse City—The G. J. Johnson Cigar Co.'s branch here has bought the factory of the Jackson Skirt Co. for its own use. After having been remodeled and machinery installed the plant will employ 100 girls and men.

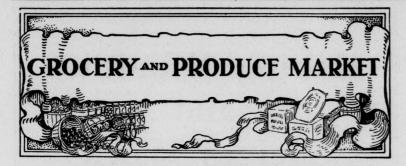
Jackson—The D. C. Sauer Manufacturing Co. has been incorporated to conduct a general machine and tool business, with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$2,300 paid in in property.

Dollar Bay—Work at the sawmill of the Dollar Bay Lumber Co. was started on the summer run a few days ago. The winter cut has been little more than 50 per cent. of the output in 1918. Only one shift will be worked for the time being.

Owosso—A large addition is to be erected to the plant of the Independent Stove Co. When this addition is completed the concern will add the manufacture of a line of improved furnaces. It is further said that no financial assistance for this extension will be needed.

Petoskey—A canning factory company is being organized here by Petoskey business and professional men who have subscribed for stock in the company. This plant will be on the lake front near the Pere Marquette Railway and docks. The Hastings Industrial Co., of Chicago, will build the plant and install the machinery.

Benton Harbor-Charles H. Godfrey, founder of the Godfrey Packing Co., who died recently, 74 years of age, was one of the pioneers of the industry. He was born in Jackson county and marched with "Sherman to the Sea." He established himself in the canning industry as early as 1885 and has been continuously engaged in it ever since. He took an active interest in all public spirited enterprises, was commander of the Grand Army of the Republic Post at Benton Harbor, and a loyal friend, neighbor and citizen. Mr. Godfrey had practically retired. His son, Willard A. Godfrey, has been managing the Godfrey Packing Co. for several C. H. Godfrey at one time established a cannery in Chicago successfully and at times owned as many as four or five canneries at one time. but several years ago he consolidated them all in the big plant at Benton Harbor. He leaves a widow and three married daughters and a number of grandchildren.



The Grocery Market.

Sugar-Distribution of beet sugars in the Michigan-Ohio-Indiana district during the month of March shows an increase of slightly more than 4 per cent. over the February distribution in the same territory. It is expected that the present rate of distribution will clean up local beet stocks by the middle of May. Michigan factories are still able to furnish barrels, bags and 4-25s. As a general rule 50 per cent. is the largest proportion of bags available, but in some instances straight cars of bags can be obtained, this depending upon the individual factory to which the order is allotted by the Distributing Committee. Western beet granulated is offered to Indiana and Upper Peninsula Michigan market in straight cars of 600 to 800 bags from transit stock or straight or mixed cars of bags and bales of 60,-000 pounds minimum for direct shipment from factories.

Tea-The market is showing some improvement. There has been some additional export demand for lowgrade Java teas and the result is that they are probably 1c per pound higher than they were last week. Most of the teas which have been withdrawn for export are intended for London. High-grade Javas are also somewhat firmer, but other teas have shown no change, although the undertone is a

trifle better.

Coffee-The market is about unchanged for the week. The newspapers have been printing some wild stories about a shortage in the 1919-20 crop, accompanied by a prediction that choice grades of Santos would probably bring 50@60c. They ignore the fact, however, that there is a tremendous surplus from the 1918-19 crop. There is no reasonable probability of any such prices for coffee within the next several years. The market for spot Rio and Santos shows no change. There is a good supply in this country. Not, however, quite as large as last year's. The only firm factor in the situation is the efforts of Brazil, which so far have been successful to hold the market up. Milds are relatively the cheapest coffee on the market. Java and Mocha unchanged and dull.

Canned Fruits-Although business is being done there is still as good deal of enquiry for such fruits as California cherries, peaches, pears and Hawaiian pineapple for immediate delivery in wood cases, for export, but practically none is obtain-

Canned Fish-Salmon is easing off a little, speaking particularly of reds, although even with the shading, holders are getting an extremely good

profit and values are still abnormally high. Holders of domestic sardines say that present quotation, which is about \$5.50 per case for quarter oils, is below the cost of production. Demand is light. Some new Portuguese sardines are being offered on the basis of \$33@34 a case, in a large way, which is several times the normal figure. Some French sprats have also been offered at about three times the normal figure.

Dried Fruits-An outstanding feature of market is the upward trend of prices for 1919 crop California prunes. Sellers who have been confirming 40s to 70s for September shipment on a 101/4c bulk basis with 11/4c premium on 40s, refuse to take further business except for 40s to 90s on that basis. Sales of 40s to 70s for October on a 10c basis and 1c premium on 40s were reported on Saturday and that appeared to be the best that could be done in any quarter. Bids of a quarter cent less were turned down. Spot prunes were quiet, more on account of the scarcity of desired stock than because demand was lacking. Following the announcement a day or two ago of an opening price of 12c for the three grades on new crop apricots, other outside packers have made quotations at 211/2c and 22c, but even the lowest of these figures appears to be out of line with buyers' ideas and so far as reported no orders have been placed. The association declines to quote. For spot apricots the demand continues and stocks are closely cleaned up. Sales made at the end of the week brought 28c for fancy, 26c for extra choice and 25c for choice. Very few peaches are obtainable on the spot, and small lots when obtainable command as high as 1834@19c for choice, 191/2@20c for fancy and 201/2 @21c for extra fancy.

Cheese-The market is fairly steady, with a reported increase in the make and a light consumptive demand. No demand reported for export at this time. If we do have any change it is likely to be a slight decline. The quality arriving is fully up to the standard for the season.

Rice-Developments in this market are along the usual lines, the movement being slow and prices more or less nominal.

Corn Syrup-The market presents no fresh features the demand being good and the tone firm.

Molasses-Little business is passing but spot stocks are light and prices firmly maintained.

Fru't Jars-Manufacturers are beginning to make deliveries to the wholesalers and it is time, they announce, for the retailers to begin to

make their sales campaign arrange-

Soap-Declines show an interesting situation, apparently one factory having put in all its declines at one move.

Vinegar-The probabilities of a lighter apple crop next fall, with a consequent increase in prices aside, together with the effects of the dry law, is causing vinegar men apprehension. By this time next season, they argue, the bone dry law will be in full operation and the demand for alcoholic substitutes will be great. Every indication points to a heavy demand for sweet cider, larger by thousands of gallons than the enquiry last fall, which was phenomenal, and therefore every bushel of apples that is turned into apple juice to be used as a beverage means that much less that will be turned into vinegar, and it does not take much of a prophet to predict that the vinegar supply may be short, with a consequent advance

Salt Fish-Irish mackerel continues very dull and very weak. It is undoubtedly a buyer's market. No material change has occurred during the week. Codfish firm and unchanged.

Provisions - Everything in the smoked meat line is steady at unchanged prices, with a light consumptive demand and a reported good export demand. There is also considerable pure lard being exported and the market is firm at 1c advance, while lard substitute remains unchanged, with a light consumptive demand and a good export demand. Dried beef, canned meats and barreled pork are all steady, at unchanged quotations and in light demand.

Ion'a Merchant Woud Restrict Clear-ance Sales.
Ionia, April 8—I have your request

to send you the substance of my remarks at the recent Battle Creek convention on Clearance Sales, but as I made my talk from a few notes and did not have the address written out, it is almost impossible to comply with your request.

My main contention was that business men could, and should, get to-gether on the time for clearance sales, gether on the time for clearance sales, the same as they get together on other trade events, such as dollar day, opening days, etc.; that merchants themselves are the losers by indiscriminate and early cutting of prices. Among other things I stated that if every merchant would give as much time and attention to the careful contime and attention to the careful consideration of matters pertaining to his business as he did those of his competitors, he would be more successful himself. Many business men, when they pick up the daily paper, look for a competitor's advertisement, rather than to satisfy themselves that their than to satisfy themselves that their own is correct. People to-day are well posted and those who are cannot and do not, in many instances, believe the sensational clearance advertisements published. It would be more satisfactory to all concerned if less so-called cutting of prices was advertised and the reputable houses are setting away from the constant and getting away from the constant and continued "sales." Leave the clear-ance events until the end of the season and then make them real, short and snappy. Fred Cutler.

D. E. Clow & Co., dealers in general merchandise and hardware, renew their subscription to the Tradesman "The Tradesman has saved and say: us ten times its cost on several purchases.'

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 market is very active, quotations having advanced about 2c from a week ago. There is a very good consumptive demand for butter, as well as a big demand for export. The stocks of butter are reputed to be very light and the market is in a very healthy condition. We are likely to have higher prices, but do not look for much advance on account of the extremely high prices of butter now. Local dealers hold fancy creamery at 62c in tubs and 64c in prints. Jobbers pay 48c fo rNo. 1 dairy in jars and pay 35c for packing stock.

Cabbage-California, \$6.50 per bbl.

Carrots-85c per bu.

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

Cucumbers-Indiana hot house have

dcelined to \$2.75 per dozen.

Eggs-The market is firm, at prices ranging about 1c per dozen over a week ago, with a good demand for consumption as well as for storage purposes. The stock arriving is the best of the year, weather conditions being favorable to good production, both for quality and quantity. We do not look for much change from the present conditions during the week. Local dealers pay 39c per doz., loss off, including cases, delivered.

Garlick-60c per 1b.

Grape Fruit-\$5@7 per box for all sizes Floridas.

Green Onions-Shallots, \$1 per doz.; Illinois, 35c per doz.

Green Peppers-\$1.25 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, 17@18c per

Onions-The price has advanced to \$4.25 per 100 lb. sack.

Oranges-California Navals, \$5@7; Mediterranean Sweets, \$5.50@6.

Pineapples-\$9 per crate.

Pop Corn-12c per 1b. for shelled. Potatoes-The market has advanced to \$2 per 100 lb. sack.

Poultry-Very scarce and high. Local dealers pay 25c per lb. for live. Radishes-Hot house, 35c per doz.

Squash-Hubbard, \$3.50 per 100 lbs. Tomatoes-California, \$1.35 per 5 1b. basket; hot house, 30c per 1b.

Turnips-65c per bu.

William H. Leonard, of Lansing, formerly in the Duplex Truck sales department, has taken a position with the wholesale grocery house of O. P. Dewitt & Son, St. Johns. Mr. Leonard will have Central Michigan ter-

Smith & Snyder have engaged in the hardware and grocery business at Woodland, The Worden Grocer Company furnished the grocery stock.

Mrs. T. M. Cunningham has engaged in the grocery business at 1000 Terrace avenue, the National Grocer Co. furnishing the stock.

#### POISONED BRAN.

#### Will Result In Extermination of All Bird Life.

Grandville, April 8—"Sift together one pound of paris green and twenty pounds of bran. Add half a gallon of molasses or syrup, and a little water, then stir in three oranges ground fine in a food chopper, skins and all. This may be broadcasted over five acres. Do not use this where poultry are allowed to run."

So the State has some reluctance about feeding poultry on bran and

So the State has some reluctance about feeding poultry on bran and paris green. What, then, is the above preparation calculated to slaughter? It certainly would do a land office It certainly would do a land office business laying out the birds, and yet this is an extract from special Bulletin 73, issued from the M. A. C. at

tin 73, issued from the M. A. C. at Lansing.
Undoubtedly, it is expected that this will be used by some farmer for the purpose of killing something—perhaps anything save poultry that may chance to come along.
The time of year has come for the wholesale spraying with various poison mixtures in order to save our crops from insect pests and other diseases now so common to all Michigan fruits and vegetables. There is scarcely a thing in the vegetable and fruit Iruits and vegetables. There is scarcely a thing in the vegetable and fruit line that isn't doped from one to three times with such deadly poison as arsenate of lead, paris green and the like before it comes on to the table of the consumer.

of the consumer.

This wholesale poisoning seems to be accepted with all due humility, the only wonder being that more humans are not sent to their long home by some indiscreet poisoner who might some indiscreet poisoner who might, perchance, add an extra dope at the wrong time of the season and thus render some table delicacy unfit for

render some table delicacy unfit for the human stomach.

Read the opening paragraph of this article once again and tell me, if you can, what earthly good is to be secured by our agricultural authorities in recommending the use of a deadly poison to be spread broadcast over a large field. If this is intended for the extermination of the English sparrow, what warrant have we to suppose that the robins, bluebirds, quails, wrens, ground birds and all the legion of song birds will stay away from that poisoned field, perhaps watching to see the villainous English sparrow get what the State of Michigan has declared is coming to him—death by poisoned bran?

Spreading broadcast over a five ages field a deadly poison so condiled.

poisoned bran?

Spreading broadcast over a five acre field a deadly poison, so coddled up with sweets and grain as to render it exceptionally palatable for the feathered songsters, might seem, in the light of twentieth century Christianity, to be an act of pure malevolence, hardly to be surpassed by that most despised and hated creature in human form, the murderous Boche beyond the Rhine.

Much of recent legislation has been in the interest of the manufacturers of various brands of sprays, the majority of them poisonous and against the best interests of the inhabitants of the State at large.

of the State at large.

Bird conservation ought to be the slogan animating every farmer in Michigan. Had there not been a slogan animating every tarmer in Michigan. Had there not been a wicked as well as senseless slaughter of the birds we would not now be at the mercy of the fungus and insect parasites that have come to prey upon everything the farmer raises. The war made by the State upon the English sparrow has been of a nature to deplete insectivorous birds of all kinds, has tended to drive out all bird life and bring in place of these friends and bring in place of these friends of humanity the bugs and worms that annually destroy so much of the farmer's crops.

read only a short time ago a let-from a New York farmer to one of the leading agricultural papers of the United States, recommending the extermination of the robin as being far more destructive to the fruits than

any other known bird. So far as his raids on fruit orchards, the cherry orchards in particular, the robin will

orchards in particular, the robin will give the despised sparrow cards and spades and beat him hands down.

When this is said, however, we must not think of ostracizing either the robin or sparrow. What little damage they do to the farmer's crop is more than ten times discounted by the good both do in the extermination. the good both do in the extermination of destructive insect pests, and the farmer or legislator is indeed shortsighted who would destroy one of our feathered friends.

The increase of destructive insects during the past fifty years ought to prove a warning that all should heed. Bird life in Michigan has rapidly de-clined during this time. Half a cen-tury ago it was not deemed fit for any public institution to send out a bulletin detailing the proper method of spreading a deadly poison over any field, much less one of five acres in extent.

extent.

I confess that I was startled when I read that "Poisoned Bran" suggestion, coming, as it does, from the leading agricultural authority in the State. There are such tremendous possibilities opened up when one contemplates the amount of mischief such advice might induce. If one-tenth of the farmers in the State set out to carry into effect this excerpt from special Bulletin 73 think what a slaughter of the innocents would result!

As one kind-hearted old lady re-

As one kind-hearted old lady remarked, "Why, its perfectly awful!" And I think so myself. The conservation of bird life should be taught in all our schools and every child should be given to understand that not one of God's creatures in fe garb was meant to be killed. feathered

The reader may think it strange that this article in defense of the birds appears in a trade paper, when by rights it should be printed on the front page of every agricultural paper in the State. The reason for this is that the farm papers will not print articles which suggest the least friendliness which suggest the least friendliness for the English sparrow, the hawk and the crow; and many of them do not care to hear a good word for that most useful and friendly of all bird creation, the quail. Old Timer.

#### Railroad Egg Rules.

As a result of the conferences recently held in Chicago between representatives of the railroads and the egg trade to formulate rules to govern the shipment of eggs, inspection and determination of damage at points of destination to conform to the latest Interstate Commerce Commission decision, the railroads have drawn up a tentative set of rules which are now being scrutinized by trade representatives. A hasty scanning of the proposed rules reveals some points to which the trade is sure to take exception and to ask for further revi-

Effort is being made to arrange for another hearing, probably to be held in New York.

#### To Get a Record Trade.

When about to install a phonograph department, one dealer wrote to a select list of club members asking them what kind of records they most preferred-instrumental, vocal, humorous, etc.-in order "that my stock may be representative of the best musical taste of the community." A postal was enclosed for reply. Besides paying a subtle compliment, this druggist impressed upon his prospects the fact that his stock was chosen with studied regard of their

# Making Windows and Shelves Work

Too many grocers lose the benefits they might receive through their windows and shelves. A proper arrangement of goods will make many sales and draw customers into your store.

Put popular, well-known brands of goods in your windows and on the most prominent shelves. This gives these goods a chance to work for you and gives all who pass a pleasing impression of your store.

Out-of-date goods and shop worn stuff should be put on a bargain counter and closed out at any price you can get, as they drive away trade and lock up your capital. Make your capital and your shelves work for you as they will if you sell only standard advertised and well-known brands of goods.

National Grocer Company brands should be put in a prominent place and all our Special Brands and Specialties put together, so that the uniformly attractive packages will catch the eye. One specialty help sell another.

It makes all the difference in the world whether your store looks up-to-date or out-of-date, whether your stock looks as if you sold only standard high quality groceries or job lots of good, bad and indifferent stuff.

Sell out all little known brands on the bargain counter and stock only goods which are advertised and popular and which sell and satisfy.

# NATIONAL GROCER COMPANY

Grand Rapids Lansing Cadillac Traverse City

#### Late News From the Cloverland of Michigan

Michigan.

Sault Ste. Marie, April 8—William Maxwell, purchasing agent for the Pittsburgh Steamship Company, returned this week, after attending the annual meeting at Cleveland. From present outlook, the company expects another successful season and some fall the successful season and some fall the successful season and some fall the season and some fall the season and season are successful season and some fall the season are successful season of the large fleet is getting away this

The contract for the meat supplies for the Pittsburgh Steamship Company, which in itself is one of the largest contracts for fresh meats in Cloverland, has been let to the Corn-

Cloverland, has been let to the Cornwell Company.

Word was received from St. Paul that Thomas Leigh, for many years one of the traveling representatives for the Cornwell Company here, is laid up at a St. Paul hospital, as is his entire family, with the flu. His plans to move back to the Soo havebeen somewhat delayed in consequence.

been somewhat delayed in consequence.

Hale Tennant, of the United States Department of Markets and of the M. A. C., will be in the Soo April 14 to investigate the proposition of a city market. He will talk on cooperation among the farmers and business men and the city market.

Much activity in the sale of farm lands around Rudyard is being felt this spring. It is estimated that at least twenty-five 80 acre tracts and fifty 40 acre tracts have changed ownership this year, some of the lands bringing as high as \$100 per acre.

A \$100,000 deal in timber land was recently consummated when the firm of Case & Crotser, of Traverse City, sold to the A. L. Daniels Salt and Lumber Co., of Grand Rapids, four sections of 2,560 acres of fine hardwood timber land, located near Eckerman, on the Wire road.

With the slash in passenger rates June 1, unusual activity of the summer travel is looked for here, and the local hotel men are feeling very optimistic in consequence.

Navigation between the Soo and

travel is looked for here, and the local hotel men are feeling very optimistic in consequence.

Navigation between the Soo and Payment is now open, the launch Ferro, of the Kibby & Shields fleet, making the first round trip last Wednesday. No difficulties were encountered on account of ice and it is expected that the Ferro will make scheduled trips as heretofore.

R. C. Kline, well-known agent for the Great Lakes Transit Co. at this port, advises that there will be no freight accepted in or out of the Soo this season by that line. The passenger service will be continued as formerly. The Octorora, West bound, will arrive on June 25 at 10:30 p.m. and leave at 12 midnight. The first steamer East bound, the Octorora, will arrive June 30 at 6 a.m., leaving at 6:30 a.m. The last steamer will arrive. West bound, on Sept. 16 and East bound on Sept. 21. The time of arriving and leaving as stated above will govern for the season.

Bert Kates, well-known hay buyer, has gone into the cattle business, bringing in his first load of fancy cattle from Chippewa county, which he sold and slaughtered in the city this week. He reports the hay business as being somewhat quiet at present, which leaves him more time to devote to the cattle business, which he considers a profitable one at present prices.

State-wide prohibition has not made

he considers a profitable one at present prices.

State-wide prohibition has not made a pessimist of Charles Schilling, proprietor of the Schilling Hotel, who never lost a night's sleep over the dry spell, but changed his liquid refreshment stand over to the milder drinks, going in long on candies and side lines and is at present erecting a handsome new residence on the corner of Kimball and Cedar streets which, when completed, will be one of the nifty places in the Soo. Charles is a great believer in the old saying that "Nothing succeeds like success."

Herman Taylor, who went to do his bit for Uncle Sam, has just returned from overseas and is back in his former position at the Soo Savings Bank,

where his many friends are more than

where his many friends are more than pleased to greet him.

Fred Raymond and family arrived home this week, after spending the winter in Florida. Mr. Raymond is the proprietor of the Raymond Furniture Co., but enjoys the land of alligators in the winter time.

W. G. Davis, of the firm of Davis & Morris, of Burley, Idaho, arrived last week at Delta Junction with 300 sheep, horses, herders and a complete ranch outfit and will settle on the tract of land comprising 9,000 acres ranch outfit and will settle on the tract of land comprising 9,000 acres purchased from A. M. Chesbrough and situated west of Indian Lake. Sheds have been provided for the housing of the sheep during the cold nights and, if the venture proves a success, it is his intention to bring 7,000 more sheep here. This is only a start and it begins to look as though it pays to advertise, as many of the Western herders are heading this way since reading of the golden opportunities offered in Cloverland.

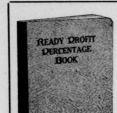
William G. Tapert.

#### When Will This Thing Stop?

A Grand Rapids man is division superintendent of an Ohio railway. He receives \$3,000 per year. Locomotive engineers under him are drawing down \$7,000 per year under the Wilson-McAdoo programme.

A Grand Rapids railway brakesman is drawing \$6.30 per day. Asked if he was satisfied, he replied: "Naw, 1 ought to get \$10 per day and be paid enough in addition to reimburse me for my expenses while I am away from home. As soon as Wilson gets back from Europe, he promises the head of our union that he will see that we draw down \$10 per."

President Wilson has bankrupted every railway line in the country by his eight-hour-wage-advancing policy.



To Price Your Merchandise the Right Way on Selling Price Use

# Ready Profit Percentage

Profits are figured out for you right to the penny, even to the fraction.

These prices are figured on selling price—the right way.

Ready Profit Percentage will be sent to any address in the United States pon receipt of \$1.10 by mail.

GEO. A. GILBERT & CO.

380 East Eleventh Street

Bankers Use an Interest Book. Why Shouldn't a Merchant Use a READY PROFIT PERCENTAGE BOOK?

#### 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 ::

#### It's More Than a Flavor



—as a syrup maker it is without a peer. Mapleine

The Golden Flavor

The Golden Flavor

is delicious in desserts, puddings, sauces, icings:
—while a few drops lend piquancy
and zest to gravies, soups, veyetables.
Order of your jobber or Louis
Hilfer Co., 1205 Peoples Life
Bldg., Chicago, Ill.
Crescent Mfg. Co.
(M-383) Seattle, Wash.

SAVE MONEY by insuring in the Michigan Mercantile Fire Insurance Co.

Grand Rapids, Mich. Mich. Trust Bldg.

# fieglers

# **Chocolates**

Package Goods of Paramount Quality and Artistic Design

# \$77,000,000 Losses

The estimated liability losses of the uninsured automobile owners in the United States in 1917 was fifty million dollars. The fire and theft losses on automobiles in the United States the same year was twenty-seven million. This great loss brings home to every automobile owner the necessity of carrying insurance in a well-established insurance company.

THE CITIZENS' MUTUAL AUTO-MOBILE INSURANCE COMPANY of Howell, Michigan, seems to meet the requirements, as it was established at the right time and is now starting its fifth year of successful business. It has issued since its organization 43,000 policies and settled 1,420 claims; has a cash surplus on hand of \$65,000.

The Company also has a fire proof building with two good vaults to take care of all books, papers and records, with up-to-date equipment to serve its members.

The Company has about 400 well trained agents located in different parts of the State, outside of the cities of Grand Rapids and Detroit. It has an able attorney in nearly every county of the State to counsel with the member who has an unfortunate automobile accident of a serious nature.

MR. AUTOMOBILE OWNER: If you have an automobile accident in which a person is either seriously injured or killed, you will want the protection of a company that has had experience in handling these matters and has sufficient money on hand to pay the claim, at once, if just and fair, or to defend you against the unreasonable claim. No other mutual company in the State of Michigan is prepared with the organization or cash assets to take care of the serious claims. Investigate before you take the insurance, and you will insure in the BIG PIONEER MUTUAL.

\$6.50 for Fords: other cars in proportion. Collision protection for a small extra charge.

Citizens Mutual Auto Ins. Co. Howell, Mich.

# Red Crown Gasoline for Power

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

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

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

For sale everywhere and by all agents and agencies of

# STANDARD OIL COMPANY

(INDIANA)

Chicago

U. S. A.

#### BACK TO FORMER CONDITIONS

Taking everything into account, the first quarter of this calendar year makes a pretty fair showing in its business and industrial aspects. This is not only apparent to the general observer looking at merely the superficial and obvious evidences, but the conclusion is confirmed in other ways. Testimony to this effect is furnished in the report of trade conditions at the end of March made by the Federal Reserve Board in accordance with the data supplied from districts all over the country. While these take note of the waiting attitude resulting from the uncertainty as to the course of prices, they also indicate the trend toward improvement and the confidence in the future as most promising signs. There are still some "soft spots," as is natural when such a re-adjustment like the present one is in progress, and there are variances in local conditions. But, taking the country as a whole, business conditions are not only sound but they are getting better each succeeding week Another month or so should see a practical end to the uncertainty that still exists, and should usher in a decided return to the normal. The general stability referred to is also shown in the reports of business embarrassments, which have been fewer in number in the past three months than in the first quarter of any year since 1881, and also fewer than in any three months' period since the third quarter of 1883. Again, the liabilities in the failures of the first quarter of this year are the smallest in amount for the corresponding period in any year since 1907. Data of this kind simply confirm the results of general observation.

Some little things, as well as the bigger ones, show the disposition to get back to former conditions. The haggling and the shopping around of buyers and their insistence on being protected against declines of prices are indications, just as are the attempts of jobbers to be assured of a certain percentage. To a similar purport is the breaking up of the combinations of producers in various lines and the resort again to individual action. While the war was in progress and official supervision was had over both raw materials and quantity of production, to say nothing of price standards, manufacturers were all on practically the same footing. The disposition of their output was assured, and there was no incentive to go out after business. Now the question of prices looms up large and controlling, and the best-equipped plants are hustling to drum up all the trade they can get at the expense of the less efficient establishments. They are ready to offer their products at figures which the latter cannot meet. and are likely to get the lion's share of whatever business there is. This has been strikingly shown recently in textile lines. It is the snag which has been struck by the Industrial Board of the Department of Commerce, that was created for the purpose of trying to reduce and stabilize values. The key to it all is that competition, which was stifled for a while by official action in order to meet cer-

tain exigencies of war, has come into operation again, and this, together with the law of supply and demand, will soon be the great factor in settling questions both of price and of production.

#### THE BLIGHT OF UNIONISM.

Less than a year ago, Houle Bros., who had conducted a saloon in Muskegon for many years and were forced out of the liquor traffic by the adoption of prohibition, engaged in the dry goods trade on Western avenue. The start was made about the time the strike of retail clerks was in progress and Houle Bros .- true to the traditional alliance between liquor and trades unionism-announced that they would furnish employment to all the striking clerks and that their store would be the headquarters for union men and women; that union labeled goods only would be handled, so far as practicable. In chronicling the event, the Tradesman stated:

"Such an alliance has never succeeded and never will succeed, because it is impossible to achieve success in any legitimate line of trade under union auspices or where the policy of the business is dominated by union men and union methods. Business and unionism have no more affinity than oil and water and no one but a knave or a fool would attempt to establish a business under such conditions. The Tradesman does not believe this store will be in existence a year hence."

So much by way of prophecy!

The following item appears in th's week's edition of the Tradesman under the heading of Movements of Merchants:

Muskegon—The Houle Dry Goods Co., of this city, has announced a closing out sale and its retirement from the dry goods and ready-to-wear business. It is stated that a tentative lease on the building, which is owned by Velo Houle, may go into effect shortly, and every effort will be made to close out the business before that date.

Labor unionism destroys everything it touches except deviltry. It turns the honest workingman into a sneak and a liar. It changes the faithful worker into a slacker and sloven. It debauches politics. It destroys love of home and friends, impairs the social relations and changes the lawabiding citizen into a traitor to his country. No one can take the union obligation and remain a patriot. Unionism is the feeding ground of socialism, I.W.W. and Bolsheviki, because the tenets of all of these organizations are so nearly allied that it would require a microscope to detect the difference.

It is stated that Houle Bros. retire from the dry goods trade with only a remnant of the fortune they filched from the pockets of their victims in the saloon keeping days.

#### LEAGUE OF NATIONS DEAD.

Frank H. Simonds, by all means the best newspaper authority on the peace conference, writes from Paris as follows:

"As for the League of Nations, it has disappeared from the computation of any thoughtful observer here. Some formal document will doubtless

be signed by at least several of the nations represented. It will almost as certainly be rejected by others, and as a spiritual and moral force it will not exist as a result of the progress of events in the last two weeks."

Mr. Simonds asserts that there is a possibility that the peace congress will not be able to make peace at all, at least until after a very serious renewal of the war.

The chief obstacle to agreement is the determination of Mr. Wilson to measure everything by his own narrow vision and to refuse proper reparation for France. He has reversed himself on nearly every proposition. He went to Paris committed to "open covenants, openly arrived at," but has sat in secret conference with the four great powers of Europe and refused to permit a single accomplishment, if there has been any, to leak out. He forbid the American people to discuss his pet hobby, the league of nations, and all the way along has conducted himself in an arrogant, selfopinionated and domineering manner exactly as the Kaiser would have acted if the situation were reversed. His dummy associates on the delegation from this country have had nothing whatever to say in his presence. All they accomplished during his absence he repudiated immediately on his return.

Mr. Simonds insists that Mr. Wilson's unfortunate temperament has deprived America of the respect and friendship of the world which we nearly lost by failing to go into the war when we should have done so to keep faith with ourselves and the exponents of civilization overseas. Mr. Wilson has muddled everything he has touched in Europe, the same as he has muddled the railway, telegraph and telephone situations in this country. He is not a business man. He is not a diplomat. He is utterly devoid of tact. He has deliberately "made a mess" of the whole peace business and precipitated the whole world into the possibility of a universal war, which will bankrupt every nation on the face of the earth and pauperize every person now living.

#### WOOLS AND WOOLENS.

Much interest was shown here in the reports of the wool auctions which began in London last week. They afforded the first opportunity for unrestricted buying there since the war began, and so furnished the means of showing real market values for the time being. The prices obtained were well above the British issue ones, and this is noteworthy in view of the large visible supplies of wool in one place or another, especially in Australasia. It is possible that the difficulties in the way of shipping facilities may have had some influence in upholding prices. Then, too, the English weavers of woolens are anxious to get busy again in supplying fabrics for both home and foreign trade, and are eager to obtain the raw material. Woolen mills on this side of the water are by no means working to capacity. Their low point was reached a month ago when half the machinery was idle. The offerings for fall have met with a great deal

of favor, and some lines have been well sold up. Dress goods are also making a fair showing so far as they have been offered. But the principal feature of the last week in woolen textiles related to floor coverings. The auction sale of about \$3,000,000 worth of rugs and carpets by the Alexander Smith & Sons Carpet Company was an unquestioned success, and the prices realized were quite high. What helped it mainly was the fact that the supplies have been running low and replenishment is called for from all over the country.

#### CANNED GOODS MARKET.

The two most prominent matters agitating the trade in canned foods are what action the Government is likely to take with reference to the disposal of its surplus stock of pink salmon, and the chances for success of efforts making to induce the Washington authorities to relieve the stressed Maine sardine situation, by taking the carry-over from last season to be applied in feeding Europe. Until these highly pertinent questions are definitely settled business in both commodities promises to remain in a state of suspended animation and the tone of the market unsettled. The committee representing Pacific Coast salmon interests, which went to Washington last week seeking to obtain assurances that the Government holdings of pinks will not be turned back to the packers, or dumped on the market, is expected to return in a day or two, and the generally expressed belief, or at least hope, is that it will be able to report a successful outcome of its mission. With reference to the sardine matter the case is one of less promise, although it is thought that the influences at work are strong enough to influence favorable action on the proposition that is to be made to the Government.

#### SILLY SAVING.

Saving money is not always wise. It may be very foolish. For instance, a recent bulletin issued by the Wilson administration advises men—

To shave themselves.

To wear shabby clothes.

To press their own suits.

To smoke wet tobacco.

To do their own plumbing.

To carry their lunches, etc.
Now, all this is silly saving. It is
penny wise and pound foolish. It
does not help the country to have
amateur plumbing and cold lunches.
It does not help matters to take away
trade from the tailor and the barber
and the laundryman.

In fact, the very worst way to save money is to try to do everything yourself.

Believing that a smaller and lighter one-cent piece will be more convenient to keep than the present monster, which is one inch in diameter, Canada has decided for a delicate coin, one-third of the weight. There is talk also of having a two-cent piece, which would be handy for buyers of stamps and newspapers and "might very well buy articles now sold for 5 cents," because there still lurks a before-thewar contempt for any coin of less value

# The Cheapest House in Chicago

# F. DESSAUER & CO. Wholesale Dry Goods

Corner Adams and Market Sts.

Chicago

Big Values in Seasonable Merchandise to Boom Your SPECIAL SALES!

Leaders for Bargain Counters.

Send us a trial order to-day.

Terms: 2% 10 days, from May 15th.

Will ship any items on approval.

(All items strictly firsts unless otherwise quoted.)

Woven stripe red border, 50 yard pieces, per yard	90
Lot G57—Good quality, bleached, linen finish, hemmed Huck Towels,	1.65
Lot G58—Bleached, hemmed, Turkish Towels, size 17 x 34, SPECIAL, per dozen	1.25
Lot G59-36 inch, good quality, fancy Curtain Scrims, deep Filet double borders, in white, Ivory and Beige, Regular 17/2c quality, per yard 19	21/2C
Lot G60—36 inch, fine quality, hemstitched satin, double border, Mer- cerized Marquisettes, in white and Beige, Regular 25c quality, per yard	19c
Lot G61—Men's plain white, hemstitched Handkerchiefs, ½ inch hem, 10 dozen packages, SPECIAL, per dozen	Net
Lot G62—Men's Turkey red and Indigo blue, Handkerchiefs, size 18 inch. assorted patterns, 5 dozen boxes, per dozen	60c
Lot G63—64 inch wide, full bleached, "Shamrock" brand, Mercerized Table Damask, floral and Fleur de Lis patterns, about 35 yards to piece, per yard	55c
Lot G64—Big clean up in Girl's colored Wash Dresses, made of plain tan and blue Linenes, striped and fancy plaid Percales, neatly trimmed, high waisted effects, sizes 7 to 12, (sold only in 5 dozen lots or more) values up to \$9.00, per dozen	5.50
Lot G65—Children's good quality, white Twill Middy Blouses, in plain white or navy blue trimming, silk laced front, with pockets, sizes 8 to 18, per dozen	8.50
Lot G66—Ladies' Standard quality Percale Bungalow Dress Aprons, in Indigo blue, with assorted neat figured patterns, Rick-Rack trimmed, helted and novelty pockets, Regular \$15.00 values, per	
Lot C67—Ladies' good quality, striped Gingham Petticoats, 36 inches	10.50
long, 8½ inch hemmed flounce, taped band, BIG LEADER, per doz.	4.50
assorted sizes, values up to visit, per manual	10.50
Lot G69—Ladies' Muslin Petticoats, with neat open work Embroidery flounce, made with under flounce, full width, BIG LEADER, per dozen	6.00
Lot G70—Ladies' soft finish, Muslin Slipover Night Gowns, with 1½ inch wide Swiss, all around Embroidery neck, hemstitched effect, with Silk baby Ribbon Beading, assorted sizes, SPECIAL, per doz.	7.00
Lot G71—Ladies' medium weight, black, rib top Hose, (seconds) double heel and toe, sizes 8½ to 10, 1 dozen boxes, BIG LEADER, SPEC-	1.00
IAL, per dozen  Lot G72—Children's black, 1x1 rib Hose, (seconds) sizes 5 to 9½,	1.25
\$1.75 value, per dozen  Lot G73—BIG JOB, 10 dozen lots, Men's Half Hose, (sample pairs and mill accumulations) assorted blacks, whites, tans, and fancy colors,	1.25
also white foot, all sizes, Values up to \$1.75, sold in lots only, per	1.25
Lot G74—BIG JOB, 10 dozen lots, Ladies' bleached, ribbed Vests, (samples and odd lots) full taped, plain and Lace trimmed fronts, Values ranging up to \$2.00, (sold in lots only), per dozen	1.35
Lot G75—BIG JGB, Ladies' bleached, ribbed, Union Suits, (samples and odd lots, perfect goods) full taped, and showy Lace fronts, Lace trimmed bottom, assorted sizes, values up to \$6.50, sold in 2	
dozen lots only, per dozen	4.25
Lot G76—Men's good quality, Elastic Crotch, Nainsook Athletic Union Suits, (seconds) assorted checked patterns, all sizes, \$6.50 value, per dozen	NET
Lot G77—BIG JOB, 5 dozen lots, Boy's fine grade, Sport Shirts, consisting of plain and striped blue Gingham, and plain and fancy striped Swoisette, high-low collar, breast pocket, sizes 12½ to 14, containing values from \$6.00 to \$9.00, per dozen	4.25
Lot G78—Boys' blue and white striped, genuine "Steifel" Bib Overalls, 1 front and 1 hip pocket, Suspender straps, sizes 6 to 15, assorted to dozen, per dozen	6.00
Lot G79—Men's Slik Brocaded Four-in-hand Ties, flowing ends, in best dark colors, and fancy patterns, per dozen	2.25
Hundreds of other Big Values listed in our latest Circular, sent fr	ee on

## F. DESSAUER & CO.

# And Now They Are Getting the Habit

On our third CITY DAY our business again showed an exceptional increase over the first and second CITY DAYS. Our record for CITY DAY shows our calls from out-of-town customers are increasing tremendously and all of our customers on CITY DAY are patronizing ALL of the departments. Several of our out-of-town customers are making special trips to call on us EVERY WEDNESDAY. One of them told us that he is putting on a SPECIAL SALE every week and coming to us on EVERY WEDNES-DAY for the merchandise for it. Now if they have the habit of coming back and all of these facts are true, don't you think it would be worth your while to come and see us NEXT WED-NESDAY? Seeing is believing and after you have tried it once, we are sure you will be one of those who have formed the habit of coming back EVERY WEDNESDAY.

And don't forget that we are anxious to see you ANY DAY of the week and that our BUSY BASEMENT will soon be open where you can get REAL BARGAINS on ANY DAY you come in to the House. We say frankly that we are anxious to have your trade and intend to do everything we can to merit it.

The alterations in our office and shipping room are about completed. Our new LADIES, MISSES AND INFANTS' READY-TO-WEAR DEPARTMENT on the sixth floor will soon be ready.

We have just written you regarding protection on merchandise for Fall and if you have not received a copy of our letter and blanket order, or our salesman has not told you about the proposition, write us and we will tell you all about it. You can't afford to miss this proposition.

OUR PHONE AND MAIL ORDERS ARE CONTINUING TO SHOW A BIG INCREASE. DON'T FORGET THAT WE WILL SHIP THE SAME DAY THEY ARE RECEIVED AT THE PREVAILING PRICES AT THE TIME OF SHIPMENT.

# Grand Rapids Dry Goods Co. Grand Rapids, Michigan PROMPT SERVICE

**Exclusively Wholesale** 

**No Retail Connections** 

#### Retail Dry Goods Dealers Establish Research Bureau.

The National Retail Dry Goods Association at its convention held in New York adopted a plan of re-organization and extension which will greatly increase the value of the organization to the members and enlarge its influence in the mercantile world. A guarantee fund of \$56,425 was subscribed by the members to back up and carry out its plan.

One of the important features of the plan is the establishment of a research and information department. The need of such a department has long been felt by the members. Heretofore the headquarters staff has been inadequate to furnish much of the information desired. Under the new arrange ment the research department will conduct trade and other investigations, collect data, issue bulletins and furnish speakers and educational material whenever and wherever needed. It will take up one at a time some of the vital subjects in retail store management or merchandising, such as store operation, organization and finance, the training of employes, delivery systems, personnel, advertising and selling. In fact, this department will be equipped to supply information upon any topic in which a retail dry goods merchant can possibly be interested. A reference library will be maintained in which will be found the best books published on retail problems and the latest articles to be found in current periodical literature.

A publicity department will be established to furnish magazine and business paper articles, films and pictures; to conduct an association magazine and issue bulletins that will be of special interest to the members.

It is not likely that the new plan will be in full operation before the end of the year, as it involves the selection of many new employes, and the opening of more extensive quarters than have hitherto been maintained. Under the new schedule of dues adopted it is expected that with a largely increased membership, sufficient revenues will be provided to carry on the work indicated without calling upon the members for special subscriptions.

# When Price Tickets Are Better Than Clerks.

Tickets encourage the timid shopper. The fear of the shopper is real; it is a factor in merchandising. Scores of prospective customers shun unmarked lines because they dread to turn down an expensive item after they have troubled the clerk with a question.

Price tickets solve this problem by their inability to display either scorn or annoyance.

Tickets oil the bearings of your mercantile machine, making sales easy and profits large.

The use of price tickets whittles down expense. Plain prices dispense with needless bickering and enquiries. They cut selling effort in two. They take the place of an extra clerk.

Plain prices build confidence in your customers. A clearly stated price is logically an honest one. Concealed costs suggest distrust of values.

Price tickets relieve trade congestion. They answer questions for busy clerks. Plain prices talk values as glibly as the smoothest tongued salesman, but draw no salary for the service performed.

You sigh for greater sales and forget that they are at your very elbow.

You wish for cheaper and more efficient help and overlook an employe who will outwork, outlast and outsell all others and demand no wages for the service.

Look over your stock; count the price tickets.

Every unticketed counter is a wallflower that must forfeit the attention lavished on its plainly marked companions.

Every unticketed line puts sand in the bearings of your organization and doubles friction in your selling system.

All unticketed goods conceal a hole where profits trickle away.

An increase in the number of tickets usually swells the number of sales. The keen observer can measure a store's pulse without seeing more than a number of price tickets, and often the difference between mediocrity and success is a mere matter of plainly priced lines.

#### Trimmings for Hats.

The flower season is still booming, according to the bulletin of the Retail Millinery Association of America. Not for many years, it says, has there been such a tremendous demand for these trimmings. The bulletin goes on:

"Of the most popular types poppies are in high favor in all shades. Roses, both in large, full blown and tiny bud effects, are good. Lilacs in various colored nacre effects, daisies, field flowers, and bluets are having a splendid demand.

"Black effects in burned and glycerine ostrich take second place in favor. These trims have been highly favored this season. The most recent French models feature ostrich trimmings to a far greater extent than they do flowers.

"Coq is becoming very strong. In 'poms,' flat fountain sprays and covering entire crowns, this trimming is experiencing a growing demand. Many of the Fifth avenue shops show it on their smartest models. Especially are they favored in Mitzi sa'llors"

Gowns and menus from Paris, trousers and sports from London, dances and jazz from New Yorkthis was the established order before the war. But now comes dark news from England. The waltz is being revived-it occupies at least a third of the programmes. Does this mean a counter-revolt against the democratic dances, simplified and spiced, that brought every one into the ballroom and extended the ballroom into the restaurant and the ten-by-twelve flat? We shall withhold judgment until we discover which waltz it is. Perhaps it is merely one of the slinking, swaving variety where the beat is of no particular importance. But if it is the genuine old-fashioned whirligig kind, with three decisive counts to the measure, all is lost for

democracy. Only debutantes and slender gentlemen of leisure—the true dancing classes—will survive it. Cutting-in will be outlawed, programmes will return, and no one can dance while eating. Only waxed floors and great rooms without superfluous furniture and bric-a-brac will harbor it. For of its devotees one cannot say, as of the Congress of Vienna, that they "dance, but do not advance."

Bigelow, an American, went to England to study carpet weaving in the English looms, but English jealousy would not allow him the opportunity. He took a piece of carpeting and unraveled it thread by thread, and then combined, calculated and invented machinery on which the best carpets of Europe and America are now woven.

We are manufacturers of

Trimmed & Untrimmed HATS for Ladies, Misses and Children, especially adapted to the general

store trade. Trial order solicited. CORL, KNOTT & CO., Ltd.

Corner Commerce Ave. and Island St. Grand Rapids, Mich.

# TAKINGNENTORY

Ask about our way
BARLOW BROS. Grand Rapids, Mich

# Paramount Hosiery

A Real Value At a Price

Benefit by their wide

#### Advertising Campaign

See advertisement on another page of this paper.

Ouality Merchandise-Right Prices-Prompt Service

## Paul Steketee & Sons

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.



# This Trademark is Your Means of Identifying the Longest Wearing One Piece Garment

This Michigan-made garment is now sold by over 1000 dealers in Michigan, who have found that it gives their customers the longest wear and satisfaction. Made in assorted sizes and materials for both adults and children. Guaranteed to wash without fading. Strongly made of wear-resisting fabrics.

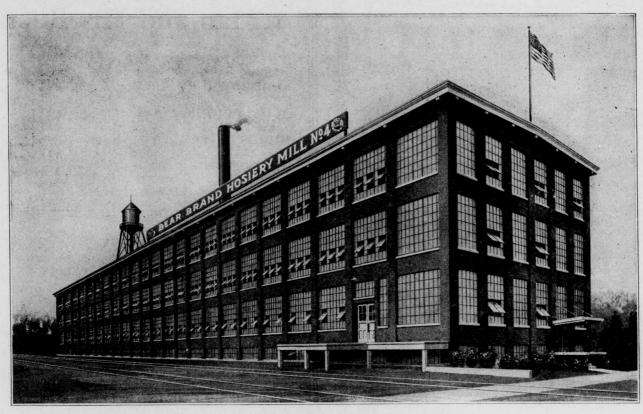
Assortment of Outeralls sent on approval for your free inspection, and may be returned at our expense if you do not agree with 1000 Michigan merchants that Outeralls are the line to handle. Send for assortment today.

#### Michigan Motor Garment Co.

Factories: Greenville and Carson City, Mich.

Offices and Branches: 1016 Medinah Bldg., Chicago; 3429 Ashland Ave., Indianapolis; 30-401-2 Euclid Arcade, Cleveland; 615 Locust St., Des Moines, Ia.; 147 Dwight St., Springfield, Mass.





# 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

PARASILK-Plaited Fiber Silk over 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 24 25

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** 





## Computing the Cost of the Kaiser's War.

Written for the Tradesman.

A reader of the Michigan Tradesman sometime ago requested the writer to give him the approximate cost of the Kaiser's war. From figures compiled by the Guaranty Trust Company of New York it is found that money expended by the seven leading belligerents for purely war purposes during the four years has been estimated at about \$134,000,000,-It is nearly one-fourth of the total national wealth of the chief bel-The combined average daily war cost, computed on the basis of time each nation has been engaged in the war, is \$107,500,000, or \$4,479,-000 each hour of the day.

War Cost	
Aug. 1914 to	Average
Aug. 1918	Daily Cost
U. S \$ 8,000,000,000	\$17,500,000
Great Brit. 27,000,000,000	18,500,000
France 21,500,000,000	14,500,000
Italy 8,500,000,000	7,500,000
Russia 21,000,000,000	17,500,000

 Allies
 ...
 \$86,000,000,000
 \$75,500,000

 Germany
 \$35,000,000,000
 \$23,000,000

 Aus.-Hun.
 13,000,000,000
 9,000,000

Cen. Pow. \$48,000,000,000 \$32,000,000

Totals ...\$134,000,000,000 \$107,500.000

Allotted among the several nations the national debts stand as follows:

	Aug. 1, 1918
Pre-War Debt	Net War Debt
U. S\$ 1,000,000,000	\$ 4,000,000,000
Grt. Brit. 3,500,000,000	20,000,000,000
France 6,500,000,000	24,000,000,000
Italy 2,800,000,000	7,000,000,000
Russia 4,600,000,000	24,000,000,000

Allies ..\$18,400,000,000 \$79,000,000 000

Germany \$1,165,000,000 \$35,000,000,000 Aus.-Hun. 3,995,000,000 15,000,000,000

Cen.Pow. \$5,160,000,000 \$50,000,000,000

Total ..\$23,560,000,000 \$120,000,000,000

After deducting advances to our Allies and an estimated pre-war budget, the gross fiscal cost of the war for the United States Government on September 1, 1918, amounted to \$10,-265,000,000. In this total are included certain expenditures for capital account which will clearly be used as the basis for income after the war, or possibly for the reduction of the debt.

The most important of the capital investments of our Government is that of the shipbuilding industry and the ships which have been purchased and built for Government account. Di-

rector Schwab stated recently that more than \$353,000,000 had been spent for such purposes up to March 1, 1918, and on the basis of ships launched since that date and the extension of our ship building plants the total expenditure by September 1, 1918, probably is in excess of \$700,-000,000. The War Department recently announced that it had advanced to manufacturing concerns outside of the Navy and shipbuilding the sum of \$400,000,000 which had been used for additions to their capital plants, the title to which rests with the Federal Government.

The construction division of the Army, on June 1, had work completed, under way or in prospect amounting to \$1,170,000,000 in this country. This included construction of cantonments, of buildings for the manufacture and storage of supplies for the Army terminals and the housing of workers.

In France there has been a considerable amount of construction work in laying the basis for the participation of our Army in an effective way. Ports have been improved and terminal facilities created. Secretary of War Baker stated recently that our Government had built warehouses in France which if placed in a continuous building would be 250 miles long and that we had built 600 miles of railroad and 126 miles of switches, and in addition extensive railway equipment had been shipped to France to use on the military railroad as well as on the other railroads. It has been necessary to construct shops and plants for repair and salvage work in France. The War Department has announced that expenditures in connection with military engineering operations have exceeded during the past year \$375,000,000 of which the larger part went for docks and railways in France.

America's production of meat, as published by the Department of Agriculture, seems astounding in its magnitude and from superficial examination would indicate that there is a superabundance of live stock in this country. However, when compared with the increase in population and decrease supplies in Europe, they call for very careful thought. Large as these figures are there is still a larger and more rapid growing demand which suggests the opposite of plenty.

The total production for the last calendar year was 18,865,000,000 pounds. Compared with 1900, the increase was 23.9 per cent.

This is the supply, but what of the market of the present and the future? An increase of 23.9 per cent. in all meats since 1900 looks large until we figure out that our population has in-

# A Man and His Business

are known by the company they keep. In the complex conditions affecting and governing business in this day and age,



THE RIGHT BANKING CONNECTION

may make all the difference between success and failure in a man's career—your career, perhaps.

You will find at this bank everything you need in modern banking practice and always are welcome to avail yourself of a connection with us.



# Real Stewardship

For the accommodation of persons incapable by reason of youth, age, illness, or any other cause, this conservative company invests funds, collects income, manages real and personal property, pays taxes, prepares income tax reports and attends promptly and efficiently to all other business details. It renders full accounts at stated periods and pays such yield as the estate and terms of the trust provide.

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

# THE MICHIGAN TRUST CO. OF GRAND RAPIDS

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

Safe Deposit Vaults on ground floor. Boxes to rent at low cost. creased 39 per cent. in that time. This fact is sufficient to temper the feeling of pride caused by the huge figures of production. The per capita production last year was 10 per cent. less than in 1900; yet, under the impetus and danger of war, the output last year was enormously increased over that of 1917.

Our per capita consumption of meat varies according to prices and the industrial situation. Ten years ago it was 201 pounds, and in earlier periods has averaged much more. At that rate, domestic consumption would take about 95 per cent. of the supply. However, it became necessary to send abroad 21 per cent. of the supply of meat and fats. Fighting between the opposing forces may have ceased, but hunger grants no armistice. Wherever it has been possible to take a census of live stock in Europe the result has pointed to a worse situation, and a greater demand, limited only by ability to pay.

Meats and fats were almost as essential as men and munitions in the Kaiser's war, and the American farmers met the demand in a way to be proud of. Now, there is no longer the excitement and stimulus of war and patriotism-nothing but the question of profit. The farmer has the right to enquire what will give him the best return. A comparison of the figures of increase in population and meat should convince him. If more is needed, there is Europe and the Near East, with ravaged lands and depleted flocks and herds, looking to America for relief. For some years to come, time and money cannot be better invested than in meat and dairy animals.

It would seem that the boards of trade, associations of commerce and country bankers could perform no better service to the farmer than to acquaint him with these facts as indicated that for some years to come there will be good profits in the raising of live stock.

As soon as the purchase of the Pontchartrain Hotel property by the First and Old National Bank of Detroit was noised abroad, applications for office room poured in, with a result that two days after the purchase was consummated, two-thirds of the office space was spoken for. This was even before the plans of alteration were drawn, and it shows conclusively the great demand for office room there is in Detroit, notwithstanding the many large office buildings it has now.

Oil stocks are attracting a great deal of attention from investors in Detroit. The Charles F. Noble Oil and Gas Co., listed on the Detroit Stock Exchange, is paying monthly dividends and bringing in new wells rapidly. It was reported that a syndicate was handling it and it was maintaining the price of the stock This is abthrough a manipulation. solutely untrue, as all the treasury stock of the company was sold before it was listed on the Exchange. While there are many wild-cat oil companies, there are several reputable companies which present an opportunity for profitable investment.

Now comes Eugene Debs, sentenced Grand Rapids,

to prison for disloyalty to the United States during the war, with a threat to tie up the industries of the United States on May 1, provided he starts serving his sentence on that date. Is it not time that these apostles of disorder inciters of murder and chaos were summarily dealt with? It is reported that Debs is suffering from an attack of lumbago and if he attempts to carry out his threat, he should also suffer from a severe headache. While the American federation of labor, as representing unionism, has been severely criticized, it is hoped that the intelligence of its leaders will be devoted to the education of the misguided fanatics who desire to march under the banner for such men as

There is a field of endeavor through which union labor can gain the respect and admiration of the people by being moderate in their demands, fair in their dealings and honest with themselves and others; but no sane man is foolish enough to think that such a condition will ever emanate from such a source. Paul Leake.

The one-talent man who concentrates his powers upon one unwavering aim accomplishes more than the ten-talent man who scatters his energies, and never knows what to do next.

# **Kent State Bank**

Main Office Ottawa Ave. Facing Monroe

Grand Rapids, Mich.

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

Resources 10 Million Dollars

3½ Per Cent.

Paid on Certificates of Deposit

The Home for Savings





## Store and Window Awnings

Made to order of white or khaki duck, plain and fancy stripes. Cotton and Wool Bunting Flags. Write for prices.

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

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

ASK FOR BOOKLET ON "DESCENT AND DISTRIBUTION OF PROPER-TY" AND BLANK FORM OF WILL.

# GRAND RAPIDS TRUST COMPANY

OTTAWA AT FOUNTAIN

**BOTH PHONES 4391** 

Safe Deposit Boxes at Three Dollars Per Year and Upward

# GRAND RAPIDS NATIONAL CITY BANK CITY TRUST & SAVINGS BANK



CAMPAU SQUARE

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

On account of our location—our large transit facilities—our safe deposit vaults and our complete service covering the action field of the control of the control

GRAND RAPIDS NATIONAL CITY BANK CITY TRUST & SAVINGS BANK

#### Boomlets From Bay City.

Bay City, April 8-The D. Gott-schalk Co., Bad Axe, shoes, has enlarged its store by renting an ad-joining room and connecting it by an arch, which gives additional room and improves the appearance of the store

greatly.
Frank Gohs, Mayville, who retired

Frank Gohs, Mayville, who retired from business several years ago, is back in harness, having bought the general merchandise stock of H. Fox.

N. Newman, general merchant, Pinconning, has sold his stock to Daniel Harris, of Detroit, who has taken possession.

A. D. Morton, formerly a member of the firm of Morton & Barnes proprietors of the Marlette Exchange, is now manager of the Hotel Harrington, Port Huron.

A. Gingrich, formerly member of the firm of A. & J. Gingrich, shoes and harness, Bad Axe, is now operating an auto livery at Ubly.

Smith, Bridgman & Co., pioneer general merchants, Flint, are enlarging and remodeling their stores.

H. H. Morrow & Co. have succeeded E. T. Pedlow, general merchant, Millington.

J. Merdler will open with a stock of shoes, clothing and men's furnishings.

J. Merdler will open with a stock of shoes, clothing and men's furnishings at Olivet.

The Lehman-Morton Co. has the only stock of general merchandise in Akron, Reinke & Wolf and Albertson Bros. having closed out their stocks.

M. J. Weinberg succeeds Max Hirshberg, general merchant, Bad

S. Carl has opened a shoe store

Alpern Bros., Atlanta, have sold their stock of general merchandise to William Deadman.

Nick Schjoltz, Grayling, formerly manager of Salling, Hansen & Co.'s general store, has engaged in the retail gracery business in the Foreman

general store, has engaged in the retail grocery business in the Foreman building.

L. S. David, Wagarville, has sold his stock of general merchandise to the Gladwin Dairy & Produce Co.

N. J. Fuehr & Co., Twining, have sold their stock of general merchandise to Frank W. Warren, of Delano, who has taken possession.

Roy P. Eymer, Turner, who last fall sold his dry goods and grocery stock to N. J. Fuehr & Co., has recently repurchased same and taken possession.

possession.

Frank W. Warren, Delano, has sold his stock of general merchandise to Underwood Bros. Mr. Warren will devote his entire time to the business recently purchased from N. J. Fuehr & Co., Twining.

M. O. Collins & Son, formerly engred in the hardware business in

gaged in the hardware business in Turner, and who lost their stock in the big fire last fall, have purchased the hardware and implement stock, store building and residence of Edgar

Loucks, Whittemore.
Charles Morse, Rose City, has sold his meat market business to Garner

Parliment.
Frank Bell, Lexington, has opened a combination drug and grocery store in the Landsberg building, Rose City. Mr. Bell will handle package grocer-

ies only.

Haddix & Grow, engaged in the garage and livery business at West Branch, have dissolved partnership. Mr. Haddix will continue the busi-

Schaffner & Millard, barbers, West

Schaffner & Millard, barbers, West Branch, have dissolved partnership and the business will be continued by Mr. Schaffner.

Joseph & Henry Solomon, Glennie, have sold their stock of general merchandise at Curran to Saltzman & Branson, Chicago.

E. A. Trayer, Fairview, has sold his stock of general merchandise to Henry Solomon. Comins.

O. O. Frick, Mio, who has been engaged in the general merchandise trade, for several years has sold his stock to his two sons. The business will be continued under the firm name of Frick Bros.

J. H. Belknap.

# **Petoskey Portland Cement Company**

**AUTHORIZED CAPITAL STOCK \$1,500,000** 

## All Full-Paid and Non-Assessable Common Stock

NO PREFERRED STOCK NO BONDS

## A Real Investment Opportunity

This stock is now being offered to the public. The raw materials alone possessed by the Company, according to very reliable geologists, are worth \$5,000,000. This is over three times the capitalization. In other words, undeveloped the stock is worth \$33 per share. This gives an idea of what is back of an investment in the stock of the above company.

The stock is being offered and is being purchased as a real investment because it has paid dividends for years from crushed stone sale alone, and to this, when the new mill is completed, will be added dividends coming from the manufacture of cement.

With cement companies paying from 30% to 40% per year after buying raw material and paying heavy freight charges to haul same to their plants, what will the Petoskey Portland Cement Company reasonably able to do with a saving of \$150,000 above such other companies? To this add the already sure dividend that comes from the sale of crushed limestone.

It cannot be disputed that the Portland Cement Company has more than sufficient raw material, both shale and high calcium limestone, to maintain a cement plant for 100 years and still continue to sell crushed limestone to other concerns.

It is a fact that its location on Little Traverse Bay gives it the best possible transportation facilities. Besides water transportation, it has two railroads.

It is also an acknowledged fact that its management is as strong, honest and capable as could be had. This company possesses every requisite for success.

#### The Future of the Cement Industry

No industry has a brighter outlook and the demand for cement is growing very fast and will grow even faster as soon as all states start doing what Illinois has already done—voted \$60,000,000 bond issue for good roads. While concrete roads will consume much cement it is only one of the many uses.

Cement authorities are making no idle prediction in stating that in a few years there will be a very great shortage of cement.

This industry will have to run full capacity for years and even then the output of the present cement plants will be entirely inadequate to supply the demand.

#### Good Roads and Cement

GGOD ROADS BOOM in gigantic proportions is now at hand.

Cement is the essential material used in the building.

THE COMING DEMAND for this commodity for this purpose seems apparently to greatly exceed the capacity of all existing mills for many years to come.

GOOD ROADS CONSTRUCTION is coming fast, and is the stepping stone to rehabilitation, and considered at periods of depression, the logical way to adjust the question of unemployed.

GOOD ROAD DEVELOPMENT means industrial progress and a demand for CEMENT for this requirement and many others unparalleled.

THINK GF THE VASTNESS OF THIS INDUSTRY, under such conditions; it hasn't a competitor. With HIGH-GRADE SHALE AND LIMESTONE IN ABUNDANCE, strategically located and with ENT MILL to economically manufacture CEMENT, all situated on its OWN PROPERTY, is a rare ination, most ideal and a nucleus for a GREAT MONEY EARNER. CEMENT M

THE PETOSKEY PORTLAND CEMENT COMPANY, when its mill is completed will possess all these

#### THE FUTURE OF THE PETOSKEY PORTLAND CEMENT CO.

The Petoskey Portland Cement Company is destined to become one of Michigan's large concerns. Its location, supply of raw materials and management, all point to that fact.

#### IT IS NOW PAYING GOOD DIVIDENDS.

It should pay large returns very soon and is destined to become a Big Dividend payer, but is not a get-rich-quick proposition because it is not speculative enough, but a possibility of 30 per cent. to 40 per cent. each year when its cement plant is completed is with reason, because a large number of cement companies are doing as well after buying raw material and paying freight on same. The future of cement companies as regards dividends is much better than anything they have paid in the past.

#### THE LIMESTONE INDUSTRY

The limestone industry is as essential as the wheat industry, for all foundries need limestone, as well as paper Without limestone, no pig iron, no steel, no sugar. Any number of other manufactured articles require

The Petoskey Portland Cement Company has large contracts for all of these purposes. Its dock will be started April 1st, and upon completion the limestone business alone will annually pay from 15 per cent. to 20 per cent. on the entire capital stock of the Company.

Investigate this proposition now before stock advances in price, as it can sell at the present price for only a short. It is a good purchase at \$25 per share, but a better one at present price.

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

# F. A. Sawall Company, Inc.

405-6-7 Murray Bldg., Grand Rapids, Mich.

Gentlemen: Without any obligation on my part, send me all information you have regarding the Petoskey Portland Cement Company.

Name	 	 	• • •	 	 	

#### Only Effectual Method to Prevent Auto Thefts.

During the past decade the culprit that has given the police departments of the United States the greatest amount of worry and annoyance is the automobile thief. Statistics prove that his activities have comprised more than half of the work devolving upon the strong arm of the law. Crime experts have given this subject much grave consideration, but no tangible plan was forthcoming until the "Automobile Abstract of Title" was offered for relief by the Automobile Abstract & Title Company, with general offices in Chicago and executive offices in the Book building, Detroit.

Under their plan of abstracting automobiles the auto thief is "nailed to the cross." The abstract of title gives the auto owner absolute protection, because when the thief steals a car he steals it to sell and the abstract of title is a time lock upon his crooked activities, for when he offers it for sale the abstract traps him and he falls into the clutches of the police and the car owner is immediately identified and his car restored to him, whether he lives in Maine or California

Realizing the efficacy of an abstract of title for automobiles many of the states have already enacted laws requiring the car owner to take out an abstract of title. There is such a bill pending at Lansing, introduced by Rep. McNaughton, of Grand Rapids. When it becomes a law it will put an end to auto stealing, because every car owner will enjoy the protection of an abstract of title covering his automobile which will short cut the operation of recovering the car and serve to exterminate the practice of car stealing in mighty short order, because the abstract will serve as a burglar alarm to police departments in every town and hamlet, not only in Michigan, but in every other state in the Union.

The abstract plan advanced by the Automobile Abstract & Title Company will be international in its scope.

covering United States, Canada and Mexico, making it impossible to dispose of a stolen car anywhere. The abstract plan cannot be imitated. It is fully covered by copyright. It will save much in license fees to the State which are now lost by countless car sales being made where the State license is ignored. The operation of a uniform abstract law for automobiles in all states will stop this practice. The abstract plan will reduce theft insurance and, finally, the abstract plan will save the State of Michigan thousands of dollars annually in lost fees which can be diverted for building good roads.

#### New President for Bankers and Merchants' Co.

The vacancy caused by the death of Frank H. Smith, President of the Michigan Bankers and Merchants' Mutual Fire Insurance Co., has been filled by the election of John Pikaart, one of the best known business men in Fremont. Mr. Pikaart recently retired from the mercantile business after a continuous experience of thirty years—twelve years at Brookside and eighteen years at Fremont. He is conservative enough to be safe and energetic enough to be a producer of no small degree.

Secretary Senf informs the Tradesman that his company shows a gain of \$180,000 in insurance written the first three months of 1919 and that the cash on hand has increased about 100 per cent. since the annual report of Dec. 31, 1918.

The death of Mr. Smith is greatly to be deplored. He was very enthusiastic over mutual fire insurance and had large visions regarding the growth and expansion of the company.

Some men are so afraid that somebody else may reap some of the reward from their labors that they refuse to co-operate. They are like the foolish man who filled his lantern with oil, lighted it and then put a box around it, for fear somebody else might get the benefit of its light.

# What is Mutual Fire Insurance?

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.

# **INSURANCE AT COST**

On all kinds of stocks and buildings written by us at regular board rates, with a dividend of 30 per cent. returned to the policy holders.

No membership fee charges.

Insurance that we have in force over \$2,500,000

MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE COMPANY FREMONT, MICH.

One of the Strongest Companies in the State

# Fire Insurance that Really Insures

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

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

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

MICHIGAN BANKERS AND MERCHANTS'
MUTUAL FIRE INSURANCE CO.

Wm. N. Senf, Secretary

FREMONT, MICHIGAN

# **Bristol Insurance Agency**

FIRE, TORNADO AND AUTOMOBILE Insurance

FREMONT, MICH.

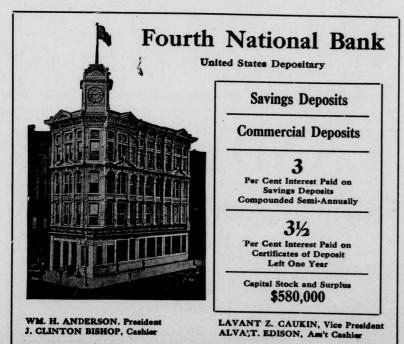
We specialize in Mutual Fire Insurance and represent three of the best Michigan Mutuals which write general mercantile lines at 25% to 30% off Michigan Inspections Bureau rates, we are also State Agents for the Hardware and Implement Mutuals which are allowing 50% to 55% dividends on hardware, implement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

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

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

Write us for further information. All letters promptly answered.

C. N. BRISTOL, Manager and State Agent.





# Information Required For a Rounded Education.

[Copyrighted, 1919.]

Talking the other day to a friend who has lately undertaken a new business, I asked very naturally:

"How do you like your new work?"
"Oh, I like it, but I constantly remind myself of Sisyphus."

After a little more talk about certain discouraging features of his occupation, he passed on, and then another friend who had overheard the conversation said:

"I suppose Sisyphus was one of those old Greek or Roman heroes or something, but I can't remember what he did. Was he the man that held the bridge or lived in a tub or hunted for an honest man, or what? I never understand those classical allusions."

She had had no illuminating picture of a man always pushing a great stone to the top of the hill only to have it roll down again and the job to be done over. The mythical figure meant nothing to her. Out of her education had dropped or been left something that nothing else could quite make up.

As I told her, she might make even now a little study of the myths. Within a week of reading she could get a very good basis of information with which to recognize these familiar allusions. And in doing that she could at the same time greatly benefit her children.

It is more than a question of having at your tongue's end a lot of glib references to things constantly mentioned in old literature and "highbrow" conversation. In these old myths are embedded things out of the childhood of the race.

Of how many of these can you, without going back to the books of reference, tell a reasonably clear story?

Pandora's Box,
Pyramus and Thisbe,
Sisyphus, Diogenes,
Hercules, Bacchus,
Dido, the Medusa, the Cyclops,
The Golden Fleece, the Elysian
Fields,
The Harpies, the Phoenix,
The Amazons, Juno,
Aurora, Diana, Venus, Ceres,
Mercury, Mars, Jupiter, Saturn,
The Wrath of Achilles,
Scylla and Charybdis,
The Lotus Eaters,
The Valley of Oblivion,
Laocoon and the Serpents,
Minerva, Pan, the Trojan Horse,
Agamemnon, Hector, Helen of

These out of Homer and Virgil are familiar; you read about them all in your Greek and Latin at school and college—but how real were they to you? Perhaps you never had the chance to know how many variants of these, together with scores of oth-

ers just as fascinating and beautiful, are to be found in the literature of other languages—Norse, Oriental, Indian

These are the ones that chiefly are needed for our ordinary intelligence. They are very easy to acquire. You do not have to go back and restore your half-forgotten or wholly-forgotten Latin and Greek. Many of them you will find ready to hand in Hawthorne's "Wonder Tales." All of them are in Bulfinch's "Golden Ages of Myth and Legend," and his "Mythology." A small book for children is Mary C. Judd's "Classic Myths," and another good one is Peabody's "Old Greek Folk Stories." Any bookseller will get any or all of these for you, or you can find most of them at the

Fortunately for me, so far as this particular matter is concerned, my father insisted upon my having several years of Greek and Latin, so that I read in the original of the wanderings of Æneas, the Bucolics of Virgil, the adventures of Ulysses, the Siege of Troy. Later on, in a wider reading, I came upon the myths of the Semitic peoples, and of Russia, Japan, Iceland, Germany.

Youth is the best time to learn them; but if you did not get them then you can get them now, and while you are getting them for yourself you can read them to your children. You both need them for a sound education. Some one—I've forgotten who it was —said that "the study of the classic myths stimulates to creative production, prepares for the appreciation of poetry and other kinds of art, and furnishes a clue to the spiritual development of the race."

Deep in these stories are embodied the passions and aspirations of primitive peoples; roughly, often crudely



Ask Your

**Jobber** 

about the demand for

Bel-Car-Mo

Peanut Butter

# Special Sales John L. Lynch Sales Co.

No. 28 So Ionia Ave. Grand Rapids, Michigan 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.

# Get ready to sell COFFEE

COFFEE is coming into its own! It will be properly presented before the public. Its real merits will be explained. The truth will be told—and the story will be spread broadcast.

A big rousing advertising campaign is coming, a carefully prepared plan of publicity that will be intensive in power and scope. Its purpose will be to increase the sale of coffee all over the United States.

This advertising will appear in a large list of newspapers the week of April 21st. The newspaper campaign will continue until July; followed immediately by another series of big "smashes" in the national magazines.

You will understand the need for intelligent cooperation on your part. Whatever advertising or selling efforts you make will enable you to cash in on the results of this big campaign.

Watch the publications. See the full pages in the Saturday Evening Post, commencing in June. Every month a big sales maker. Twenty other magazines will carry the message. Coffee is the true American drink, and will continue to grow in public favor. It will become more popular! Now, more people will drink more coffee than ever in the history of the trade.

KEEP AN EYE on COFFEE

# CANDY The Universal FOOD

Who's Candy?



"Double A"



CANDY

Made by

Putnam Factory Grand Rapids, Michigan

expressed, but plain to the discerning eye, and, oh, so human! These are the heirlooms handed down from antiquity, first by word of mouth through ages, then perpetuated in written form by the immortals of literature, to quicken the imagination and emotional faculties of coming races of men. In them we can see and understand the evolution of art and the esthetic sense out of their primitive sources.

In reading the myths to the children, and even in studying them for ourselves, we want to refer to the pictures and sculpture in which they have been expressed by artists all along the years. These will help to make the stories vital. Much of the greatest art in our possession is based directly upon these myths, and when the story is connected definitely in the child's mind with a statue or a picture, both will be indelibly fixed in memory, and immensely augmented in imaginative

Do you realize how much of modern poetry, general literature and art are still based on these old foundations? To understand or criticise the modern we must understand and appreciate the old out of which it has grown or from which it has departed. This knowledge refines the esthetic judgment and heightens the appreciation and enjoyment of all art and literature. This classic and historic background has a wonderful simplicity that holds you in its grasp once you have opened the way to it. The influence goes deep into the mind; one who really has it has something more than mere "polish."

Charles Mills Gayley, professor of English in the University of California, says: "Cut off from the intellectual and imaginative sources of Greek and Rome; the state and statesmanship, legislation and law, philosophy and religion, literature, art and even artistic appreciation run readily shallow and dry." I leave for others just now the discussion of the place of classic language-study in education. One need not necessarily read these stories in the original languages to appreciate them for all practical purposes. One is not shut out from the myths of the other peoples by inability to read Hebrew, Arabic, Russian, Japanese, Chinese, or whatnot other tongue. Somehow we should get a knowledge of them and pass it on to our children. Here are crystallized the early social order, religious emotions, superstitions, fears, ambitions, spiritual insight, out of the dawn of humanity's consciousness.

Prudence Bradish

#### The World's Cupboard.

One can understand the underlying structure of our material wealth when it is shown that we are the world's cupboard and storehouse, supplying:

- 71 per cent. of the corn.
- 70 per cent. of the tobacco.
- 62 per cent. of the cotton. 61 per cent. of the petroleum.
- 50 per cent. of the copper. 48 per cent. of the pig iron.
- 44 per cent. of the coal.
- 19 per cent. of the wheat.

Popularity is an article that isn't displayed on bargain counters.

#### Making Mothers Permanent Customer

Marion, Ohio, April 8—One of the best things to help win the mother customer to buy in your infant department is to treat her as though she were a guest.

I believe the one thing that will help build up business is to give service impartially. It is as much the salesperson's business to win the mother who has only a small amount of money to spend, as it is the mother who has money at her demand. It is very necessary to win the uneducated mother, the same as the educated mother, the same as the educated mother. The mother with less intel-ligence is one of the best customers

ligence is one of the best customers a store has if you treat her right and help her.

Do not try to sell her something you know she will be disappointed in; give her the best values of goods to be had; study her and try to help her select the right thing. She is your customer for good.

Never refuse to exchange a purphase

customer for good.

Never refuse to exchange a purchase if it is returned in good condition. I believe that over-insistence of salespeople is a bad habit. Show your customer you are willing to show her merchandise and talk about how nice this would be for the baby or that article would be for the baby, but I believe that to over-insist on a mother buying will drive her away. The girls who are selling infants' wear should understand mothers and babies, and always be ready to help them select the right thing.

Saying the right thing at the right

Saying the right thing at the right time will help win a lot of people to the infant department.

I believe the one thing that will help a department would be to make the customer feel as though she could buy whatever she wanted in that department, and if you haven't got it, make every effort to get it for her. This will create a feeling of interest on both sides

on both sides.

I think it is the way you do things that really counts with the average

that really counts with the average customer.
You have not only the infant's mother to please, but all the infant's relatives and friends to please. So if care is taken to please these people and make them feel as though they can supply their needs in your department, I am sure they will be your customers. your customers.

Mac M. Butturuff.

The employer who laughs at his clerks behind their backs will have no kick coming when he catches them making fun of him.

## For All Cleaning-

floors, closets, woodwork, curtains and lino-leum, as well as clothes—there is one soap, quite different from other soaps, that you can recommend to your customers:

#### FELS-NAPTHA SOAP

cleans everything—in water of any tempera-ture. Cleans quickly, easily and thoroughly, too. Pushing Fels-Naptha Soap assures two certain results: Satisfaction for your customers and repeat orders for Fels-Naptha, both of which mean MORE PROFITS for you.





# Selling the Domino Package

The grocer knows the economy, the ease, the cleanliness in handling

OMINO Package

Many housewives know this, too. Thousands more will buy the Domino packages from now on.

We have started a newspaper and magazine advertising campaign still further to popularize these sturdy machine-packed cartons and strong cotton bags. Results will be even greater sales for the grocer; still greater service economies and reduced spillage losses.

American Sugar Refining Company

"Sweeten it with Domino" ulated, Tablet, Powdered, Confectioners, Bro Golden Syrup, Kanelasses

# Peace Brings Many Joys

The war taught us to save and to serve. It brought the supreme test of patriotismand now comes Peace with countless blessings, among them

# Shredded Wheat

Of course you could not supply the normal demand for this product during the war. Our production was restricted in order to co-operate with the U.S. Food Administration. All restrictions are now removed. It is the same Shredded Wheat you have always sold-clean, pure, wholesome, nutritious. There is no "substitute" for it. It is the world's standard whole wheat breakfast cereal.

The Shredded Wheat Company, Niagara Falls, N. Y.



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.

#### Survey of Retail Shoe Trade Conditions.\*

The amount of capital invested is one thing that enters into the successful operation of a shoe store. While the total number of pairs in the United States is about 25 per cent. less than two years ago, the investment is about 25 per cent, greater than it was two years ago. So if you are not making more money you are not keeping pace with the times. The prospects for business as a whole are good, not only for the next few months but for several years to come, and for the merchant who keeps in close touch with the shoe situation by every means possible, especially by joining the Indiana Retail Shoe Association and attending the conventions, will have no trouble to show a balance on the right side of the ledger at the end of the year.

The trade is buying better shoes. So long as wages keep up and as many of the calls for money for war relief, etc., will be eliminated, people will have more money with which to buy good shoes.

The manufacturer and wholesaler usually have some things they insist upon from the retailer, some to be sure are for the best interest of the retailer and some are their own interest, so I will suggest a few things which we, as retailers, have a right to ask and expect from the manufac-

Promptness in having our orders filled, or at least a reasonable truthful statement by manufacturer or salesman as to when the order will be filled. We place an order, and assume that the shoes are worth what we are to pay for them if delivered in time to meet the consumer demand, but if they are delayed one, two or three months after that period they are not worth as much as if they were received in time to sell them when the public wanted them. You can easily see that from the retailer's standpoint the value of the goods to him decreases in proportion to the delay in their delivery.

Briefly I would venture some suggestions at random that may help in buying future needs in footwear, and otherwise help to keep business in a healthy and prosperous condition.

Select your styles carefully, keeping away from freaks.

\*Paper read at annual convention Indiana Retail Shoe Association by C. P. Nusbam, of Richmond.

Don't forget that there are a lot of people who do not want to pay ten to fifteen dollars for shoes. Don't neglect your five, six and eight dollar grades in men's and women's shoes. Don't get caught with a large stock of shoes on hand when prices go down, which they will in time. I don't mean to say that there is any immediate prospect, but from now on buying conservatively, in smaller quantities and oftener, is much the safest and sanest plan. Keep your stocks clean and at a minimum and be ready to meet new conditions as they come up.

Buy more sizes and fewer styles, thereby reducing the number of odds and ends at the end of the season.

I do not feel qualified to discuss styles, colors, leathers or prices, as every merchant must to a large extent study his own community, and aided by the information and advice received from the trade journals, traveling salesmen and leading merchants, determine what is best for his particu-

I believe, however, that a closer relation between the retailer and manufacturer, and more co-operation between the two, would be of much help in eradicating some of the evils of our industry and put it on a better and more profitable basis.

Insist on good clean merchandise in keeping with the samples shown when goods were ordered. In many cases the shoes are scarcely recognized as having any relation to the samples, in color, stock and workmanship.

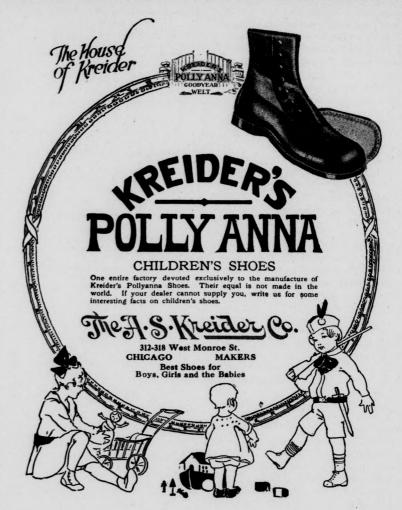
Insist on complete shipments of a style. It is not fair to the retailer to send the narrow widths, and then weeks later the wide ones, or vice This, with late deliveries, versa. makes it impossible to show complete widths, and as a result sales are lost or customers not properly fitted. The whole lot does not sell out as clean

# Satin Oxfords in Stock

## Hirth-Krause Co.

Tanners and Shoe Manufacturers

Grand Rapids, :-: Michigan



Coming Stronger Every Day.

Stock this

# Hood Wurkshu

and make money



Men's Blucher ... \$2.05 Boys' Bal Scout . 1.87 Youths' Bal Scout 1.70 2,000,000 people will know about

## **Hood Wurkshus**

because of National advertising starting soon in the Saturday Evening Post.

PREPARE! PREPARE!

Made of Heavy Brown Duck. Auto Tire Pressure Cured Soles. Leather Insoles. Pneumatic Heels.

# Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

as it otherwise would, and the merchant has to stand the decreased profits. The manufacturer can help the retailer by delivering complete lots.

I believe the merchant would be justified in insisting that his bill be dated at the time the last shipment is made, if not made in one shipment, and his discount or date of payment be figured from the last shipping date.

When the market relaxes, I believe the first duty of the manufacturer is not to reduce the price, but to improve the quality, and get back to the standard of several years ago, thus avoiding the kicks which have almost driven the dealer to the asylum during the last year or two.

The manufacturer should give consideration to the dealer's ideas or demands when creating new styles, because the dealer is nearer to the public than the manufacturer.

Manufacturers should not spring new styles after the season's shoes have been bought, thus upsetting the merchant's plans for the season.

They should not take more orders than they can fill in time for the merchant to sell to the consumer. This has been a means of great inconvenience and embarrassment to the dealer.

Smaller orders, given often, and better deliveries will help to keep stocks moving and in healthy condition. This must be followed by both dealers and manufacturers if we are to meet future conditions successfully.

It is important that shoe stocks be kept down to the minimum in pairs and invested capital if losses are to be eliminated or reduced to the lowest possible point.

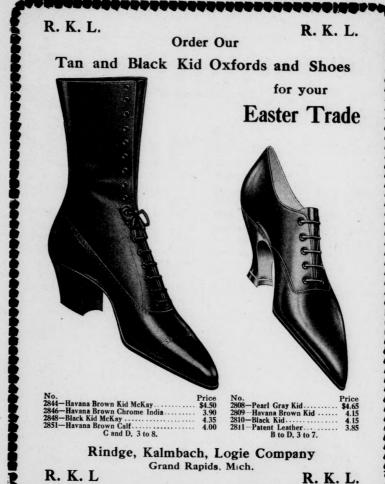
It is wrong for a manufacturer or salesman to load a customer with a big stock of shoes many months in advance. This ties up the retailer and makes prompt deliveries impossible on the part of the manufacturer, with harmful results to both.

A careful consideration of each other's needs and conditions, a closer analysis of our obligations one to another, a more thorough co-operation between the manufacturer and dealer, and a more thorough study of the needs of our own trade will help every shoe dealer to conduct a profitable and successful business, and to eliminate, or at least reduce, the many annoyances and hindrances which tend to deepen our wrinkles, whiten our locks and reduce our bank balances.

#### Fall Shoe Styles for Women.

The new lines of women's shoes being introduced for the fall feature the extreme drawn-out last with high Louis heels. The latter range from 1½ to 2½ inches. Low cuts dominate, and the showing of novelty pumps is especially extensive. The insert tongue is used in a good many cases. Glazed kid, gun metal, and patent leather are expected to be the materials mostly in use, although the first-named skin has increased in price from 18 cents to from 80 to 90 cents a square foot.

Indomitable resolution is the solution of the great problem of individual and National prosperity.



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

Ever since we have been making the

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

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

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

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

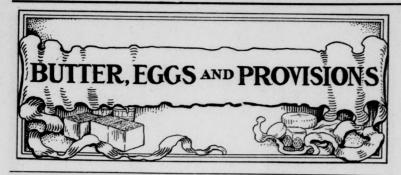
Are you capitalizing fully the possibilities of the H. B. HARD PAN and BERTSCH shoe lines?

Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear

GRAND RAPIDS, MICH.





Michigan Poultry, Butter and Egg Association. President—J. W. Lyons, Jackson. Vice-President—Patrick Hurley, De-Vice-President—Fatrick Hurley, Ex-troit.

Secretary and Treasurer—D. A. Bent-ley, Saginaw.

Executive Committee—F. A. Johnson, Detroit; H. L. Williams, Howell; C. J. Chandler, Detroit.

#### MEN OF MARK.

#### Moses Dark, the Well-Known Produce Dealer.

Moses J. Dark was born in London, Eng., June 10, 1867. His antecedents were English on both sides. When he was 12 years of age the family came to America, locating at Niagara Falls, Ont. Here Mr. Dark attended the public schools, getting as far as the eighth grade. Three



Moses J. Dark.

years later the family removed to Detroit, where Moses attended school much of the time, culminating in his graduation from the high school on the literary course. On attaining his education, he came to Grand Rapids, pursuing various occupations for two years, when he accepted a position as manager of the shipping department of the Telfer Spice Co. He retained this position eight years, when he entered the employ of the Vinkemulder Co. Four years later he was accorded a partnership interest in the business, which he retained eighteen years, retiring April 1 to engage in business of his own. Associated with him will be his sons, Sergeant C. Maurice Dark, still in the service at Camp Dodge, and Lawrence A. Dark. who has just received his discharge from the artillery service. The firm name will be M. J. Dark & Sons. The house will be located in the Hawkins building, corner of Fulton street Ionia avenue, occupying the premises heretofore used by John G. Doan & Co.

Mr. Dark was married Oct. 27, 1892, to Miss Catharine Callahan, of Coopersville. They have four children, three boys and a daughter. They reside in their own home at 601 South College avenue, corner of Pleasant street.

Mr. Dark is a member of St. Andrew's church and the Knights of Columbus. He has no other fraternal relations, his own fireside affording him all the companionship he requires. His one hobby, outside of his business, is automobiling and he attributes his success to hard work and close application to business.

Mr. Dark is one of the best posted men in the produce trade. He knows the ins and outs of the game as few men do, on account of his having been actively connected with the business for twenty-two consecutive years. He is the soul of honor and can always be depended on to do the right thing at the right time. It is characteristic of the man that he should part company with his long-time partner on the best of terms and that a close personal friendship covering a period of thirty years will continue under competitive conditions. Mr. Vinkemulder speaks in the highest terms of his former associate and will ever hold him in grateful remembrance for the faithful service he gave the Vinkemulder Co. during his long connection with that house.

#### Short Berry Pack Predicted.

Advices received by brokers from canners they represent all seem to agree that notwithstanding the unusually bright prospects for an active and larger market, the pack will fall very far short of normal. Farmers are giving attention to more profitable crops, since their recent experience with berries is said to have been anything but satisfactory. Consequently, the acreage in berries promises to be greatly curtailed. As this means a higher cost for fresh fruit to the packer, and as, moreover, he is finding great difficulty in tying growers up on advance contracts, he is not disposed to name opening prices. With the market virtually bare of last season's goods and every indication of a heavy demand this summer and after, largely as a result of the prospective increase of consumption due to prohibition, brokers are being showered with enquiries for prices on new pack goods, but it is understood that in very few instances have they been able to quote, and then at prices that are too much out of line with the views of most buyers, especially jam makers, to bring business to a head. However, it is stated that some sales of future strawberries in barrels have been made at as high as 17 cents a pound f. o. b. fac-

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

Money Saved by Buying Your EGG TESTER

S. J. FISHCO..

## COLEMAN (Brand) Terpeneless LEMON

and Pure High Grade VANILLA EXTRACTS

Made only by

FOOTE & JENKS Jackson, Mich.

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.

# 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.

Moseley Brothers, GRAND RAPIDS. MICH.

# 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

#### We Buy E We Store We Sell

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

# Armour and Company NOT in the Retail Grocery Business

CERTAIN jobbing salesmen are circulating reports to the effect that Armour and Company control certain retail grocery stores or are planning to enter into the retail grocery business.

These reports are utterly and absolutely false. We desire to brand them as such once and for all. Armour and Company do not control any retail grocery stores wholly or in part. Neither have we any affiliation or connection in any way whatsoever with any owners of any retail grocery stores. Armour and Company have no intention of engaging in the retail grocery business.

Armour and Company distribute and sell a very limited number of food lines not directly produced from livestock. This is only the result of natural evolution. Our system of distribution and marketing must be maintained with the greatest possible efficiency. It is necessary, for reasons of economy, that it handle as great a volume at all seasons as possible.

The same distributive system enables us to carry staple foods to the people of this country with greater efficiency and at a cost that is low commensurate with the service. If our facilities are such that we have been able to serve the public more economically and efficiently than our competitors, then it is the retailer and consumer who benefit.

Armour and Company are more than packers. They are food purveyors. But, our participation in grocery lines represents only 4.6 per cent of our total business. Yet, wholesale grocery houses whose representatives spread these false reports are, themselves, engaged in numerous side-lines far removed from edible products. A recent bill of goods which we purchased from a wholesale grocer, contained more than forty items, not one of which could be used for food—except by an ostrich.

Reports of our engaging, or intending to engage, in the retail grocery business are, without exception, untrue. In the words of Mr. J. Ogden Armour, "We have no intention of adding the woes of retailing to the burdens of manufacturing and distributing."

Armour and Company will continue to regard all retailers as our co-workers. By means of our refrigerator cars and our branch houses it will be our effort to continue to provide them with the finest foods of all kinds that we can select and prepare—under the quality mark of the OVAL LABEL.





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.

#### The Sort of Advertising That Gets Results.

A number of years ago I was discussing methods with a hardware dealer who has since built up a very successful business. I asked what he thought of advertising as a business builder.

"There's a lot of money wasted in advertising," he declared, very seriously. "The right kind of advertising will produce results. The trick is to get the right kind."

"And what is the right kind?" I asked.

"Well, I'm no authority. But in my opinion the most effective form of advertising is personal solicitation, and that is my standard."

His idea, in short, was that the more like a personal talk you made an advertisement, the more effective it was bound to be.

The most successful of the National advertising campaigns are based very largely on this principle. The advertisement reads just as if the advertiser were talking to the individual

Yet the "personal talk" is not altogether a safe criterion for some advertisers. There are personal talks, and there are personal talks. There is salesmanship of a high order, and salesmanship of a poor order, and there is a sort of clerking that isn't salesmanship at all. The merchant who advertises may make his advertisement just like a personal talk to one of his customers, and it may drive business away instead of attracting it, just because that particular merchant's mental attitude toward the customer is all wrong.

Just one illustration of a wrong mental attitude: A young merchant used to make a practice of pushing certain lines that carried a decidedly high margin of profit. Once, after making a sale of this sort, he turned to me:

"There," he exclaimed after the door closed, "I've landed another

He waited until the door closed to say it; but at least half the harm he might have done was actually done. If the customer had heard, he would have been alienated; as it was, the merchant himself was confirmed in a wrong mental attitude toward his business. The goods sold were good value, but the young man, instead of feeling that he had done a real service for his patron, preferred to think that he had "put across" a "slick trick" on the unwary customer.

Such a mental attitude is fatal to the sincerity without which no business can last. The merchant must believe in himself, and in his goods, and in his ability to give the customer good goods and good service. He may be after profits, but he must consider the customer's side of the question as well. The customer is after results. And the mission of the good salesman is to persuade the doubting customer that the article he tries to sell will produce the results the customer is after. To that end the salesman must look at the customer's side of the question, understand what he is after, appreciate the objections which cause him to hesitate, and instinctively grasp what arguments will meet those obiections.

The merchant who advertises should bear this in mind. His advertising is a form of salesmanship. He is appealing to the individual. To make that appeal effective he must grasp the other man's viewpoint. The homely language of ordinary conversation is the most effective to use; but it fails to its fullest effect unless the friendly and sympathetic mental attitude of ordinary conversation enters also into the advertisement.

One merchant I know of in preparing his advertising copy thinks of some particular farmer or city man, as the case may be, to whom he wishes to sell. He imagines this man is sitting opposite him, and he visualizes the arguments he would use if he were making the sale personally. The result is very effective advertising copy.

The same idea can be applied to circular letters, indeed, probably comes nearer to personal salesmanship than any other form of advertising.

One merchant sits down and thinks of the lines he wants to sell. Then he jots down his list, describes each article in the usual terms, tacks on the price, and his letter is finished.

Another merchant picks out the typical individual on his mailing list. "What line will interest him right now?" he asks; and features that article. Then he sits down to make his

# FOR FORDSON TRACTORS McQUAY-NORRIS SHERWOOD HALL CO., Ltd. 30-32 Ionia Ave., N. W. Grand Rapids, Michigan

#### Jobbers in All Kinds of BITUMINOUS COALS AND COKE

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

# Signs of the Times **Electric Signs**

rrogressive merchants and manufac-turers now realize the value of Electric Advertising.

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

THE POWER CO.

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, Gunther Bldg.

- ILLINOIS 1018-24 S. Wabash Avenue



McCRAY REFRIGERATOR CO.

# Sand Lime Brick

Nothing as Durable Nothing as Fireproof, ikes Structures Beauti 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



# SELLS!

# Jap Rose Soap

ATTRACTIVE—holding just 12 cakes of the extensively advertised, car-tonned Jap Rose Soap. Sent Free with an Order of Two Boxes or More

JAMES S. KIRK & CO. CHICAGO

# 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.

circular as nearly as possible like a personal chat with that individual. He refers to other articles in an incidental way, perhaps encloses a price list; but his appeal is directed along one line, where, according to his judgment, the response will be the readiest.

Now, both these forms of circular letter have their value; but the second form is the likeliest to produce satisfaction

In starting a new business, this form of advertising is often used very advantageously. Usually a printed or multigraphed letter is sent out. But one merchant starting in a small way, who had quite a bit of spare time in his early days, decided to utilize that time to better advantage. As they occurred to him, he jotted down the names of persons he knew who had not come into his store; and whenever he had time, he sat down at the typewriter and pounded off a personal letter. It didn't say an awful lot about his goods. It was just such a personal letter as might be written by one friend to another. No two were identical; here is about the way one

"Dear Bert: "I expected to see you before this, but I've been awfully busy the last week or two getting ready for my spring trade. You know, I've bought the old store, and I've got in a lot of new stuff, and it's been some job getting everything arranged so that I can lay my finger on anything at a moment's notice.
"I met Joe Harper when I was

down East, just before I started up You remember Joe used to play baseball with us in the school He asked me to give you his

"If you're in town, drop in and see me, sure, and we'll have a chat.

Your old friend. Fred Higgins."

As a business letter, that may strike an expert as rotten; but it got people

Pricing Hardware.

Make this business simple and clear to your clerks. That will ensure quick action, by them and prompt service to customers.

Follow the markets closely. Mark your goods fairly and at figures based on the costs of the times.

Price everything in your stock; screws by the dozen and bolts even singly, thereby avoiding variations in quotations by your clerks.

Uniform selling prices inspire confidence in customers and give your store the reputation of being a oneprice establishment.

Don't allow a customer to stop trading at your store without you make an effort to find out the reason for the change of heart.

SWORN STATEMENT FURNISHED THE POSTOFFICE DEPARTMENT.

Statement of the ownership, management, circulation, etc., of the Michigan Tradesman, published weekly at Grand Rapids, Michigan, required by the Act of Aug. 24, 1912.

State of Michigan, County of Kent, ss.

County of Kent, \$88.

Before me, a notary public in and for the State and county aforesaid, personally appeared Ernest A. Stowe, who, having been duly sworn according to law, deposes and says that he is the business manager of the Michigan Tradesman and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, to wit:

1. That the names and addresses of

1. That the names and addresses of the publisher, editor, managing editor, and business manager are: Editor—E. A. Stowe, Grand Rapids.

Managing Editor-E. A. Stowe, Grand

Business Manager—E. A. Stowe, Grand iblisher—Tradesman Company, Grand

Rapids.

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of the stockholders owning or holding 1 per cent. or more of the total amount of stock.)

E. A. Stowe, Grand Rapids.

S. F. Stevens, Grand Rapids.

F. E. Stowe, Grand Rapids.

7. That the known hondholders, mortal

As a business letter, that may strike an expert as rotten; but it got people into that store, and secured the nucleus of a good business right from the start. No two letters were identical. Each was a personal chatiust a paragraph or two, directed to the individual addressed and to not one else. In some there was a paragraph about the goods; in some not even that. Yet in every one personal appeal of man to man; and that was the element that counted.

If, when you are preparing a real circular letter, or a newspaper advertisement, or even a show card, you can inject into it the same element of personal appeal, you'll produce the kind of advertising that brings results.

Don't let the talkative customer do all the talking and don't talk so much that the shyer customer will not feel like butting in with any remark.

E. A. Stowe, Grand Rapids.

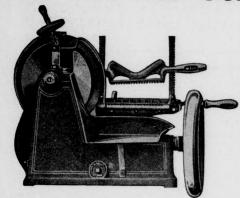
S. F. Stevens, Grand Rapids.

3. That the known bondholders, mort-gages, and other security holders owning or holding 1 per cent. or more of total amount of bonds, mortgages, or other securities, are: NONE.

4. That the two paragraphs next security holders, and security holders and security holders, and security holders, and security holders and security holders as they appear upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation from whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing anfiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders when the stockholders and security holders and security holders and security holders are security holders and security holders are security holders and sec

GLEFO The Non-Poisonous Fly Destroyer

# 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** 

# 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.

Lock the Door before the Thief Breaks in By the Use of a METZGAR ACCOUNT SYSTEM



Simply close the roll-top at night as you would close your roll-top desk and your accounts and other valuable papers are fully protected against loss through fire during your absence.

The Metzgar will not only protect your records-but it will also protect you in many other ways.

Send for illustrated catalog.

Metzgar Register Co., Grand Rapids, Mich.



# Disadvantage of Starting the Day Wrong.

"Why do you look so down-hearted?" a New England farmer asked a neighbor one morning. "Is it because you are not getting flapjacks over at your house any more?" "Worse than that," was the reply. "My wife says we can't have apple pie for breakfast. I tell you it upsets me, starting the day wrong like that. I've always been used to apple pie for breakfast."

Everything depends on starting the day right, but the person who is dependent upon some particular thing for breakfast and feels upset for the rest of the day if he can't have it, is not likely to make much headway in conquering himself and in meeting serenely all the little pin pricks of daily life.

It is a serious matter to start wrong in the morning, for the whole day is likely to be colored by the tint of the mental spectacles through which we look when we get up in the morning or when we start from the breakfast table to begin the day's work.

It is a strange fact that most of us are affected and influenced more by little, insignificant things than by big, important things. A different brand of coffee to that we had been accustomed to, an egg a little overdone or underdone, cracked wheat instead of oatmeal, an apple instead of an orange at breakfast, has power to make many a person cross or fussy for the whole day who would meet a great trial, calamity, with fortitude.

Most of us brace ourselves against real misfortunes; we can find some way of overcoming great difficulties, but the little, annoying, nerve-racking, pestering things that are constantly coming up in the life are what often conquer us or keep us back.

It is the little things that hinder all through life. By focusing our attention on them and allowing them to annoy us they assume an importance out of all proportion to their size. If we were to magnify all the bright and pleasant things that come to us as we do the little annoyances, the trifling inconveniences of the daily routine, these last would be covered up, crowded out of sight.

Many people shut all the joy and sunshine out of their lives by continually fussing and fretting over trifles, little picayune things which would not in the least annoy a healthy, well-balanced mind.

Those who get the most out of 'ife are the people who resolve that whether they have good health or ill, good luck or bad, whether they make money or lose it, succeed in what they undertake or fail, that whatever comes or does not come, they are going to

have a good time every day—that they are going to make the most of whatever good or pleasant things come their way, and not expend their energy and blacken the sunshine by going all to pieces the first thing in the morning about some trifle.

Did you ever stop to think what a marvelous thing a day really is, and what wonderful opportunities for happiness it holds? Every morning we wake to a new miracle, a marvelous world of beauty, overflowing with possibilities. The grandeur, the mystery of it all ought to entrance every human being. To think that each morning we are ushered into a new life; that no matter how many mistakes we made yesterday we slipped up or what our sins were, or how many opportunities we lost, we can start anew to-day and fill every hour with the best we can put into it. This of itself should fill one with joy and gratitude.

Few of us realize when we awake in the morning that anything wonderful is coming to us during the day. Most people look forward to the day as the same old repetition of monotony and grind, the same struggle for a living, to be endured rather than enjoyed. But in proportion as we are developed mentally, in proportion to the widening of our vision, the breadth of our culture the depth of our faith in the Creator of all things. we begin to appreciate the real meaning of a day. When we reach this stage of development, no matter what goes wrong with the breakfast, or what lies ahead of us, we shall know better than to start the day wrong. We shall know that there is everything in starting the new day with the determination of finding enjoyment in it, of being happy.

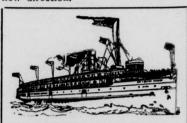
No matter how you may have failed in the past, how many defeats you may have suffered, you can, if you will, make one single day a splend'd success.

If you should start right in the morning, making up your mind that for one day you would not fret, or worry, or be put out by trifles; that whatever happened you would not lose your temper, your mental poise; that you would make every moment count at its full value; that you would do nothing in a careless slip-shod manner, you know that you could make a tremendous advance upon the previous day.

If you can do this for one day, you can do it for two, and every triumph will add to your strength to win out the next day. Each succeeding victory will become easier until you have formed the habit of daily success. There is no other way to make the

whole of life a success than to make each day a success, and this can only be done by starting each day right.—
New Success Magazine.

Life isn't a spurt, but a long, steady climb. You can't run far uphill without stopping to sit down. Some men do a day's work and then spend six lolling around admiring it. They rush at a thing with a whoop and use up all their wind in that. And when they've rested and have got it back, they whoop again and start off in a new direction.



# Michigan Railway Graham & Morton Transportation Co.

Navigation Opens April 15, 1919

Freight and Passenger Service
Tuesday—Thursday—Sunday

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.



#### 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 earlier price.

idney Elevator Mnfg. Co., Sidney

#### OCCIDENTAL HOTEL

FIRE PROOF
CENTRALLY LOCATED
Rates \$1.00 and up
EDWARD R, SWETT, Mgr.

Muskegon :-: Michiga

#### CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION



#### HOTEL HERKIMER

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

# DUTCH MASTERS SECONDS



Will stimulate your trade

Handled by all jobbers

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

#### THE SAGINAW VALLEY.

# Late News and Gossip From Eastern Michigan.

Saginaw, April 8—W. E. Abel, State agent and flour expert for Everett, Aughenbaugh & Co., of Waseco, Minn., was in our midst last week, looking after the company's interests. Mr. Abel has been in the flour game many years and is probably one of many years and is probably one of the best known salesmen in his line in the State. He says if it's "Eaco," it's always good. His home is in of the reasons for his success.

Let Victory Loan be your slogan for a few days. Buy until it hurts.

for a few days. Buy until it hurts. Then buy some more.
Mrs. A. L. McGee, who has been in poor health for some time, is reported as improving. She is the wife of A. L. McGee, known as just plain Mack to his fellow travelers and the trade. He represents the Saginaw branch of Lee & Cady. He was one of the boys who helped make famous the memorable eleventh day of November last; in fact, Mack can always be relied on when there's something in the air.

John Barleycorn has lost his place

John Barleycorn has lost his place the sun, but he has his moonshine

Another good report reached Another good report reached our ears last week to the effect that Mark Truesdel, who at one time gave the boys a real home and good eats at Gagetown, has purchased the old Columbia Hotel, at Vassar. After a thorough and much-needed renovation, he will have an up-to-date stopping place. Mr. Truesdel is a former Caro man and if a town has anything to do with setting a good example to do with setting a good example for the future of a man's business, he Hotel is one of the best in the State, barring no city twice its size.

It took Noah 600 years to learn to build an ark. Be brave. Don't

loose your grip.
C. L. Rice, son of S. B. Rice, prominent Elkton merchant, has been discharged from the Marines and has opened a confectionery and fruit store in Elkton. Mr. Rice was in the thick of the Chateau Thierry fight. He was gassed twice and wounded seven times. He is regaining his health and if he heave the second times the second times. if he shows the same pep in business he did on the battle field, he is bound

he did on the battle new, he did on the battle new, to be a success. Here's wishing him good luck and health.

F. D. Mills, proprietor of the Mills cafe, at Vassar, is to be commended on the service and quality of food given the public. He is a former Saginaw man, genial and an up-to-date man and is working up a splendid business, giving Vassar a muchneeded restaurant. He is most ably

did business, giving Vassar a muchneeded restaurant. He is most ably
assisted by Mrs. Mills.
W. M. Thourlby and his son, W. H.,
the former proprietor of the Morrow
Hotel, Bad Axe, expects to leave for
the West about April 10. They are
going by auto, taking in many interesting points along the way. The
junior member of the party (known
to the boys as Ike) is in poor health
and it is for his benefit that they are
going. He was recently discharged going. He was recently discharged from the Navy and ever since has been failing. His many friends wish him a safe journey and all hope for the restoration of his health. In their absence, the hotel will be managed by Leo Thourlby, which is assurance enough that the high standard on which the hotel is run will be main-tained.

tained.

Of all the brands that's to be had the Star A. Star is not so bad. A fellow salesman met the writer on the train the other day and he told me of being awakened in the early hours of the morning at the hotel at Cass City by hearing the above words over and over and he was at a loss what they meant. Upon investigation I found Henry Goble, who represents Symons meant. Upon investigation I found Henry Goble, who represents Symons Bros. & Co. in the Thumb, was the guilty party. True, we believe in boosting, but why tell the nighthawks

about it. I suppose it is a case of business all the time with Mr. Henry,

business all the time with Mr. Henry, so we won't criticise him.

Speaking of hotels, here is a little incident which happened to one of the boys at the New Exchange Hotel, at Marlette: It was on a Friday morning. To describe the scene would not be proper, as a traveler was told only recently after spilling sometold only recently after spilling something on the table cloth on a Tuesday morning that the cloth would not be changed until the following Monday. On this particular morning the patient called for fried eggs over. They were brought out straight up. patient called for fried eggs over. They were brought out straight up. He called the attention of the waitress to the mistake (he wanted them over). She picked up a spoon and flopped them over with the statement, "Now they are over." That's real service, we say, and so does Wm. McLeod, the patient. He represents Grinnell Bros., selling pianos out of Port Huron. This same hotel still makes a practice of locking the doors at 10 o'clock. Everyone is boosting for the proprietor (?).

The way Chicago elected Mayor

The way Chicago elected Mayor Thompson makes it look as if it were proud of being the sixth German city

proud of being the sixth German city in the world.

S. Schluchter, grocer of Pigeon, is spending several weeks with his son, Dr. Roy, at St. Anne, Ill. Mrs. Schluchter is looking after her husband's affairs in his absence. A daughter, Mrs. Don. S. Vincent, of Lum, is assisting her mother.

Ered C. Stiles, son of M. M. Stiles,

Fred C. Stiles, son of M. M. Stiles, proprietor of the popular Stiles cafe, at Lapeer, has opened an up-to-date restaurant, confectionery and cigar store with a grocery and fruit busistore with a grocery and fruit business in connection, in the building formerly occupied by L. Herrand. Mr. Stiles, although young, has had a splendid business training, having seen service with the Packard Motor Co. Later he was manager of one of the Kroger branch stores in Detroit and more recently employment manager for the Wilson Foundry Co., of Pontiac. If he displays the same amount of energy in his own busines he did when employed by someone else, it is safe to predict success for him in his new undertaking. He has the good wishes of many friends for his success.

for his success.

Ex-President Taft, so the Press said last week, was in Detroit and broke. He didn't even have the price of a street car ticket. He had nothing on Saginaw folks. We had money and walked for five days, on account of the street car tiering. account of the street car tie-up.

Every traveler who ever came in contact with Stickey Morton and the public at large will be more than pleased to know he has taken charge of the Harrington Hotel, at Port of the Harrington Hotel, at Port Huron. Mr. Morton established him-self as a hotel man at Marlette, where he was in business until about four years ago. No one will deny but he was in business until about four years ago. No one will deny but what the Harrington needed a good man the way it was being run the past few years and it is safe to say that from now on you will find this place a real hotel, if Mr. Morton displays his old-time form. We believe he will. Let's boost.

The press says Ford calls his paper the Dearborn Independent, because it can run without subscribers or advertisers.

or advertisers.

Horace Blunt, proprietor of the St. Charles Hotel, at St. Charles, died suddenly while sitting in the lobby of the hotel Thursday morning. He had been in poor health for several weeks. However, just before his death he was up town on business. His son, Ward, who had been home from France but two days, was at his side when death came. He formerly conducted a hotel at Marion and was held in high esteem by all who knew him.

Why is it men lie about fish and the amount of income tax they had

Mrs. J. Crippo, proprietress of a general store at St. Charles, is ill at

her home. Our hopes are that she will soon regain her health.

One of the busiest men in East gentleman who claims Millington as his home and travels under the name of Roy Riker. Mr. Riker is one of the proudest fellows in the State, and the proudest fellows in the State, and well he can be, for at the week end you will always find him headed home, there to have four chubby arms around his neck greeting their daddy. They are twin boys, three years old, and if they are chips of the old block, there's always something doing week ends. Mr. Riker travels for the Standard Bros. Hardware Co., of Detroit, and enjoys a splendid business which he has worked up through his splendid personality and a high grade line of hardware. of hardware.

These father-and-son banquets that are being given around over the State nowadays are a great improvement on the conferences father and I used

D. A. Bentley Co., Saginaw was in Chicago last week on business.

Mrs. Joseph Schafer, wife of Joseph Schafer, one of two brothers conducting an up-to-date meat market Lapeer avenue, Saginaw, passed to the Lapeer avenue, Saginaw, passed to the Great Beyond last Sunday afternoon. The Schafers were married but two short years and to estimate the loss to the husband is far beyond our realization. She was a loving wife and constant companion. Her death came as a shock to a host of friends, for it was not generally known that she was critically ill. The memory of the life she lived and the seed of happiness that she sowed will dwell in the hearts that she sowed will dwell in the hearts of all who know her. To Mr. Schafer we extend our heartfelt sympathies. W. R. Straffon, of Port Huron, left for Grand Rapids last Monday to con-

fer with his house, the Herold-Bertsch Shoe Co. Mr. Straffon has covered Shoe Co. Mr. Straffon has covered Eastern Michigan for a number of years and is one of the most highly respected gentlemen in h's line. is one of those men who can can give. through his association with others, the feeling that a man is much better off if for nothing but the acquaintance. He makes his home with his family at 915 Tenth street, Port Huron.

Fred Wigen, who formerly repre-Fred Wigen, who formerly represented the Calumet Baking Powder Co., is now connected with one of the livest real estate firms in Saginaw, Brown & Grant, located in the Goeshel block. R. J. Brown was for several years buyer and sales manager for Symons Bros. & Co., Saginaw, Gordon Grant was on the read

ager for Symons Bros. & Co., Saginaw. Gordon Grant was on the road also for the same firm. Success is bound to come to this trio.

Before tight skirts came in style, we used to send our missionaries to China to see that the feet of the little Chinese girls were unbound so they could walk. Folks in glass houses should not throw stones.

R. B. Lockwood, son of S. A. Lockwood, proprietor of an up-to-date general merchandise establishment in Lapeer, has received his honorable

Lapeer, has received his honorable discharge from the service. He was located at Kelly Field, Texas. He expects to help his father in business.

L. M. Steward.

#### Bottom Facts From Booming Boyne.

Boyne City, April 8-Boyne City is Boyne City, April 8—Boyne City is rapidly assuming its summertime activity. The ice is all out of the lake and the roads are good and everybody is looking forward to a good season. We expect the erection of two good substantial bridges and the completion of a portion of the concrete road. The bonds have been voted and work will be commenced on crete road. The bonds have been vot-ed and work will be commenced on the Northward outlet to Walloon Lake. Even though the summer work has not been commenced, there are few idle workmen in town. Our mills and factories have run steadily all winter. Although the lumber men have been seriously handicapped by weather conditions, they have managed to get through with very little loss of time.

Our garages report very good busi-ess indeed. All are crowded with ness indeed. All are crowded with business and sales more than keep pace with machines furnished. The Overland, Buick, Chevrolet and ford service stations are taxed to their cacpacity in taking care of their pa-

And they said the women wouldn't vote! Talk about politics. Our polling places were swamped—and they all knew what they were there for and what they wanted. Not The people, but the People, and they voted right too.

right, too.

Some of our councilmen thought that our local band, which has been for many years in receipt of a small appropriation from the city funds, was appropriation from the city funds, was an extravagance, so they put it up to the people. The result was a four to one vote in favor of its continued support. The support is well deserved. The leader, A. V. Fleck, has kept the organization together under the most discouraging circumstances. Some of the best material was taken into the the best material was taken into the army, and he has gathered together and trained a new lot of boys, who are making good, and the people appreciate the good work done. May his shadow never grow less (couldn't very well, without disappearing altogether).

Charley is perfectly at home as

Charley is perfectly at home as Master Mason and can bulldoze and wheedle the G. F. A.'s into almost anything, but when it comes to springing a big audience on him, out of total darkness, it sure gets his goat.

We understand that the former Autograf of the least o

We understand that the former Autocrat of the electric office has resigned to accept the position of Vice-President and General—and Particular—manager of a new firm. "What shall we do with our young business women?" O. B. says, "Leave that to me"

me."
What did the "dam" church people and "wimmen" do to the Michigan Hotel Keepers' Association. And echo answers, What?

Maxy.

#### Late News From the Celery City.

Kalamazoo, April 8—D. L. Goodrich, Senior Counsellor of Kalamazoo Council, is sporting a new Dodge car. There must be a good salary attached to the Senior Counsellor's office, as D. L. has been on the job only thirty days.

William S. Cooke, manager of the local wholesale house of the Worden Grocer Company, has moved into his new home on Douglas avenue.

The recent death of J. J. Vankersen brings to a close an active and extended career in the retail grocery trade. Mr. Vankersen was born Sept. 21, 1839, in Waddingsveen, in the Netherlands, and at the age of 13 years came to America, locating in Kalamazoo, where in 1856 he engaged himself as a carriage maker's apprentice. In 1862 he operated a wagon and repair shop of his own until in 1868, when he started the grocery which he has continued during the past fifty-one years until his death, remaining in active service during this entire period. Relatives believe him to have been the country.

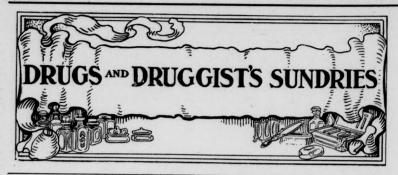
remaining in active service during this entire period. Relatives believe him to have been the oldest grocer in point of service in the country.

A large class of candidates is about to be initiated into the U. C. T. Council this coming Saturday night.

The new addition of the Upjohn Co., will soon be under construction, which will be of the latest modern architecture.

Frank A. Saville.

Otsego-The Wolverine Paper Co. is going into the ice business. plant with a daily production of four tons, to start with, will soon be in operation. According to the Otsego Union, the water from the wells of the Wolverine Company has been pronounced chemically pure and it is expected that a high quality of ice will be forthcoming.



#### Step Lively.

I am a customer. As I am the one to whom your goods are to be sold and whom you profess to be anxious to please, I am entitled to a hearing.

Hear ye! Hear ye!

I have small use for the salesman, however smooth and skillful he may be, who is cordiality itself when I meet him as a prospective customer with money in my pocket, in his place of business, and an hour or a week later fails to recognize me on the street or trolley, or at the Club.

I take it for granted that I will be served in the order of my arrival, and I resent it when I am passed by and the one who came after me is given first attention.

I am willing to wait a reasonable time when I go into your place of business, for I realize that you did not know I was coming and may have something which you must finish before you can attend to me, yet it brings a feeling of indignation into my heart when I realize that I am standing there waiting your notice, like a poodle dog, and you in turn are ignoring my presence with a lofty indifference, which if assumed is unbusiness-like; and which if natural, is contemptible. I would much rather that you would have some cards printed bearing the classic statement, "You are a worm. We don't care for the trade of worms. Get out!" It would be very little trouble to hand me that card, and then as man to man, I could settle with you.

I know for a fact that you are in business for the money you can make, and incidentally the service you can give, rather than for your health, but while you are about it, it's a good plan to meet me, your customer, in such a way that I will have a pleasant recollection of my dealing with you, and when occasion arises, will anticipate coming back. You will get more profit out of me at less expense if I am a "steady," than if I have to be sought and attracted each time by leaders and special advertisements. So I want to tell you something. It's a secret, and a secret doesn't amount to much until you share it with some one. Here it is:

I don't always feel alike. Some days I am in a talkative mood and then you will be wise to be a bit chatty with me. It makes me feel good. But if I make a remark about the weather, or the war, or the accident up the street, or the fire down the street, and you just grunt or say nothing at all, I want to punch you. Being a customer, I am human. Some days I feel grouchy, and when I am grouchy I am always sensitive and

looking for slights. I am sorry, but I inherited it, you know!

So don't give me a chance for a permanent grievance, by being grouchy, too. Don't be facetious either, for that'll make me mad, but be wise and be courteous, kindly, not too talkative, not too silent. Just the happy medium as if your manner said, "I see, Mr. Customer, you have matters of importance on your mind. I respect very highly men of big affairs." The deference of your manner will please me and my grouch will disappear.

Some days I am in a genial, happy mood, and then I am particularly pleased by an appreciative listener who has an idea of his own. Oh, yes, I know you, too, have different days of different moods, but being in business it is part of your schooling not to drag your personal feelings to the front and it is dandy exercise to learn how to meet the other fellow's mood just right. Quite a game that, It develops a fellow a lot!

I never enjoy having the man of whom I would buy say to me, "No, this, that or the other which you enquire for, went out of date a little while before the flood. We being upto-the-minute wiseacres, have something more modern! I supposed anybody who pretended to be posted, would know that the article you enquired for is absolutely no good!"

Now, as a matter of fact, I always feel like coming back and saying meanly, "I suppose, Old Big Wig, that it isn't good because you don't happen to have it! I know your bluff and it won't go with me."

I never like to hear one business man knock another. Few come right out and do it in the open, but occasionally—yes, frequently—a shrug of the shoulder, an uplifting of the eyebrows, the tone in which a question is asked, or a remark bearing a covert insinuation, constitute a pretty good knock. Sour grapes always set my teeth on edge!

When I make enquiry of you for something you haven't, it pleases me to have you offer to get it for me. But I don't like to have you insist on being allowed to order it that you may make a profit on the sale at no matter what inconvenience to me in the waiting. If you are wise-and some of you are-you will offer to get it, explain how long it is likely to take before the goods can be in my hands, and then will ask me if this wait will cause inconvenience. It even pleases me to have you suggest that I may be able to get it somewhere near in less time; or to have you suggest that you will see if you can locate it among others in your same line of business

yourself. Once I see that you are considering my convenience and my well-being ahead of your own, the order is yours, and you couldn't chase me away!

Once upon a time I was very ill. The doctors thought I wasn't going to pull through. Evidently my time hadn't come though, and when I began to be convalescent, a number of the business men of my acquaintance wrote me letters of cheery congratulation upon my recovery, regret because of my illness, and well-wishes for the future. Some came to see me. Two sent me a little gift from their own stock which they thought would be of benefit. I was pleased to be remembered, and henceforth I counted those men my friends, and when I had any business to give, I gave it to them.

I am a self-respecting individual, and I expect the men I do business with are likewise. I do not expect them to grovel, or fawn, or give me any unmerited or unwarranted favors or concessions, but I do appreciate the feeling that I am being fairly treated and can always go back for a reasonable re-adjustment with the assurance that it will be cheerfully given.

Anybody can be cheerful while a winning streak lasts, but can you keep smiling while you are taking losses? That's when cheerfulness counts.

When you give your clerks reason for confidence in the store, you help to develop in them confidence in themselves.

# **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

Assets \$3.099.500.00



Insurance in Force \$55,088,000.00

MERCHANTS LIFE INSURANCE COMPANY
Offices—Grand Rapids, Mich.

Has an unexcelled reputation for its

# Service to Policy Holders

\$4,274,473.84
Paid Policy Holders Since Organization

CLAUDE HAMILTON Vice-Pres. JOHN A. McKELLAR Vice-Pres. WM. A. WATTS
President
RANSOM E. OLDS
Chairman of Board

RELL S. WILSON Sec'y CLAY H. HOLLISTER Treas.

SURPLUS TO POLICY HOLDERS \$477,509.40

# 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

There's a Reason Why



Is the Best in Ice Cream

ARCTIC ICE CREAM CO. 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

#### WHOLESALE DRUG PRICE CURRENT

WHOLESA	LE DRUG PRICE	CURRENT
	nominal, based on marke	
Acids Boric (Powd.) . 18@ 25 Boric (Xtal) . 18@ 25 Carbolic . 32@ 35 Citric . 154@ 16 Municipal . 21/2 6	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, Flow 8 50@8 75 Lavender, Gar'n 1 50@1 75 Lemon 2 50@2 75 Linseed, bid less 1 79@1 84 Linseed, pure 1 70@1 84 Linseed, raw less 1 77@1 82 Mustard, artifil, oz. @1 60 Neatsfoot 1 30@1 50 Olive, pure 4 00@7 50 Olive, Malaga, yellow 6 00@6 50	Capsicum @2 15 Cardamon @2 10 Cardamon, Comp. @1 60 Catechu @1 50
Muriatic 34 @ 5 Nitric 10 @ 15 Oxalic 53 @ 6 Sulphuric 34 @ 5 Tartaric 1 12 @ 1 20	Hemlock, pure 2 00@2 25 Juniper Berries 16 00@16 25 Juniper Wood 3 00@3 25	Catechu
	Lard, No. 1 1 30@1 70 Lavender, Flow. 8 50@8 75 Lavender, Gar'n 1 50@1 75	Ginger @1 50 Guaiac @2 20 Guaiac, Ammon. @1 80
Water, 26 deg 11@ 20 Water, 18 deg 10@ 18 Water, 14 deg 9@ 17 Carbonate 19@ 25 Chloride (Gran.) 20@ 30	Lemon 2 50@2 75 Linseed, boiled, bbl. @1 69 Linseed, bld less 1 79@1 84 Linseed, raw, bbl. @1 67	10dine @1 50
Balsams	Linseed, raw less 1 77@1 82 Mustard, true, oz. @2 95 Mustard, artifil, oz. @1 60 Neatsfoot 1 30@1 50	Coloriess   Q2 00     Iron, clo.
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	Olive, Malaga, yellow 6 00@6 50 Olive, Malaga,	Rhubarb @1 65
Barks Cassia (ordinary) 40@ 45 Cassia (Saigon) 90@1 00 Sassafras (pow. 50c) @ 45 Soap Cut (powd.) 35c	green 6 00:06 50	Paints  Lead, red dry 13@13½  Lead, white dry 13@13½  Lead, white oil 13@13½
Soap Cut (powd.) 35c 26@ 30  Berries Cubeb 1 75@1 80	Orange, Sweet . 4 00@4 25 Origanum, pure	Lead, ved 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. 20 5 Red Venet'n, Eng 2½@ 5 Vermillion, Amer. 25@ 30 Whiting, bbl. @ 2½
Juniper 100 18 Prickley Ash 200 30	Sandalwood, E. I 18 50@18 75 Sassafras, true 3 50@3 75 Sassafras, artifi'l 90@1 20	Red Venet'n, Eng 24 0 5 Vermillion, Amer. 25 30 30 Whiting, bbl
Licorice 60@ 65 Licorice powd 1 25@1 50 Flowers	Spearmint        12 00@12 25         Sperm        2 40@2 60         Tansy        5 50@5 75         Tar, USP        45@ 60	Miscellaneous
Arnica	12 000/12 25	Acetanalid 65@ 75  Alum 17@ 20  Alum, powdered and
Acacia, 1st 65@ 70 Acacia, 2nd 55@ 60 Acacia, Sorts 35@ 40 Acacia, powdered 60@ 70	birch 7 00@7 25 Wintergreen, art 1 00@1 20 Wormseed 6 50@6 75 Wormwood 7 50@7 75	ground 18@ 21 Bismuth, Subni- trate 4 00@4 10 Borax xtal or
Acacia, 1st 65@ 70 Acacia, 2nd 55@ 60 Acacia, Sorts 35@ 40 Acacia, powdered 60@ 70 Aloes (Barb. Pow) 30@ 43 Aloes (Soc Pow) 1 30@1 35 Asafoetida @6 75 Camphor 35@3 40 Guaiac @2 15	Potassium	powdered 10@ 15 Cantharades po 2 00@6 50 Calomel 2 20@2 30
Pow	Bicarbonate 70@ 75 Bichromate 52@ 60 Bromide 70@ 75 Carbonate 1 00@1 10 Chlorate, gran'r 70@ 75 Chlorate, xtal or	Capsicum 38@ 45 Carmine 6 50@7 00 Cassia Buds 50@ 60
Kino @ 85 Kino, powdered @1 00 Myrrh @1 40 Myrrh, Pow @1 50	powd. 45@ 50 Cyanide 40@ 60 lodide 429@4 36 Permanganate 150@175 Prussiate, yellow 120@130 Prussiate, red 200@250 Sulphate 885	Cloves
Camphor 3 35 @ 3 40 Guaiac	Poots.	Chloroform 65@ 72 Chloral Hydrate 1 80@2 00 Cocaine 12 30@12 85
Shellac, Bleached 90@ 95 Tragacanth 4 50@ 5 00 Tragacanth powder @ 4 25 Turpentine 15@ 20	Alkanet 4 50@4 75 Blood, powdered 1 10@1 2 Calamus 60@2 50 Elecampane, pwd. 22@ 25 Gentian, powd. Ginger, African, powdered 25@ 36 Ginger, Jamaica, powdered 25@ 40 Ginger, Jamaica, powdered 32@ 35	Cocoa Butter 65@ 75 Corks, list, less 40% Copperas, bbls 2 Copperas, less 2 2 Copperas, less 2 2 Copperas, less 2 2 Copperas, powd. 472@ 10 Corrosive Sublm 2 00@2 10 Cream Tartar 79@ 85 Cuttlebone 10@ 15 Cover's Powder 5 75@6 00 Emery, All Nos. 10@ 15 Emery, Powdered 8@ 10 Epsom Salts, bbls. @ 3% Epsom Salts, less 5@ 10 Ergot @4 00
Insecticides  Arsenic	Gentian, powd. 27@ 85 Ginger, African, powdered 25@ 30 Ginger Jamaica 35@ 40	Corrosive Sublm 2 00@2 10 Cream Tartar 79@ 85 Cuttlebone 95@ 1 00
powdered 38@ 45	Ginger, Jamaica, powdered 32@ 35 Goldenseal, pow. 8 50@ 90 Inecac, powd 6 00@ 6 25	Dover's Powder 5 75@6 00 Emery, All Nos. 10@ 15 Emery, Powdered 8@ 10
Insect Powder 40 60 Lead, Arsenate Po 34 44 Lime and Sulphur Solution, gal 20 25 Paris Green 46 52	Ginger, Jamaica, powdered 32@ 35 Goldenseal, pow. 8 50@ 9 00 Ipecac, powd 6 00@ 6 25 Licorice, powd 50@ 55 Licorice, powd. 50@ 60 Gorris, powdered 40@ 45 Poke, powdered 20@ 25 Rhubarb @1 00 Rhubarb, powd. 1 25@ 150 Rosinweed, powd. 25@ 30 Sarsaparilla, Hond.	Epsom Salts, less 50 10 Ergot
Ice Cream Piper Ice Cream Co.,	Rhubarb @1 00 Rhubarb, powd. 1 25@1 50 Rosinweed, powd. 25@ 20 Sarsaparilla, Hond.	Ergot
Bulk, Vanilla       1 00         Bulk, Chocolate       1 10         Bulk, Caramel       1 10         Bulk, Grape-Nut       1 10	Sarsaparilla, Hond. ground 1 25@1 40 Sarsaparilla Mexican, ground 1 00@1 10 Squills 35@ 40	
Bulk, Strawberry 1 20 Bulk, Tutti Fruiti . 1.20 Brick, Vanilla 1 20 Brick, Chocolate 1 60	Squills	Glue, White 30@ 35 Glue, White Grd. 30@ 35 Glycerine 21½@ 36 Hops 60@ 75
Kalamazoo	Anise 42@ 45 Anise, powdered 47@ 50 Bird, 1s 13@ 19	Iodine 5 60@5 90 Iodoform 6 59@6 74 Lead, Acetate 25@ 30 Lycopdium 3 25@2 50
Buchu @4 35 Buchu, powdered @4 50 Sage, bulk 67@ 70	Caraway, Po80 70@ 75 Cardamon 1 80@3 00 Celery, powd. 1.00 90@1 00 Coriander powd. 30 2216 @25	Glauber Salts less 4 @ 8 Glue, Brown 25 @ 35 Glue, Brown Grd. 20 @ 30 Glue, White 30 @ 35 Glue, White Grd. 30 @ 35 Glue, White Grd. 30 @ 35 Glycerine 21 ½ @ 36 Hops 60 @ 75 Iodine 5 60 @ 5 90 Iodoform 6 5 9 @ 8 74 Lead, Acetate 25 @ 30 Lycopdium 2 55 @ 30 Lycopdium 2 55 @ 30 Mace 35 @ 90 Mace, powdered 35 @ 90 Menthol 3 00 @ 8 20 Morphine 14 45 @ 15 00 Nux Vomica 2 5 @ 30
Buchu @4 35 Buchu, powdered @4 50 Sage, bulk 67 70 Sage, ½ loose 720 78 Sage, powdered 550 60 Senna, Alex 1 4001 50 Senna, Tinn 300 35 Senna, Tinn. pow. 350 40 Uya Ursi 450 56	Dill	Morphine . 14 45@15 00  Nux Vomica
Olle	Foenugreek pow. 22@ 30 Hemp. 11½@ 15 Lobelia. 40@ 50 Mustard, vellow. 45@ 50	Quassia       120       15         Quinine       1 15@1 62         Rochelle Salts       590       65         Saccharine       0 56
Almonds, Bitter, true 18 50@18 75 Almonds, Bitter, artificial 7 00@7 20 Almonds, Sweet,	Anise 42@ 45 Anise, powdered 42@ 45 Anise, powdered 47@ 50 Bird, is 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@ 15 Flax, ground 10@ 15 Flax, ground 10@ 15 Flax, ground 10@ 15 Flax, ground 10@ 50 Mustard, yellow 45@ 50 Mustard, black 30@ 35 Poppy 21 00 Quince 1 50@ 175 Rape 15@ 20 Sabadilla 256	Salt Peter 30@ 40 Seidlitz Mixture .48@ 55 Soap, green 20@ 20
Almonds, Sweet, true 3 50@3 75 Almonds, Sweet, imitation 75@1 00 Amber, crude 4 00@4 25	Sunflower 22@ 30 Worm American @ 25	Soap, white castile case @25 00 Soap, white castile less, per bar @2 65
Anise	World Devant 1 65@1 75	Soda Ash 4½ 0 10 Soda Bicarbonate 3½ 0 10 Soda, Sal 10 5 Spirits Camphor 02 00
Castor 2 75@3 00 Cedar Leaf 1 75@2 00 Citronella 90@1 20	Aconite	Sulphur, roll 4½ @ 10 Sulphur, Subl 4½ @ 10 Tamarinds 25@ 30 Tartar Emetic 1 03@1 10
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 Coccanut 40@ 50 Cod Liver 5 60@5 75 Croton 2 00@2 25	Benzoin	Soap mott castile 22½ © 25 Soap, white castile case

# **GROCERY PRICE CURRENT**

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

ADVANCED Canned Raspberries Canned Blackberries

#### DECLINED

Canned Pumpkin Cheese Galvanized Pails Galvanized Tubs

	Galvaniz	ed Tubs
AMMONIA	Corn	CHEWING GUM
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	Fair 1 85 Good 2 15 Fancy 2 30	Adams Black Jack Beeman's Pepsin Beechnut
AXLE GREASE Mica, 25 lb. pail 1 60	Monbadon (Natural) per dos	Flag Spruce Juicy Fruit Sterling Cum Pan
BAKED BEANS No. 1, per doz	No. 2, Fair	Spearmint, Wrigleys . Yucatan Zeno
BATH BRICK English 95	Lobster 14 lb 2 10 15 lb 3 35 Picnic Flat 3 75	Walter Baker & Co. German's Sweet Premium
BLUING Jennings'	Maskand	Caracas Walter M. Lowney Co Premium, ½s Premium, ½s
Condensed Pearl Bluing Small, 3 doz. box 2 55 Large, 2 doz. box 2 90	Mustard, 1 lb. 1 80 Mustard, 2 lb. 2 80 Soused, 1½ lb. 1 60 Soused, 2 lb. 2 76 Tomato, 1 lb. Tomato, 2 lb.	CIGARS  Johnson Cigar Co. Bra  Dutch Masters Club 87  Dutch Masters Banq. 87
BREAKFAST FOODS Cracked Wheat, 24-2 4 60 Cream of Wheat 7 50 Pillsbury's Best Cer'l 2 50	Mushrooms	Dutch Masters Club 87 Dutch Masters Banq. 87 Dutch Masters Inv. 87 Dutch Masters Pan. 75 Dutch Master Grande 75
Quaker Puffed Rice 4 35 Quaker Puffed Wheat 4 35 Quaker Brkfst Biscuit 1 90 Quaker Corn Flakes 2 90	Buttons, 1/28 @30 Buttons, 1s @50 Hotels, 1s @44	Dutch Master Special 70 El Portana 47 Gee Jay 43 Dutch Masters Six 50 Dutch Masters Hand
Ralston Branzos 2 20 Ralston Food, large 3 30 Ralston Food, large 3 30	Cove, 1 lb	Dutch Masters Bahy
Saxon Wheat Food 4 75 Shred Wheat Biscuit 4 50 Triscuit, 18 2 25	No. 8 can pe rdz. 8 25@3 75	Grand
Kellogg's Brands Toasted Corn Flakes 4 20 Toasted Corn Flakes Individual 2 00	Marrowfat 1 75@1 85 Early June 1 90@2 10 Early June siftd 2 15@2 30 Peaches	Peter Dornbos Brands Dornbos Single Bndr. 48 Dornbos Perfecto . 42
Individual   2 00	No. 10 size can pie @6 00	Van Dam, 5c     37       Van Dam, 6c     42       Van Dam, 7c     50       Van Dam, 10c     70
BROOMS	Grated, No. 2 2 85 Sliced No. 2 Extra 2 90  Pumpkin Good 1 30	Worden Grocer Co. Brai Boston Straight 45 Trans Michigan 45 Court Royal 50
Fancy Parlor, 25 lb. 9 00 Parlor, 5 String, 25 lb. 8 75 Standard Parlor, 23 lb. 8 50 Common, 23 lb. 8 50 Special, 23 lb. 7 25 Warehouse, 23 lb. 10 00	No. 10 4 50	nion
	No. 2, Black Syrup 3 00 No. 10, Black 12 50 No. 2, Red Preserved No. 10, Red, Water 14 00	Iroquois 47 Qualex 48 La Qualatincia 73 Worden's Hand Made 37
BRUSHES Scrub	Salmon	B. L
Solid Back, 8 in 1 00 Solid Back, 11 in 1 25 Pointed Ends 1 00	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	La Valla Rosa, Kids 47 Valla Grande
No. 8	Sardines  Domestic \( \frac{1}{2} \text{S} \) 6 75  Domestic, \( \frac{1}{2} \text{Mustard} \) 6 80  Domestic, \( \frac{1}{2} \text{Mustard} \) 6 80	CLOTHES LINE Per do No. 40 Twisted Cotton 2
No. 1	Portuguese, ½s 30@35	
No. 2	Sauer Kraut   No. 3, cans   1 45   No. 10, cans   Shrimps	No. 60 Twisted Cotton 2 No. 80 Twisted Cotton 3 No. 50 Braided Cotton 3 No. 60 Braided Cotton 3 No. 80 Braided Cotton 3 No. 50 Sash Cord 4
CANDLES Paraffine, 6s 15	Dunbar, 1s dos 1 80 Dunbar, 1½s doz 3 40 Succotash	No. 60 Sash Cord 4 No. 60 Jute 1 No. 72 Jute 2 No. 60 Sisal 1
Paraffine, 12s 16 Wicking 40  CANNED GOODS	Fair	Galvanized Wire No. 20, each 100ft. long 1 No. 19, each 100ft. long 2 No. 20, each 100ft. long 1 No. 19, each 100ft. long 2
Apples 3 lb. Standards @1 45 No. 10 @5 00	Strawberries Standard 2 50 Fancy	No. 20, each 100ft. long 1 No. 19, each 100ft. long 2
Blackberries 1 lb	No. 2	Bunte, 10c size Bunte, ½ lb.
Bean#	Tuna Case 1/28, 4 doz. in case	Colonial, 1/48
3aked       1 25@2 25         3cd Kidney       1 25@1 35         3ctring       1 90@2 50         Vax       1 80@2 50	CATSUP	Hershey's 1/28
tandard Ø	Van Camp's, ½ pints 1 80 Van Camp's pints 2 70	Huyler Lowney, ½s Lowney, ½s Lowney, ½s Lowney, ½s Lowney, ½s Van Houten, ½s Van Houten, ½s Van Houten, ½s Van Houten, is
Clams Attle Neck, 1 lb	Peerless       @35         Brick       @30         Leiden       @         Limburger       @	Van Houten, 48 Van Houten, 48 Van Houten, 48
Clam Boullion Surnham's ½ pt 2 25 Surnham's pts 8 75 Surnham's qts 7 50	Pineapple @ Pineapple @ Sap Sago @ Swiss, Domestic @	Wan Houten, is Wan-Eta Webb Wilbur, ½s Wilbur, ½s

- CATOAN	IKADESMAN
within six hours of mailing, press. Prices, however, are will have their orders filled  DECLINED  Pumpkin	COCOANUT  1/48, 5 lb. case 38  1/48, 5 lb. case 37  1/48, 15 lb. case 36  1/48, 15 lb. case 35  1/48, 15 lb. case 35  1/48 & 1/48 & 1/48
	COFFEES ROASTED
zed Pails zed Tubs	Rio
zed Tubs	Common 22½
	Choice 23½
	Common       22½         Fair       23½         Choice       24½         Fancy       25½
CHEWING GUM	Santos   26
CHUCULATE	Choice
Walter Baker & Co. German's Sweet	
	Guatemala Fair 34
Premium 35 Caracas 28	Fancy 34
Caracas 28 Walter M. Lowney Co. Premium, ½s 35 Premium, ½s 25	
Premium, 48 25	Java
	Private Growth 38
CIGARS	Mandling 40
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	Ankola 40
Dutch Masters Bang. 87 50	Good 32
Dutch Masters Inv. 87 50	32
Dutch Masters Pan. 75 00 Dutch Master Grande 75 00	Mocha
Dutch Master Special 70 00	Short Bean 50 Long Bean 50
Gee Jay 43 00	
Dutch Masters Six 50 00	Bogota
Dutch Masters Hand	Fair
Dutch Masters Baby	Fancy 42
Grand 43 00	Package Coffee
S. C. W. new size36 50	New York Basis
Made	Arbuckle 29 00
	McLaughlin's XXXX
Peter Dornbos Brands Dornbos Single Bndr. 48 00 Dornbos Perfecto . 42 50 Van Dam, 5c . 37 56 Van Dam, 6c . 42 50 Van Dam, 7c . 50 00 Van Dam, 10c . 70 00	McLaughlin's XXXX McLaughlin's XXXX package coffee is sold to retailers only. Mail all or- ders direct to W. F. Mc- Laughlin & Co., Chicago.
Worden Grocer Co. Brands	Extracts  Holland, ½ gross bxs. 1 30  Felix, ½ gross
Boston Straight 45 00	Felix, 1/8 gross 1 15
Boston Straight 45 00 Trans Michigan 45 00 Court Royal 50 00	Hummel's tin 16 gro 1 43
pion 40 00	
Iroquois 47 00	CONDENSED MILK
Qualex	Carnation, Tall, 4 doz. 6 40
Iroquois	Pet. Tall 6 35
B. L 45 00 Royal Major 47 00	Carnation, Tall, 4 doz. 6 40 Carnation Baby, 8 doz. 5 85 Pet, Tall 6 35 Pet, Baby 4 30 Van Camp, Tall 6 25 Van Camp, Baby 4 30
La Valla Rosa 83 00	Van Camp, Tall 6 25 Van Camp, Baby 4 30
La Valla Rosa, Kids 47 00	
Kuppenheimer, No. 2 45 00	MILK COMPOUND
worden's Hand Made 37 50- B. L	Hebe, Tall, 6 doz 5 00 Hebe, Baby, 8 doz 4 75
Per doz.	CONFECTIONERY
CLOTHES LINE Per doz. No. 40 Twisted Cotton 2 00 No. 50 Twisted Cotton 2 00 No. 60 Twisted Cotton 3 00 No. 80 Twisted Cotton 3 25 No. 50 Braided Cotton 3 50 No. 60 Braided Cotton 3 00 No. 80 Braided Cotton 3 40 No. 50 Sash Cord 3 40 No. 60 Sash Cord 1 75 No. 72 Jute 2 00 No. 60 Sissed 1 85 Galvanized Wire	Stick Candy Pails Horehound 26 Standard 25
No. 60 Twisted Cotton 8 00	Standard25
No. 50 Braided Cotton 2 50	Jumbo 26
No. 60 Braided Cotton 3 00	
No. 50 Sash Cord 8 40	Mixed Candy Pails
No. 60 Sash Cord 4 00	Broken 25
No. 72 Jute 1 75	Broken 25 Cut Loaf 25
No. 60 Sisal 1 85	Grocers 20 Kindergarten 29
Galvanized Wire No. 20, each 100ft. long 1 90 No. 19, each 100ft. long 1 00 No. 20, each 100ft. long 1 00 No. 19, each 100ft. long 2 10	Leader 25
No. 19, each 100ft, long 2 10	Premio Creams 35
No. 20, each 100ft. long 1 00	Royal 24
10. 10, each 100ft. long 2 10	Kindergarten   29   Leader   25   Novelty   26   Premio Creams   35   Royal   24   X L O   22
COCOA	
Bunte, 10c size	Specialties
Bunte, 1/2 lb 2 20	Auto Kisses (baskets) 26
Cleveland 1 lb 4 00	Auto Kisses (baskets) 26 Bonnie Butter Bites. 32 Butter Cream Corn. 32 Caramel Bon Bons. 32 Caramel Groquettes. 30 Cocoanut Waffles. 28 Coffy Toffy. 30 Fudge, Walnut. 32 Fudge, Choc. Peanut 30 Champion Gum Drops 25 Raspberry Gum Drops 25 Raspberry Gum Drops 27 Iced Orange Jellies. 27
Colonial, 1/4s	Caramel Bon Bons 32
Colonial, ½s 33	Caramel Croquettes 30
Hershey's 1/8	Coffy Toffy 30
Huyler 1/28 80	Fudge, Walnut 32
Lowney, 1/28	Champion Cum Drope 30
Lowney, 1/48 37	Raspberry Gum Drops 25
Lowney, ½s 37	
Van Houten, 1/8 12	AA Licorice Drops 27
Van Houten, 48 18	5 lb. box 2 25
Van Houten, 1s 36	Lozenges, Pep 30
Wan-Eta 36	Manchus 27
Wilbur, 1/28 33	lb. box
Baker's 88 Bunte, 10c size 88 Bunte, ½ lb. 20 Bunte, 1 lb. 4 00 Cleveland 41 Colonial, ½s 35 Colonial, ½s 33 Epps 42 Hershey's ½s 32 Hershey's ½s 30 Huyler 36 Lowney, ½s 37 Lowney, ½s 36 Wan Houten, ½s 32 Wilbur, ½s 32 Wilbur, ½s 32	Italian Bon Bons     27       AA Licorice Drops     5 lb. box     2 25       Lozenges, Pep.     30       Lozenges, Pink     80       Manchus     27       Molasses Kisses, 10     lb. box     26       Nut Butter Puffs     30

Chocolates Pails Assorted Choc. 32 Amazon Caramels 30 Champion 28 Choc. Chips, Eureka 35 Klondike Chocolates 35 Nabobs 35 Nibble Sticks, box 22 SNut Wafers 35 Ocoro Choc. Caramels 34 Peanut Clusters 40 Ouintet Clusters 22	Size 3-0, per 100
Ocoro Choc. Caramels 34   Peanut Clusters	Sinkers   Sinkers
Cough Drops Boxes Putnam Menthol 1 50	FLAVORING EXTRACTS Jennings D C Brand
Smith Bros 1 50 COOKING COMPOUNDS	Terpeneless Pure Lemon
36 1 lb. cans     10 25       24 1½ lb. cans     10 25       6 6 lb. cans     10 25       4 9 lb. cans     10 25	7 Dram 15 Cent 1 25 1½ 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 28 1¼ Ounce Assorted 2 00
Mazola       Pints, tin, 2 doz.     7 50       Quarts, tin, 1 doz.     7 00       ½ gal. tins, 1 doz.     13 25       Gal. tins, ½ doz.     12 80       5 Gal. tins, 1-6 doz.     18 00	Moore's D II Doord
CREAM TARTAR Barrels or Drums 78 Boxes 80	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
Apples Evap'ed, Choice, blk Evap'd Fancy blk	FLOUR AND FEED Valley City Milling Co. Lily White 12 90
California @22 Citron California @36	Valley City Milling Co. Lily White
Currants Imported, 1 lb. pkg Imported, bulk	Rowena Pancaka 5 1h
Peaches Muirs—Choice, 25 lb19 Muirs—Fancy, 25 lb Fancy, 48 11 oz. pkgs. 6 60	Rowena Buckwheat Compound 6 20 Rowena Corn Flour,
Peel Lemon, American 80 Orange, American 32	Watson Higgins Milling Co. New Perfection, 1/2 90 Worden Grocer Co.
Cluster, 20 cartons	Quaker, %s paper 11 75 Kansas Hard Wheat
Cluster, 20 cartons Loose Muscatels, 4 Cr. Loose Muscatels, 3 Cr. 11 L. M. Seeded 1 lb. 13@13½	Worden Grocer Co. 100%. American Eagle, 1/8 13 60
California Prunes 90-100 25 lb. boxes@12	American Eagle, ½s 13 60 American Eagle, ½s 13 40 American Eagle, ½s 13 20
90-100 25 lb. boxes@12 80- 90 25 lb. boxes@16½ 70- 80 25 lb. boxes@16½ 60- 70 25 lb. boxes@17½	Spring Wheat Worden Grocer Co. 100%.
50- 60 25 lb. boxes@18½ 40- 50 25 lb. boxes 30- 40 25 lb. boxes@19½	Wingold, %s Fcy Pat 11 85 Wingold, %s Paper 13 60 Wingold, %s Paper 13 40
FARINACEOUS GOODS Beans California Limas 10 Med. Hand Picked 9 Brown, Holland	Bolted 4 60 Golden Granulated 4 80 Wheat
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	Michigan Carlots 72 Less than carlots 75
Hominy Pearl, 100 lb. sack 61/2	Carlots 1 69 Less than carlots 1 74
Macaroni Domestic, 10 lb. box1 10 Domestic, broken bbls. 8½ Skinner's 24s, case 1 37½ Pearl Barley	Carlots
Chester	Feed Street Car Feed 65 00 No. Corn & Oat Fd. 65 00 Cracked Corn 67 50 Coarse Corn Meal 67 50
Sago     15       German, sacks     15       German, broken pkg.     Tapioca       Flake, 100 lb. sacks     16       Pearl, 100 lb. sacks     16½       Minute, Substitute, 8     0z., 3 doz.     8 55	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
Flake, 100 lb. sacks 16 Pearl, 100 lb. sacks 16½ Minute, Substitute, 8 oz. 3 doz 8 55	GELATINE
FISHING TACKLE	Cox's, 1 doz. small 90 Knox's Sparkling, doz. 1 90 Knox's Asidui's 4
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	Cox's, 1 doz. large 1 45 Cox's, 1 doz. small 90 Knox's Sparkling, doz. 1 96 Knox's Acidu'd doz 3 66 Minute, 1 doz 1 25 Minute, 3 doz 3 75 Nelson's 1 50 Oxford 76 Plymouth Rock, Phos. 1 55 Plymouth Rock, Plain 1 56 Waukesha 1 56
Small, per 100 feet 50 Medium, per 100 feet 55 Large, per 100 feet 65	HERBS
Floats No. 1½, per dozen 13 No. 2, per dozen 15 No. 8, per dozen 20	Sage       15         Hops       15         Laurel Leaves       20         Senna Leaves       45

		MICHIGAN	TRADESMAN		. 29
HIDES AND PELTS  Hides  Green, No. 1	Pickles   Medium	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	Snow Boy, 24 pkgs 4 75 Snow Boy, 20 pkgs 5 15 Soap Powders	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	WRAPPING PAPER Fibre, Manila, white 5½ Fibre, Manila, colored No. 1 Fibre
Old Wool 75@2 00 Lambs 1 00@2 00 Shearlings 1 00@2 00	Sweet Small	Packed 60 lbs. in box.  Arm and Hammer 3 25  Wyandotte, 100 %s 3 00	Oak Leaf Soap Powder, 24 pkgs	Caylon	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 35
Prime	Barrels	Granulated, bbls 1 95 Granulated, 100 lbs. cs. 2 10 Granulated, 363 pkgs. 2 25 SALT	100 pkgs 5 00 Queen Anne Soap Powder, 60 pkgs 2 90 Old Dutch Cleanser, 100s 4 00	Cotton, 3 ply cone 60 Cotton, 3 ply balls 55 Hemp, 6 ply 25 VINEGAR	YEAST—COMPRESSED Fleischman, per doz 24
Unwashed, med @35 Unwashed, fine @30 HONEY	Clay, No. 216, per box Clay, T. D. full count Cob, 3 doz. in box . 1 25 PLAYING CARDS No. 90 Steamboat 2 25	Solar Rock   52	Bi Carb, Kegs 314	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	SPECIAL Price Current
7 oz., per doz	Pennant 3 25	SALT FISH Cod Large, whole @15½ Small, whole @15 Strips or bricks 20@23 Pollock @14	SPICES Whole Spices Allspice, Jamaica @12 Allspice, lg. Garden @11 Cloves, Zanzibar @42	Blue Ribbon Corn 25 Oakland white picklg 20 Packages no charge.	AXLE GREASE
JELLY 101b. Kanakin, per pail 1 40 301b. pails, per pail 2 50  JELLY GLASSES 8 oz. capped in bbls.,	PROVISIONS Barreled Pork Clear Back . 52 00@58 00 Short Cut Cir 44 00@45 00 Brisket, Clear 55 00@56 00 Pig	Holland Herring Standards, bbls. Y. M., bbls. Standard, kegs Y. M. kegs	Cassia, Canton	No. 0, per gross 60 No. 1, per gross 70 No. 2, per gross 100 No. 3, per gross 175  WOODENWARE	MICA AVIL GREASE
MAPLEINE  2 oz. bottles, per doz. 3 00 1 oz. bottles, per doz. 1 75 16 oz. bottles, per dz. 16 53 2 oz. bottles, per dz. 30 00	Dry Salt Meats S P Bellies 31 00@32 00  Lard Pure in therees 29@30 Compound Lard 24 @244, 80 lb tubsadvance 3/4	Full Fat Herring, 856 to 400 count	Mixed, 5c pkgs. dz. 045 Nutmegs, 70-8 050 Nutmegs. 105-110 045 Pepper, Black 027 Pepper, White 040 Pepper, Cayenne 022 Paprika, Hungarian	Bushels, wide band, wire handles 2 15 Bushels, wide band, wood handles 2 25 Market, drop handle 85 Market, single handle 80	Standard Oil Co
MINCE MEAT Per case	60 lb. tubsadvance 150 lb. tubsadvance 120 lb. pailsadvance 10 lb. pailsadvance 15 lb. pailsadvance 13 lb. pailsadvance 1	Mess, 100 lbs 25 00 Mess, 50 lbs 13 25 Mess, 10 lbs 2 95 Mess, 8 lbs 2 95	Pure Ground in Bulk Allspice, Jamaica . @16 Cloves. Zanzibar . @50 Cassia, Canton . @22 Ginger. African . @25 Mace, Penang . @166 Nutmegs	Splint, large	25 lb. pails, per doz18 80
Choice 58 Good 558 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	Smoked Meats Hams, 14-16 lb. 35 @36 Hams, 16-18 lb. 34½@35 Hams, 18-20 lb. 33 @34 Ham, dried beef sets	No. 1, 100 lbs. 24 00 No. 1, 50 lbs. 12 75 No. 1, 10 lbs. 2 80 Lake Herring 8 lbs. SEED8	Nutmegs # # # # # # # # # # # # # # # # # # #	2 lb., 250 in crate	KLENZER
Red Hen, No. 10 3 15 Uncle Ben, No. 2 2 25 Uncle Ben, No. 2 35 Uncle Ben, No. 5 3 25 Uncle Ben, No. 10 3 15 Ginger Cake, No. 2 3 10 Ginger Cake, No. 2 3 90 O. & L. Open Kettle, No. 2 5 60	Hams	Anise 45 Canary, Smyrna 28 Caraway 85 Cardomon, Malabar 1 26 Celery 65 Hemp, Russian 12 Mixed Bird 12½ Mustard, white 40 Poppy 30 Rape 15	STARCH Corn Kingsford, 40 lbs 9½ Muzzy, 48 lb. pkgs. 9½  Kingsford Silver Gloss, 40 lb 9½ Argo, 48 5c pkgs 2 40	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	THE PROPERTY OF THE PROPERTY O
MUSTARD 1/2 1b. 6 lb. box 80  NUTS—Whole Almonds, Terragona 20	Frankfort 19 Pork 14@15 Veal 11 Tongue 11 Headcheese 14  Beef	SHOE BLACKING Handy Box, large 3 dz. 2 60 Handy Box, small . 1 25 Bixby's Royal Polish 1 20 Miller's Crown Polish 90 SNUFF	Silver Gloss, 16 8lbs. 91/4 Silver Gloss, 12 6lbs. 81/4 Muzzy 48 1lb. packages 91/4 16 3lb. packages 91/4 12 6lb. packages 91/4	No. 2 complete	CHANA SCOUNTS OF THE PROPERTY
Braziis, large washed Fancy Mixed Fiberts, Barcelona 22 Feanuts, Virginia 12 Peanuts, Virginia, Roasted 14 Peanuts, Spanish 1214	Boneless 25 00@27 00 Rump, new 30 00@31 00 Pig's Feet  1/4 bbls 1 75  3/4 bbls 3 40  1/5 bbls 9 00  1 bbl 9 00	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	SYRUPS Corn Barrels 75 Half barrels 81	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           120z. cotton mop heads         3 10	80 can cases, \$4 per case  PEANUT BUTTER
Walnuts, French  Shelled Almonds	1 bbl	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	Blue Karo, No. 1½, 2 doz. 3 10 Blue Karo, No. 2, 2 dz. 3 60 Blue Karo, No. 2½, 2 dz. 3 60 Blue Karo, No. 5, 1 dz. 4 65 Blue Karo, No. 5, 1 dz. 4 65 Blue Karo, No. 10, ½ doz. 4 40 Red Karo, No. 1½, 2	Palls           10 qt. Galvanized         3 40           12 qt. Galvanized         3 75           14 qt. Galvanized         4 25           Fibre         9 75	BELGAR-MO PEANUT BUTTER
100 lb. bbl 15 Peanuts, Spanish, 200 lb 14½ Pecans 1 00 Walnuts 90	Hogs, per lb	Lautz Naphtha, 100s 5 90	doz	Toothpicks Ideal	Bel-Car-Mo Brand 6 oz. 1 doz. in case 12 oz. 1 doz. in case
OLIVES  Bulk, 1 gal. kegs . @1 60  Bulk, 2 gal. kegs . @1 35  Bulk, 5 gal. kegs . @1 35  Stuffed, 5 °oz . 1 25  Stuffed, 14 oz 3 00	Uncolored Oleomargarine Solid Dairy 28@29 Country Rolls	Proctor & Gamble Co. Lenox	Pure Cane Fair Good	Mouse, wood, 6 holes . 70 Mouse, tin, 5 holes . 65 Rat, wood 80 Rat, spring	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 15¼
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	Corned Beef. 1 lb. 4 70 Roast Beef. 2 lb. 6 60 Roast Beef. 1 lb. 4 70 Potted Meat, Ham Flavor, 48 Potted Meat, Ham Flavor, 48	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	TABLE SAUCES Halford, large 3 75 Halford, small 2 26	No. 2 Fibre 42 00 No. 2 Fibre 38 00 No. 3 Fibre 33 00 Large Galvanized 12 00 Medium Galvanized 10 00 Small Galvanized 9 00	50 lb. tins
Queen, Mammoth, 28 oz 6 75 Olive Chow, 2 doz. cs. per doz 2 50  PETROLEUM PRODUCTS	Deviled Meat, Ham Flavor. 4x 55 Deviled Meat, Ham Flavor, 4x 100 Deviled Tongue, 4x 1 80 Deviled Tongue, 4x 3 10  RICE	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	Uncolored         Japan           Medium         34@38           Choice         35@38           Fancy         45@55           Basket-Fired         Med'm           Basket-Fired         Choice	Washboards           Banner Globe         5         25           Brass, Single         7         75           Glass, Single         6         06           Double Peerless         7         75           Single Peerless         6         75           Northern Queen         6         25	MORTON'S
Perfection	Fancy	is a most remarkable dirt and grease remover, with- out injury to the skin. Scouring Powders Sapollo, gross lots 9 50 Sapollo, half gro. lots 4 85	Basket-Fired Fancy         No. 1 Nibbs       @45         Siftings, bulk	Good Enough 6 25 Universal 6 25 Window Cleaners 12 in. 1 65 14 in. 1 85 16 in. 2 20	SALT
Bbls.       39.8         Atlantic Red Engine,       24.8         Iron Bbls.       24.8         Winter Black, Iron       14.3         Polarine, Iron Bbls.       44.8	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	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	Moyune, Medium 35@40 Moyune, Choice 40@45  Young Hyson Choice 35@40 Fancy 50@60	Wood Bowls  13 in. Butter 1 90 15 in. Butter 7 00 17 in. Butter 8 00	Per case, 24 2 lbs 1 80 Five case lots 1 70

#### My Experiences With Kodaks As a Side Line.\*

In the eight or nine years I have been associated with the drug business kodaks have been our principal sideline and I can assure you that I consider it a very interesting and lucrative department for a drug store.

When I first came into our store we had been handling kodaks for a number of years, but no particular advertising had been done and no one had ever devoted the attention to the line that I did in the future although at that time we enjoyed a nice business in photographic supplies.

As soon as I came into the business, constant association with the selling of kodaks and accessories, coupled with my boyhood attempts at photography with one of the old style magazine plate cameras, gave me something of an insight into the possibilities of the line, and I sort of took it upon myself to look after this department and to see if our business could not be increased.

In this paper I shall endeavor to give you a short history of the methods we used in developing our department and shall talk of newspaper advertising, window advertising, developing and printing and service.

I only regret that I am unable to give you as hort history of the methods we used in developing our department and shall talk of newspaper advertising, window advertising, developing and printing and service.

I only regret that I am unable to give you more definite statements and show you actual figures of the increases in our business along this line during the years we have been devoting special efforts in this direction, but I am forced to deal in generalities, as we have not kept our kodak sales and inventories separate from our general totals. However, I can assure you that our business has grown remarkably and results have been gratifying and I will venture to say that there is less dead stock in this department than most any other in our stores, for it seems that no matter how poor some purchase may seem, ultimately some one comes along who will be interested in the particular thing or things you may think worthless. I had this poi

After a few weeks or months with advertisements of this character appearing twice a week, crude though they would likely appear to a regular advertising man, we began to get results. Our kodak department started growing and has been responding in a measure over since.

Rodak department started growing and has been responding in a measure over since.

At different times during the years we have been doing newspaper advertising we have varied our tactics somewhat. We have used small space, say one column by four or five inches every day, sometimes using a set cut which would be in bold relief featuring the word kodak and our name only.

In all our advertisements kodaks have not always been the exclusive subjects, for we have taken a fling at one cent sales and special sales where price would be the attracting feature. But conducting our business in a city where all druggists are agreeably inclined to get the price to which they see justly entitled for well-known brands of merchandise. We have found that we haven't much of a leverage for attracting a reader to our copy where price is the consideration. That left us quality goods and service as our pulling power and I think no other line which we carry so exemplifies quality as does kodaks, for it is a well-known fact that the Kodak Company has left no stone unturned to make its products the best possible to produce.

Perhaps it is this fact then that has

Perhaps it is this fact then that has caused us to devote such a large per-

centage of our advertising to these goods.

Reverting then to the different styles of advertisements we have used; by the various routes we have arrived at the use of about twenty to thirty-six inches in one advertisement per week.

Perhaps this concentration into one advertisement per week can be laid up to laziness or indisposition or what not. At any rate that is roughly our present scheme.

The point we have simple the styles.

At any rate that is roughly our present scheme.

The point we have aimed at has been distinctive copy. Something that will set our advertisement out from the rest and of most papers are carrying as large a percentage of advertising to that of news as the paper we use this is as an essential. For, try as we may to make our advertisement prominent, I sometimes have to look the paper over several times before finding it. An experience of this kind always brings to my mind the reflection what a time the fellow we are trying to reach has to find that advertisement and read it when he has no knowledge of its being, illutrating forcibly the need for commanding copy.

The style of advertisement we now use has about one inch of white paper around the whole thing, than a one-decided in the black frame so to speak into the black frame so to speak as that is too long full style so to speak as that is too long full style so to speak as that is too long full style so to speak as that is too long full style so to speak as that is too long full style so to speak as that is too long full style so to speak as that is too long full style so to speak as that is too long full style so to speak as that is too long full style so to speak as that is too long full style so to speak as that is too long full style so too to speak as are usually in paragraphs or subjects, well separated by white space, yet all firmly bound together by the black band forming the frame to our advertising I owe the idea to a live advertising I owe the idea to a live advertising man who was associated with our people a few years ago. He, of course, was a camera fiend and we became warm friends and, in laying my activising problems before him, I soon so too someone of pass a portion of this on to someone of pass as the subject of the kodakers out of doors by foot or motor and, of course, create a desire once a week, using a great variety of copy, in the suggestions that would get the kodakers out of doors by foot or motor and, of course, create a desire in the unimitiated to go to Robinson's and get a kodak and follow suit. Sometimes our topic would be the proposed visit of a circus or the kodaking of a celebration that was to be staged or any particular happening that would afford good interesting subjects and tend to local and the supplies of the kodakers out of doors and the supplies of the fact that pletures at the time of the civil war by the famous Brady, the chart was a supplies and the well as the supplies of the fact that pletures at the time of the civil war by the famous Brady, the chart was a supplies of th

even a series of advertisements. "There, I have my money back and a nice profit besides." Advertising, unfortunately, is not as definite as that. It takes weeks, months and years of appearances, with change of copy needs. not as definite as that. It takes weeks, months and years of appearances, with change of copy nearly every time, perhaps, before one could say as much as that, and then your statements would be like mine—more or less hazy. But I believe most of you who have tried will agree with me that it pays, although you cannot tell exactly why or how much.

believe most of you who have tried will agree with me that it pays, although you cannot tell exactly why or how much.

As to window advertising: That probably should demand the most attention and I know in our case it does not receive nearly enough.

To confine myself to kodak windows I will say that our stores use one of our windows almost every day in the year to display kodaks. And it is not often that our displays are gotten up with that nicety of perfection so often suggested in our sales books and trade magazines. However, we manage to display an assortment of kodaks and often confine ourselves to one size and price in one window at one time, but not often.

I am a firm believer in the marking of goods on display in show windows, especially the moderate priced kodaks and cameras say up to \$30. It is regrettable that the constant change of prices makes this somewhat difficult at the present time and the Kodak Co. has not been supplying its usually neat descriptive price cards for each camera they sell. Consequently, the cameras in our window have been quite destitute of cards of late.

I believe if one has the time, or will take the time and has the ability, that the window that has few goods in it like the advertisement that has few but effective words and suggests something to the person who sees it either compactness pleasure to be derived therefrom or usefulness has a punch that should not be overlooked.

Without a doubt these windows are best, but are less used than those having a miscellaneous display.

We, no doubt, all of us who sell kodaks have had the experience of having a customer come up and ask to see a groflex camera which you have picked out of what you would term a poorly trimmed window, have it explained to him, and after you have gently slipped him the price, say he would take it, and upon your recovery from the shock and when the money was all rung up and safe you have wondered how it all happened. After these experiences I have gone out and looked at the window and wondered how he coul

of all the valuable window helps we have used I consider the use of prints taken from our daily run in the developing and finishing department the most valuable. We have used literally thousands of such prints. We stick them on panels which form a background or part of our display. Again the small city or community comes in. Almost everyone knows everyone else and they tell so and so I saw vour picture in Robinson's window. This is advertising for you, unless of course it is a picture of a married man with another man's wife. Then, of course, it is advertising for him and he likely will hasten down and request its immediate removal. However, with all our experience in what might on the surface seem a dangerous expedient, we have struck but one or two cases where people objected to the use of their pictures and these, of course, we were more than pleased to remove, explaining the way we selected them, because of their excellence, complimenting them on their work at the same time.

ing them on their work at the same time.

Our experiences have all gone to prove that 999 people out of every 1,000 like to see their pictures in our windows. It is simply human nature, as evidenced in a great majority of humans asserting itself in that they enjoy being photographed and, as we find, enjoy having their pictures displayed.

Of course, only a very small percentage of the pictures we handle we selected—the better ones, of course, and from our point of view those having the greatest number of people in them.

When there is a parade of interest or something out of the ordinary going on we endeavor to have pictures made and these displayed in our windows as soon after the event as possible. In such cases we usually have the negatives numbered, so that selections may be made by anyone looking in the window and their order left for any picture they may desire.

We find that people are attracted es-

and their order left for any picture they may desire.

We find that people are attracted especially to the pictures in which they appear if they are only in the picture by accident. This sort of window advertising is, I believe the greatest we have yet tried for building up a finishing department. I have observed this stimulation of the finishing business in our new store which we acquired a few years ago and in which we have built up a big business, although kodaks have not been carried nearly so long in this place as in our older location

The fact that we do a larger amount

of developing at the newer place I attribute in a large part to the constant use of these prints of local people displayed in our windows, for this window work has been carried on more consistently at this store.

We are great on making trades on cameras and kodaks at our stores for two reasons; first, it changes a kodaker from a dead one to a live one, for the person seeking the trade is usually dissatisfied with the old machine, generally not using it; secondly, it gives us an assortment of cameras which we can polish and paint up, put in the windows with descriptive cards and show a very material reduction from the original price. In other words, we can hold a sale of second-hand and shop worn cameras. I believe these sales are great trade stimulators. Many people become interested in picture taking in this manner that you might not have sold a new kodak to in a long time. Besides, it affords a fine opportunity to keep your stock clean of any but the current models for like automobiles, cameras in ordinary times are constantly being changed.

As to developing and printing: I believe it is best for anyone if satisfactory arrangements can be made to conduct his own department. Cne thing is certain, if one is doing quite a large volume of business the handling of such a department entails a lot of extra work and worry, because I find that most people who are at all capable of handling such a job are hard to deal with. Perhaps that is the reason why we have always rented out this department and had our work done on a contract basis. This arrangement has the disadvantage that people doing contract work sometimes have other interests that conflict in a measure with your own, but the fact that we get a high quality of work from our department and good service has prompted us to continue it. Good service is an important factor. Films left at our stores before 4 p. m. are ready the next day at the same hour, every day of the week. This twenty-four hour service I believe has proven the most satisfactory wherever it ha

The only discount we allow on our regular price list which runs from 4c upwards on prints and 10c and upwards for developing is the giving of a 50c enlargement with each \$5 worth of our

# The Book That Takes the Risk Out of Buying

For many years "OUR DRUMMER" with its net guaranteed prices has been famous for taking the risk out of retail buying. This is more than ever the case now in these unusual times. It not only makes buying secure from the price standpoint, but it removes uncertainty in the way of getting goods. Back of the prices in this book are huge open stocks of the merchandise it advertises.

# **Butler Brothers**

Exclusive Wholesalers of General Merchandise

New York Chicago St. Louis Minneapolis Dallas

<sup>\*</sup>Paper read at annual convention of the Michigan State Pharmaceutical As-sociation by Glen Robinson, of Lansing.

ivelopes returned and left with an en-

envelopes returned and left with an enlargement order.

We find that the quality of our work is such that we get occasional orders from \$20 up to \$50 without the mention of discount.

I think a person best suited to conduct a department is one who has had as little to do with professional photography as possible. My experience has been that most professional photographers are mighty poor amateur finishers. The average amateur is aiming at a different result than most professionals and it takes a different quality of print to satisfy both.

Eastman's school of amateur finishing which I once attended I believe to be the ideal place for a person to get posted on the correct methods of finishing, and anyone taking charge of a finishing department should attend this school.

The rendering of service in a kodak department embraces a great many features, one of the most important of which is the keeping of goods in stock and being able to explain the uses of the different photographic papers, chemicals, appliances, etc., in an intelligent manner.

One is usually fortunate when he is able to employ clerks who at least

gent manner.

One is usually fortunate when he is able to employ clerks who at least know a No. 2 Brownie from a 3A film and can properly crossexamine a customer who knows only that his camera has square corners and that he paid \$11 for it about four years ago, and sees that that particular customer gets the correct film.

One is especially fortunate when you have to rely upon clerks to work in all departments and finds one who exhibits a superficial knowledge of the kodak line.

departments and finds one who exhibits a superficial knowledge of the kodak line.

We usually have someone about who can answer most photographic questions intelligently. People interested in picture taking like to talk over their work with some one and have explained to them how their work may be improved.

Little helps like the filling of cameras and the cheerful and courteous treatment of your customers, especially those you see often such as those using your finishing department; little things like "thank you, your films will be ready tomorrow at four" or "your enlargements will be finished Friday night" all help in the way of service. Quick positive information no matter how simple gives your customers confidence in your store. In our advertising we here always featured "Bring your kodak problems to Robinson's" and I believe this, coupled with the information we are able to give, helps a whole lot in building up business and confidence.

Many stores can develop films, but a store which has some one who control!

mess and confidence.

Many stores can develop films, but a store which has some one who can tell why an exposure has failed, whether there are one or more exposures on a particular film and suggest such things as the correct contrast of paper a customer should use for a certain film in case he is doing his own printing, is a store which will get repeated business. For instance, one may sell a high grade kodak or camera and unless the seller is able to explain its use intelligently and the twists and turns incidental thereto, that customer will eventually drift away and tie up with some dealer who supplies that knowledge and the seller's loss is the many strings tied to the original sale.

To sell the ordinary cameras and ex-

to the original sale.

To sell the ordinary cameras and explain them intelligently one has but to read the book "How to make good pictures" or even the little manuals which come with all kodaks.

come with all kodaks.

To hear a person talk about lenses and cameras and to explain their different features sounds complicated to one who is unfamiliar with the line. At least that is the way it seemed to me when I first started in the kodak business, but, as a matter of fact, it is all very simple. One can easily acquire all the knowledge necessary by a very little reading and the application of this knowledge in the use of a kodak on one's own account.

It is really surprising how a little

It is really surprising how a little picture taking and printing will bring the points home to you that your customers want to know and which they expect you to give them, along with the things you sell.

I perhaps could say much more along the line of service, but there are so many ways in which a dealer can render help to his customers it would be folly for me to use more of your time to attempt to mention all of those that occur to me.

I trust that I may have suggested something in this paper that will cause some other to set forth his views or experiences with this high-class and lucrative side line.

Sales of Sears, Roebuck & Co. for March show a decrease of 2.13 per cent. as compared with those of the corresponding months last year. Sales for the first three months, however, are still ahead 8.62 per cent.

## BUSINESS WANTS DEPARTMENT

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

#### BUSINESS CHANCES.

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

apolis, Minnesota.

For Sale—Well established grocery and market. Best location. Fine farming country. Market fixtures very reasonable. Address No. 192, care Michigan Tradesman.

For Sale—Only bakery in town of 2,000, in connection with ice-cream and confectionery business. Good sellng reason. Address Lock Box 413, Portland Michigan.

gan. 193
STOCKS REDUCED OR ENTIRELY
CLOSED OUT by auction sale is the
quick, satisfactory and economical method, when conducted by an expert merchandise auctioneer. For terms and dates
address Dilts & A. W. Thomas, 315 West
8th St., Michigan City, Indiana. 194
WANTED—Traveling salesmen who

WANTED—Traveling salesmen, who call on the hardware or implement trade, to take orders for bale ties on commission. Union Steel & Wire Co., Indianapolis, Indiana.

sion. Union Steel & Wire Co., Indianapolis, Indiana.

FOR SALE—A general mercantile business including stock and fixtures in Fairwiew. Montana. Future Great Northern Railway division point on the new Rockford-Lewiston extension. Population of town about 1,200; in irrigated valley; stock \$20,000; can be reduced to suit purchaser; real estate \$8,000; fixtures \$2,400. No trades considered. Yellowstone Mercantile Co., Sidney, Montana.

Collect your own bills without expense of agencies. Write for free samples Collecting Forms for trial on debtor. Charles McKinley, Publisher, 395 Richton, H.P., Detroit, Michigan.

Will Exchange—Two 2-family brick veneer flats. Corner. Good location on east side of Detroit for stock of shoes or clothing. Must be in A-1 condition. A. & B. Leach, 174 Michigan Ave., Detroit, Michigan.

For Sale—Steam laundry doing good business. City of 12,000 large both busi-

For Sale—Steam laundry doing good business. City of 12,000, large boat business besides regular work. Good reason for selling. Write for full particulars. Isaac Kouw & Company, Holland, Michigan.

Isaac Kouw & Company, Holland, Michigan.

Wanted—Good, honest, all-round dry goods man, window trimmer and salesman. Must furnish references Good steady job for right man. Address W. S. Proud. Alma. Michigan.

For Sale or Exchange—199 acre farm in Southern Michigan. Have out 113 acres Rosan rye. Take stock of goods in part payment. Wm. Wallace, 1419 Ferris Ave., St. Joseph, Michigan.

Por Sale—Ford dellvery car, used only 6 months; for baker or grocer; just like new. Cheap for cash. E. Herdrich, Constantine, Michigan.

For Sale for all or part cash, for all or part of 640 acres choice land in Roundup, Montana district, good land, good crops; best cl'mate in Northwest; good water; can raise corn, oats. barley, wheat, etc. Would take a payment in general merchandise. Geo. Richardson, Denbigh, North Dakota.

Wanted—MEAT CUTTER AND GRO-CERY CLERK. State salary wanted. References. C. Cherry, Benton Harbor,

Michigan.

For Sale—Best business block in Central Michigan; location the best; three story and basement brick corner with every foot of floor space rented at an attractive figure; or, will trade for a No. 1 improved farm: must be free of all encumbrance; equity \$30,000. No trash need apply, as this is a gilt edge property. If you are interested, write at once. W. J. Cooper, Mt. Pleasant, Michigan.

Assignment Sale—The undersigned will sell at private sale at Ovid, Michigan, stock hardware, implements, harness and harness fixtures and electrical supplies. Copy of inventory seen at the store of the late firm of W. H. Potter & Son or P. W. Holland. Harris Lumber Co. Assignee.

For Sale—Small country store; general merchandise stock; eight miles to nearest town; cream buying and pickle station; stock will invoice about \$2,000; building and fixtures, \$900, (truck and peddling box). Present owner had eleven years ill health, cause of selling. Cash. No trades. Address No. 189, care Michigan Tradesman.

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.

FOR SALE—MEAT MARKET AND GROCERY. Fine location. Doing good business. Rent is low. Good farming country. Write or call Wellman & Bar-ber, Mulliken, Michigan.

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

JOBBERS WANTED TO HANDLE OUR SILVER AND METAL PCLISH, UNDER THEIR OWN LABEL EM-PIRE CHEMICAL COMPANY, HUNT-INGTON, 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.

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

For Sale Cheap—Ice cream free room North Brother; ten gallon capacity; goo condition. Answer quick. Dunwell' West End Drug Store, Kalamazoo, Michigan.

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.

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.

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

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

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

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, Sta-tion B, Cincinnati, Ohio.

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.

For Sale—To a practical retail hard-wareman, an interest in an old estab-lished and well paying hardware business, located in Southern West Virginia. Fine opportunity for discharged soldier to get back into business. Address No. 185, care Michigan Tradesman.

For Sale—General merchandise stock, thirteen miles from Flint, in thriving farm district. Stock reduced to suit purchaser. Present inventory \$7,000 at prewar cost. \$25 per month salary outside regular business. Very reasonable rent. Address No. 182, care Michigan Tradesman.

For Sale—A well-established grocery business of thirty years standing. Best location in one of the prettiest cities of Northern Michigan, surrounded by good farming and fruit growing country. Wishing to retire from active business life is reason for selling. Address No. 183, care of Michigan Tradesman. 183

## WANTED

Experienced and energetic Dry Goods Salesman. Prefer one who has handled Michigan Territory. Real opportunity for right man. Give complete record, references and salary expected.

Grand Rapids Dry Goods Co. Grand Ra ids

WANTED—Stock general merchandise in exchange for A.1 Montana wheat land, rising in value very fast. Let me hear from you. Address Box 165, Burlington, Illinois.

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.

For Sale—Splendid blacksmith business in Michigan's best town. Selling reason, sickness. Correspond with F.L. Convis, Ithaca, Michigan.

#### COLLECTIONS.

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

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

# Watson-Higgins Mlg. Co.

### Merchant Millers

Owned by Merchants

Products sold Merchants

by Merchants



# New Perfection Flour

Packed In SAXOLIN Paper-lined Cotton, Sanitary Sacks

#### 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 quali-ties 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

#### GOOD UNDERWEAR BUYING.

The desire of mills to obtain enough business to keep them going for the present seems to be fulfilled in the underwear trade. To be sure, some quarters are still lacking enough business to making it interesting, but as a whole the industry has taken on enough business to keep them busy at least to some extent for the immediate present, and with the constantly increasing demand it would seem that the future will take care of itself.

The past week has seen a little better tone developing in the underwear market, and while there are no developments of note to report, the trade is much more optimistic than they were two weeks ago. Nothing in the way of radical developments are looked for just at this time, but the gradual bettering of the situation with more buyers coming in is expected to continue and increase.

The one development that is making the trade feel the best is the return of confidence that is showing itself throughout the market. At the opening in January confidence was not to be found in any quarter and even guaranteed prices failed to work the charm that some felt they would. Buyers were plainly not pleased with everything and refused to operate even in a very small way.

#### Traveling Salesmen's Duties Defined.

The Supreme Court of Minnesota has reversed a decision of the Ramsey county court which awarded the Japan Tea Co., St. Paul, \$500 against Franklin MacVeagh & Co., Chicago. The company ordered fifty chests of tea from the Chicago concern through a traveling salesman. The Chicago company rejected the order and the Japan Tea Co. sued for \$700, value of the order. The Chicago Co. appealed and the Supreme Court reversed the judgment on the ground the traveling salesman had no author-

"The decision read: "The authority delegated to a traveling salesman, or drummer for a wholesale mercantile house is, as a rule, limited to soliciting and transmitting orders to his principal for acceptance. Plaintiff's evidence conclusively negatives authority in the defendant's traveling salesman, who solicited and transmitted an order for merchandise, to consummate a sale thereof, it appearing that the order was promptly rejected by defendant. Such evidence is also held to establish that a general custom in the mercantile business restricts the authority of traveling salesmen to soliciting orders merely and not to make sales of which custom plaintiff must be charged with knowledge; and further that such writings from defendant as might have come to plaintiff's notice could not have induced a belief in plaintiff that the salesman was invested with authority to make an absolute sale of the goods described in the order."

#### Fire Insurance Surcharge Still in Force.

Insurance Commissioner Frank H. Ellsworth has called a hearing at Lansing on Saturday, April 19, to consider the question of the removal of the

10 per cent. surcharge on fire insurance rates. The Commissioner, in his notification to the companies, gives a summary of the fire insurance business in Michigan during 1918, showing total new fire premiums of \$14,-749,675 and total net fire losses incurred of \$8,146,671, making the loss ratio for the State 55.23 per cent.

These figures show very plainly that the adoption of the 10 per cent. surcharge by the Michigan Inspection Bureau on May 1, 1918, was little short of highway robbery and should never have been tolerated by the Insurance Commissioner The latter has sent out notices of the meeting to the cohorts of the fire insurance trust, but boards of trade and other organizations of business men have not been informed of the meeting.

The issuance of the Commissioner's call for the hearing on the surcharge question was probably accountable for the erroneous telegraphic advices that he had already ordered the surcharge removed.

A month ago, the calmest Englishmen were speaking of the labor situation in terms of unfeigned alarm. The threats of trouble were so serious that Lloyd George had to post back from Paris to set the Government to grappling with the difficulty. Coalmining, the railroad business, and, in fact, all transportation seemed on the verge of being paralyzed, and the whole industrial activity of the nation faced worse perils than in war. But to-day we read of all-round settlements satisfactory to employers and workers alike. Conference, conciliation, working agreements have done the business. We have had no finer illustration of the practical British genius. Doctrinaires and hurricane reformers have been ruled out, and by definite concentration upon concrete problems the solution has been found. It is this kind of common-sense achievement which points the prediction that Bolshevism will never get a foothold in England.

One unconsidered trifle in the matter of the disposal of the German colonies is the cost of their conquest. We call it a trifle, and so it seems in these days of taking a billion as unity, yet the sum is fairly respectable, measured on the old scale. Estimates of the outlay on the campaign for the conquest of German Southwest Africa. also East Africa. Togoland, and the Cameroons, foot up no less than \$1,500,000,000. Who is going to pay for this? Not the colonies themselves. Their revenues could not meet even the interest charge. Will the League of Nations, which is to take mandatory control of the colonies, foot the bill? This is highly improbable. Great Britain would surely object to shouldering the entire burden especially if she does not get the German colonies. The whole question is but one of the thousand complexities which it is so easy to handle three thousand miles from Paris, but which necessarily take time and gray matter

J. M. Hayden & Co., dealer in mill supplies, has changed its name to the Hayden Supply Co.

#### Utter Failure of the Peace Negotiations.

Detroit, April 8—I wish to place myself on record among those who commend the Tradesman for the courageous manner in which it has con-demned the United States peace commissioners for the dilatory way in which they have acted from the inception of their undertaking.
As a life-long Democrat, who wor-

ships at the shrine of pure and undefiled democracy, I was greatly disappointed when Mr. Wilson started for Europe with his wife and more than a hundred lackeys and flatterers, because I realized then that the work negotiating peace would be greatly handicapped by the social functions which such a procedure involved. What was my astonishment and utter disgust to read of the President the United States and his retin the United States and his retinue burning up coal needed by the im-poverished people of Europe to visit the various monarchs of Western Eudine with kings and bend his knee to popes and potentates. who believes in democratic simplicity, I never expected to witness such a spectacle, because I knew then that the sole object of making a trip to spectacle, because I knew then that the sole object of making a trip to the other side of the pond was to make a splurge and not for the serious work of negotiating terms of peace which would be fair and just to all concerned. My fears have been more than realized. Mr. Wilson has more than realized. Mr. WISOII has ceased to be a dominating factor in the situation, as he should be by reason of the part the United States played in hastening the termination of hastening the termination hostilities and no longer has any influence with the "powers that be." He has ridden his pet hobbies so persistently and pestiferously that he has disgusted every other member of the conference and utterly disappinted and dumfounded those of at home who hoped to see him rise to the heights of diplomacy and states manship. His trip to Europe has been a brilliant success in the number of kings, queens and princes he and his consort have been able to meet and invite to this country, but in point of actual accomplishment the trip has been a dismal failure, because the delay in making a just and permanent peace has let loose the dogs of distrust and war, so that it is now impossible to make a peace that will st over night.
And all because the attitude of this

country was dictated by petticoats in-

We have certainly fallen in evil days when the ambitions and machinations of a single woman can set at defiance the hopes and aspirations of a hundred million people in order to cratify her vanity and establish her gratify her vanity and establish her social standing among the crowned heads of Europe!

presume this outspoken expres-of opinion will cause some of my friends of the democratic party to assume that I am no longer a Demo-crat, but I do not regard the situation crat. but I do not regard the situation in that light. On the contrary, I assume that Mr. Wilson ceased to be a Democrat when he failed to avail himself of the opportunity which comes to a man only once in the history of the world and made the trip to Europe a mockery and a failure, instead of a lasting benefit and blessing to the cause of pure and undefiled democracy all over the world filed democracy all over the world.

James Fleming.

Late Bankruptcy Matters in This Dis-

Late Bankruptcy Matters in This District.

Grand Rapids, April 8—John F. Gleason, filed a petition for adjudication in bankruptcy. The adjudication has been made and the matter referred to Referee Corwin. No meeting of creditors has been called. The schedules of the bankrupt show llabilities amounting to \$1,104.12 and assets amounting to \$491.37, consisting of household goods, \$205, horses, etc., \$15, machinery and tools, \$15, and debts due on open account, \$256.37, and of which property amounting to \$220 is claimed as exempt. Following are the creditors: Walter Lambertson, Grand Rapids \$25.00 John C. Lambertson, Grand Rapids 126.00 Peter Keyser, Grand Rapids ...... 30.00

Pastoor Brothers, Grand Rapids	12.00
Pastoor Brothers, Grand Rapids	8.10
Wm. Brackett, Grand Rapids	7.45
Morgan Brothers, Grand Rapids	9.70
Serian Grocer, Lansing	100.02
Joel Palmer, Orleans	23.00
Kiskey Garage, Belding	5.00
Wilson Coal Company, Belding	5.50
Sparks and Gambler, Belding	8.00
Arbie Face, Orleans	15.00
A. Johnston, Belding	56.00
Jerry Spalding, Belding	98.00
Spring Dry Goods Company, G. R.	42.00
Lardie Grocery, Grand Rapids	7.50
Sanitary Milk Company, G. R	5.00
E. G. R. Dairy, Grand Rapids	10.00
Joe Herrick, Grand Rapids	7.00
Klunder Grocery, Grand Rapids	9.50
P. Vellma, Grand Rapids	2.00
Jim Van Dam, Grand Rapids	9.00
Finch Grocery, Grand Rapids	14.00
Polly Market, Grand Rapids	12.00
Mrs. Kruger, Grand Rapids	22.00
Houseman & Jones, Grand Rapids	15.00
Farrell Grocery, Grand Rapids	16.25
Foster & Stevens, Grand Rapids	3.75
A. Palmer, Grleans	25.00
Foster Furn. Store. Belding	4.50
Lloyde Dry Goods Store, Grand R.	12.50
Peter Shindorf, Belding	21.43
Frank Hudson, Belding	68.62
Frank Hudson, Belding Jenson Wheler, Belding	12.94
Camps Grocery, Grand Rapids	8.00
Charles Whipple, Grand Rapids	9.00
Lambs Grocery, Belding	3.36
Mr. Brownell, Gratton	10.00
Louis Mulder, Grand Rapids	2 40

fees.

In the matter of Leon A. Milheim, bankrupt, of this city, the first meeting of creditors was held on April 7. It appearing that there were no assets not claimed as exempt, an order was entered directing that no trustee be appointed and the matter will be closed out in a few days.

and the matter will be closed few days.

In the matter of Budde Brothers, copartners and individually, bankrupts of this city, the first meeting has been held. An order was entered directing that no trustee be appointed and the meeting adjourned without day. An order was entered directing that no trustee be appointed and the meeting adjourned without day.

Brothers, bank-out day.

out day.

In the matter of Merty Brothers, bankrupt, this city, the adjourned first meeting of creditors was held April 7. Each of the bankrupts was sworn and examined and the meeting adjourned without day. An order has been entered calling a meeting on April 18. at which time the assets of the estate will be sold. Two offers have already been received, both in the sum of \$450, for all the assets, which consist of a small grocery stock located at 305 Division avenue.

E. W. Jones, dealer in groceries and china, at Cass City, writes us as follows: "We would hate to do business without the Tradesman, for every week we find many pointers and tips which are very beneficial to the retailer. I wish that every retailer in the State could see the advantage of having this trade journal on his

Working shirt manufacturers all over the country are striving to keep costs down or to get them down where they can reinstate the best grades of work shirts to retail at \$1 each. The pre-war prices ranged from 50 cents to 65 cents at retail.

Sales of the Great Atlantic & Pacific Tea Co., Inc., for the twelve months ending March 1, 1919, were \$151,691,919, against \$126,004,958 for the similar portion of 1918-an increase of \$25,686,961, or more than 20 per cent.

A. A. Zimmerman, general dealer at Beaverton, has added a line of shoes. The stock was furnished by the Rindge, Kalmbach, Logie Co.

#### BUSINESS CHANCES.

For Sale—Six Bangs display tables with four chairs each. Imperial Drug Company, Lancaster, Pennsylvania. 207
TRAVELING SALESMEN—CAN MAKE BIG MONEY taking orders for our note heads, envelopes and supplies from hotels as sideline. Wm. Gallop Co., 3660 Fullerton Ave., Chicago, Illinois. 208



These ads will help bring you Vita business.

Vita has been O. K.'d by Western Michigan. It is no new drink; nor is it experimental. This is Vita's third year, and the demand is constantly growing because of the fundamental goodness of Vita.

Every fountain in Western Michigan should be supplied with Vita to cash in on the already steady demand.

Every grocer should take advantage of the extra profit afforded by the big home demand for Vita.

Tie up with Vita advertising and Vita demand.

Order Vita today of our distributors, Worden Grocer Co. or Hazeltine & Perkins Drug Co., Grand Rapids; or Worden Grocer Co., Kalamazoo, or order direct.

Petersen Beverage Company, Grand Rapids, Mich.

Corn Flakes are the most popular of corn foods.

# POST TOASTIES

are the most popular of Corn Flakes.

ASK YOUR JOBBER FOR

# Hart Brand Canned Foods

## HIGHEST QUALITY

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

## Quality Guaranteed

# The HART BRANDS are Trade Winners and Trade Makers

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

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

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

Michigan Factories at

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