

**The Joy of Pretense**

Let's dream like the child in its playing,  
Let's make us a sky and a sea;  
Let's change the things round us by saying  
They're the things that we wish them to be.

And when there is sadness or sorrow,  
Let's dream till we charm it away;  
Let's learn from the children, and borrow  
A saying from childhood: "Let's play."

Let's play that the world's full of beauty;  
Let's play there are roses in bloom;  
Let's play there is pleasure in duty,  
And light where we tho't there was gloom.

Let's play that this heart with its sorrow  
Is bidden be joyous and glad;  
Let's play we will find on the morrow  
The joys that we never have had.

Let's play we have done with repining;  
Let's play that our longings are still;  
Let's play that the sunlight is shining  
To gild the green slope on the hill.

Let's play there are birds blithely flinging  
Their songs of delight to the air;  
Let's play that the world's full of singing;  
Let's play there is good everywhere.



### "The Healing Power of Compressed Yeast"

—is the name of a booklet which explains how

## Fleischmann's Yeast

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

Ask any Fleischmann salesman for a supply of this book. Circulate it among your customers and increase your sales.

THE FLEISCHMANN COMPANY

NEW YORK  
SEATTLE

CINCINNATI  
SAN FRANCISCO

## MR. MERCHANT

You are not paying enough attention to your Railroad and Express claims. Order one of my Merchants' Claim Files and you will be surprised at the promptness in which you get your claims paid, by filing them correctly. The book contains 100 blank claims; the stub on the book keeps a complete record of the claim for you till it is paid. This form approved by the Interstate Commerce Commission, Freight Claim Association, National Industrial Traffic League, National Association Railway Commissioners. You can't afford to be without this a single day. Post paid to any address on receipt of \$1.50. Your money back if you are not satisfied with it.

GRANT RAMSEY,

829-831 Main Street  
GRINNELL, IOWA



## 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  
PHILADELPHIA

"A Franklin Cane Sugar for every use"

Granulated, Dainty Lumps, Powdered, Confectioners, Brown



## Judson Grocer Co.

Wholesale Distributors

of

# Pure Food Products

Grand Rapids, Michigan

## DEAL 1814

## MORE PROFIT

### SNOW BOY WASHING POWDER 24s—Family Size

through the jobber—to Retail Grocers

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

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

Yours very truly,

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

# MICHIGAN TRADESMAN

Thirty-Sixth Year

GRAND RAPIDS, WEDNESDAY, APRIL 16, 1919

Number 1856

## MICHIGAN TRADESMAN

(Unlike any other paper.)

Each Issue Complete In Itself.

DEVOTED TO THE BEST INTERESTS  
OF BUSINESS MEN.

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E. A. STOWE, Editor.

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

## EVOLUTIONARY SCARECROWS

### The Vanishing Grocer Who Does Not Vanish.

Just how long grocers will continue to get scared every time something new and evolutionary appears over the hill in the way of a competitor cannot be stated, but in all probability as long as there are grocers. The process has been going on for generations past and there are no signs of so complete a reversal of human nature as to prognosticate any great change.

And yet the grocer, like Mr. Tennyson's immortal brook, goes on forever—somewhat changed in his type or habits or practices perhaps, but going right along, safe and sound and probably more efficient than ever before. Of course, he continues to complain of this and that fresh annoyance and to read his own gradually evolving obituary for his own commiseration, but if he is wise enough to meet the changing times face to face and bend himself to the altered motive of economies and humanity, he is usually found still on the job and about as well off as ever in the long run.

The plain fact is that if the grocer would only study himself and his own experience cheerfully and yet seriously, he would quit worrying about elimination and perhaps catch up a lap or two in the race with evolution by "beating his competitors to it." Despite all the talk for many years past, neither the grocer himself—that is, the fit and wide-awake grocer—is statistically or otherwise the less numerous or the less prosperous, all lugubrious talk to the contrary notwithstanding.

For instance, here is one of the best observers in the whole country, William Smedley of Philadelphia—at various times a retail grocer, a buying exchange operator, a chain store manager, a wholesale grocer, an association secretary and now a trade organizer—saying to a recent convention in his own city:

"The retail grocery business is still a good business, notwithstanding the chain stores, which have been developed by scientific management and discipline in their own ranks.

"I have heard all over the country about the elimination of the jobber and the retailer. None of it will be eliminated if we are on the job. Both jobber and retailer have got to study their respective zones.

"The trouble with the retailer is not his buying, but his lack of salesmanship. He does not understand his market. The greatest waste in the business to-day is the waste of salesmanship."

There has been considerable interest in the efforts in the Middle West to stir up the grocery trade to a realization of its peril and the marked indisposition to get scared on the part of the average grocer. That chain store competition does exist—in fact, is growing in that region—is unquestioned. So is the fact that grocers are worried about the competition. But through it all there is strikingly little evidence that the chain stores really have annihilated any considerable number of worthwhile grocers.

What is chiefly of interest is the evidence that crops out of the enquiry as to just why the chain stores make good in some places and drive out an occasional individual grocer. For instance, in a recent symposium one commentator says that the chains are a "thorn in the flesh" rather than a real menace. Another suggests that it is necessary for grocers to operate a co-operative jobbing house (but it happens, not unnaturally, that he is representing just such a combination concern). Another wants to be placed on a jobbing buying basis, although his house is plainly made up of retailers only. Another urges grocers to keep sharper track of their costs, and another wants the wholesalers to undertake the education of the retailer.

From the standpoint of the retailer the only suggestion that promises well is that which urges him to study his business costs and practice reasonable economies. Those which rest solely on the element of owning goods cheap fail to recognize that nothing fundamental is affected by that plan; that it does not prevent the chain store buyer owning the goods still cheaper.

The champion of a co-operative jobbing house owned by retailers does not show that a lot of retailers could perform the jobbing function any more cheaply than the present jobber does. He only says that "if" the retailer could save the 10 per cent. now charged by the jobber he would be in a lovely situation. Whereas he knows very well if he tells the

truth—which the chaps who solicit merchants to join co-operative buying enterprises never do, because it is foreign to their natures—that even if the jobber was eliminated the retailer would not get the whole of the 10 per cent., nor even any considerable part of it, by the time he had done the jobber's work. The grafters who hang around the co-operative buying concerns get a slice here and a slice there, so that all the poor dupes get who feed on the promises of the chaps who wax fat on the retail is disappointment, humiliation and chagrin.

The one point on which many appear to agree is that the jobber ought to help "educate the retailer." In other words, "Let George do it." The fact that the retailer is so supine and passive a creature as to stand by while his big brother helps him—supports his associations by contributions, pays for the services of organizers, sends his salesmen around to conventions to help the educational work and now would finance the educational propaganda—speaks volumes of explanation as to what's the matter with the grocer. No one has heard of a chain store management begging for information and help and brains from the jobber or manufacturer to show them how to run their own stores.

Another bit of testimony from Mr. Smedley as to some of the retailer's weaknesses is this:

"The independent retail grocer should begin to think and get ready for action along the line of better merchandising. The chain stores will not leave us until they want to and the people want them to.

"From a survey I made of twenty-one retail stores, only one knew anything about keeping books. A few said they had kept records at one time, but discontinued doing it on account of being short of capital.

"By a few, cash was handled very loosely, and not one of these used a cash account. Fourteen had cash registers and only five did a purely cash business. Only three or four gave any notice to the cash register totals. Liabilities were not recorded by any and none kept accounts of bills owed. The majority did a credit business. No one store had any definite idea as to expenses, purchases and profits. The bane of the business to-day is the ignorant competitor."

Of course, no jobber wants his customers to be that sort of merchants and can better afford to help improve their condition than let them go on to the ultimate end such a condition presages. There is no harm, therefore, in uplifting the grocer, but and if that kind of grocer is to remain as the type, help will probably be neces-

sary. But if the educational task looms too large, how many jobbers or manufacturers will feel that it is better worth securing distribution that way than by the efficiency method?

## WOOL AND WOOLENS.

It may be that the course of the London wool auctions has had an effect on the similar sales here. Certain it is that bidding for desired kinds has been quite brisk and that prices have been maintained. In Great Britain the prices brought, especially for the merinos, have been well above the issue prices. The existence of the world's great stocks of wool have as yet not had the effect of reducing the levels. So far as the domestic woolen mills are concerned, they are still engaged in the work of re-adjusting themselves to the new conditions. Labor troubles have complicated the situation for them. The latest official report as to the woolen machinery in operation only shows it as of March 1. At that time the machinery of the 907 manufacturers reporting was only about one-half in use. Work for the Government had practically ceased. Since then undoubtedly more machinery has been put in operation to care for the orders from the trade which have followed the openings. There have been statements that the mills will not be able to provide all the goods called for, but these do not seem to be advanced in good faith. The capacity of the mills is far beyond all the country's requirements as was abundantly shown while the war was on. Still there has been a scaling down of a number of the orders put in by the cutters-up, but this may have been done to avert cancellations, especially on goods on which there is little profit to the mills. The call for dress goods of different kinds is very pronounced.

There is one publication in this country which should be suppressed and that is the Nation, published in New York City. Once the exponent of culture and education, it has of late years become the champion of kultur and Germanism. So pronounced is the Nation in its advocacy of Germany that it has ceased to have any influence with decent people and no true American will permit it to come into his home or his office, because it defiles everything it touches and creates an atmosphere more obnoxious than the deadly miasma of the swamps.

The Grand Rapids Talking Machine Co. has been organized to manufacture and sell talking machines and other musical instruments, with an authorized capital stock of \$1,000, \$500 of which has been subscribed and paid in in cash.

Late News From the Cloverland of Michigan.

Sault Ste. Marie, April 15—The village of Dafter is to have a real live Booster's Association if present plans materialize and from all indications they will. The business houses are to hold a rousing meeting Friday night to perfect the organization for the particular object of boosting Dafter. This village is rapidly coming to the front as one of the main hay shipping centers on the Soo Line. It is surrounded by good farming country and with the class of business men, they are bound to get results.

Mackinac Island is beginning to break away from its winter slumbers and much activity is being noticed, getting ready for a record breaking season this summer. The many improvements being made in the Island hotels are progressing rapidly, especially the Grand Hotel where nearly \$50,000 is being expended. Seventy-five new bath rooms are being installed and many new bedroom outfits are being put in, also \$15,000 is being spent on lobby furnishings, such as rugs, etc., and a large cold storage plant is being installed. The good roads, also, will have much to do with the crowds there, as it will be an ideal stopping place before crossing the Straits.

The new Fair store has moved from the Blumrosen block to the Superior building on Ashmun street, which has been remodeled. Mr. Freidman, the proprietor, is well pleased with the change, which gives him larger quarters to care for his increasing business.

Manistique is figuring ahead so as to get its share of the large auto tourists business this coming summer. With the new power plant in operation, representing several millions of dollars of an expenditure and the new pulp mill in operation, this will be some drawing card to this hustling town. The Business Men's Association is figuring on furnishing free camping grounds for autos on the trunk line near the water in the midst of the beautiful wild woods. As it is at the present time, the motor tourist has either to trespass or pay for camping grounds if he wishes to remain there for some time. This offer will be an inducement to visitors and help advertise the town and leave a pleasant memory in the minds of the tourists for the hospitality extended. This is a move in the right direction and, undoubtedly, will be appreciated.

"Teachers in penmanship naturally do a flourishing business."

The Pike tourists will arrive here July 18 and the local automobile association will formulate plans at a banquet here Friday night and it is expected that "Pikers" from the East and West will be on the job, so that any man in Chippewa county who is an advocate of good roads and realizes the community and individual advantage should attend this meeting.

The Great Lakes Mission, which has been doing so much good work here for the past few years, is beginning to be appreciated by the community and the business men are taking an active part in raising funds for its support. Over \$3,000 has been subscribed of the \$10,000 required and from present indications, they are going over the top, as it is a worthy cause and a great necessity at the present time.

The business men of the Soo will listen Tuesday to C. E. Hutchinson, of Menominee, formerly cattle and sheep grazing specialist of the Upper Peninsula Development Bureau, and Hale Tennant, of the Michigan Agricultural Society, who is an authority on markets. They will speak at the monthly noonday luncheon in the Soo Club.

The community is beginning to realize that Chippewa county has many advantages over other places for grazing and farming and outsiders are beginning to take notice and

# Cement Is King

## Good Roads By a Substantial Majority Approved By the People

**Fifty Millions to be Spent in Michigan** for this purpose, and like or **Greater Amounts in Many Other States.**

**This Means, Beyond Question, an Unprecedented Demand for Cement.**

It also means that, for many years to come, it will tax the capacity of the **Cement Industry** way beyond the ability to partially produce the **Quantity Required for Good Roads** alone. This fact is sufficiently convincing, and that

**Now Is the Time to Get In On the Ground Floor** in a trustworthy organization, ably managed and honestly financed, destined to become a **Big Factor** in the **Cement World**. Not in any sense a speculative proposition, but a reliable company of years' standing, offering its stock to secure sufficient capital, purely for expansion.

**Now Is the Time to Profit In One of the Coming Booms** by securing an interest in one of the most **Important Industrial Developments In Michigan.**

**An Opportunity to Become a Real Ground Floor Stockholder** in an organization with its plant situated most advantageously to reach the great markets with its product; owning, at the mill site, the raw material, calcium limestone and shale (practically an inexhaustible supply) the most essential requisite for a **Successful Cement Plant.**

With methods of financing the cement mill to create out of its operation a new and additional earning power in a manner clean and open; the stock offering representing substantial assets of market value **Greater Than the Company's Capital**; featuring a development plan rock-ribbed in strength; presents an investment of worth.

## Now Earning Money and Paying Dividends

Through the sale of crushed stone and shale. Building a new cement plant simultaneously with its daily operation **that**, when in operation will substantially increase its present dividends, is surely an investment opportunity worthy of consideration.

This is the condition prevailing in connection with the

# Petoskey Portland Cement Co.

**Authorized Capital Stock \$1,500,000.**

**Fully paid, Non-assessable Common Stock.**

**No Preferred Stock. No Debts. No Water. No Bonds.**

We are offering this stock in a limited number of shares at its present price until April 21st, after which date it will be advanced to \$13.50 per share.

Investigate this proposition before the stock advances. It is a good purchase at \$25 per share, but a better one at its present price.

**F. A. Sawall & Company, Inc.**  
405-6-7 Murray Bldg., Grand Rapids, Mich.

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.

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

Name.....

Address.....

embrace the opportunity of locating here while the going is good.

"Never judge what a woman thinks by what she says."

Mark Brown, the well-known traveling man from Saginaw, paid the Soo a visit last week. He missed some of his old friends here who know that he is a busy man. With other towns waiting for him, as well as a letter from home telling him to hurry back, he could not expect to see them all. Mark has not announced himself as the next Mayor of Saginaw yet, but with the progress made by the traveling fraternity, Saginaw has realized that there are good mayors in the traveling fraternity. We will leave this to Mark, however, for the present.

George E. Piteau will open a clothing store at the corner of Ashmun and Portage streets in the near future. Mr. Piteau has secured the services of Dennis E. St. John, formerly head salesman for the Sterling. In company with Mr. Piteau, he left last week for Chicago on a stock buying trip. The location is an ideal one and promises a bright future for the new proprietor.

Ed. Masure, the expert grocer and window dresser, who has returned from doing his bit for Uncle Sam, has accepted a position as manager of the sales department at A. H. Eddy's main store and is back on the job and meeting his many friends who are more than glad to see him again in the Soo. Ed. states that while France is some country, the Soo is good enough for him.

The hustling village of Hulburt was the scene of much activity on election day. Many of the surrounding villages sent visitors to Hulburt to inspect the new woodenware plant, which is now in operation, and each received a choice selection of butter bowls as souvenirs. The new hotel of Mr. Price is rapidly approaching completion and will soon be able to care for the public and village needs.

Frank Oster, the Soo's pioneer restaurant man, who has been in business for many years at 405 West Portage avenue, has leased the Wayne Hotel, on Portage avenue, and will take possession about May 1. Mr. Oster will remodel the place and fit it out as a first-class restaurant which will be a credit to the city and help care for the large tourist trade expected here this summer.

The Soo Co-operative Mercantile Association is certainly going some, having opened three stores and last week purchased the Goetz block for \$15,000, which will be converted into a permanent business place and known as the headquarters of the Association. The present headquarters will be converted into a meat market. An up-to-date bakery will be erected in the rear of the store.

A. H. Eddy, proprietor of the A. H. Eddy Emporium, returned last week after spending a month at the Mayo hospital, Rochester, Minn. Mr. Eddy is much improved in health and is on the job again as full of pep as ever. He has five branch stores to look after, so that good health is his big asset.

George A. Osborn, manager of the Evening News, who spent the winter at Fresno, Calif., arrived in the city last week. He will soon be joined by Mrs. Osborn and children.

William G. Tapert.

**Food Cannot Be Handled By Diseased Persons.**

The Henry bill is now a law, having been given immediate effect on its being signed by the Governor. The law is a most meritorious one. The full text is as follows:

Section 1. No person who is affected with an infectious disease or with any venereal disease in a communicable form, shall work or be permitted to work in any place where food or drink is prepared, cooked, mixed, baked, exposed, bottled, packed, handled, stored, manufactured,

offered for sale or sold. Whenever required by any local health officer, any person employed in any such place shall submit to a physical examination by such officer, or by some physician designated by such health officer or by a physician regularly in the employ of the person, firm, corporation or institution by whom the person to be examined is employed. If as a result of such examination, such person shall be found to be affected with any infectious disease, or with any venereal disease in a communicable form, such employment shall immediately cease and such person shall not be permitted to work in any such place.

Section 2. Any person, knowingly affected with any infectious disease or with any venereal disease in a communicable form, who shall work in any place defined in section one, and any person knowingly employing or permitting such person to work in such place, shall be deemed guilty of a misdemeanor, and, upon conviction, shall be punished by a fine not exceeding two hundred and fifty dollars or by imprisonment not exceeding one year, or by both such fine and imprisonment in the discretion of the court.

This act is ordered to take immediate effect.

**Out For One Hundred New Members.**

Kalamazoo, April 15—The April meeting of Kalamazoo Council was pulled off on Saturday afternoon. Business and preparation meeting was called at 3 p. m. Applications were examined and everything arranged to hasten the work of the regular meeting. We were favored with the presence of Grand Senior Councillor W. T. Bellamy and District Deputy Thomas Hanlan. Eight applicants were on hand and took the regular route. After adjournment a novel luncheon was served, consisting of hot buttered biscuits with maple syrup and coffee. All our hearts were gladdened by the kind words of the Grand Councillor and the District Deputy and many compliments expressed regarding our team work in the membership contest, which has already secured seventy-five new members and a month yet to go. We are out now for 100 new ones before the May meeting. Our committees are at work on a finer programme for entertainment of U. C. T. members during the June meet than Kalamazoo has ever given—that's going some.

**Unseasonable.**

Written for the Tradesman.

Oh! My! It's chilly  
Why! I think it's really  
Going to snow again  
Has there ever been  
Such a funny spring!

How the wind does whistle!  
Well I guess that this will  
Make the robins say  
We mistook the day  
It's winter 'stead o' spring.

Do you really s'pose  
From the land o' snows  
Winter is returning  
When our hearts are yearning  
For an early spring.

Yester-eve were "peepers"  
They all now are sleepers  
Silent are the marshes  
For the weather harsh is  
With no sign o' spring.

I wonder what's the reason  
The season's out o' season  
Snow we had with thunder  
Some one's made a blunder  
What a funny spring!  
Charles A. Heath.

**Reward for Tired Consumer.**

In the general distribution of war medals, why should not there be one for the tired consumer who stayed home and paid the bills?

Did you ever notice how few people there are present when any one happens to say nice things about you?

**STAND UP AND BE COUNTED**

You who are thankful that this war is over, stand up and be counted.

You who feel it was worth it to spend billions of dollars to save millions of men, come forth and answer.

You to whom kith and kin are dear—who see your loved ones returning safe and sound—show that your thanks are of the heart and real.

Let us pay the bill clean.

Let us show our sense of honor is keen when the job is done, even though martial music and stirring tramp of serried rows are dumb.

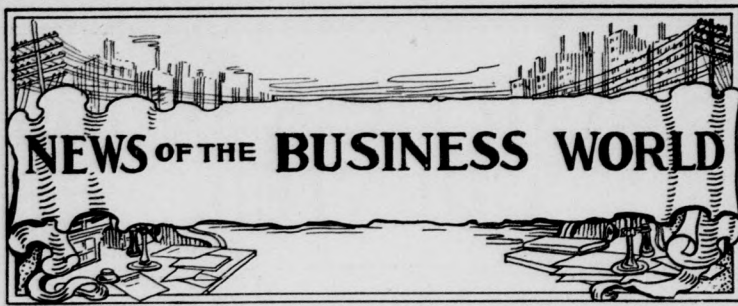
Satisfy your own sense of honor.

Subscribe to the Fifth Loan—the Victory Liberty Loan.

**WORDEN GROCER COMPANY**

GRAND RAPIDS—KALAMAZOO

THE PROMPT SHIPPERS



#### Movements of Merchants.

Shaftsbury—Henry Bowers has engaged in the grocery business.

Lansing—John Loree & Son are closing out their hardware stock.

Stanwood—M. D. Crain has put a new plate glass window front in his general store.

Kalamazoo—Anton Louy & Co., marine plumbers and life boat builders, are building a large addition to their plant.

Tecumseh—William and Laverne Barrett have sold the Hotel Barrett to James Murray, of Detroit, who has taken possession.

Birch Run—William P. MacGregor has purchased the drug stock of L. B. Hubenger and consolidated it with his already complete stock.

Fountain—D. W. Loucks, who closed out his grocery stock and removed to his farm last year, has resumed business at the old location.

Maple Rapids—Schneider & Richards have sold their grocery stock to Lester Tyler, who will continue the business at the same location.

Ypsilanti—The Ypsilanti Laundry Co. is building a rug and carpet cleaning plant which it will conduct in connection with its laundry business.

West Branch—G. A. Hildreth, formerly of Saginaw, is erecting a four story, modern hotel which he expects to open for business about June 14.

Mason—J. W. Riggs has sold his store building and stock of general merchandise at Bunker Hill, to C. M. Young, recently of Dansville, who will take possession about May 1.

Detroit—The Dant & Reynolds Lumber Co. has been incorporated with an authorized capital stock of \$50,000, all of which has been subscribed and \$20,000 paid in in cash.

Owosso—W. H. Van Sice has sold his grain elevator, building material and fuel stock to J. D. Judson, of Redford, who will continue the business under the management of L. L. Laing.

Charlevoix—Mrs. L. S. See has purchased the Bartholomew block from the Blanchard estate, now occupied by McCann's bakery and the Fraziers shoe store. The deal involves some \$8,000.

Charlotte—Marple Bros. who conduct a bakery and confectionery store, have purchased the Hickman store building on West avenue and will occupy it as soon as it can be remodeled.

Jackson—Russell E. Steinmetz and Lynn H. Riggs have formed a co-partnership and engaged in the grocery business at 202 North Jackson street, under the style of the Quality Cash Grocery.

Decatur—Fred B. Buys, formerly engaged in the hardware business at Colon, has purchased the clothing and men's furnishing goods stock of C. F. Criffield & Co. and will continue the business at the same location.

Hudson—John Hunt, who owns hotel Comstock, has taken it over from the former manager, J. D. Weiss and will take possession May 1. He has admitted to partnership, his son C. J. Hunt, who will act as manager of the hotel.

Cadillac—Fred Colby is now a full-fledged retail grocer at 217 Holbrook street, although he is only 16 years of age. His store is neat and inviting and he has already established a reputation for attentiveness to customers.

Perry—Messenger & Snyder, meat dealers, have sold their stock and equipment to their sons, Andrew Messenger and Floyd Snyder, who have formed a copartnership and will continue the business under the same style as before.

Manistee—Thomas E. Anderson, whose store and grocery stock on Sixth street were recently destroyed by fire, has temporarily re-engaged in business on Cyprus street. He will return to his old location as soon as a new building can be erected.

Menominee—Edward W. Nowack, dealer in ice, fuel and building materials, has merged his business into a stock company under the style of the F. C. Nowack Co., with an authorized capital stock of \$25,000, all of which has been subscribed and paid in, \$1,000 in cash and \$24,000 in property.

Jackson—The Wagner-White Co., wholesale dealer in grains and feed, has re-organized and increased its capital stock to \$60,000. The company has purchased the Thorpe property at the corner of Mechanic and Chicago streets and will erect a building on it and engage in the retail as well as the wholesale business.

Ionia—Thomas A. Carten again resumes full control of his well-known stores, after four and one-half years in the hands of a trustee—the chattel mortgage and the trustee both having been discharged. Joseph J. Crowley of Detroit, who was appointed trustee Oct. 22, 1914, has released all claims, as all outstanding indebtedness has been paid in full.

Detroit—Sol Gittleman, dealer in men's furnishing goods at 2998 Woodward avenue, has opened two new stores in Highland Park, one under the style of Gittleman's, with an authorized capital stock of \$25,000, of which amount \$24,000 has been subscribed and paid in, \$2,308.98 in cash

and \$21,691.02 in property and the other under the style of The Gittleman Co. with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and paid in in cash.

#### Manufacturing Matters.

Ypsilanti—The Peninsular Paper Co. will shortly erect a warehouse for the storage of its stock and paper.

Allegan—The Spring Shock Absorber Co. has made plans to build a modern plant and double its capacity.

Laingsburg—B. E. Henry has sold his creamery to Meehan Bros., of Ovid, who will continue the business under the management of Rex Smith.

Menominee—The Fisher Paper Box Co. has been re-organized and will build an addition to its plant which will enable it to double its capacity.

Portland—H. H. Whitman has sold his bakery to Jay Clark and George Whitney, who have formed a copartnership and will continue the business at the same location.

Otsego—The Wolverine Paper Co. is building an ice manufacturing plant with a daily production of about eight tons which it will operate in connection with its paper business.

Watervliet—The Godfrey canning plant has been acquired by F. F. Smith & Son, and will be remodeled, after which the new owners' cider mill and sorghum plant will occupy it.

Dowagiac—The Strouss Shirt Waist Co.'s new plant is expected to be ready for operation about May 1. One machine is being installed each day. Nearly two-thirds of the equipment is now in place.

Lansing—The C. E. Jubb Co. has been organized to manufacture and sell soft drinks, extracts and syrups, with an authorized capital stock of \$5,000, all of which has been subscribed and \$1,620 paid in in cash.

Detroit—The Thomas J. Jackson, Inc., has been organized to manufacture and sell shoes and footwear accessories, with an authorized capital stock of \$25,000, of which amount \$15,000 has been subscribed and \$10,600 paid in in cash.

Detroit—The Schust Co., of Saginaw, manufacturer of candy and baked goods which has recently added wholesale groceries to its line, has established a branch in Detroit under the control of a subsidiary company with a capitalization of \$100,000. The company intends erecting a five-story structure at 54-56 Jefferson avenue and the building will be commenced in the near future.

Why waste any time worrying over whether Germany will sign the peace treaty? Her signature will mean nothing. Germany's word has never been good in the courts or markets of the world. She has no more idea of honor than a cat has of theology. A contract made by a German has no value. The word of a German has never been worth 5 cents. The only way Germany can be made decent enough to exist is to pauperize every person in Germany so that it will be impossible to raise another generation of soldiers and rapists.

#### The Soldier's Socks.

Written for the Tradesman.

A ring of gray, then pink, then white  
Fifty-six stitches put on to-night  
As she starts another pair of socks  
How indolence her needle mocks  
As every night alone she sits  
And knits—then winds again—and knits  
Soft woolen socks.

The yarn around her finger winds  
And slowly passes until she finds  
The purling done about the top  
The extra colors she now must drop  
And needle the single thread of gray  
To send some soldier far away  
Soft woolen socks.

I wonder at how patiently  
She plies her needles, one-two-three  
And with their small triangle there  
On which is formed each perfect pair  
She measures far across the seas  
To some mother's boy who will get these  
Soft woolen socks.

Triangulation is said to be  
The means by which we certainly  
Can tell how near or yet how far  
Does lie each port or sea or star;  
It also shows indeed most true  
Some mother's love which knits for you  
Soft woolen socks.

Charles A. Heath.

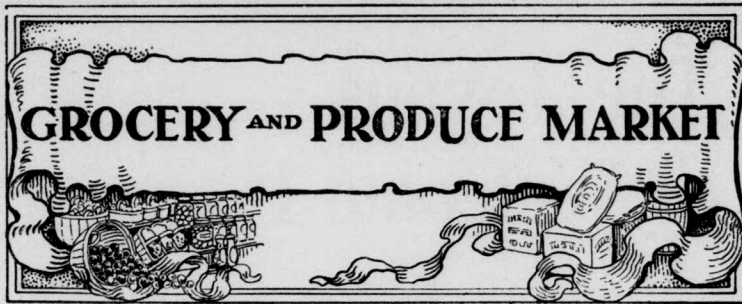
#### Death of Veteran Traveler.

Saginaw, April 15—Orrin C. Gould, 60 years old, for the last twenty-five years a resident of Saginaw and one of this city's many veteran traveling salesmen died last Friday at his home, 316 Cherry street, after a brief illness. He was taken ill Thursday and lived only a few hours.

Mr. Gould retired only a month ago as a member of the traveling sales force of the International Harvester Co., with which he had been affiliated for the last thirty-seven years. He always was active in the affairs of traveling salesmen and was a Past Senior Councilor of Saginaw Council. He was born Sept. 17, 1858, at Coldwater, and was married April 19, 1882, at Ionia, to Miss Sarah Francis, who, with three children, survive him.

A short and easy way to victory in the Presidential election next year is reported from Washington. Capture the soldier vote and the woman vote and the thing is done. But why go after both of these? The woman vote alone is enough to ensure an overwhelming triumph. The soldier vote is estimated at only a sixth of the total, but the women will cast from a third to a half of it, which, added to that of the men voting the same ticket, would make it unnecessary to count the ballots with the painful accuracy now required. It is true that no State in which women vote has ever had a campaign in which that vote was carried solidly for one party. Still, you can never tell what can be done until you try. North Dakota has her farmer vote over-awing bankers, lawyers, and school teachers. The only woman who has thus far sat in Congress would have been returned to Washington if only somebody in Montana had managed to corral the woman vote for her.

The Tradesman heartily seconds the motion that every German soldier and civilian who outraged a woman or girl in the allied countries be properly punished. This would mean the punishment of every German who crossed the borders of Germany, because every German is a beast who has no more right to exist than the wild animals of the jungle. They are lower than the beasts because they attempt to justify their infamous lives by asserting that they are acting under the direction and guidance of God.



### The Grocery Market.

**Sugar**—If the revolutionary spirit which is now being given the sugar market was withdrawn it would doubtless go to pieces, as the refiners are making too much sugar for the demand. The demand is not more than fair, while the production and the available supply are very large. There is no indication of any change, as the Government will not permit any slaughtering of prices, although the refiners would probably be glad to cut if they could see their way clear. The raw sugar situation is not changed, but there is a firmer feeling on account of talk of removing some of the ships from the Cuban trade.

**Tea**—No change has occurred in the market during the past week. There is a fair demand under the circumstances, but holders of tea are very much dissatisfied with the general conditions. There is some little export trade, but not much, and there will practically be no change until it improves.

**Coffee**—The market is doing better and the operators who thought that the bottom was liable to drop out any moment are not so sure now that it will drop out at all, at least within the next three months. Brazil has started to export coffee to Europe and already has sent several large shipments. This is supporting Brazil in her firm feeling, and of course is having an effect in this country. Rio 7s are from 1/2@1c higher than a week ago, owing to scarcity, but the balance of the Brazil list is unchanged. Milds are very firm. Mocha is a shade easier, but nobody is paying any attention to it.

**Canned Fruits**—Canned fruits, both spot and future, are in strong demand, with domestic buyers protecting themselves against the diversion of stocks indicated by export buying. Canned fruit futures are largely unobtainable. One of the largest California packers has refused to book any future business on account of uncertainty as to the prices that growers will stand out for. California growers in all lines are represented as having their hopes set very high and the packers and canners are loath to take any chances.

**Canned Vegetables**—Tomatoes show an improvement of from 10@15c per dozen on No. 3s, although there are still some cheap goods about. The trade seem inclined to take tomatoes a little more freely, but not much. They are the duller thing on the list. Future tomatoes are also included. There has been a very good demand for peas, which show no change in price for the week. Corn is in fair demand, but not so good as peas.

Prices unchanged. Sauer kraut is absolutely flat.

**Canned Fish**—The salmon market is very dull, owing to the fears of buyers that the Government will suddenly release a lot of salmon and knock the bottom out of the market. Nobody is buying what he doesn't immediately have to have. Prices are unchanged. Domestic sardines are very dull and prices range from \$4.75 for quarter oils, up to \$5.50 in a large way, f. o. b. factory. Packers claim that these prices are below the cost of production. No Norway sardines have been shipped yet and Norway fishing is said to be in bad condition.

**Dried Fruits**—Prunes for future delivery have advanced about 1c and the basis price is now about 10c per pound, in a large way. The situation is very firm. Spot prunes are still extremely high and are going still higher all the time. Peaches and apricots dull and high. Raisins are in some request at unchanged prices. Currants show some decline from the highest point on account of additional receipts.

**Corn Syrup**—With the cost of raw material at an extremely high level and demand for the product active a firm feeling obtains and prices are held steady.

**Molasses**—Buying is regulated by current needs of consumption, but as available supplies are not large the steady tone of the market is retained.

**Rice**—The home demand has materially increased of late, the activity in the export department having apparently awakened the domestic trade to the wisdom of securing supplies before the drafts made upon them by foreign markets result in a clearing up of stocks. Prices are unchanged but the market has a firm tone.

**Cheese**—The market is slightly easier, there being a moderate supply at this time and a fair consumptive demand. The receipts are slightly increased and we do not look for any higher prices in cheese in the immediate future.

**Canned Lye**—Sales indicate that home folks are going into soap making more generally than usual. Soap deals are still on, but many consumers appear to figure on making their own stock this season, or at least part of it.

**Provisions**—The market on lard is very firm, prices about 1c per pound higher over previous quotations. There is a light supply at this time and a good local demand. The market on lard substitute is steady to firm, with a good supply on hand and a heavy consumptive demand. We do not look for any material change in this commodity, due to the very

high price of hog lard. The market on smoked meats is firmer, quotations being slightly higher than last week's quotations. There is a fair supply on hand at this writing, with an active demand. The market on barreled pork is steady, with unchanged quotations, there being a fair supply and a light demand. The market on dried beef is steady, at unchanged quotations. There is a moderate demand and an adequate supply. The market on canned meats is slightly easier, having declined somewhat under previous quotations, there being a good supply and a fair demand.

**Salt Fish**—The market for Irish mackerel is about unchanged for the week. The situation is inclined to be easy at about unchanged prices and light demand.

### Review of the Produce Market.

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

**Bananas**—7.50 per 100 lbs.

**Butter**—The market is steady to firm, with a good demand for all grades of creamery at this time. The receipts are somewhat lighter for this season of the year and there is a good active demand. Quotations are about 3c lower than previous quotations. Local dealers hold fancy creamery at 59c in tubs and 61c in prints. Jobbers pay 48c for No. 1 dairy in jars and pay 34c for packing stock.

**Cabbage**—California, \$7.50 per bbl.

**Carrots**—85c per bu.

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

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

**Eggs**—The market is very firm, with a good consumptive demand and about moderate receipts for this time of year. The average quality is good and there is some enquiry for storage purposes. We look for continued firm market for the remainder of the present week, after which we expect to see a decline. About 40 per cent. of the receipts are already going into storage. Local dealers pay 40c per doz., loss off, including cases, delivered.

**Garlick**—60c per lb.

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

**Green Onions**—Shallots, \$1 per doz.; Illinois, 30c per doz.

**Green Peppers**—\$1 per basket for Florida.

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

**Lettuce**—Head, 3.25 per bu. hamper; hot house leaf, 15@16c per lb.

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

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

**Peanuts**—Indications that this commodity has touched the bottom come from the fact that low prices made such a demand. Imports of shelled peanuts from the Orient was heavy in 1918, but it is considered by the Bureau of Markets that this importation is likely to decrease with the reopening of European markets.

**Pineapples**—\$5.50@8.50 per crate.

**Pop Corn**—12c per lb. 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. bunches.

**Squash**—Hubbard, \$3.50 per 100 lbs.

**Strawberries**—\$5 per 24 pt. crate.

**Tomatoes**—California, \$1.35 per 5 lb. basket; hot house, 30c per lb.

**Turnips**—65c per bu.

Many Western cities have made good progress with their plans for memorials to the soldier dead. Des Moines has decided to buy a block of land on the river front, where an appropriate building will be erected, but the State of Iowa may also build a memorial public library. Denver plans a building which "must be artistic as well as utilitarian." Seattle, captained by Mayor Hanson, will make a State-wide drive to secure \$1,500,000 to build the first unit of a hospital on the State university campus. This will be the nucleus for a State Medical College, "where soldiers and sailors will have free beds forever." All Kansas seems to favor community buildings. Kansas City itself will consider nothing to cost less than \$1,000,000. Minnesota plans a \$2,000,000 memorial for citizens of the State who served in the Civil, Spanish and world wars. The majority report favors the creation of a Mall on the University campus, at Minneapolis, with an auditorium at one end and a 225 foot campanile at the other end, overlooking the Mississippi, but Duluth would also erect an auditorium on a hill 900 feet above the city, with a forty-mile view over Lake Superior. Chicago is discussing a large memorial building on the lake front, a Pershing Boulevard, and memorial arches. A temporary soldier memorial has already been erected at Columbus. Omaha hopes to build a memorial library.

Herds of silkworms and flocks of cocoons have prospered so well in Texas that prospects there are said to be encouraging for the production of sil on a large scale. As the result of the successful operation of a small silk farm near Austin, a thousand-acre tract to be planted in mulberries has now been purchased near Houston. The Austin Silk Plantation & Manufacturing Company has been incorporated with a capital of \$500,000, and has adopted plans for a mill. An Armenian who has had practical experience in silk growing in his own country heads the organization. He asserts that twenty-one crops of cocoons may be produced in a single year, and that the industry has in Texas no natural enemy. Besides operating its own silk farms, the company is making a campaign for the private production of cocoons in the Southern part of the State, where climatic conditions are just right for silk. During the twenty-five days of a silkworm's life it increases in size fourteen thousand times, which sounds profitable.

The Michigan Mercantile Fire Insurance Co. has not added the 10 per cent. surcharge to its policies during the past year, which is greatly to its credit.

## OUR DEAD IN FRANCE.

## Shall We Permit Them to Remain There?

Written for the Tradesman.

The original plan of the War Department to bring home the bodies of all American soldiers who died in France has been changed to correspond with the wishes of the relatives of deceased soldiers, and now such nearest of kin are being furnished blanks on which to designate whether to leave the remains in France, have them placed in National or state cemeteries or brought to the family burial plot.

Many parents, wives and sisters of fallen soldiers seem not to be able to think further than this: "I want him brought home." Some may think it a mark of disrespect or lack of affection to leave the body in a foreign land. A better knowledge of actual conditions in regard to the graves and cemeteries in France and a conception of their significance to the French people might cause some to change their minds in this matter. There are, also, other features which should be carefully considered before a definite answer is given, as requested.

Unnumbered of the best and bravest and dearest of our boys were blown to fragments which could not be found; others were engulfed in trenches and shell holes by exploding shells, never to be found or identified; some perished as prisoners and will forever remain "missing" and some went down with the torpedoed transport off the Irish coast. Their relatives—what can they obtain?

What a consolation others have to know that their boy had the best of medical care and nursing and cheering daily visits from others and wrote or sent last messages; that he was buried by his comrades or other loving, sympathetic workers, with appropriate religious ceremony and military honors; that his grave is numbered, his name, rank, age, date of death, are all on a cross at the head; that the grateful French people adopt these graves, visit them frequently, renew the flowers and tend the graves with loving sympathy for the mothers, wives, sisters, fathers and brothers back here in America.

Shall we disturb that body which has been consigned to earth in accordance with the decree of its creator that "the body shall return to dust as it was and soul to God who gave it?" Shall it be tossed on the long ocean voyage and treated like common freight or merchandise? And then when the hermetically sealed casket arrives at the old home, who can be sure that a mistake has not been made that it does not contain the remains of some soldier to be buried again away from his home?

There is also the possibility of shipwreck and a final resting place for that casket in the depths of the Atlantic.

So long as the present generation in France shall live, so long will the graves and cemeteries be lovingly cared for; and so long as peace endures between France and the United States, so long will these govern-

ments co-operate in the work and expense of keeping those military cemeteries in order. This bond of sympathy will greatly aid in maintaining and strengthening the ties between these two sister republics.

When we think of the neglected civil war soldiers' graves (except the visit from the G. A. R. post on Memorial Day) we realize that it would be the same in a few years in this country in many cases with the graves of our young heroes of to-day, while if left in France they would be visited annually by hundreds or thousands of reverent American citizens.

Shall we exhume those bodies as if in a hostile land? Shall we treat the French people as unworthy to be custodians of the dead—"le bon soldats Americaine"—who died for France as well as for humanity?

It may be a year or more before our Government can begin the work of transporting soldiers' remains. What of the state of those remains then? Will there not be a risk of starting another epidemic of flu or something worse when those graves are opened? Who will do the work of exhumation? Our soldiers will not willingly do it, because their sentiments are against disturbing their fallen comrades.

The first returned soldier to whom the writer broached the subject said: "If it were me I would not want to be brought back." In this connection let us state this same maimed sergeant's experience in one particular. It was Aug. 1, 1918, in the second battle of the Marne, where he received some eleven wounds. This company had undertaken to drive some Germans out of a piece of wood and been driven back twice. His captain being disabled, he was given charge of the company and sent again to take the wood. "Think of the order I gave to men whom I loved as much as my own brother at home: 'No man is to come back until he is carried back.'" Of course, they drove out the Germans, although the sergeant fell under a rain of machine gun bullets within twenty feet of the objective, then crawled on and shot two Germans with his pistol, turned their gun toward Germany, and crawled into a hole to die, woke up when being dragged by the feet to the dead pile, walked with assistance a short distance, fainted and woke again three weeks later.

Shall such brothers in arms, lying side by side "over there," be separated again?

Those relatives who are sure that the fallen soldier wished his remains brought home have only one course to pursue—follow his wishes. Those who do not know his wishes and do not yet feel able to meet the shock of so sad a homecoming may later on have the privilege of changing the order given. If they say yes, and the outcome is added disappointment, it can never be reversed.

Expense may not be mentioned in this connection, and yet, could not the labor and expense required in this great work be expended in helping restore devastated lands and homes and aid stricken allied peoples?

"He is not there; he is risen;" he

# 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

## Lily White

"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.



has or will have on the resurrection morning an immortal, a glorified body, and it will be but a few years before all who have lived through this terrible time of war will also sleep in the dust to awake at last with him. If it be best, we as good soldiers, can wait with the same patience and fortitude and devotion to duty as did the American soldier in all his sojourn abroad for the final meeting in that better home.

The same sun, moon and stars in the same twenty-four hours shine down upon those graves in those quiet, beautiful spots in France, as shines upon us; the same blue sky by day and starry canopy at night; Heaven is just as near to us all and their spirits seem with us here just as our spirits seemed to go with and watch them in their long journeyings from training camp to the battle line and, in all their privations, hardships, toil and dangers.

Father whose son sleeps "over there."

**One Way of Preventing Monopoly.**

Cadillac, April 15—At the Saginaw convention many important matters pertaining to the retail grocery trade were discussed, among the subjects being the possibility of the packing interests getting into the retail business. The fundamental principle of American independence is the freedom of thought, word and action of the individual and surely the freedom of the individual is not aimed at by the monopolizing of his business by those who manage such interests as oil, meats, steel and other of the necessary commodities used by everybody.

The burden of conserving foodstuffs under the Hoover administration placed the greatest part in the programme of conservation upon the retail grocer, for the reason that he is the last link in the chain of distribution, coming in direct contact with each person, who is required to buy the goods offered in lieu of those to be conserved.

The power of the retailer is just as great if used to teach the true American spirit in business, "that of equal rights to all men," and in showing the injustice of permitting a monopoly of any commodity that is intended for the benefit of all mankind of an equal basis.

Monopoly of any commodity eliminates competition and enables the monopolizing interests to dictate the price, with the result that we who pride ourselves on the freedom we enjoy as American citizens are rapidly becoming merely "cogs" in the wheels of finance.

The mission of the grocer is not alone one of making a living. He should also use his American right to see that the independence of those with whom he comes in contact is preserved, thereby fulfilling a part of his obligation as a citizen of this great Nation, supporting the Government in its efforts against any interests that may hinder the work of our governing bodies. Let us so encourage, help and commend the work of the Federal Trade Commission in its efforts to bring to light the practice of big business which undertakes to control any branch of trade unfairly, whether it be foodstuffs or whether it be other commodities.

J. M. Bothwell.

Because you find a thing very difficult, do not presently conclude that no man can master it; but whatever you observe proper and practical by another, believe likewise in your own power.

**Live Notes From a Live Town.**

Owosso, April 15—Owosso Council held its regular meeting last Saturday evening with a good sized attendance. The question of asking the wholesale houses for a two weeks' vacation came up and was discussed from several points. A committee was appointed to talk with whatever wholesalers are convenient to get their ideas on the request. As we have no wholesale houses in one particular line, the writer's name was suggested by J. D. Royce as a committee of one to correspond with Sears-Roebuck as to their idea on this particular subject.

Our humming little town is having an abnormal stir in the purchase and exchange of real estate. Over 100 places changed hands last month and there are no houses to rent. Many new modern homes are going up this season and it is estimated that our population will reach the 25,000 mark inside of three years, with the freight accommodation of four railroads. What we need next here is a good snappy little wholesale grocery house. Then you old big fellows, look out!

We would like to shake hands with Old Timer on his stand for the protection of song birds in your last issue of the Tradesman. Comrade, you are right every minute. Shake again!

Lloyd Towner, of Sheridan, has embellished the interior of his ice cream parlor with a \$1,000 soda fountain and soft drink dispenser. This addition makes his place one of the best of its kind in the interior of the State, barring Grand Rapids and Mears. Next thing we know Lloyd will own a ford. With the coming of Libby, McNeil & Libby's cream condensery and the growing of one of the prettiest villages in the State, Towner has a sure winner in his ice cream outfit, all new fixtures and plenty of room.

Herb Hawcroft, the old-time West town grocer, has resigned his position as city clerk and accepted a position as traveling salesman for the Owosso Baking Co. This is the same Herb who at intervals takes a plunge in the raging Shiawassee in the winter season and brought forth the following spasm last winter from a would-be Walt Mason. Little Herbert Hawcroft swimming in the river thermometer at zero. Don't that make you shiver? Know what makes him do it? Only what we're told, helping out his name sake, hooverizing coal.

Since reading your interview with J. D. Royce last week the grocery business has been very light; in fact, we haven't visited any grocery stores hardly at all. All our time has been consumed in calling on clothing stores looking at large sized hats.

Honest Groceryman.

**Resolution of Respect.**

Whereas—Brother George F. Creech has been called to rest from his labors among us; and

Whereas—We shall miss his cheery greeting and long for the clasp of his hand and the inspiration of his tireless energy; be it therefore

Resolved—That we, Traverse City Council, do hereby express our deep sorrow at his passing, and our tenderest sympathy for those loved ones bereft of a husband and a friend.

Resolved—That one copy of these resolutions be spread upon the records of the Council, one copy sent to his family and one copy be sent to the Michigan Tradesman.

H. C. Hoffmann,  
Fred. C. Richter,  
Adrian Oole.

Committee.

Better by far not to start for an object if its pursuit is to be abandoned at the first difficulty.

**A Visitor From Ceylon**

**RED CAP**

CEYLON AND INDIA

**TEA**



Packed in Half-Pound Foil Packets

Black, Green or Mixed

**Laden with the Fragrance and Goodness**

of the Best Tea Gardens in the Orient

You have missed the best if you haven't had RED CAP.

**Profit Sharing Coupons**

In Each Half-Pound Package

Packed and Distributed by

**NATIONAL GROCER COMPANY**

Grand Rapids

Lansing

Cadillac

Traverse City

### WHY HESITATION IN BUYING?

Breaks of sunshiny weather since the beginning of the month have helped much in increasing the business of the retailers, especially those of them who deal in articles of wear. While this is the case particularly with reference to those catering to the wants of women, it is hardly the less so with regard to such as deal in men's apparel. With the exception of a few localities, moreover, this condition seems to prevail all over the country. Retail merchants have been and are still doing a much larger amount of business than they anticipated and are giving evidences of it by the numerous orders they are putting in for replenishing depleted stocks. The lateness of the Easter is an aid to the trade, as the festival comes at a time when the weather is pretty well settled and permits of a separation between the strictly spring and summer requirements. In men's buying, the influence is felt of a large number released from military service who are stocking up and replenishing their wardrobes.

Usually a condition of this kind has the effect of inducing the retailers to put in their orders in fair volume for the season to come, and this, in turn, makes the jobbers get busy and plan ahead in the primary markets. So far this has only been done to a limited extent. There are still too many uncertain elements in the way of a rational decision. Any one may make a guess, and some one's may turn out correct, but more assurance than this is required to produce confidence. Take, for instance, the one matter of building. This has been checked for several years and has been almost at a standstill for the last eighteen months. In many parts of the country the housing situation has become most acute. The resumption of construction means employment to millions of workers of all kinds, and their wages would ensure a large measure of buying. Despite the need for work of this kind, however, there are as yet no signs of a definite revival. It is the cost of materials no less than the high price of labor and the arrogant and utterly destructive attitude of laboring people generally which deters enterprise in this direction, and it begins to look as though no relief would come until there is a substantial reduction in the cost of living and working people come to understand that there is a limit beyond which they must not go. Commodities prices are, in great measure, interdependent. One does not come down unless the others do. When once there is a real break, the edifice of prices is apt to come down like a house of cards.

### COTTON PRODUCTION.

While present conditions continue, facts and arguments to support any view of the cotton market can be had by those who wish to use them. This is why quotations keep bobbing up and down alternately without there being any material change in the situation. To those inclined to be bulls, the fact of cultivation being a fortnight or so behind gives a talking point for a smaller crop. Those on

the other side of the market, however, argue that the very excess moisture which retards planting now will help out the growth later on. The much-heralded movement to restrict acreage by one-third is taken less seriously than it was. No one, in fact, seriously believes that this will be attempted except it be Governor Allen of Kansas, who wrote to have the United States Attorney General interfere and stop the movement by aid of the anti-trust laws. South Carolina is the State in which the proposition seems strongest, but that State raises only about one-twelfth of the crop and a little curtailment there will not be very material. The goods market has been showing considerable strength during the last week, prices for gray goods having been advanced with some steady buying. As a result of these conditions, work in the mills has been picking up, and the stocks at mill centers are going out more rapidly. At Fall River during the last week the trading was the largest in six months. Finished fabrics are sharing in the increased demand with consequent greater price strength. Significant in this direction was the rise in the price of denims at the close of the week. Indicia of the kind mentioned are inclining many to cherish the hope that the corner has been turned in the prices of cotton for the time being. The knit goods situation is also clearing itself with more of a disposition on the part of buyers to take hold. Hosiery is going very well.

Detroit's defeat of Mayor Couzens's plan for city purchase of the street railways demonstrates again the great reluctance of American cities, as compared with European, to embark on this phase of municipal ownership. Before the war Leeds, Manchester, Birmingham, Liverpool, Nottingham, and other British cities maintained that municipal management of the tramways was a success. Of the fifty chief cities in Germany, twenty-three owned and operated their own street railways. In America the movement for municipal ownership has rarely gained strength unless the misconduct of privately owned utilities seemed to make it the only recourse of desperate citizens. Our public utilities regulation has steadily reduced the frequency and seriousness of such misconduct.

Every business man in Michigan should be represented at the meeting which will be held at Lansing on Saturday of this week to consider the prohibition of the extortion the stock fire insurance companies have been enjoying during the past year under the name of surcharge. There never was any excuse for such an addition to the rates charged for insurance except the greed and avarice of the stock company managers, who could not permit so large a sum as \$1,100,000 to slip through their fingers. Now that they have enjoyed their ill-gotten gains for a year it is time that honest men had an inning and the insuring public be given relief from a burden they should never have been forced to assume.

### PUNISHING THE KAISER.

Capital punishment, which is the best that men have been able to devise for the greater crimes of common experience, seems miserably inadequate in the case of the Kaiser. That would end his sufferings at once. Remorse, the tortures and torments that will prey upon his mind and soul, would seem to be a penalty more nearly commensurate with his crimes; so long as he holds his former greatness in memory he must be the most miserable man on earth. That he must be under restraint, a prisoner, he must never be a free man, is indicated by common prudence. There the Conference will be upon solid ground, with a multitude of precedents to justify the process against the ex-Kaiser, with the whole body of international law for the guidance of the court. There will be no difficulty in drawing up the indictment against him for many and flagrant violations of international law; and the supreme law of self-defense and safety gives abundant sanction, after conviction, for a sentence imposing restraint or imprisonment. The decision of the Council that he must be placed on trial may be expected to lead to that end. Wilhelm Hohenzollern is no Napoleon. Since his flight to Holland he has been a pitiful figure, less an object of fear than of contempt. But he should not go at large. While his execution, through some strange perversion of popular feeling, might make him something like a martyr in the land he formerly ruled, the Germans can never complain of his being put in safe keeping. If they have the good fortune and good sense to deliver themselves from the counsels and practice of socialism and worse delusions, they will be well content that during all of the life that remains to him he shall be made powerless to do further harm. They share with him the responsibility for the war, for its ravages and its inhumanity. Their share in the reparation of that part which is reparable will be assessed against them. They must and will be made to pay in money and goods to the full limit of their ability and during a long period of years for the ruin they have wrought in other lands.

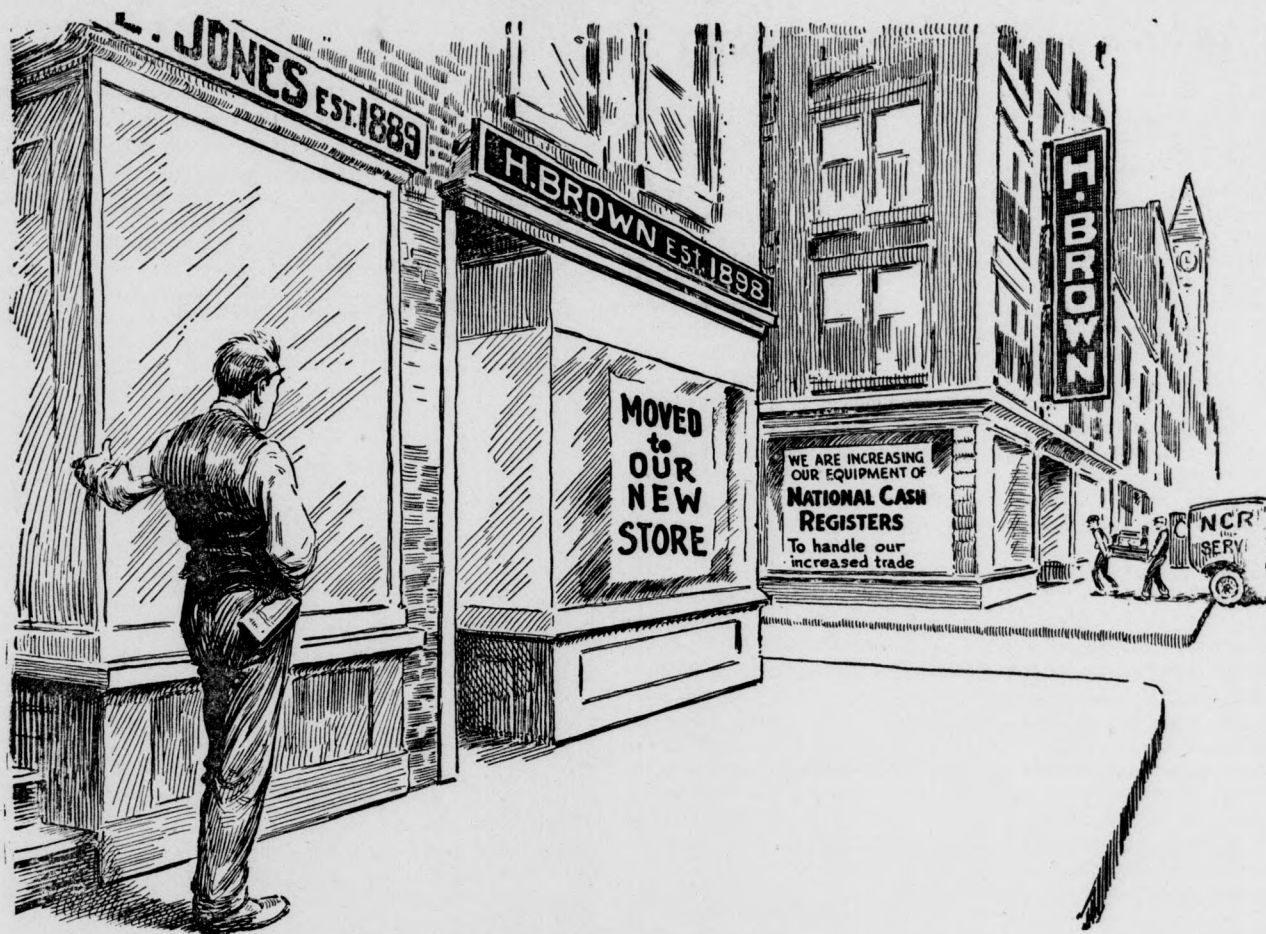
### ONE MUDDLE INTO ANOTHER.

If Mr. Hoover's plan for feeding Russia through neutral agencies becomes a fact, it is not in exchange for Bolshevik gold that American food can go into Russia, but in exchange for a rational and civilized Bolshevik policy. It is with Russia as with Germany. We are sending food across the Rhine for the purpose of encouraging order and the establishment of a government with which the Paris Conference can talk in the comprehensible terms of one nation speaking with another nation. Food relief for Russia will not function if the transaction is to be between the Entente, or America, on the one hand, and a "revolutionary internationalism" on the other. Does Lenine stand ready to abandon his warfare against "Western imperialism?" Is the recognition he solicits to be recognition of a government or

of a crusade? Or is war to continue under a new aspect—we striving to kill Bolshevism through the offer of food and Lenine propaganda working to undermine the "capitalistic imperialism" which feeds him? Mr. Hoover's proposal of food for Russia is not unconditional. The least he can ask for, and apparently does ask for, is that the Russia which clamors for food in order that it may go about its business shall restrict its business to its own confines.

It has been said that a promise from Lenine will not be worth the paper it is written on, that the Soviet Government will make pledges with its tongue in its cheek, and will go on exchanging propaganda for our food. The danger is there. But it can be faced if only on our part there goes with the proffer of food clear evidence of a resolution to hold Lenine to his bargain. The danger is real if we offer food as the only way of appeasing an enemy whom we dare not face. But if we are not afraid, there is gain in making Bolshevik policy put itself on record before the world. We know that Bolshevism has fallen far from the pristine ideal. The famous nationalization of industry has become a policy of "opportunistic nationalization." With something like 500 factories taken over by the Soviets, an annual deficit of billions of dollars has been incurred. Lenine has shrunk back from the prospect of 5,000 nationalized factories to a policy of going slow; that is to say, to a policy of progressive Socialism. If in industry Bolshevism in Russia has become opportunistic, if it is making offers to foreign "capitalism," if it recognizes Russia's foreign obligations, if finally it abandons its international crusade, and begins to talk in accepted terms of statecraft, the world might well ask what is the justification of dictatorship of minorities and Red Guards. To such a confession Lenine must come if the Russian situation is not to pass from one muddle into another.

Mr. Burleson will be asked from more than one quarter for details about the necessity for raising telegraph rates. The unions of telegraph operators are protesting that he is unjustified in assigning as a cause increases in wages. Only 10 per cent. of the employes, they charge, have profited at all by the increases. The remainder, they say, have received reduced compensation, by a change in the basis of payment from an eight to a nine-hour day and by a reduction of allowances for overtime and Sunday work. It is also stated that private soldiers who in civil life were skilled operators are being held in the army and are working for the Western Union at army pay. Another charge is that the Government administration has resumed the practice of sending messages by mail or messenger—the very custom which Mr. Burleson denounced before he assumed control. The true answer to all such statements would be an itemized account of expenditures and receipts which will show accurately where the necessity lies.



## Use an up-to-date N. C. R. System and match your neighbor's success!

The merchant who combines a cash register system with progressive merchandising is bound to grow.

A merchant who handles money and accounts slowly by hand instead of quickly by machinery, cannot meet competition.

An up-to-date N. C. R. System protects hard-earned profits; increases trade; cuts down expenses; makes clerks more effi-

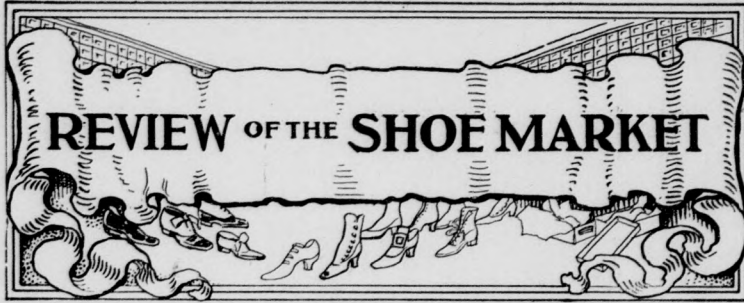
cient; stops errors, losses, and disputes; speeds up the business.

Every merchant needs the help of an up-to-date N. C. R. System in handling his money and accounts.

An N. C. R. System is within the reach of everybody. The payments are easy and the machine will more than pay for itself out of what it saves.

### **An N. C. R. System is a modern business necessity**

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



**REVIEW OF THE SHOE MARKET**

**Relation of the Traveling Salesman to the Retailer.**

In taking advantage of the opportunity afforded by your invitation to say a few words on the relation of the salesman to the retailer, I want to call your attention to the essential fact that salesmanship came with the beginning of the world inasmuch as Eve sold Adam the idea of eating apples and to this day every man and woman coming from the Holy Land is an apple salesman.

Salesmanship is a fundamental necessity in all business and the shoe salesman, wholesale or retail, with the coming of fancy and beautiful shoes, sold at double and triple the prices of former days, has a future before him which, according to the old plan would have been an impossibility.

To-day, when \$8, \$10 and \$12 are ordinary prices for shoes, it requires salesmanship of a higher order, from manufacturers' as well as retailer's salesmen, but with this better salesmanship go fitting salaries and compensations.

The new era in footwear has changed all time worn traditions of the game. The old fashioned store-keeper, with a doubtful looking store, if he is still on the job to-day, meets you about as follows. His clothes are pressed and cleaned, his trousers cuffed, he wears a silk shirt and a fresh morning shave, and when he's still greeting you asks "What's new?" And, gentlemen, that little word "new" is the key to his and your prosperity.

Style is the most wonderful business producer. Without it we once grew stagnant. With it we are now prosperous. And, bear in mind if you please, we are not forcing an unwilling public to style for, on the contrary, when through the necessity of war style was to a measure forbidden, your customers did not like it. Did they?

And in speaking of the style feature in footwear, it is timely to call your attention to the fact that the style committee now in existence numbers in its ranks representatives of three great bodies of shoemen, viz., the National Shoe Retailers' Association, the National Shoe Travelers' Association, and delegates from the national organization of shoe manufacturers. Thus all factors in the footwear world are working together for the production of shoes which embody the style element.

Recognizing the necessity of closer association in trade, the traveling shoe salesmen have organized and we, like you, discuss in our meetings topics of current interest and post ourselves that we may at all times be abreast of the ever changing conditions.

The traveling salesman to-day, from the style end, is as important as any part of the business. His employer depends upon him for style tendencies and in many instances salesmen write and design entire lines and your salesman's confidence is a worthy asset. You can't afford to be without it in business and our feeling toward you is most friendly. Our employers in fact assert that they are entitled to a 50-50 break and claim that we split 60-40, the retailer getting the long end.

I once had a price of \$1.50 less 5 per cent. thirty days on Hauselt five and nine colored kid. In Omaha I met a competitor who had them at \$1.42½. They were McKay shoes cut from 18 cent leather, and while that sounds tempting, the manufacturer, retailer and salesman were not as prosperous as to-day. In other words, the introduction of the style feature in footwear, coupled with the prosperity which goes with high prices and high wages, have made the difference between the lack of prosperity of the shoe fraternity in that day of cheap leather and the presence of prosperity in the present day of high priced leather and footwear.

It is impossible to consider the topic assigned to me, that of the relation of the traveling salesman to the retailer, without emphasizing the mu-

**Satin Oxfords in Stock**



3547—Black Satin Ox. Turn Covered Heel, A 4-7, B 3½-7, C 3-7.....\$4.50

3564—Black Satin Ox. Single Sole McKay, Leather Louis Heel, A 3½-8, B, 3½-8, C 3½-7½, D 3-7.....\$4.00

**Hirth-Krause Co.**

Tanners and Shoe Manufacturers

Grand Rapids, :-: Michigan

WAR times have taught many people that "shopping around" for low priced shoes is poor economy. In learning to save, they have discovered the wisdom of buying shoes with a long established reputation for high grade quality—like the MAYER HONORBILT Line.

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

*Mayer*  
**HONORBILT SHOES**

R. K. L.

Order Our

R. K. L.

**Tan and Black Kid Oxfords and Shoes**

for your  
**Easter Trade**



No.	Price	No.	Price
2844—Havana Brown Kid McKay.....	\$4.50	2808—Pearl Gray Kid.....	\$4.65
2846—Havana Brown Chrome India.....	3.90	2809—Havana Brown Kid.....	4.15
2848—Black Kid McKay.....	4.35	2810—Black Kid.....	4.15
2851—Havana Brown Calf.....	4.00	2811—Patent Leather.....	3.85
			B to D, 3 to 7.

Rindge, Kalmbach, Logie Company  
Grand Rapids, Mich.

R. K. L.

R. K. L.

tuality of interest which exists between you as merchants and we salesmen as salesmen. For, just to the degree that we understand and appreciate the fact that our interests are interrelated, to that degree will we both benefit.

The traveling salesman calling upon you is in position to be, and wants to be, your business adviser so far as is possible. By that I mean that he is anxious to see you succeed in the fullest measure, because he realizes that as you succeed so will he.

Going from store to store as he does, he comes in contact with many advanced methods of merchandising shoes, methods which he gladly passes on to you if given the opportunity. He is in touch with fundamental facts and conditions in the world of leather and footwear which are yours if you want them. In every way, the salesman realizes that you and he are both interested in the selling of more shoes at a profit, and it is his desire to share with you the information which he gathers from various sources.

In other words, the traveling salesman is not merely an individual interested in how many dollars worth of merchandise he can sell you to-day. On the contrary he is interested in seeing you make of your business the greatest possible success and, that this end may be realized, he comes to you as a business friend, giving freely of his fund of knowledge, some gained by the study which he must of necessity make of market and trade conditions, style demand in different parts of the country, and the fundamentals of the craft, and some picked

up in the stores visited here and there on his territory.

It is this mutuality of interest between salesman and retailer which I wish to impress upon you at this time, believing as I do that while either working more or less independently can make a reasonable success, both working in harmony, team-work if you please, can accomplish results for each impossible under the other condition. Look upon the traveling salesmen who call upon you as friends and business associates rather than as men out to sell you all the goods possible. You will, I am certain, find that your confidence is well placed and that the salesmen will be ready and willing to co-operate with you in every way.

We, who are fortunate enough to live and do business in this wonderful Northwest, need experience no fear as to the future. Here in a section where our prosperity comes largely from the soil; where the farmer has more land under cultivation than ever before; where the price of our great staple product is guaranteed; is required no argument to cause us to have faith in the future.

Your trade will be as good as during the most prosperous war period and increased shoe prices no more of a consideration now than then.

When your salesman comes, give him your order. Prices will not come down for sometime to come. The increased cost of footwear is largely due to increased wages for labor. Shoes cannot become cheaper until wage scales are lowered and there is nothing in sight to indicate this in the near future. Geo. J. Nichols.



No. 804

## Seasonable Numbers In Stock for At Once Shipment

- No. 804—Men's Black Elkskin, Bellows Tongue, Nailed  
Leather Sole, Fair Stitch, Bike Cut ..... \$2.75
- No. 808—Men's Tan Elkskin, Same as No. 804 ..... 2.75
- No. 805—Boys' Black Elkskin, Sizes 3—5½ ..... 2.50
- No. 802—Youths' Black Elkskin, Sizes 13—2½ ..... 2.35
- No. 806—Gent's Black Elkskin, Sizes 10—12½ ..... 2.00

Order Today—Your trade will be big on these numbers now.

### Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear GRAND RAPIDS, MICH.

## In the Hood Tennis Lines

there's a style and price for every reasonable demand.



The "Casco" with Pneumatic heel, white or brown uppers.

	Bals	Oxfords
Men's .....	\$1.35	\$1.20
Boys' .....	1.25	1.10
Youths' .....	1.17	1.05
Women's .....	1.22	1.10
Misses' .....	1.12	1.00
Children's ..	1.02	.90



The "Bayside," a Standard style. White, brown or black.

	Bals	Oxfords
Men's .....	\$.99	\$.87
Boys' .....	.94	.82
Youths' .....	.89	.77
Women's .....	.94	.82
Misses' .....	.84	.72
Children's ..	.79	.67

Every Pair Pressure Cured. Good Wearing.  
Snappy, Strong and **NOTICE THE PRICES.**

## Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

*The House of Kreider*

# KREIDER'S POLLY ANNA

### CHILDREN'S SHOES

One entire factory devoted exclusively to the manufacture of Kreider's Pollyanna Shoes. Their equal is not made in the world. If your dealer cannot supply you, write us for some interesting facts on children's shoes.

*The A.S. Kreider Co.*

312-318 West Monroe St.  
CHICAGO MAKERS

Best Shoes for  
Boys, Girls and the Babies



### Effectual Quietus on Street Railway Ownership.

Written for the Tradesman.

Municipal ownership of the Detroit United Railway, as proposed by Mayor Couzens and his associates, was most effectively smothered at the recent election. This is a demonstration of American common sense and should eventually close the question for all time to come. The Detroit United Railway has been the cat's-paw of politics for a quarter of a century. Every man in the city of the Straits with political ambition seized upon the street railway question as a shibboleth to advance his political fortunes, pandering to the restless and discontented element of the community and using it as a bait to the socialistic vote. There have been volumes of hot air written; in fact, so much that was both worthless and false was crammed down the peoples' throats that they became nauseated, thus causing a revolution in public sentiment. The recent election demonstrated the fact that the great mass of the people have no confidence whatever in political clap-trap and are capable of judging of the merits of a proposition for themselves. They fully realized that a politically controlled and operated system of transportation or other public utilities could not be efficiently and economically operated. Having before them the shining example of the operation of control of the railroads by the Government, it was not at all surprising that they refused to sanction a similar experiment in Detroit. It is to be hoped that this political Pandora box will be locked and the key thrown away, yet some egotist will probably try to revive the question and again waste the peoples' money on commission and propaganda.

Otto H. Kahn, in a recent address in Cleveland, spoke of the crippling effect our taxation measures have upon business. Whoever studies the annual reports of the leading corporations must be impressed with the fact in regard to the income tax, even if this cloud, at least, has a silver lining, which security holders and business men should not fail to note.

Reports of any large corporation will show what an enormous proportion of net income went to pay Federal taxes. For instance, the report of United States Steel shows that in 1918 it set aside \$274,277,835 for Federal taxes. This was a large increase over the 1917 taxes, which at the time were considered tremendous; and on this year's earnings of corporations should be at least the greater part of this huge sum, as with most other corporations, came from the excess and

war profits taxes. Here is the method of figuring them:

A corporation is given a specific exemption of \$3,000 and a credit of 8 per cent. on the invested capital; the total is then deducted from a portion of the net income equal to 20 per cent. of the invested capital. The difference is the base for a tax of 30 per cent. This is called the "first bracket." Remainder of the net income is taxed at the rate of 65 per cent., and is called the "second-bracket." Sum of the two brackets is dignified by the name of "excess profits tax."

Now the income must go through another combing. A credit is allowed, based on the difference between invested capital in 1918 and the pre-war period, which (with the specific exemption) is deducted from the net income; and the remainder is taxed at the rate of 80 per cent. This is called the "third bracket." After some more figuring, surveying, weighing and measuring, whichever is the larger—be it the sum of brackets one and two, or of three—that one is the amount of the tax to be paid.

Like the grapes which must be pressed the second time, the corporation must go through another squeezing process. What is left of the income after deducting the excess profits or the war profits tax must also pay a so-called "normal" tax of 12 per cent. When Steel had gone through these different processes it had yielded up over \$274,000,000 of its earnings—more than half the par value of its common stock. Other corporations had exactly the same experience. And yet they live to tell the story.

In Montgomery's Income Tax Procedure he describes excess and war profits taxes as "a temporary annex—ugly but essential—to be removed the moment the emergency (which

## 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

# The Victory Loan

Opens  
April 21

Let's Prepare  
Now

to do our full share.



Established 1853

Let's show the Michigan boys who smashed the Hindenberg Line that we are ready and glad to loan money to help pay our nation's expenses in the war which they helped to win.

## THE OLD NATIONAL BANK

MONROE AT PEARL



GRAND RAPIDS

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

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

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

## GRAND RAPIDS TRUST COMPANY

OTTAWA AT FOUNTAIN BOTH PHONES 4391

Safe Deposit Boxes at Three Dollars Per Year and Upward

alone justifies its creation) shall have passed." It is now passing. If the present law is allowed to stand, the rate in bracket No. 1 will be reduced from 30 to 20 per cent.; bracket No. 2 from 65 to 40 per cent.; No. 3 with its 80 per cent. will be eliminated and the normal tax will shrink from 13 to 10 per cent. So the taxes on this year's earnings of corporations should be at least from 25 to 30 per cent. less than in 1918.

There has been, and still exists a keen desire for lower prices of structural material, and more or less clamor for the same. The uninformed cry profiteering and steel labor says more wages. In view of this situation an analysis of the payrolls of the leading steel companies is interesting. It explains the opposition of many steel manufacturers to drastic reductions in the prices of their respective products without a corresponding cut in wages.

Wages have been tending upward for the last four years in the face of a pronounced falling off in efficiency. With wages unchanged, cost of production has been soaring on account of decreased output, and two cuts in steel have already been made since the signing of the armistice.

In December, 1918, the average annual wage per man of U. S. Steel was \$1,950, compared with \$1,685 for the full year 1918; \$1,296 for 1917; \$1,042 for 1916; \$925 for 1915, and \$905 for 1914. In 1904 the average wage was \$677.

The daily wage per employe of the Steel Corporation in December, 1918, was \$6.26, compared with \$2.97 in 1914, an increase of 111 per cent., and yet Henry Ford startled the world when he placed his men on a \$5 a day wage.

That increased wages have been accompanied by lower efficiency is evident from the fact that fifty-two tons of steel per man were produced by U. S. Steel in 1918, compared with fifty-six tons in 1917, sixty-two tons in 1916, and sixty-two tons in 1915.

The wage per ton of U. S. Steel in 1918 was \$32.68; in 1917, \$23.24 in 1916, \$17.03, and in 1915, \$15.03. In December the annual average wage per ton must have been at the rate of close to \$37. The low record reached since Dec. 31, 1901, was \$13.89 in 1905, a sharp contrast with the \$37 wage per ton in December, 1918.

U. S. Steel shipped 15,460,792 tons of steel in 1916, with 252,668 employes; whereas in 1918 it shipped only 13,849,482 tons, with 268,710 employes.

In 1918 Midvale Steel reported an average wage per ton of \$39.44, compared with \$27.95 in 1917 and \$18.95 in 1915, an increase of nearly 110 per cent. within that period.

Midvale, with 34,434 employes, produced 1,448,374 tons of finished steel in 1918; whereas, in 1916 it produced 1,558,108 tons with 31,018 men. The average annual wage of Midvale in December, 1918, must have been at the rate of close to \$1,900 to \$2,000.

In 1915, Republic Iron and Steel Produced 1,033,400 tons of finished steel for sale, and paid out in wages

\$8,558,574. Average number employed was 11,105.

In 1918, Republic Steel produced 1,024,000 tons of finished steel, and paid in wages \$23,742,260. Average number of men employed in that year was 14,668.

The average wage per ton of steel produced by Republic in 1915 was \$8.30, compared with \$23.20 in 1918, a gain of \$14.90. In other words, cost of production per ton of steel rose \$14.90 in four years. The average wage per man in 1915 was \$771, compared with \$979 in 1916, \$1,211 in 1917, and \$1,619 in 1918.

It will be observed that wages have more than doubled in the period mentioned.

Assuming that the average wage per man at present is \$1,900, the total Republic Iron and Steel Co., would pay to 14,663 men for twelve months' period would be \$27,969,200. Based on Republic's production of finished steel in 1918, this would mean that the labor cost alone would be \$27.30 a ton.

Paul Leake.

**Square and Crook.**

Written for the Tradesman.

I like to love a man for solely what he is  
A true and genuine chap; he may not  
be a king  
Nor lord, nor duke, nor prince; but has  
his faculties  
So well in hand he trusts himself in  
everything.

Who never needs to keep his wits well  
under guard  
Through fear an evil winking eye or  
telling look  
Betray the truth; else holds it lightly in  
regard  
Nor cares if he his sheer disguise for  
truth mistook.

Some men are square—so square it's  
self-confessed:  
By every move, by every word, or  
glance or look  
They show they're men. More such we  
wish the world possessed.  
But who can well explain the presence  
of a crook.

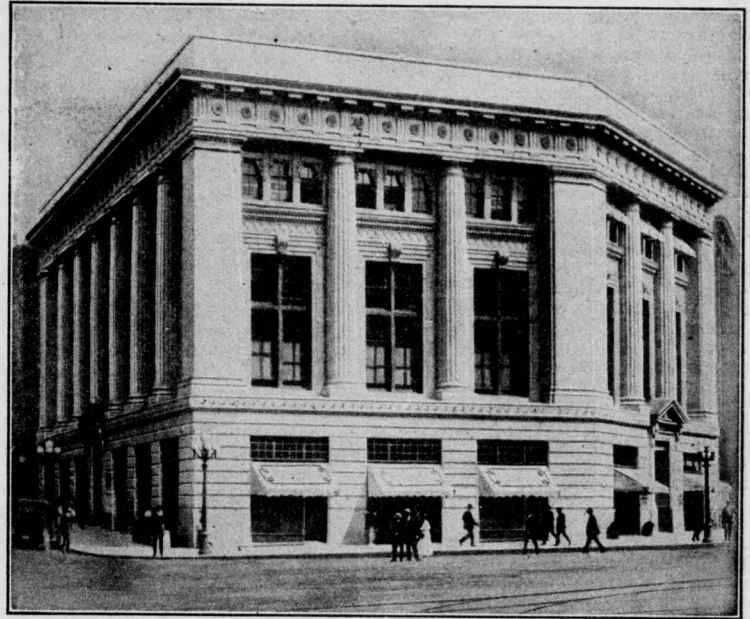
The whole wide world is square—each  
flower and bird and tree,  
The winter with its snow; the summer  
suns and rain:  
Each crystallized flake or drop of dew is  
purity  
The seed time comes and harvest with  
its promised grain.

In these environs man on earth was  
placed to live  
And multiply; to be as sands upon the  
shore  
For number; his children's children too  
would ever thrive  
Each born for greater things—and have  
of wisdom more.

Charles A. Heath.

Protestant or Catholic, Jew or  
Gentile, all must stand equal before  
the law. To do more would be special  
privilege; to do less would be  
violating my sworn duty.

**GRAND RAPIDS NATIONAL CITY BANK  
CITY TRUST & SAVINGS BANK  
ASSOCIATED**



**CAMPAU SQUARE**

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

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

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

**GRAND RAPIDS NATIONAL CITY BANK  
CITY TRUST & SAVINGS BANK  
ASSOCIATED**

**Charity Bequests**

It is a commendable virtue that actuates a man to provide for dependent persons, whether they be relatives or some institutions or charitable organization.

A good way to bestow charity is to create a trust in favor of the person or institution for whom you wish to provide.

Many such trusts are now being handled by our trust department to the complete satisfaction of all concerned. Consultation is invited.

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.

BE BANK! WHERE YOU FEEL AT HOME

**GRAND RAPIDS SAVINGS BANK**

WE WILL APPRECIATE YOUR ACCOUNT  
TRY US!

**Gabby Gleanings From Grand Rapids.**

Grand Rapids, April 15—About twenty years ago Edward Frick, head buyer for the Judson Grocer Company, conceived the idea of procuring a keg of current wine from Greece. He transmitted his ambition to the representative of a current importer and a few months later he received by express a keg of the coveted liquid. The keg sat around the house several years before Mr. Frick felt in the mood to sample his purchase. When he finally did so, he was surprised to find the keg empty. Either the contents had leaked out or evaporated—into the air or down the throat of some thirsty individual. Mr. Frick has never had a desire to own a keg of wine since.

Cornelius Crawford, Vice-President of the Hazeltine & Perkins Drug Co., has the sympathy of the trade in the death of his younger son, Dr. Harry Crawford, who was buried from the family residence last Saturday. Death occurred in Blodgett hospital Thursday, having resulted from an injury to the spine which occurred several years ago. Mr. Crawford is doubly afflicted, Mrs. Crawford not yet having recovered from a stroke she sustained about a year ago.

E. A. Clark, who has covered Southern Michigan and Northern Indiana for the National Grocer Co. for the past ten years, has resigned his position and will locate in California on account of the health of his wife. His successor is James Smith, who represented the house on the road, selling cigars and Bevo, until he was called into the service of Uncle Sam. Since he returned from the war, he has occupied a clerical position in the house.

The house bill to raise railroad rates to 3 cents per mile did not have such easy sledding in the Senate. A number of Senators opposed the bill, in any form, but others suggested an amendment, reducing the rate to 2½ cents per mile, which was adopted. A second provision of the bill over which there was some fight in the Senate, would permit railroad companies to charge an additional 10 cents on any fare when paid on the train. The plea of the crafty railroad lobbyist who nursed the measure through the Legislature was that this was an efficiency measure on the grounds that it would induce more passengers to buy tickets and thereby save conductors the time and nuisance of making change on crowded passenger trains. Not all of the Senators agreed with this version of the purpose. One Senator in particular was heard to remark that it was nothing but a graft on the part of the railway companies who would collect in several hundred thousand extra dollars per year at 10 cents per the forgetful passenger, and close their ticket windows on purpose so as to force passengers to be penalized in this manner.

John J. Dooley was considerably stirred up a day or two ago because he was compelled to pay 15 cents for the delivery of a telegram to his home on Auburn avenue. John forgot for a moment that we have ceased to be a Nation of efficiency and have been plunged into socialistic chaos, so far as railway, telegraph and postal service is concerned by the socialistic freaks and cranks who temporarily hold the reins of power at Washington. The only hope for this country lies in its early deliverance from the one-man-power idea which has become an obsession with the leaders of the party in power. It is as ruinous to liberty and as destructive to prosperity as the propaganda of the Kaiser and will lead this country into the same ditch Germany has fallen if not utterly extinguished.

**Do You Fall For This Joke?**

The special delivery stamp has become a joke. If you wish to slow down the delivery of a letter anywhere invest 10 cents in a long blue

stamp and your correspondent will receive your communication from four to eight hours later than if you sent it in the regular mail under a 3-cent stamp.

If a private express company accepted extra fees for expediting delivery of packages and ran its business as the special delivery letter service is now handled the Post Office Department would issue a "fraud order" against it in twenty-four hours and within thirty days all its officers would be indicted by the grand jury, if, indeed, they would not find themselves behind the bars.

The weak point in the handling of special delivery letters is the fact that upon their arrival at the office of destination a large number of them are turned over to a single special messenger who strolls about the city at his leisure distributing the letters according to his own idea as to what constitutes expeditious routing. Heaven help the man who receives the last letter if its contents are worth a 10-cent special stamp!

The postal officials frankly admit these facts but excuse the rotten service on the ground that the department is doing its best. That's exactly what the average mail-order crook says when the department issues a fraud order against him.

Why does the department continue to take the taxpayers' money for a special service which it doesn't render and which it frankly admits it can't render? It would be vastly better to suspend the special delivery service altogether until the department can devise some businesslike method for expediting distribution.

If you want to delay the delivery of a letter strick a special delivery stamp on it!

**Burdens Shifted By the War.**

Written for the Tradesman.


The financial burdens of the war will be taken care of in good time by the Government, but each and every citizen must expect to bear his proportion of that burden. There are other burdens which will be carried by some the remainder of their lives. Fathers, mothers, wives especially will never be able to go on as they had hoped and planned. The support of declining years can never be replaced in full by any other person. Money cannot buy services equal to that of their husband or son who has been taken away.

The young may fill the gap of sorrow with activity, but the aged can often only sit and think. Blessed are

those who have no regret as to the character or conduct of the fallen soldier or as to their own obligations to him.

The passing of every soldier puts upon their survivors an additional burden or responsibility. The returned soldier must needs make more of his life now if possible than he ever before planned to do. The praiseworthy record made in the army must not be tarnished by dissipation, idleness or dishonesty. More keenly, perhaps, than any one else the returned

soldier realizes that he can not live on his army record. In some respects he feels that he has lost place in the business or industrial race, but this will in time be forgotten, especially when he learns that his army training will count in civil life as he never had anticipated it would do. Many will realize the necessity of active participation in public affairs as they never could had they not been where either failure or faithfulness of a single person counted so greatly for evil or good. Minion.

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**

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**SURPLUS TO POLICY HOLDERS \$477,509.40**

**Fourth National Bank**

United States Depository



<b>Savings Deposits</b>
<b>Commercial Deposits</b>
<b>3</b> Per Cent Interest Paid on Savings Deposits Compounded Semi-Annually
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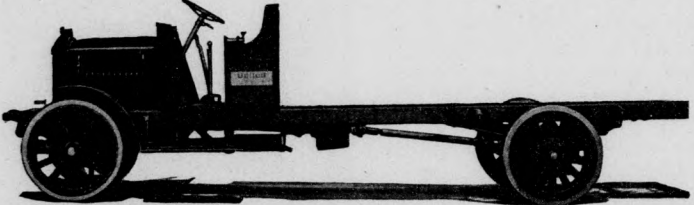
ACCURATE - RELIABLE  
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**CREDIT INFORMATION**

**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  
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**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.**



### Sample Letter Which Tradesman Writes Daily.

Grand Rapids, April 15—Your insurance policies are in bad shape—so bad that in the event of a fire you would probably be greatly disappointed men.

None of the six policies you sent me are valid.

The two policies on your store building (2677 and 4944) are invalid because they do not contain in the rider the three words, "Other insurance permitted."

They are objectionable because in the event of a fire you would receive only nine-sixteenths of the amount of your policy.

Signs and awnings on the OUTSIDE of the building are not covered.

Both have riders No. 35 which I have repeatedly condemned in the Tradesman as dishonest, tricky and unreliable.

Policy 1107 is invalid because the word "concurrent" is used where I have checked it and the policy is not concurrent with the others.

No. 1066 is invalid because of the absence of the words, "Other insurance permitted."

No. 1918 and 158701 are both invalid for the same reason. They both bear the iniquitous rider No. 35, which restricts you to nine-sixteenths of the amount due in case of loss. Any merchant who tolerates this rider on his policy is—I hate to use the word.

If I was in your boat I would write C. N. Bristol, Fremont, to visit you when he is in the Upper Peninsula and rewrite all your insurance in two policies (one on the building and one on the stock) in mutual companies which will save you 25 to 40 per cent. over what you are now paying. After you receive the new policies, I would return the stock policies to the agents and accept short rate rebates. This will mean some loss to you, but will be more than made up by reduced rate you will secure from the mutual companies. Undoubtedly Mr. Bristol will be able to show you how you can still further reduce your rate by making some changes in your risk.

In the event of your acting on this suggestion, you will have clean, legal policies in companies which will treat you fairly and equitably and give you a square deal in the event of a fire.

I do not wish to convey the idea that you would not receive any settlement on your present policies in the event of a loss. You would be given something, but you would be completely at the mercy of the man who was sent on to adjust the loss. If he was a gentleman, which some of the adjusters are, you would receive decent treatment, but if he should happen to be of such a temperament as the creature Shaw, of the Western Adjustment Co., you would be likely to fare very badly.

If you do not happen to have on file the papers containing my exposure of the rascally features of Rider No. 35, I will cheerfully send you duplicates.

If you wish to retain stock insurance and desire to use riders which are honest and equitable we will cheerfully furnish you our own form free of charge. E. A. Stowe.

#### Fireless Cookers in Name Only.

The attention of the National Fire Protection Association has been called to the case of a fireless cooker which was found to be packed with pine shavings, although the purchaser had been led to suppose that mineral wool was the heat insulator used. The hazardous character of the cooker would have remained undiscovered but for an accidental puncture of one of the compartments. Dwelling house fires originating in "fireless" cookers have been reported in the past, and inasmuch as the use of such devices is now being urged in the interests of

fuel conservation, there is reason to fear an increase in this class of fires during the coming winter. It is highly desirable, suggests the National Fire Protection Association, that a legally binding declaration as to the character of the insulating material used should be obtained by every purchaser of a fireless cooker.—Underwriters' Report.

#### Minnesota Bill Beaten.

Minnesota has defeated the compulsory and monopolistic state workmen's compensation bill, which was backed by the labor element and the Nonpartisan league. The bill was amended in the house to permit mutuals to do business, but the stock companies were still excluded. In the senate the bill was amended last week to permit the stock companies to write in competition with the state insurance fund. The advocates of state insurance, who usually insist upon monopoly, announced that if the stock companies were permitted to compete with the state fund they would oppose the entire measure. In consequence the bill was defeated by a vote of 70 to 9. No action has yet been taken in Missouri, where a similar monopolistic workmen's compensation bill is pending, also backed by the labor interests. It has passed in the house, but it is not believed that it can get through the senate, at least in its monopolistic form.

#### Carelessness a Crime.

A penalty on carelessness will shortly be placed on the citizens of Portland, Ore., by the city authorities, who are determined that careless residents must pay for the extinguishing of fires originating on their premises. When the ordinance proposed by the city attorney goes into effect, it is expected that more attention will hereafter be paid by householders and property owners generally to the recommendations of the fire prevention authorities. Failure to observe the instructions of the officers will subject the offender to a substantial fine and require him to pay the cost of calling out the fire apparatus and fighting the blaze. This plan is already in operation in several eastern cities, with good results. It is hoped that its adoption will become general.—Underwriters' Report.

#### Use and Occupancy Insurance.

Brokers are criticising some features of use and occupancy as now practiced, and claim that the present forms and regulations do not meet the requirements of the insured. Among other things, it is suggested that the insured should be able to procure such insurance for any desired period and that the companies should be permitted to write insurance for less than a year, the premium rate being properly related to the period of liability named in the contract. It is also suggested that the basic rate be made for a period of six months, with decreases for longer and increases for shorter periods upon a percentage scale. More uniform rules in different sections of the country concerning this class of insurance are also deemed desirable.

## 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.

## 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.



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

#### Stories Told By the Store Clerks.

Experiences in retail store life are varied. Many of them, also, are not devoid of interest as some illustrations will show. In one instance, a customer entered the drug section of a certain store. He handed the dapper clerk back of the counter a paper containing some sort of white powder and said:

"What do you think this is? Taste it please, and tell me your opinion."

The clerk in question smiled, then, pouring some in the palm of his hand, he touched it to his tongue, and said:

"I should say it is soda."

"That's just what I say," was the customer's reply, "but my wife insisted it was rat poison. However, you may try it again to make sure." Imagine the feelings of the accommodating clerk.

Last year, when rats for the hair were so popular, clerks had many odd experiences with women looking for them. For instance, one morning a stout woman came in, and panted out: "Where do I get them pads?" "Dress or hip pads?" the clerk asked, thinking she might be looking for the padding used in women's tailored garments, to be had at the lining counter.

"Say, smarty, you need firing—trying to be funny with a woman as fat as me. I tell you I want hair pads." "Oh," the clerk replied, meekly, trying to keep her face straight as she directed her to the hair goods department.

A young man recently stopped at the umbrella counter of a large store, and the clerk stepped up to him and politely asked, "Can I show you an umbrella?"

"No," replied the young man, evidently in straitened circumstances. "What's the use of buying an umbrella when your shoes leak?"

Here is one on the vain salesman:

Lady Customer (in furniture department)—What has become of those lovely sideboards you had when I was last here?

Salesman (smirking)—I shaved them off, Madame.

The counters near the doorway get glimpses of the busy street and note street scenes. Recently a lady hurried into a store, stopped at a counter, and said: "Miss, will you go and get me some lace like this (handing a sample) while I keep an eye on

something precious and dear to me I cannot leave?"

The obliging salesperson, thinking a baby cab, with its precious freight, was near the door, left her section, made the purchase, and returned parcel and change to the customer, who said: "Oh, thank you so much. You see, I could not leave the door; I had to keep watch."

As she said this the eyes of the salesperson turned in the direction of the street and beheld the late customer join a very unsteady gentleman, who while this scene was enacted was having trouble retaining his hold on the lamp-post.

The other day a long-haired man, evidently a musician, came in and asked the clerk to tell him where they had "moosic clocks," but the clerk couldn't think what he meant. She really had never heard of the moosic clock, and, although he kept humming a tune and beating time with his hands to make her understand, she couldn't think of a thing in the shop that would fit his description. "Is it a musical clock?" she ventured, indicating the clock department, near at hand. "No-no-moosic, clock-moosic ticks. Ticks-tacks for moosic." Finally, after much parleying, she decided it might be a metronome. "Ah, tempo?" she queried, falling back on her small stock of musical knowledge. His face beamed, and off he went to the music department, to return later with his metronome and thanks.

Here is one overheard in the elevator recently.

"Operator, has this store a circulating library?"

"Fifth floor, revolving bookcases," said the operator as he reached that floor.

Also hurried customer: "Quick, where can I find something to hang my clothes on?"

Tired Clerk: "Suspender department, first floor, center."

Another man recently asked to be directed to the musical department.

"Instrumental or sheet?" was asked.

"That's none of your business, it's mine," he flashed.

Now, as these two departments are widely apart, it meant loss of time to him to visit both. However, the clerk had a hard time to convince him that her interest was not merely idle curiosity.

And this, too, really happened;

Customer to Floorman—"Can you direct me to the hose department?"

Floorman—"Certainly, madame, ladies' or men's?" Came the reply: "Neither, garden."

In the same class is the enquiry made for the "powder department."

## WE CHALLENGE YOU

To come in and make us prove to you that our CITY DAYS are all that we say they are. Our fourth CITY DAY was so much better attended and the purchases were so much larger, that we feel perfectly safe in issuing this challenge.

In addition to the customers who have the habit of coming back EVERY WEDNESDAY for CITY DAY for REAL BARGAINS in EVERY DEPARTMENT, we had calls from merchants who had never been in the House before or never bought from us before. They were so much pleased with our SERVICE and PRICES and DEPENDABLE MERCHANDISE that we feel perfectly safe in making our challenge even stronger and agree that IF YOU WILL COME TO SEE US ON CITY DAY (ANY WEDNESDAY) AND ARE NOT SATISFIED THAT IT IS A REAL BARGAIN DAY, WE WILL REFUND YOUR RAILROAD FARE BOTH WAYS. That shows just how sincere we are in our statements.

*Next week we will open our busy basement and Ladies, Misses and Infants' Ready-to-wear Department on the sixth floor.*

Our aim is to make our House a real Dry Goods Market and we are going to do everything we can to achieve that aim and merit your business. Since the merchants have begun to come in to the House, we have had an opportunity to talk things over with them; we have had some mighty good suggestions and the big increases in our business are partly the result of our having followed them, so any time you have any suggestions to make, don't keep 'em to yourself. We are not "thin-skinned" and are anxious to have your help and would rather have you tell us how we can "get right" and take care of you, than to have you say nothing for fear you would hurt our feelings—and then go and buy elsewhere.

*You merchants and ourselves are partners and only as we co-operate, can we grow together. We are always anxious to help you in any way we can and in return we solicit your help and assistance as well as your trade.*

*Don't forget that we will ship phone or mail orders the same day they are received at the prevailing prices at the time of shipment.*

*Have you sent in your BLANKET ORDER yet?*

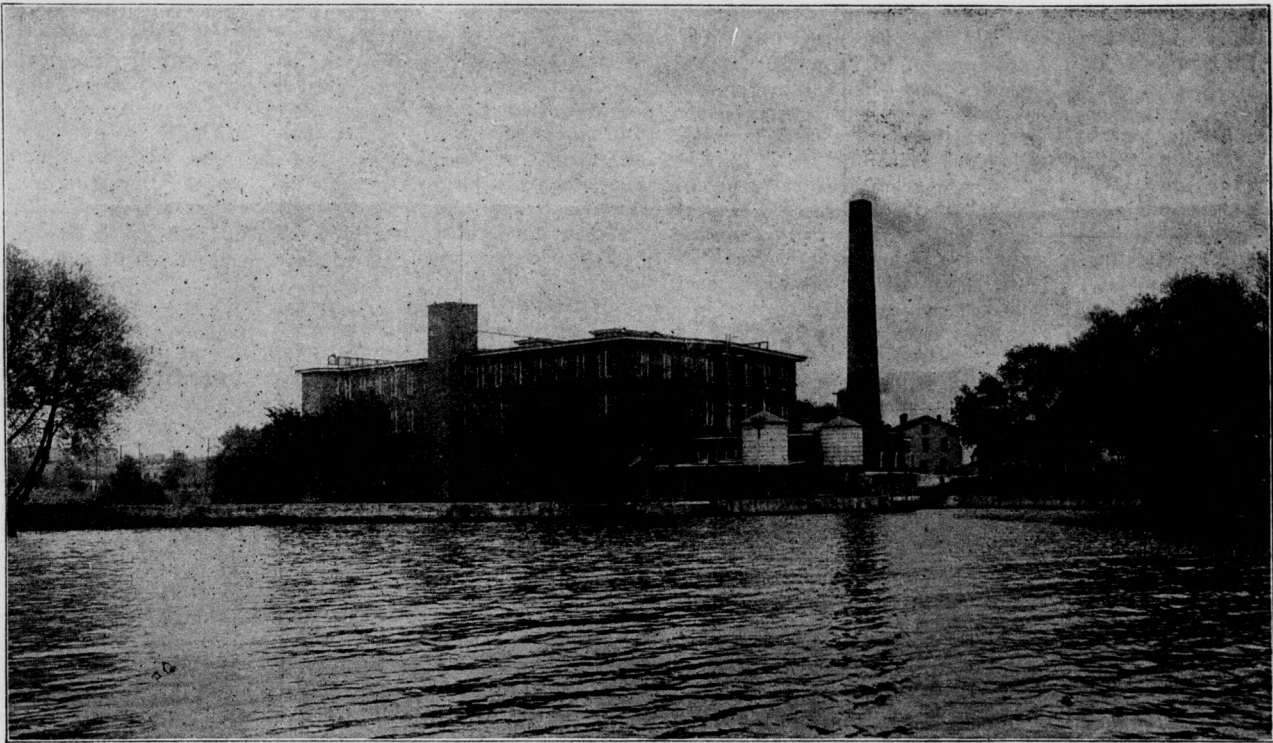
### Grand Rapids Dry Goods Co.

Grand Rapids, Michigan

PROMPT SERVICE

Exclusively Wholesale

No Retail Connections



BEAR BRAND HOSIERY MILL NO. 3, BEAVER DAM, WISCONSIN.

## BEAR BRAND HOSIERY

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

BEAR BRAND HOSIERY is the standard for quality because we control the selection of the cotton for length and strength of staple. Every detail of manufacturing in BEAR BRAND Hosiery from the spinning of the cotton to the finished product is taken care of in our own BEAR BRAND Mills, thus insuring the maximum amount of wear and definite assurance of re-orders.

BEAR BRAND Hosiery is the standard for price because of our manufacturing efficiency and economic distribution, which places the merchandise in the stocks of the retailer at the lowest possible cost.

#### ABSOLUTELY FAST AND STAINLESS DYE

*The following numbers in men's goods:  
These prices in effect east of Denver, Colo.*

**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. Size 10½, 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, 172 needles. Per Dozen .....\$2.15

**MOCCASIN**—All mercerized light weight Men's half hose, with high spliced heel, crow foot stitch sole, three thread heel and toe. Finished in black, white, brown, gray, slate, navy blue and Palm

Beach. Size 10½, weight 17 ounces. Size 10½ on 220 needles. Per dozen .....\$3.00

**BANKER AND BROKER**—Improved "BEAR BRAND" special knit hem top. Extra light weight, silk lisle, half hose; knitted from two-ply doubled and twisted, highly mercerized yarn. Has double foot and four-ply heel and toe. Finished in black, brown, navy, gray, slate, white and Palm Beach. Size 10½, weight 15 ounces. Per Dozen .....\$2.25

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

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

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

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

**PARAMOUNT**—A pure thread silk stocking with the improved "BEAR BRAND" special knit hem top. Finished in black, white, brown, navy blue and gray. Size 10½, 13 ounces. Per Dozen..\$4.50

BEAR BRAND Hosiery is distributed entirely through your jobber, giving you a source of supply which means prompt delivery, low freight rates, clean fresh stocks and quick turnover profits.

WRITE FOR NAME OF JOBBER NEAREST YOU

**PARAMOUNT KNITTING CO.**  
Hunter Bldg. MANUFACTURERS CHICAGO



The floorman, hoping to be correct, asked, "face, roach or gun?"

Exchange clerks, too, have their troubles. Listen to the tale of a shirt: "Sometimes exchanges are made that seem all out of reason," said the exchange clerk of a big department store recently.

"A few days ago a lady brought shirts in for exchange, asking a larger size be given her in their place. The sales check was missing, so the manager of the shirt section was sent for to see if he could identify the purchases as belonging to the store.

"In a puzzled manner the manager looked at the trade-mark, next examined the pattern, and then exclaimed, "Why we have not had this pattern shirt in stock for at least five years. When did you buy them?"

"The caller, unabashed, said: 'Yes, I guess it is fully five years since I bought these shirts,' she continued, with a note of triumph, 'you can see the pins have not been out of the folds and the shirts have never been worn.'

"This was indeed true, as the shirts were in the original factory fold.

"The lady being pressed for her reasons for returning the goods, said, 'I bought these shirts for my first husband. He died five years ago. The shirts have lain in my linen closet since that time, and my second husband, whom I married last week, does not wear the same size as the first one. I wish shirts his size in exchange for these.'

#### Combination of Sipper Straw and Satin.

Sipper, or satin, straw in combination with satin is rapidly gaining favor in local millinery circles, according to the latest bulletin of the Retail Millinery Association of America. The effect is soft and smart, and is said by the bulletin to be a pleasant change from the somewhat over-worked lisere or rough braid hat. Concerning some of the hats seen here in the new combination, the bulletin says:

"In a large shape in tobacco brown the upper brim was of the sipper and the under brim and the crown of satin of the same color. The crown was made in a decided tam effect and had applied on it crocheted circles in almost every conceivable color. These were fastened down by means of stitching in silk floss of a contrasting shade. Banding the model and ending in the back in a soft bow was a band of azure blue grosgrain ribbon.

"Black in both satin and sipper was used for a large soft mushroom shape with a high crushed crown. The facing was of French blue satin and the trimming consisted of cartwheels made of French blue grosgrain ribbon laid around the side crown near the base. At the back of the model was a soft bow of black satin.

"Very dark tan satin straw was used for another large mushroom shape. Around the side crown was a crushed band of georgette to match the color of the hat, and applied on it were flat flowers made of light and dark tan lawn. In between the flowers were laid tiny balls of a soft yellow fluffy material."

#### What Price Maintenance Does.

Several trade journals are featuring a lot of price maintenance talks supplied them by interested manufacturers and National magazines. The journals seem to be guided by the thought that any reading matter contributed by a big manufacturer is sure to come close to the mark in desirability and reliability.

If they'd read these talks before they publish them they might hesitate about turning their pages over to such matter. It is a significant fact that few of these talks speak of the consumer.

Is price maintenance going to be such a Godsend to the consumer? Is price maintenance a remedy for the high-cost-of-living?

Why don't these manufacturers try to answer this question?

Some people used to say that marriage doesn't change character. A man or woman is just the same after as before. Study a man this week you will be able to find out what he'll be next week, next month and possibly next year.

Since a certain amount of price maintenance exists to-day, why can we not look into it and see what it does to the consumer?

Taking the companies that are doing the most to put price maintenance on the statute books, let us see what they mean to the consumer.

The Eastman Kodak Company has been selling cameras for years at fixed prices. It is common knowledge among the trade and among a great many consumers that the fixed price policy has enabled the Kodak people to get a great deal more for their goods than other people can get and that their price maintenance policy is a means of bleeding the consumer.

The Gillette Razor Company makes a razor which many a maker can produce for 35 or 40 cents. Yet their price maintenance policy enables them to pry \$5 out of every consumer. The Spaulding Company makes base-balls, sporting goods and so on that average high in prices, but their price maintenance policy gives them the means of screwing up the price and getting all the money out of Mr. Consumer's pockets.

If price maintenance upon this present shaky basis can help manufacturers (and mind you the same manufacturers that are pleading for price maintenance) to inflate prices and bleed the consumer, why don't all manufacturers do it if price maintenance happens to be legalized?

Trade journals and retailers are short-sighted unless they consider the interest of the ultimate consumer, and anything that inflates prices for the consumer should be fought by retailers and trade journals alike. Don't you agree with us?

Anderson Pace.

#### Tale of Imitation Fur.

This is the story of the Wumpus or some such animal. Its creator, when he started out with his Frankenstein, was in just the same fix as he left the reporter. He lacked a name for his creation. To find it, and it is necessary when you make artificial furs to find a name for the pelt you

have succeeded in imitating, he visited a naturalist friend. Even after his most detailed description of what his animal looked like, the naturalist could recollect no such thing as a Wumpus, or whatever it was the manufacturer had in mind. This, it may be added, did not stir the latter from his conviction that such an animal existed or should exist. So he went ahead with his plan to create his animal and start a National advertising campaign to sell the imitation of its fur. The reputation of the Wumpus—the animal has to be tagged with some name—became nationwide and the furs sold and the season was a big success.

But, as an aftermath of the campaign to add another name to the list of known animals, the manufac-

turer met his friend, the naturalist, and the latter was all elated over actually finding the quadruped whose name had become almost a household word. "What does it look like?" eagerly asked the maker of artificial furs, having in mind something on the style of a mountain lion, for so his Wumpus had been pictured in the advertising. "Why, you were right on the name," replied the naturalist, "but your description was somewhat off. It's a little smaller than the average size rat and very rare."

Give us not men like weathercocks that change with every wind, but men like mountains, who change the winds themselves. There is always room for a man of force, and he makes room for many.

## National Gingham Week

April 21st to 26th

To stimulate your sales for this event—

Let us receive your orders for Ginghams and other seasonable merchandise.

Quality Merchandise—Right Prices—Prompt Service

Paul Steketee & Sons

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

# Outerrall

REG. U.S. PATENT OFFICE

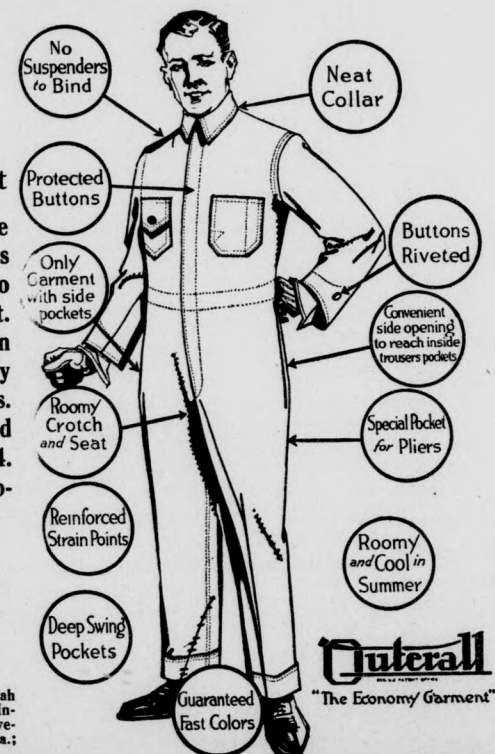
### The Outerrall Trademark Identifies the Longest Wearing One Piece Garment

See that your line of one piece garments have this trademark if you wish to give your customers the best. These are honest Michigan made garments, now sold by over 1000 Michigan dealers. Made in both adult and children's sizes ages 2 to 14. Sample Assortment on approval. Send 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.



Outerrall  
"The Economy Garment"

## This Space Devoted to Millinery



Having recently made extensive purchases in the Eastern markets, we are now prepared to show a large and varied assortment of millinery, especially adapted for this particular season of the year.

Our stock contains a complete line of—

Trimmed hats, prices from \$3.00 and upwards.  
Untrimmed hats, including the newest styles for ladies, misses and children. Silks, ribbons, veilings, flowers, feathers and novelties.

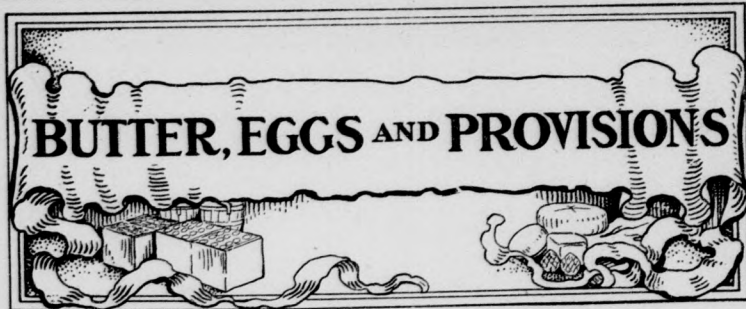
It is much better if possible to make your selection from stock. If not convenient however, for you to visit our market at this time, your mail orders will be appreciated and will receive our prompt and careful attention.

**Corl-Knott Company**

Commerce and Island Sts.

Grand Rapids, Michigan

Special display of pattern and sport hats  
Monday and Tuesday, April 21st and 22nd.



### Michigan Poultry, Butter and Egg Association.

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

### New Rules for Government of Egg Shippers.

Washington, D. C., April 11—There was a conference in Washington yesterday between members of the Railroad Administration, a number of railroad officials from various parts of the country and several trade representatives on the subject of new tariffs which by the decision of the Interstate Commerce Commission some time ago, the railroads are required to file May 1.

This decision was in the case of the National Poultry, Butter and Egg Association against the New York Central and other railroads, and involved the old question of exemptions in claims for damages to eggs, inspection and other matters which the trade had long contested. The conference was called by request of Edward Chambers, Director of Traffic of the Railroad Administration, and was held in the office of the Southern Railway, beginning at 10 o'clock. The trade representatives invited to attend were Alton E. Briggs and E. E. Wilson, of Boston, the former President of the National Poultry, Butter and Egg Association, the latter chairman of the Association's Transportation Committee; Leo Honigman and W. G. Lasher, of New York; W. B. Smith of Philadelphia and Gilbert Barry, of Chicago, the attorney who handled the Association's case. The railroad men present were the officials who participated in the various hearings in the case.

The object of the trade members in attending this conference was to see that the new tariff rules which are to be filed with the Interstate Commerce Commission are strictly in accordance with the decision of the Commission in this case. The trade is especially interested in the rules made for the inspection and delivery of eggs, as follows:

No. 1. Shippers shall be required to note on shipping order and bill of lading the character of the shipment, whether Current Receipts, Rehandled Current Receipts, Rehandled and Repacked Eggs or Storage-Packed Eggs. Rehandled and Repacked consist of eggs rehandled and repacked in new standard cases with new flats, fillers and cushions, in accordance with classification requirements.

No. 2. When consignments of eggs are received at shipping point and receipted for as in apparent good order (contents and condition of contents of packages unknown), and arrive at destination in apparent good order, and no cases show external evidence of damage, and where none of the cases have been re-coopered in transit, and where no part of the load has shifted in the car; and where a carload has not been transferred from one car to another, no inspection of the contents of any of the cases will be permitted before delivery thereof to the consignee; and the consignee will be required to accept and receipt for same, subject to the same conditions under which the shipment was

received for transportation; namely, as in apparent good order (contents and condition of contents of packages unknown).

No. 3. Where consignments are received at shipping point and receipted for as in apparent good order (contents and condition of contents of packages unknown), if it has been necessary for the carrier to re-cooper any of the cases during transportation or to transfer a carload from one car to another, or if the load or any part of it has shifted, or if any cases in the shipment show external evidence of damage, the consignee shall be entitled to inspect the contents of all the cases he may deem necessary to determine the condition of the shipment, such inspection to be made jointly with carrier's representatives and a receipt shall be given in accordance with the ascertained condition of the shipment.

No. 4. Where the carrier determines that space at the carrier's station does not admit of the examination there of a given shipment which requires inspection, the consignee shall be entitled to demand an examination of such shipment at his own warehouse. Upon demand made therefor at the time of delivery, although space does so admit, the carrier may at its option elect to have the examination at the warehouse of the consignee or such other place as the two may agree. Such inspection shall be a joint inspection and shall be made within 24 hours after delivery of the eggs by the carrier. The carrier shall have the right in such instances to mark the cases so delivered or examined for purposes of identification. No cases shall be opened until both parties are present.

No. 5. Upon the discovery of eggs deteriorated by heat or cold in any shipment not later than 24 hours after delivery, the consignee shall be entitled to a joint examination of the entire contents of the shipment, to determine the damage from such causes, provided demand is made therefor within such time.

No. 6. On consignments of eggs where order bills of lading are endorsed to allow inspection, such inspection will be permitted only for the purpose of ascertaining the quality or grade of the contents of the packages.



## Bel-Car-Mo

"After All There's Nothing Like a Pleased Patron to Boost a Store."

The Dandy Pure

## Peanut Butter

—Tell Your Jobber

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**

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

Bell Phone 596 Citiz. Phone 61366

## Lynch Brothers Sales Co.

Special Sale Experts

Expert Advertising  
Expert Merchandising

209-210-211 Murray Bldg  
GRAND RAPIDS, MICHIGAN

WE ARE HEADQUARTERS  
WHOLESALE

## Fruits and Vegetables

Prompt Service Right Prices  
Courteous Treatment



## Vinkemulder Company

GRAND RAPIDS

:::

MICHIGAN

WE BUY AND SELL

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

Both Telephones 1217 **Moseley Brothers,** GRAND RAPIDS, MICH.  
Pleasant St. and Railroads

## DEPEND ON PIOWATY

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

## Fruits—Vegetables—Grocers Sundries

### M. Piowaty & Sons of Michigan

MAIN OFFICE, GRAND RAPIDS, MICH.

Branches: Muskegon, Lansing, Saginaw, Bay City, Jackson, Battle Creek, Kalamazoo, Mich., South Bend and Elkhart, Ind.

OUR NEAREST BRANCH WILL SERVE YOU

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

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

**KENT STORAGE COMPANY,** Grand Rapids, Michigan

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

## Miller Michigan Potato Co.

WHOLESALE PRODUCE SHIPPERS

## Potatoes, Apples, Onions

Correspondence Solicited

Wm. Alden Smith Bldg.

Grand Rapids, Mich.

No. 7. In connection with shipments of eggs, except Storage Packed and Rehandled and Repacked, if not more than 5 per cent. of the eggs are damaged no claim will be allowed. Where damage exceeds 5 per cent. claims shall be allowed for all damage in excess of 5 per cent. if investigation develops carrier's liability. The case shall be used as the unit, provided the information is furnished by the claimant of the damage in each case.

**Pay Withheld for Wife Who Never Existed.**

Washington, D. C., April 12—In November, 1917, an erroneous charge of \$15 a month was made against my pay as a private for the support of an alleged wife. I protested, but as the papers had "gone through" I would have to take up my case with the Bureau of War Risk Insurance for refund, I was told. The deduction from my pay would continue. Correspondence was through "military channels." Only the Lord of Hosts and long-suffering soldiers know how sluggish is that ancient stream. A claim for adjustment was duly started. Winter developed into spring, spring became summer, and summer fall. My captain wrote, my major wrote, my adjutant wrote. Finally, my colonel, hearing me kindly, believing that his august title would merit consideration, wrote—bless his trusting soul! In over a year not an answer was received. Eighteen letters were written.

On December 12, 1918, I was discharged. On my final statement the \$15-dollar-a-month deduction was still made, a total of over \$200 due me. I was told to write to the auditor of the War Department. I wrote. December withered, January blossomed. I went to Washington. At the War Department I was introduced to a specimen of homo defunctus extinctus fossilificatus who, I was told, was the right party to see. I was at his office promptly at nine o'clock, but he did not arrive until after ten o'clock. He said that since I had come specially to Washington my case would be given immediate attention, and that I could go home confident that interest had been aroused. Go home? I guess not! This shocked everybody, but they consulted the files under my name. Triumphant an austere person produced my letter of December 18. I was neatly stamped "Received." The homo d. e. f. offered this as proof that the War Department was on the job. However, my case presented unusual difficulties which had to be overcome by personal influence. I was given a card and sent to the Bureau of War Risk Insurance.

The place is a large building filled with people who do nothing, nothing, nothing! The girls exchange reminiscences about the latest Y. W. C. A. or K. C. exercises and the men look important, as Government officials should.

In all, I had to pass through eight departments all over Washington.

During the long hours I sat in these offices I saw thousands of employes wasting time. The system is wrong. No business concern would tolerate it. A reduction of force of 90 per cent. and a judicious rejection of pep would accomplish an equal amount of work.

To make a long story short, the Bureau of War Risk Insurance had decided my claim one year after it was made, in my favor, of course; had ignored all letters, and, to cap the climax, had sent the result of its deliberations to France, where I have never been, just because my claim had originally been made from a regiment of which I was a member in 1917, and which went across. Yet on file with my claim were eighteen letters distinctly informing the bureau that I had not gone over and giving my organization at Camp Devens.

It cost me 58.35 to collect \$200, exclusive of cigars and tips. My money was kept from me a whole year, and I was paid no interest.

James Cavanaugh.

**How to Secure State Award Road.**

Lansing, April 15—The proper procedure for obtaining a state award road is as follows:

1. Money should be made available by the township or county, as the case may be.
2. The road should then be surveyed and plans drawn up by a competent surveyor or engineer.
3. The plans should be then approved by the township or county board, as the case may be, and an application for state reward made out, and together with the plans sent to this department for approval.
4. When approval of this department has been received and specifications furnished, bids should be advertised for on the road and a satisfactory contract awarded. If no satisfactory bid is received, the work may be done by day labor.

This is the general method of proceeding in order to get a state award road built, unless it may be that your subscriber refers to an assessment district road. In such a case, a properly drawn up petition should be presented to the county road commission, in case the road is in a county under the county road system, or to this department if the county is not under the county road system.

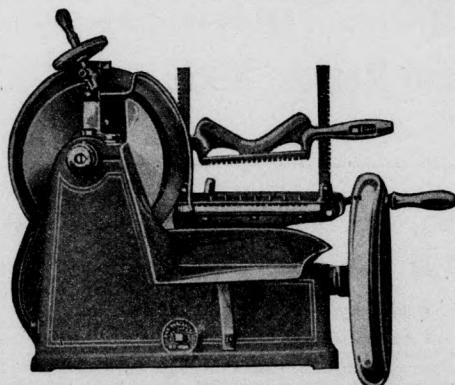
Frank F. Rogers,  
State Highway Commissioner.

No man fully knows what is in him until he tries, and tries again and again.

**TAKING INVENTORY**

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

**Mr. Butcher: Mr. Grocer:**



Selling cold meats at a profit, and better satisfied customers is our object.

A Sanitary Slicer will do both. Write us for explanation.

**Boot & Co.**  
GRAND RAPIDS  
MICHIGAN

**We Buy Packing Stock Butter**

Weekly Quotations  
Furnished Upon Application

**We Also Buy Eggs**

We handle POULTRY on COMMISSION

**J. H. WHITE & CO.**

221 W. South Water St. CHICAGO, ILLINOIS

REFERENCES:

Commercial Agencies, The National Produce Bank.

**TOILET PAPERS**

Crepes and Tissues

in various size rolls now at

**Pre-War Prices**

Every roll is a winner.

Sample rolls gladly furnished with quotations.

**The Dudley Paper Co.**

Lansing, Michigan

Be sure to ask for a free sample of KYBO, essential in every home.

**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.

**CANDY** The Universal FOOD

Who's Candy?

*Putnam's*

"Double A"



CANDY

Made by

**Putnam Factory** Grand Rapids, Michigan



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.

#### Getting the Trade of the Amateur Gardener.

Written for the Tradesman.

Last year, the war garden was a matter of patriotism. There were more back-yard gardens in America, probably, than ever before. Everybody who wasn't at the front or in training was gardening, in some way or another.

This year the impulse will not be spent by any means. A lot of people who last year took up gardening as a patriotic duty found a great deal of enjoyment and healthful exercise in the pastime, and quite a bit of profit as well.

Already many hardware stores are showing garden seeds and garden tools. It is early, of course, for gardening; but the shrewd advertiser always anticipates the season a little, and helps to create the demand.

Bright-hued packets of garden seeds, and clean, new garden tools of all kinds make attractive window displays, without any other accessories. Yet it is always possible to add some interesting touches to a display, where the window trimmer has ideas of his own, or the facility for adopting the ideas of other people.

There is nothing that adds more to a garden tool display than something actually growing—particularly if the weather outside is just a little bit too cold for actual gardening. Shallow boxes with corn, grass, lettuce, radishes or something of that sort just peeping above the ground add a touch of realism to the display. For this purpose, radishes are especially convenient, since they germinate quickly, within a few days. Often the seeds can be so planted as to form a series of letters, or a word. Thus, the growing stuff not merely lends "realistic color" to the window but serves the purposes of a show-card. "Good-Seeds" or "Buy Now" or even longer legends can be spelled out in green on a background of black loam. Be sure to use good, light soil in your seed-boxes, so that the little plants will germinate freely and come up evenly.

The man who buys a package of radish seed for 5 or 10 cents is not a big purchaser, yet he represents large possibilities. Seed sales are small sales, in most instances; many back yard gardeners plant only two or three favorite vegetables. Yet the business is one capable of great expansion, particularly where the hardware dealer himself is an enthusiastic

gardener, and in a position to give the amateur worth while pointers in regard to the back yard plot.

To begin with, added sales can be made by suggestion. To the man who limits his purchases to lettuce, radish and carrots, why not suggest a more comprehensive selection.

Here's where a lot of salesmen make a fatal error. The average customer may say:

"I like to plant a few things, but there's really nothing in it. It's cheaper to get your stuff at the store."

And the clerk simply agrees. He grins and says, Now, that's just about right, isn't it?"

The shrewd salesman refuses to argue with a customer. The customer is always right. But he can modestly cite experience to the contrary—perhaps his own experience or that of some other customer who has made a fine success of his back yard garden. Never encourage the fool idea that a back yard garden is a waste of time. Rather drive home the triple argument, that the garden is a money-saver, provides fresher vegetables for the table in season, and gives the gardener a modicum of healthful exercise. Any one of these arguments is enough to justify the back yard garden.

Suggest other vegetables, therefore, when the purchaser makes a limited suggestion. Try to get him into the mood for expansion. Point out, also, that a complete outfit of garden tools makes the work easier and produces better results. True, it costs more at

OFFICE OUTFITTERS  
LOOSE LEAF SPECIALISTS  
*The Tisch-Line Co.*  
237-239 Pearl St. (near the bridge) Grand Rapids, Mich.



### 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

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



#### SIDNEY ELEVATORS

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

Sidney Elevator Mfg. Co., Sidney, Ohio

### Signs of the Times Are Electric Signs

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

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

#### THE POWER CO.

Bell M 797 Citizens 4261

If You Have Oil Trouble  
**McQUAY-NORRIS  
Superoyl  
RINGS**

Allow perfect lubrication without excess oil.  
Distributors, SHERWOOD HALL CO., Ltd.

Grand Rapids Michigan



### Sand Lime Brick

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

Brick is Everlasting

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

## Michigan Hardware Co.

Exclusively Wholesale

Grand Rapids, Mich.

## Foster, Stevens & Co.

Wholesale Hardware

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

Grand Rapids, Mich.

# TANGLEFOOT

The Non-Poisonous Fly Destroyer

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



the outset to have everything; but it's a money-maker in the long run.

Always recommend the better article, but never hesitate to show the cheaper one if the customer kicks on price. You can feel pretty sure that the \$1 rake is worth more than the 50 cent article, even though the latter will give good service. The hardware clerk is apt to follow the line of least resistance, urge the cheaper article, even recommend it strongly as "just as good" as the higher priced article. Train your salespeople in regard to this point, that while the cheaper article is good—else you wouldn't handle it—the higher priced article is worth just a little bit more than the difference in price.

Initial sales in this department may be small; but a lot of business can be developed by suggestion. Suggest more seeds to the small purchaser; suggest tools to the purchaser of seeds; suggest new tools to those gardeners who have the normal outfit of hoe, rake and spade.

Lawn tools will also come into season a little later and can be linked up with garden tools. Lawn mowers, lawn rakes, turf-edgers, weed-cutters, etc., are all in line. This business later will merge into the sale of lawn seats, lawn swings, and such strictly summer items.

Thus, a series of windows would open with a display devoted to garden tools, back yard gardening and flowers. A little later would come one devoted to lawn tools. Two or three weeks later you can show swings, seats, etc. Garden hose can be linked up with all three displays; although the big demand will come of course in the hot, dry months.

There are two other lines that can be featured in this connection. Supplies for fruit-growers, such as pruners, pruning shears, extension ladders, pruning saws, hedge shears, etc., may justify a display; or can be shown with the lawn or garden tool displays. Then poultry netting, grit, oyster shell, poultry foods, etc. will appeal to the many small poultry raisers in every community.

In putting together these displays, the realistic feature can be played up to advantage. Thus, a mother hen and a flock of newly-hatched chicks will draw a crowd anywhere, and add to the effectiveness of your poultry display. For a lawn tools' display, carpet your window with freshly cut turf. These are little items, not difficult to arrange, and they add 100 per cent. to the pulling power of a window.

Coincidentally with your window displays, use your newspaper space to call attention to the lines displayed. Thus the one advertising medium works in harmony with the other. You get the benefit of a double pull.

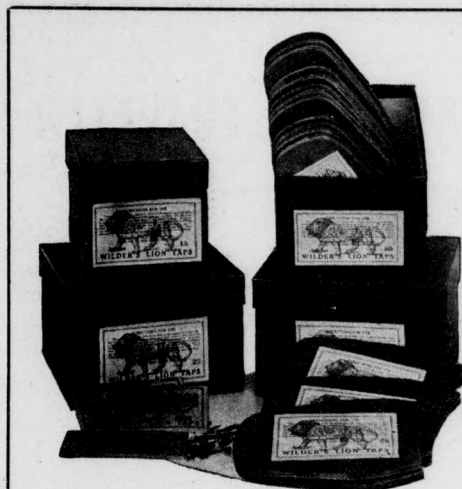
Some merchants make a practice of offering prizes every year for the best vegetables grown from their seeds. These prizes may be offered to school children, or to all amateur gardeners. The winning entries can be shown in the window later in the year, when the contest is concluded. It is not necessary to offer big prizes; a contest for small prizes will often arouse a lot of interest.

That dealer is exceptionally well equipped to develop this class of business who is well posted in regard to gardening, horticulture and similar activities. The dealer who can give pointers to the average amateur will find that very fact a drawing card in working up business in these particular lines. Victor Lauriston.

**Judgment Against Toledo Computing Scale Co.**

Judge Landis, of the Federal District Court in Chicago, has just entered judgment in the sum of \$420,832 in favor of the Computing Scale Co., of Dayton, Ohio, against the Toledo Computing Scale Co., of Toledo, Ohio, for infringement of patent.

This is said to be the largest award in a patent case ever made in the United States District Court of Northern Illinois. The case has been in court since 1910. The patent had already been sustained by the Court of Appeals and was sent back to Judge Landis for assessment of profits.



**Wilder's Lion Taps**

**THE BEST FOR THE PRICE**

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

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

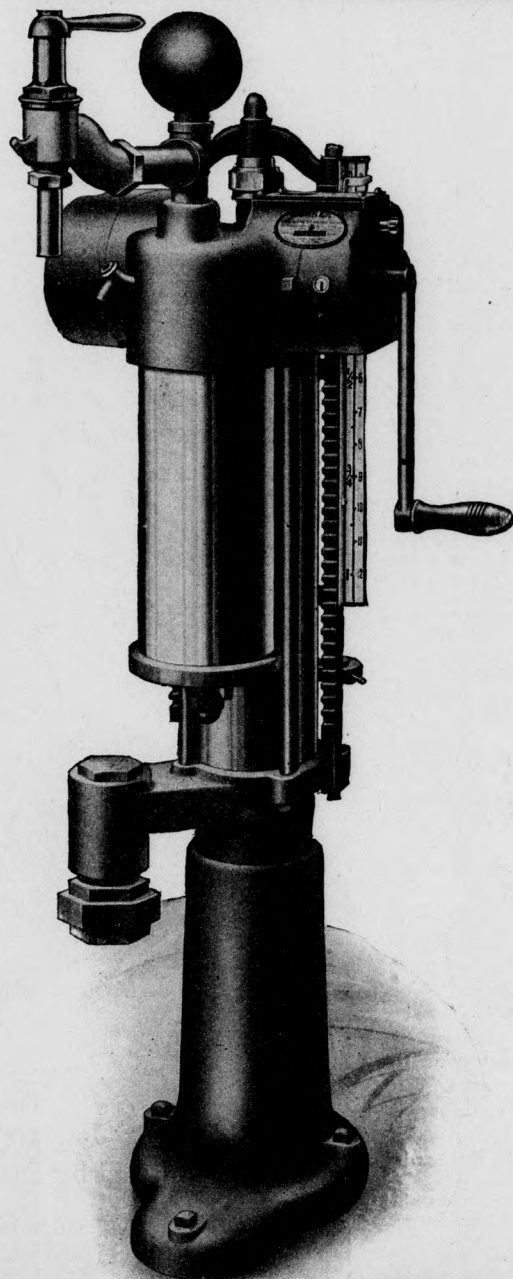
They will prove a profitable addition to your stock. Order from your jobber today. He can get them from

**WILDER & COMPANY**

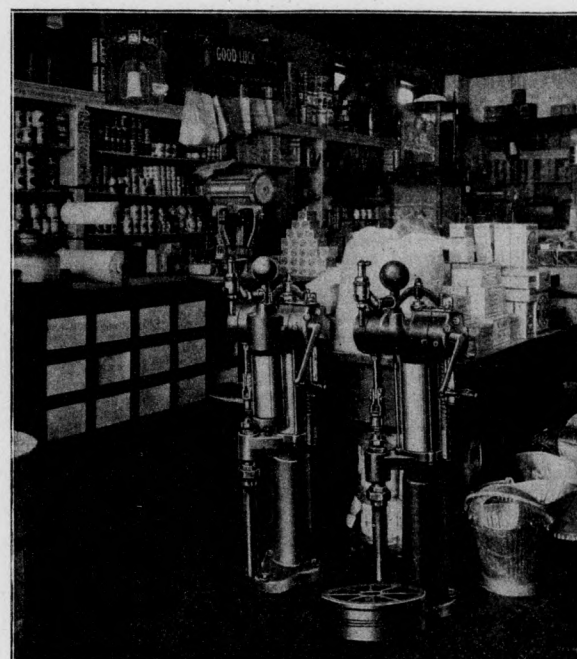
ESTABLISHED 1877

226-228 W. Lake St.

CHICAGO, ILL.



BOWSER FIG. 103



**Thousands of Footsteps  
You Might Have Saved!**

Yesterday, today and tomorrow, you and your clerks have countless customers for oil and gasoline. It means many steps to and from the isolated oil shed—many useless operations and many wasted moments. Contrast this method with a

**Bowser Oil and Gasoline System**

a system with underground or basement tank holding a season's storage—clean, safe and efficient. A system with a pump installed at the most convenient place. A system that is self-measuring, self-computing, one that insures safety, convenience, neatness, service and increased profits. Write today for our booklet.

**S. F. BOWSER & CO., Inc., Ft. Wayne, Ind. U.S.A.**

Canadian Office and Factory, Toronto, Ontario

Sales Offices in All Centers

Representatives Everywhere



### Will Be Felt For Generations Yet Unborn.

Grandville, April 14—The war was a great thing, but not to be compared with the abolishment of the liquor traffic from the United States. The writer never expected to live to see the day when the manufacture and sale of liquor throughout the Republic would be rubbed out by constitutional amendment; yet such is the case. Over two-thirds of the states in the Union have, through their legislatures, ratified the amendment submitted by Congress.

Well and good. Some people, and among them very well intentioned ones, mourn the situation, drawing gloomy pictures of dire disaster that is to follow the abolishment of the saloon from every State in the Union.

Why this dismal prognostication, when we see here in Michigan the good that has already resulted from the State going dry two years ago? Those who found themselves quite enslaved to the habit of even a social glass now and then already see that the greatest good to the greatest number holds good in the present instance and that accidents, crime and general disorders of a social nature are fast being wiped out by the magic wand of enforced teetotalism.

Every Monday morning before the State went dry the papers were filled with accounts of automobile accidents, shooting scrapes and the like which to-day are almost unknown. If such good results can be obtained by less than one year of prohibition, what may we not expect when the whole Nation is dry?

The coming about of prohibition of liquor in all its forms is bound to work wonders to us as a people, and I am ready to prophesy that the next generation of Americans will be healthier, happier, more prosperous and less likely to get into political world entanglements than ever before in our history.

Speaking of the late world war, the most ungovernable fit of passion and bestiality ever let loose upon the earth, it is plainly seen that but for a nation steeped in alcohol for a hundred years there would have been no war. Even had there been an outbreak it would have been unmarked by the hideous inhumanity that has blackened the pages of recent history.

Sober men are usually amenable to reason. Not so the befogged brains steeped in alcohol. It was such brains that looked upon the murder of the innocents with utter and bestial indifference. Think ye that men in their sober senses could have committed the crimes against womanhood, against babes and innocent children that are forever recorded against the besotted soldier of Germany?

It is not thinkable. Germany as a nation has been the home of beer gardens, of alcoholic indulgence from the cradle to the grave. Sobriety in the land of the Hohenzollern was an unknown quantity. Growing up under the shadow of the beer garden, with babes and youth and old age indulging to excess oft times in the national beverage, need we wonder that the German people became besotted with a wild desire to run the world?

Sober brains would have hesitated long before taking the plunge which

set the world on fire in the summer of 1914.

From personal observation during a long life the writer has obtained a knowledge of the deleterious effects of the liquor traffic upon the human organism. Some of the brightest minds in the history of this State were blighted by the blistering, degenerating power of alcohol. Judges, legislators and governors were not free from the deadly effects of this serpent of the still.

Michigan last Monday put its final stamp of disapproval on the whole vile traffic, thus assuring us of a State free from alcohol for at least many years to come. It is well. The women vote aided in a measure, although it is not reasonable to suppose that the verdict of ostracism rendered two years ago by the men of Michigan would have been reversed.

The good roads amendment is a splendid tribute to the good sense of the men and women of Michigan. The State highways will become roads for truck traffic that will bring farmer and business man in closer touch; it will add much to the upbuilding of the Northern resorts and aid in every way to make Michigan a bigger and better State in which to live. These highways, because of the dry law, will be safe to travel. That Michigan is destined at no late day to be one of the most thriving members of the American Union goes without saying.

Were a person able to come back in fifty years from now he would no doubt be astonished at the wonders worked in this good old commonwealth of ours, mainly the result of the temperance regime that we of to-day helped to inaugurate.

The blood of the State and Nation, through the abolishment of alcohol, will become purified, the mental stamina of our manhood and womanhood built up to a superlative degree. The good work of the election is bound to be felt for generations yet to come.

Old Timer.

#### To the Last Grain.

"Five-Minute stays" are what one salesman calls his interviews, and he has gained a reputation for keeping them within that length. On the card which he sends in to the prospect he writes: "Will you grant me five minutes?"

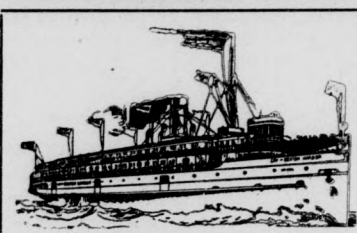
Admittance gained, he takes from his pocket a small sand glass timed for five minutes; this he places on the desk with the remark that the last grain will end the interview unless the prospect himself extends it. Often, of course, this happens; but even when it does not, the salesman believes, the novel way of timing his interview has obtained for him the interest and frequently the business of an otherwise indifferent prospect.

Clarence T. Hubbard.

Other virtues merit a crown, but perseverance alone is crowned. The policy that can strike only when the iron is hot will be overcome by the perseverance that can make the iron hot by striking.

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

*Henry Smith*  
**FLORIST**  
139-141 Monroe St.  
Bldg. Phone 5  
GRAND RAPIDS, MICH.



**Michigan Railway  
Graham & Morton  
Transportation Co.**

**Navigation Opens  
April 15, 1919**

Freight and Passenger Service  
Tuesday—Thursday—Sunday

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

**CODY HOTEL**  
GRAND RAPIDS  
RATES \$1 without bath  
\$1.50 up with bath  
CAFETERIA IN CONNECTION

GRAND RAPIDS  
**MERTENS**  
Rate \$1.00  
With Shower \$1.50  
Meals 50c  
WIRE FOR RESERVATION  
A Hotel to which a man may send his family

SAVE MONEY by insuring in the  
**Michigan Mercantile Fire  
Insurance Co.**  
Mich. Trust Bldg. Grand Rapids, Mich.

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

**DUTCH MASTERS  
CIGARS**



Made in a Model Factory  
Handled by All Jobbers Sold by All Dealers  
Enjoyed by Discriminating Smokers

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

## DETROIT DETONATIONS.

## News and Gossip From Michigan's Metropolis.

Detroit, April 15—Floyd W. Hershey, who covered a portion of the Ohio territory for Burnham, Stoepel & Co. for a number of years, has resigned to engage in the retail dry goods business on Grand River avenue. Mr. Hershey was the type of salesman who helped bring the profession to its present high plane and it was inevitable with his ability that he would sooner or later engage in business that would afford wider opportunity for advancement in the mercantile world. He will be greatly missed on the road by the many friends he has made during his travels. Mr. Hershey is succeeded on the road by Fred Keil, a veteran of Burnham, Stoepel & Co.'s sales force.

Sol Low, formerly with Seitner Bros., wholesale department store, Saginaw, has been engaged by A. Krolik & Co. and will represent that firm in Ohio.

"Silk Hosiery Strong" was the caption over a Tradesman editorial last week. After which the missus caustically remarked, "That's all Mr. Stowe knows about silk hosiery."

John Fetha, for several years a floor salesman for A. Krolik & Co., has been appointed city salesman, succeeding Frank Merecki, who resigned to engage in the retail business.

James Jonas, Past Senior Counselor of Detroit Council and one of the most efficient officers of the Council in many years, has resigned his position with the Melvin Sign Co., and with J. Apel, has engaged in the commercial sign painting business, with shops and offices at 65 Shelby street.

J. D. Handloser, general dry goods merchant, has moved from 471 Dix avenue to larger and more elaborate quarters at 520 Dix avenue.

Emil Gies, whose stock of dry goods at 420 Dix avenue was practically destroyed by fire last December, has opened a store at 474-476 Dix avenue with a stock of dry goods and men's furnishings.

Andrew Marshick, dry goods merchant at 2052 Fort street, West, returned a few days ago from an extended trip to Florida with his son.

Even had the villages of Michigan allowed Detroit to go legally wet there wouldn't be room for many more quart bottles hereabouts.

The Delray Dry Goods Co., 2246 Jefferson avenue, West, has remodeled the entire second floor of its store building and has installed a complete house furnishings department. A new ready-to-wear department has also been opened and the entire store is one of the most modern of its kind in that section of the city.

C. M. Schuler, formerly connected with the C. A. Finsterwald Co., rug dealers at 321 Woodward avenue, resigned recently and has become affiliated with the Empire Carpet Co., of New York, which opened a local branch in Detroit last week. Mr. Schuler, with S. Oliver, will have charge of the local offices. Several salesmen will travel from the Detroit branch where stock is now being carried.

At least, and then again, as one who is anxious to cover as much space as possible is wont to remark. Detroit Detonations has detonated twice, which is some record for Detroit Detonations for 1919.

William Weigert & Son, Fort boulevard, Oakwood, dry goods and shoe dealers, have closed out their stock of shoes. The son will engage in the grocery business.

Mrs. E. Munshaw, 1462 Fort street, West, general dry goods, has returned from a trip to Florida.

To better facilitate the handling of the business in Michigan territory,

the National Biscuit Co., will build a ten-story bakery building at Baltimore and Forsyth avenues.

The prosperity of Detroit is increasing at a terrific rate, as will be noted by the recent announcements of vast sums to be expended for numerous projects. Already the growth of this city is assuming such proportions that homes, apartments and hotel rooms are practically at a premium. The slogan "A million by 1920" is already a reality.

The American French Pastry Co. has leased the store at 85 Grand River avenue and will open at an early date. The firm is conducting a chain of similar stores in Detroit.

Joseph Pappo has opened a modern hardware and plumbing business at 1169 Russell street.

The Sanders-Burridge Co., wholesale stationers, 127 West Fort street, will open one of the most modern retail stationery stores in the Central West on Lafayette, near Shelby street, May 1. The new store will be under the management of A. E. Burridge.

F. Wyborny and F. Plodowski have opened a bakery at 948 Chene street under the style of the Warsaw Pastry and Bakery Shop.

Frederick Stockwell, Manager of Edson-Moore & Co., returned from an extended Eastern business trip last week.

Harold R. Guittard, special city representative for Burnham, Stoepel & Co., has purchased the men's furnishing goods stock of the M. A. Joly, general dry goods dealer at 2355 Woodward avenue, and has placed his brother, Thomas Guittard, in charge. The business will be continued in the same store as heretofore with the exception of the separate management of the dry goods and men's wear departments. Mr. Harold Guittard will continue his duties as city salesman.

A. C. Secord, buyer for the S. S. Kresge Co., left this week for the East on a business trip for the firm.

Peter and Charles Zimba, formerly with the Union Co-Operative Bakery, 1120 Chene street, have opened a bakery at 904 Joseph Campau avenue under the style of P. & C. Zimba.

Pat Kane, after an absence of several years, has returned to Detroit and has again taken charge of the uplift department for Edson, Moore & Co.

Barlo & Sarusi have engaged in the wholesale produce business at 447 Russell street.

Possibly business is not what it should be but it would be a difficult undertaking to try and convince the local National cash register salesman of that fact. The sales last month showed an increase of 30 per cent. over the largest month in the history of the company. The Detroit office for several years has been among the runners up for leading honors.

E. G. Brewer, dry goods merchant of Marshall, was a Detroit business visitor last week.

Max Girardin, veteran salesman for the United States Rubber Co., visited the down-town section for the first time in many months on Monday. Mr. Girardin suffered the loss of his left leg, following an accident and an infection that resulted. Max, full of pep and with an artificial limb, is preparing to soon make the rounds again and call on his numerous customers who, incidentally, are his friends. Mr. Girardin is a charter member of Detroit Council.

Old-time brother scribe, L. M. Steward, wheezed a paragraph last week about Ex-President Taft being in Detroit and broke. However, we rise to remark Mr. Taft is 'round as usual.

A. S. Liphe has opened a cigar store at 1874 Joseph Campau avenue, Hamtramck.

Mr. Wilsey, of Wilsey & Cathart, general merchants, Cass City, was in Detroit last week on business for the firm.

In an interesting biography the

Tradesman of April 9 threw considerable light on Moses J. Dark.

Joseph Barney, recently released from the service, has engaged in the grocery business at 1180 Chene street. He will also conduct an ice cream parlor in connection.

Encouraging reports from various Michigan points indicate that Stanley J. Hitchings at least has more than a fair chance in the race for election as Grand Sentinel of the United Commercial Travelers at the annual June meeting of the Grand Council. When not preaching U. C. T. doctrine, Stanley represents A. Krolik & Co. in Michigan territory.

Mr. Arms, of Arms Brothers, Milford, clothiers, was in Detroit on business last week.

F. Felt has opened a hardware and bazaar goods store at 1134 Mt. Elliot avenue.

Phillip Rosenthal, senior member of the department store firm of Phillip Rosenthal & Sons, 1475 Mack avenue, returned last week from a two weeks' trip to the Eastern markets.

David Scheyer, member of the firm of A. Krolik & Co., has returned from a two months' vacation spent in California for his health. Mr. Scheyer's wife accompanied him on the trip.

Clement Kelly, who previous to his enlistment in the army was connected with the white goods department of Edson, Moore & Co., has returned from overseas and has again become affiliated with the firm, taking up new duties in the hosiery department.

H. Applebaum, who discontinued business three years ago at 1510 Russell street, has leased the store at 370 Clay avenue and will open in a few days with a general dry goods stock.

James M. Golding.

## Gabby Gleanings From Grand Rapids.

Grand Rapids, April 15—Grand Rapids Post, T. M. A., is considering the idea of organizing a Fraternity Club for the purpose of providing headquarters for the benefit of its members. It is claimed that the present membership of the Post is 599.

J. J. Berg, Western Michigan representative for Pitkin & Brooks, of Chicago, has recently supplied china and glassware stocks to two dry goods stores—J. R. Jones Co., Kalamazoo and the Robinson Dry Goods Co., Alma.

W. H. King, who has covered Southern Michigan for the past six years for the Lansing Silo Co., has resigned to accept a traveling position with Beach Manufacturing Co., of Charlotte. He will act as special man on gravel screens. He has lately moved his family from Lansing to Sturgis.

Bill Bosman, (Foster, Stevens & Co.) is in a quandary. Monday was so warm and gave so much promise of spring that he traded his snow shovel for a rake. Tuesday when he got up the ground was covered with snow and he had no use for the rake. He is like the man who, on the first approach of spring, traded his undershirt for a white vest. Then the weather turned cold, he sewed his white vest on to his drawers and thus made a union suit.

Traveling men who "make" Plainwell and have occasion to call on the Michigan Paper Co. all agree that William Thomas, the long-time superintendent of the mills, is one of the most unique characters to be found anywhere in this country. Short of stature, stoutly built, somewhat brusque in manner until one comes to know him and his peculiarities, not inclined to be loquacious, quick in forming an opinion, equally quick in carrying the opinion into action, Mr. Thomas is the embodiment of the successful manufacturer, because he knows men and can be "boss" without being "bossy." No one ever heard of any labor trouble at the mill of the Michigan Paper Co. and no one ever will so long as Mr. Thomas remains on earth and his methods prevail. In selecting his em-

ployes, he undertakes to secure family men, so far as practicable. If there is no vacant house in town, he goes ahead and builds one for the employe, with due regard to the comfort and happiness of the prospective occupant. The men in his mill love him as a father and cheerfully go to any extreme in serving him well and faithfully. He is fond of young men and will go the limit in pushing them ahead and encouraging them to greater endeavor. His skill as a paper maker is conceded wherever the products of the mill go—and they have a wide distribution. Mr. Thomas is no longer young, but his robust physique, excellent health and exuberant spirits—coupled with the clean and wholesome life he has lead—causes his friends to believe that he will be a dominant factor in the paper trade of this country for the next quarter of a century.

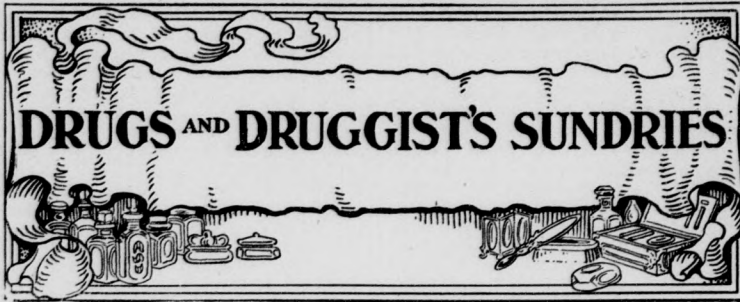
Harold Royal, Manager of the Shelby Canning Co., at Shelby, was in town two or three days this week, buying furniture for the Lewellyn residence, which he and his new wife have arranged to occupy for a term of years. Mr. Royal says it is not generally known that the fruit growers in the vicinity of Shelby are now growing prunes which he is preserving at his cannery, using one-half fruit and one-half sugar, without any preservative whatever. He believes the new product will meet with a hearty reception as soon as its merits are established and that it will have a large sale. By the way, Mr. Royal is rapidly achieving an excellent reputation as a cannery operator by reason of his energy, enterprise and progressiveness.

Stewart McBain, traveling representative for the Grand Rapids Dry Goods Co., writes as follows: "There is a condition existing at the present time that is very annoying to a man with a trunk line. There are a great many small towns where the railroads keep only one agent or an agent until 4 p. m. and then a helper. The helper is not allowed to sell a ticket or check baggage. In order to send trunks we have to load them ourselves and pay the charge when we get to the next town and take care of the trunks ourselves and still pay the company for it. The agents who formerly received \$50 to \$75 per month now receive \$125 to \$175 per month. If they follow the rules they quit at 4 o'clock—8 hours—and if they do not quit then they are in wrong with their union, which is the cause of the trouble. Many of them still stay at the station to look after express, but will not touch baggage or tickets." This is certainly a grievous condition and one which should be given attention by the wholesale dry goods trade. It has been brought about by the Wilson-McAdoo propaganda to reduce working hours to 8 per day and increase wages to a point that borders on the ridiculous. No hope for relief can be entertained until our present socialistic administration is succeeded by a business administration, which will not "have it in" for business men generally and wholesale merchants and traveling men in particular.

Clarence J. Farley, Manager of the Grand Rapids Dry Goods Co., and Gerrit J. Brouwer, of P. Steketee & Sons, both attended the conference of the National Wholesale Dry Goods Association at Chicago Monday.

Every German book in this country should be utilized to feed bonfires the night the peace treaty is promulgated. The mere possession of a German book from now on is prima facie evidence of disloyalty to America and American institutions.

The best way to get into the habit of wasting time in idleness is to be idle. The more time you waste, the more you are going to waste.



### Why Cigarette Smoker Never Gets Anywhere.

Written for the Tradesman.

There is much complaint nowadays because discharged soldiers are not given employment immediately on their return from service. Careful study of the situation convinces me that most of these complaints come from men who have become addicts to the cigarette habit. No manufacturer wishes to employ a cigarette smoker, because his carelessness in throwing away matches and the lighted stub ends of cigarettes causes many fires. No business man wants a cigarette smoker in his office, because he permeates the atmosphere for a hundred feet with the most offensive smell that is tolerated outside the tannery and fertilizer factory. No merchant wants a clerk who is the slave to the cigarette habit, because he drives away more customers than a dozen clean and wholesome clerks can attract. The war has left behind many scars, but the worst feature of the war is the cursed cigarette habit which has fastened itself on so many sturdy young fellows, aided and abetted by the Y. M. C. A. and kindred organizations, blackening their fingers, destroying their sense of propriety and good manners, defiling their clothes and impairing their heart action and thus shortening their lives.

There appears to be something in the cigarette that dulls the moral sense of the smoker. Aside from the fact that his mere presence in a dining room, dining car or sleeper is offensive to people with sensitive nostrils, weak stomachs or discriminating judgment, his disposition to indulge in the use of the ill-smelling thing without regard to the rights and comfort of other people amounts to an offense against common decency. The cigarette smoker who lights a cigarette in a private office, public dining room or street car without first obtaining the consent of all who are annoyed by such an infraction on their rights violates all the rules of hospitality and decency and immediately relegates himself to the ranks of a boor and an outcast. I have never purchased a dollar's worth of goods of a man who came into my office with a cigarette in his mouth or who made any move toward lighting a cigarette in my presence. The man who destroys the pleasure of my meal at a public eating place by blowing cigarette smoke in my face, either voluntarily or involuntarily, never receives a favor or courtesy at my hands. I may be a crank on the subject—I hope I am—but I have heard hundreds of men express themselves equally as strongly on the subject,

although some of them may be more diplomatic in describing their disgust over the ill manners and brutal selfishness of the average cigarette smoker.

There may have been some excuse for the use of the cigarette in the camps or the trenches, but there is no place for it in the home or any other place where decent people have a right to congregate without being subjected to annoyance and insult.

E. A. Stowe.

### Regulating the Supply.

There is a candy establishment in a Western city which has created an ingenious plan of stimulating the sale of sweetstuffs as fitting gifts for Christmas, anniversaries and other festive occasions. Instead of presenting two or five pound boxes at a time when the recipient is probably deluged with like remembrances, one is urged to present a check or two signed with one's name and address which can be redeemed at any time by presentation at the firm's downtown store.

Further, these checks are put up ten in a convenient book and mailed to charge account customers. Checks are perforated and on the stub is space for date, to whom issued, and amount so the record can be tallied when the bill comes due. In this way, holiday shopping is simplified. The giver merely writes out a half dozen checks for his lady friends, slips them into tinted envelopes—and the deed is done.

### Recipe For Success.

To each pound of your invested capital, add several ounces of good book-keeping, a generous quantity of service, a goodly portion of advertising, and a great big dash of enthusiasm. Then stir.

Don't leave any of these ingredients out and be sure not to forget the enthusiasm. Enthusiasm is the high flavor that makes business tasty. It is the music and laughter at the banquet. Without it nothing in the world would seem worth while.

### Dollars at a Discount.

During the dollar sale at Rome, N. Y., recently, one merchant did a thriving business selling silver dollars for 95 cents.

He made a large window display of the coins, with a huge sign attached announcing their sale at 5 cents below par. Shoppers cleaned out the entire stock, but he says that he made up more for the loss of profit from the goods purchased by the people attracted by the stunt.

**THE METZGAR ACCOUNT SYSTEM**  
Makes your book-keeping simple, safe and accurate.  
**Because**



*First*—It does away with all posting and mailing out statements and your accounts are always kept up to the minute and with only one writing.

*Second*—It fully protects your accounts and valuable papers against loss through fire.

*Third*—As a result of the unique numbering and Self-Indexing features it saves much time and protects you against making costly mistakes.

*Don't take our word* for what the Metzgar System will do for you—ask a Metzgar user or send for illustrated catalog and convince yourself.

**Metzgar Register Co., Grand Rapids, Mich.**

## 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**



GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press...

Table listing prices for various grocery items under categories: ADVANCED (Brushes, Cocoaanut, etc.), DECLINED (Farina, Ground Pepper, etc.), AMMONIA (Arctic Brand), AXLE GREASE (Mica), BAKED BEANS, BATH BRICK, BLUING (Jennings), BREAKFAST FOODS (Cracked Wheat, etc.), BROOMS (Fancy Parlor), BRUSHES (Solid Back), BUTTER COLOR, CANDLES, CANNED GOODS (Apples, Blackberries, Beans, Blueberries, Clams, etc.), CHEWING GUM, CHOCOLATE, CIGARS, COCOA, COCOANUT, COFFEES ROASTED (Rio, Santos, Maracalbo), CREAM TARTAR, DRIED FRUITS (Apples, Apricots, etc.), FARINACEOUS GOODS (Beans, Brown), FISHING TACKLE, FLAVORING EXTRACTS, FLOUR AND FEED, HOOKS-KIRBY, SINKERS, MOORE'S D U BRAND, PEACHES, RAISINS, VANILLA, etc.

Continuation of grocery price table listing items like COFFEES ROASTED (Rio, Santos, Maracalbo, Mexican, Guatemala, Java), COOKING COMPOUNDS (Crisco, Mazola), CREAM TARTAR, DRIED FRUITS (Apples, Apricots, Currants, Peaches), FARINACEOUS GOODS (Beans, Brown, Farina), FISHING TACKLE, FLAVORING EXTRACTS (Jennings D C Brand), FLOUR AND FEED, HOOKS-KIRBY, SINKERS, MOORE'S D U BRAND, PEACHES, RAISINS, VANILLA, etc.





### Value of Story-Telling in Educating Children.

Written for the Tradesman.

In his "Defense of Poesie," Sir Philip Sydney has this fascinating bit—how it rings with the old-time spirit of the story-teller!—and the most modern of pedagogy, too:

"Forsooth he cometh to you with a tale, which holdest children from play, and old men from the chimney-corner, and pretending no more, doth intend the winning of the mind from wickedness to virtue, even as the child is often brought to take most wholesome things by hiding them in such other as have a pleasant taste."

Educators began a good while ago to realize the value of story-telling in education. It is used now in all sorts of classwork in the schools. You know yourself how effectively a well-told story points the moral of a sermon, even for the adults—you yourself will remember the story and the lesson of it long after you have forgotten the trend of the address itself. The psychology is the same with stories told to children; but few parents seem to realize how much they can do with their own children through the use of carefully chosen stories.

Reading is all very well, and essential in its place and for its purpose, but it never quite takes the place of the tale told by word of mouth, looking the child straight in the eye while you talk. Try both ways with a small child, and see for yourself which way he likes best.

Long before the child is at school—as soon as he can understand at all—he should have stories told to him by his parents at home. You, father and mother, are missing a great deal if you do not do it. Don't you remember the delight with which you heard father begin: "A long time ago, when I was a little boy," or your mother say: "Once upon a time, when I was a little girl with my hair in pig-tails?" Weren't you all attention right away? And do you suppose mother and father haven't remembered all these years your eager little face and your eyes big with expectation?

Of course, some people are born story-tellers and some are not, but every mother can do good work in this line if she makes the effort. Children have a natural craving for the dramatic; to this craving the telling of tales is the answer. If you don't supply it, something of permanent and essential value is left out of the children's lives, even if you and they are not conscious of the lack.

There are oceans of good stories; get the best. This is not to say that

personal experiences of your own and other people's are not to be used; a tale with a personality in it known to the child is often more interesting and effective than any other; but this business of story-telling is not a thing to be done haphazard. You need to put your mind on it, and hunt for the stories that will be most to the point and most worth remembering.

Mother Goose stories at first to be told. They are full of dramatic action, and most of them are very ancient. For hundreds, perhaps thousands, of years they have been the delight of generation after generation of little folks. Can you remember the delight with which you first heard of "The Three Bears," "Jack and the Beanstalk," "Red Riding Hood," and all the rest?

Some of these stories may be too dramatic for very little or very nervous children—remember that it is all pretty real to them. If so, wait a little, and use other stories not quite so vivid. Some children like one characteristic in a story, some another; but there are enough stories, various enough, to suit all tastes. Experience will show you just what your children require in the way of stories and how they will accept them. If you begin with them when they are very young with the simple tales, you can work up to the hero-tales. And all the time you will be learning the better to understand your children's minds, and giving them a fund of fine, clean stories that they will never forget, but pass on in turn to their own children.

The librarian in any library will gladly help you to find stories to tell. Hunt until you find them, in classical or Oriental literature, myths, legends, fairy tales, hero tales, stories from history, lives of the saints—there are hundreds of them waiting for you to appropriate them. You will never regret the time you devote to the search.

Choose your stories carefully. Keep them near the child's level of interest and understanding. Do not try too many, and remember that children love to have the same story told over and over again. Avoid the very sensational, the morbid and gloomy. Many a child has gone to bed shivering with fear after hearing a story, terribly real to him, of direful things that he visualizes in the dark.

The problem is somewhat complicated where you have at the same time children of different ages. The wise mother will study that problem and adapt some of the stories to the "common denominator" of interest and appreciation.

Try to begin with a sentence that

commands attention. Take a lesson from Hans Christian Anderson. See how he catches the interest right off:

"There were once twenty-five tin soldiers, who were all brothers, for they had been made out of the same old tin spoon."

"There was once an emperor who had a horse shod with gold."

Rudyard Kipling makes wonderfully apt beginnings in his "Just So Stories:"

"In the High and Far-Off Times the Elephant, O Best Beloved, had no trunk."

"Whichever way I turn," said the Weathercock on a high steeple, "no one is satisfied." So begins one of Edwin Barrow's fascinating stories in "Fireside Tales."

Who could help listening after beginnings like these?

Do not tell your stories too fast. Speak slowly and distinctly, and pause to let the dramatic situations and the points you wish to emphasize sink in. Do not use too many details, and do not stop to explain too much; that

**Watson-Higgins Mfg. Co.**  
GRAND RAPIDS, MICH.

**Merchant Millers**

Owned by Merchants

Products sold by Merchants

Brand Recommended by Merchants

**New Perfection Flour**

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

**It's More Than a Flavor**

—as a syrup maker it is without a peer.

**Mapleine**

The Golden Flavor

—is delicious in desserts, puddings, sauces, icings;  
—while a few drops lend piquancy and zest to gravies, soups, vegetables.

Order of your jobber or Louis Hilfer Co., 1205 Peoples Life Bldg., Chicago, Ill.  
Crescent Mfg. Co., (M-383) Seattle, Wash.

# Fiegler's

## Chocolates

Package Goods of  
Paramount Quality  
and  
Artistic Design

### Guaranteed Prices on Good Goods

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

### Butler Brothers

Exclusive Wholesalers of  
General Merchandise

New York Chicago  
St. Louis Minneapolis  
Dallas

## 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





## WILSON AS AN AUTOCRAT.

### Why He Should Have Remained at Home.

Detroit, April 15—The United States should have declared war on Germany in the early days of August, 1914. When the brutal hordes of Germany invaded Belgium, then was the time when we should have raised our hand and voice against the barbarian hosts of the Kaiser. Our name was signed to a treaty which guaranteed the neutrality of Belgium. Instead of doing our duty, as we were bound to do, we permitted the German beast to invade and subjugate Belgium and to destroy the most fertile portion of France. Our chief executive promulgated the statement that Americans were "too proud to fight" and the United States sunk in the estimation of the world as a coward, a sloven and a repudiator of its own obligations.

That was our first great mistake. Public opinion finally forced the party in power to take part in the gigantic struggle for civilization, but as no previous preparation had been made for the contest which every one knew was inevitable, thousands of lives were needlessly sacrificed and billions of dollars were wasted in accomplishing what should have been undertaken in advance of the declaration of war.

Despite the handicaps of delay, socialistic practices, incompetence and political narrowness, the boys in khaki acquitted themselves nobly—with French and English guns and ammunition.

I shall always believe the armistice was granted too soon—that the war on the German brutes should have continued until Berlin and Pottsdam were leveled to the ground, because that is the only kind of argument the German barbarians understand.

When the armistice was signed, the proper province for the United States would have been to withdraw her soldiers and say to the shattered nations of Europe: "We have done our part the best we know how. We have helped you win the war. Now we will withdraw and do our best to assist in the maintenance of peace and prosperity on the American continent. We will leave it to you to settle your differences in a manner satisfactory to yourselves. Europe is none of our affair. We have our hands full in building up our own Nation and assisting in the development of our sister republics in the Western Hemisphere."

If we had pursued that course we would to-day stand at the head in the estimation of the nations of the world, beloved by our Allies and respected by our enemies.

Unfortunately, we did not do the right thing at the right time.

Our dictatorial President seized upon the opportunity afforded him by the close of the war to make a grandstand play overseas, hobnob with royalty and dine with princes, popes and potentates. With no knowledge of diplomacy and utterly devoid of tact, President Wilson set himself up as a dictator, thus placing this country in a false position and making himself the laughing stock of the entire world. As a natural result of his obstinacy and unfamiliarity with world politics, he made a sorry spectacle of himself and created enmities for the United States which time will never heal and memory will never efface. These enmities will find expression in the curtailment of our export trade later on when other countries recover from the effects of the war and become competitors of ours in the markets of the world. The loss of trade is bad enough, but worse yet is the loss we have sustained in depriving ourselves of the good opinion of the civilized world, which has been led to believe from the dictatorial attitude of our President that the United States is ruled by an autocrat more arbitrary and tyrannical than

the Czar of Russia was in the days of his greatest power. Mr. Wilson was given unlimited power by Congress while the war was in progress, but, unlike Washington and Lincoln, he did not relinquish that prerogative when the war ended. Instead, he became more dictatorial than ever and carried his narrowness of vision, his lack of knowledge his tactless methods and his imperious conduct to a limit which has made him the most cordially hated and despised man who ever lived—with the possible exception of the Kaiser, James Fleming.

### Aiming To Retain the Infamous Ex-tortion.

Lansing, April 15—State Insurance Commissioner Ellsworth will next Saturday, in this city, formally hear the objections of insurance companies to his recent order forbidding further imposition of the 10 per cent. surcharge permitted to insurance companies during the war period. The companies asking for the hearing, inasmuch as they object, of course, to the loss of this extra revenue, which amounts in the State to about \$1,100,000 annually.

Ellsworth's action, which is based on the claim that the insurance companies are not in need of the extra amount, in view of the reduction in losses in Michigan during the last year, has been heartily supported from every section of the State, and it is an open secret that the insurance agents themselves are not all displeased with the removal of the surcharge, despite the fact that companies will have their revenue reduced.

The big policy buyers, such as the manufacturing, department store and other interests that need heavy protection, are particularly interested as the 10 per cent. means large sums to them.

On the other hand, the small policy holder appreciates the reduction in proportion, perhaps even more, and the feeling is sufficiently strong so that members of the Legislature, apparently because they are now in Lansing, are receiving letters urging that Ellsworth be sustained.

The State administration, too, is standing behind Ellsworth who is compelled to withstand heavy pressure from the insurance companies with whom he is, because of his position, in close contact. That the Legislature is relying on Ellsworth is shown by the fact that the Bryant bill, which would have prevented further imposition of surcharges of any kind, has been held up because Ellsworth's order accomplished the result without legislative action.

### Doing Educational Work of High Order.

Lakeville, Ind., April 15—I appreciate the Michigan Tradesman and think it is one of the most practical and constructive trade journals published anywhere in the world. It is doing more than leading the merchants up to better merchandising. It is doing educational work of a very high order—work which I appreciate very much and which I feel should be done by other publishers as well, which I regret is not the case.

E. B. Moon.

### Subscription Receipts Last Week.

The regular subscription receipts for the Tradesman last week were as follows:

Monday .....	\$114.00
Tuesday .....	26.00
Wednesday .....	68.20
Thursday .....	62.80
Friday .....	60.00
Saturday .....	71.00

Total.....\$402.00

Average per day ....\$ 67.00

### Grocers Asked to Outline After-War Trade Regulation.

The Federal Reconstruction Commission has taken up the status of the Food Trades with a view to putting into effect permanently such of the wartime regulations as worked out advantageously under unusual stress, together with such measures of trade regulations as the business men feel to be desirable. In line with this idea, the following questionnaire has been sent out to the trade:

What activities of the U. S. Food Administration should be continued? Prohibition of resales? Hoarding? Limitation of future purchases or sales? Maximum profits? Arbitration division? If yes—should arbitrators be State officials? Should arbitrators be appointed jointly by parties interested? Is it desirable to have moneys involved held in escrow subject to order of the arbitrators? Are there any other functions of the United States Food Administration which in your judgment should be continued and which have not been enumerated?

Would you favor the licensing of all foods distributors with nominal license fees based on the volume of business of each concern?

Would you favor the licensing of all food distributors without license fees?

Do you favor the present cold storage laws? If not, why?

Are there any additional regulations that should be included in the cold storage laws?

What laws now in effect governing the wholesale grocery trades are not being enforced?

Are there any new regulations you would recommend for the wholesale grocery trade? What are they?

What obstacle, unjust or discriminatory laws do you think should be repealed?

Are there any malpractices prevalent among the shippers or manufacturers which are governed by law but not enforced properly? What are they?

Are there any malpractices prevalent among the shippers or manufacturers which are not governed by law?

What legislation would you suggest to eradicate any malpractices mentioned by you in preceding questions?

Are there any malpractices prevalent among the railroads or express companies which are governed by law but not enforced properly?

Are there any malpractices prevalent among the railroads or express companies which are not governed by law?

What legislation would you suggest to eradicate malpractices mentioned by you in the preceding question?

Name any other malpractices prevalent among food dealers which require administrative action or legislation.

Give any suggestions or remedies that would better food distribution and marketing.

### No Prospect of Cheaper China From France.

Limoges, France, April 1—Conditions here are quite as bad as they have been at any time during the war. Since I have been here the factory

has received just thirty tons of coal, enough to fire one kiln, and no telling when more will arrive. This shortage is due almost entirely to lack of transportation and there is no way of knowing when there will be an improvement.

Labor conditions are the same as everywhere else—little of it, and what there is, very restless.

I had some hopes of lower prices when I first came, but have had to give them up; there is not a chance, as I can see, for cheaper china from Limoges for a long time to come, and not much of it at any price. Factories are run down because there was neither labor nor materials to keep them in repair. Money will soon have to be spent on them.

All materials are as high priced as ever and until the railroads have the cars and locomotives to bring them in, will be hard to get.

The home trade and trade from allied countries would take all that can be made, if they were permitted to have it.

England is not much better off, except in respect to their railroads, but if anyone thinks, with the labor unrest, the scarcity and high price of coal and other materials, that cheaper goods are coming from that country, they will be very much disappointed. There will be nothing doing this year, and probably not for the next two or three to come. By that time you will have gotten hardened to high prices and will expect nothing else.

### BUSINESS CHANCES.

Wanted—To buy some good second hand store counters, show cases, National cash register and other store fixtures. What have you to offer? Address R. E. Smith, LeRoy, Michigan. 225

FOR SALE—Practically new and modern saw mill plant, capacity about 30 million feet per annum, located in the interior of British Columbia on a beautiful inland lake and on the main line of the Grand Trunk Pacific Railway. About 500 million feet of timber on and adjacent to lake (about 90 per cent. spruce) and another billion feet available at reasonable prices. Natural conditions ideal for economical logging, manufacturing, piling and shipping. An advantage of about \$4 per thousand feet in freight rates to the Prairie Provinces over coast shipments. This property offers unlimited possibilities as a lumber, pulp and paper property. Would consider selling a half interest. Terms reasonable. A. C. FROST COMPANY, 134 South LaSalle Street, Chicago, Illinois. 226

TO EXCHANGE—FIRST CLASS TOWN PROPERTY and land for merchandise. Can match any stock under \$20,000. I do not want location. I want merchandise. Address J. H. Boyer, Farina, Illinois. 227

For Sale—Stock general merchandise. Inventory about \$2,200. Doing cash business of over \$50 per day. Modern flat over store. Excellent opportunity for hustler. The Peninsula Store, 875 East Front St., Traverse City, Michigan. 228

**GOODRICH  
LINE  
STEAMERS**

**TO CHICAGO—Monday,  
Wednesday and Friday  
Nights.**

**FROM CHICAGO—Tues-  
day, Thursday and Satur-  
day Nights.**

Fare \$3.50 plus 28c war tax.

Bo t c r Leaves Muskegon Interurban  
Station 7:15 p. m.

Goodrich City Office  
127 Pearl St.  
Powers  
Theater Bldg.

Interurban  
Station,  
156 Ottawa Ave.  
N. W.

W. S. NIXON,  
City Pass and Ticket Agent.

# DIAMOND CRYSTAL

*The Salt  
that's all salt.*

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

## What We Might Do What We Don't Do What We Do Do

### AND WHY

We might make matches-out of cheaper wood - - *But We Don't.*  
We might save money by using cheaper chemicals - *But We Haven't.*  
We might shut down our scientific department and cease } *But We Won't.*  
trying to make the BEST match ever made BETTER - }

### BECAUSE

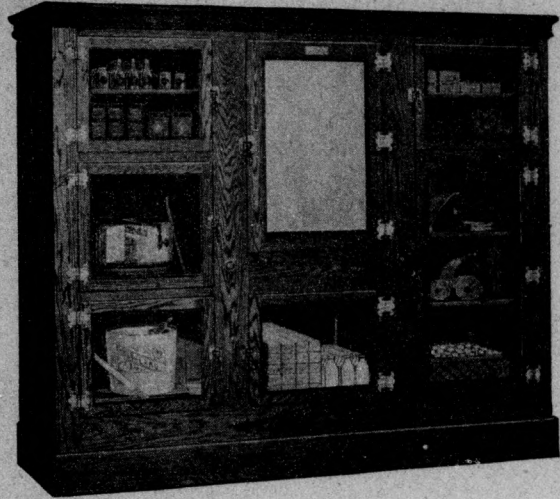
40 years of pre-eminence as the leading match makers of } *We're Doing It.*  
the world is something to live up to, so - - - }

The safest match science can produce is none too good for } *That's What We Make.*  
the greatest nation on Earth, and so - - - }

There's no such thing as standing still if one is determined } *We're On The Move.*  
to march at the head of the procession nowadays, so - }

Any American grocer who is progressive enough to place duty and responsibility above a mere fraction of a cent in price, in giving his customers the best and the safest and the greatest value for the money will pin his destinies to

**DIAMOND MATCHES**



## What Does Your Refrigerator Reveal?

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

# MCCRAY

*Sanitary Refrigerators*

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

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

### Ask About Our Easy Payment Plan

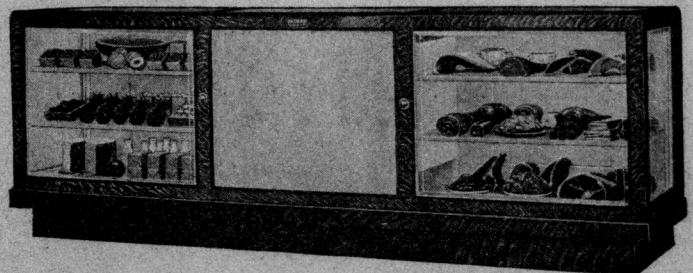
Let us send you catalog that describes a great variety of designs—to suit every requirement. No. 71 for Grocers and Delicatessens. No. 62 for Meat Markets and General Stores. No. 93 for Residences. No. 51 for Hotels and Restaurants.

*"Refrigerators for All Purposes."*

## McCray Refrigerator Co.

944 Lake Street

Kendallville, Ind.



# Are You Prepared

to supply the increasing  
demand for

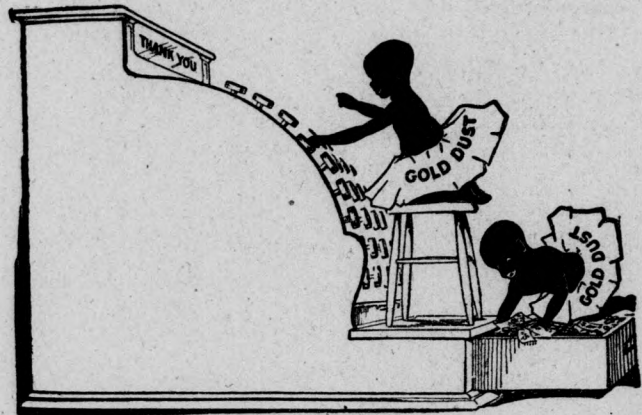


Created by intensive sales work  
and national advertising.

**Kellogg Toasted Corn Flake Co.**  
Battle Creek, Michigan

Keep **GOLD DUST**  
on nearby shelves—  
within reach.

It makes cash regis-  
ter tinkles even  
easier and quicker.



**WHITE HOUSE COFFEE**

**COFFEE**  
GETS A BIG BOOST THIS YEAR  
—AND YOU KNOW WHY—  
“WHITE HOUSE”  
WILL BE MORE IN DEMAND THAN EVER

**STANDARD OF EXCELLENCE**

Boston—DWINELL-WRIGHT CO.—Chicago

**LEE & CADY**

WHOLESALE DISTRIBUTORS

DETROIT, BAY CITY, SAGINAW AND KALAMAZOO

# 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

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