

MICHIGAN TRADESMAN

PUBLISHED WEEKLY

TRADESMAN COMPANY, PUBLISHERS

EST. 1883

Thirty-Sixth Year

GRAND RAPIDS, WEDNESDAY, APRIL 23, 1919

Number 1857

Stop the Automobile Thief!

BY THE

Automobile Abstract of Title



ENDORSED BY THE POLICE DEPARTMENTS, OF ALL THE LARGE CITIES, SHERIFFS, AUTOMOBILE CLUBS, BOARDS OF COMMERCE, AUTOMOBILE DEALERS AND DISTRIBUTORS AND OTHERS THROUGHOUT THE ENTIRE UNITED STATES AND CANADA.

Why Are Insurance Rates So High?

DEMAND AN ABSTRACT
HAVE YOUR CAR PROTECTED

Because the stealing of Automobiles has become such a menace—the taking and disposing of cars so systematized by syndicates of Auto Thieves that the Police are unable to stop it. Make it impossible for the Thief to sell a stolen car and you reduce theft.

Facts of
the
Automobile
Abstract of
Title

- It will stop the sale or purchase of a stolen car.
- It will destroy the market of the automobile thief.
- It will prevent the dishonest person who buys a stolen car from getting a license for it.
- It will abolish fraudulent bills of sale and fake notary publics.
- It will be accepted as proof in courts of law.
- It will reduce the hazard of theft insurance—thereby reducing insurance rates 50%.
- It will enable a car owner to borrow money on his car and still have possession of it.
- It will show the history of the automobile from the factory to the junk heap.
- It will show replacement of parts and record all repairs.
- It will detect whether an automobile is mortgaged.
- It will detect car numbers and motor numbers that have been changed.
- It will aid Police Departments; State License Bureaus and save THOUSANDS OF DOLLARS for each State in LICENSE FEES.
- It will show a profit on the investment instead of a loss.
- It will stop the ever present fear of having your car stolen.
- It will stop the switching of Auto Plates from one car to another.
- It will record each transfer of a car to the State Motor Vehicle Department.
- It will give the State Motor Vehicle Department a complete check on every car.
- It will cut the overhead expense of the Motor Vehicle Department 90% and add to the efficiency of the Department.
- It will pay, by its savings to the State, the interest on Good Road Bonds.
- It will be demanded in every State of the United States, Canada and Mexico.
- It will be the only Abstract recognized.
- IT WILL ASSUME LIABILITY BY GUARANTEEING THE TITLE TO THE FULL PURCHASE PRICE OF THE CAR.
- IT CANNOT BE IMITATED OR FORGED AND IS COPYRIGHTED AND PATENTED.

Automobile Abstract of Title Plan

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

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

Write for Application Blank Today.

Automobile Abstract & Title Company

EXECUTIVE OFFICES
BOOK BUILDING, DETROIT
CHERRY 3360

Address All Communications to
GENERAL OFFICES AND CLEARING HOUSE
CHICAGO ILL.

Copyrighted 1919



"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



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



CANDY

The Universal

FOOD

Who's Candy?

Putnam's

"Double A"



CANDY

Made by

Putnam Factory Grand Rapids, Michigan

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 23, 1919

Number 1857

MICHIGAN TRADESMAN

(Unlike any other paper.)

Each Issue Complete In Itself.

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
TRADESMAN COMPANY
Grand Rapids.

E. A. STOWE, Editor.

Subscription Price.

Two dollars per year, if paid strictly
in advance.

Three dollars per year, if not paid in
advance.

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

Sample copies 5 cents each.

Extra copies of current issues, 5 cents;
issues a month or more old, 10 cents;

issues a year or more old, 25 cents; issues
five years or more old, \$1.

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

PRICES OF WOOLEN GOODS.

Auction sales of wool by the Government during the last week have been those of carpet wools. Everything considered, the percentage of withdrawals has not been unduly large, and the prices obtained have been quite satisfactory. There have been no public sales of clothing and combing wools, but prices on these are likely to be well maintained. What has given strength to the market has been the result of the auction sales in London of the British government stocks. The prices for wool toward the close of those sales were even better than at the beginning. The course of prices has rather encouraged the domestic wool growers who were rather pessimistic after the Government declined to buy the clip of this year. They have, after the fashion of the growers of cotton, been prone to exaggerate the increase in the cost of their product, especially in regard to the labor expense. Illuminating in this direction is an incident in Utah. There the wool shearers asked for an increase in their pay, and it appeared they had been getting compensated at the rate of about 2 cents per pound. Their new demand calls for about 3 cents. Neither cuts much of a figure when the selling price of the article is considered. The goods market has been without special feature during the week. Revisions are in progress in the men's wear line. In dress goods the fabrics determined on for fall by the best mills run toward novelties in high-class fabrics rather than the staples. The season just closed has been a very prosperous one for women's wear.

WHEN GERMANY PAYS UP.

The closest estimate of the amount of the indemnity Germany will be required to pay seems to be \$55,000,000,000, of which \$5,000,000,000 will be paid down, partly in gold and silver. Of the first payment Belgium will probably receive immediately \$3,000,000,000, the remainder to be distributed among the Allies, France

receiving 55 per cent. It is believed the time limit for the payment of instalments is not fixed but will possibly be thirty years.

It also appears uncertain whether the indemnity will be payable to an international commission sitting at Berlin, with power to invest in German securities and remit to the Allies gradually, or whether it will be made available by German bearer bonds, negotiable in all countries.

What is there about the Salvation Army that attracts good feeling from so many unexpected quarters? Long ago, measuring time by change instead of years, Edward Sheldon wrote his "Salvation Nell," Bernard Shaw his "Major Barbara," and Vachel Lindsay his verses on Gen. Booth entering into Heaven, which startled a dinner of poetasters in esthetic Chicago. Now comes Cardinal Gibbons, praising the Salvation Army because of its service to soldiers and sailors at the front, and because it is "free from sectarian bias." "The man in need of help is the object of their effort," writes the prelate, "with never a question of his creed or color." That comes near the secret of the Army's popularity. Many doubt the usefulness of its picturesque evangelistic campaigns, but no one has a doubt that the organization is on the side of the common man when he is in need. There is nothing scientific or special about its charity, and it proceeds on no theory or programme except to offer help. In a world where responsibility is hard to distribute and suffering always exists, it is something to know that there are those who go to the firing line, both in war and in poverty, to feed the hungry.

The hired man on the farm is gradually disappearing. Despite the surplus of labor reported from all cities, the Employment Service cannot furnish the country districts with the men required. Soldiers who know agriculture are returning from France, and their support for Secretary Lane's plan shows that they want to live on the land. But they will not go back to the long hours, the unsocial lives, and the semi-dependence which the old-fashioned farmhand endured. It is a matter of spiritual values. Housewives and farmers protest that they are kind and considerate. But of kindness and consideration the modern worker will have none. Whether any one else sees "the new social order" or not, he feels it. We may laugh at the resulting incongruities, but we are bound to respect the sense of personal worth behind them.

A man doesn't do all his courting in seclusion because he is ashamed of it, but because he wants it all to himself.

PASSING THE BUCK.

Just how thick some heads are in the grocery trade appears yet to be proven, but for the moment there is a good deal of discussion about a number of things that might well be thrown into the discard as controlling factors in the temporary stagnation.

One of them is the question of reducing values to start goods in motion. That there is stagnation—happily less than a month ago—no one can deny, but just who will be big enough to cease standing pat and break the ice is much in controversy. The jam appears to be at both ends of the dam and both are sticking hard and leaving the middle factors quite helpless, although highly conversational about it.

Take the farmer at one end refusing to plant at less than his own price and the grocer at the other with an accumulated stock glued to his shelves, waiting for a stubborn consumer to be willing to pay high prices, where do the canner and jobber get off? The canner refuses to pack unless the jobber will buy and the jobber won't obligate himself to any such prices as must be charged to let the farmer win until he sees the retailer loosen up enough to coax the consumer to buy. And the season of fresh goods at hand. Lovely situation, is it not? Yes, it is not.

All of which does nothing to change the fact that so long as everyone "passes the buck" the goods still sit on the shelves. No one ever made money save in one way—selling goods—at a profit if possible; if not by getting them out of the way for goods that could sell at a profit. The only man in the chain who is "stuck" today is the retailer; the others have cashed in and closed the account, and unless the goods were sold on a guarantee against decline it isn't likely anyone will open up and reverse the current, at least on staple goods. Meanwhile dead stock gets no one rich.

Few in the trade agree with the Federal Trade Commission that guaranteeing against decline is unfair trading but most of them are ready to admit that it is a dangerous playing.

COTTON CONSUMPTION.

Just after the official figures came out the other day showing a very small consumption of cotton in domestic mills and the shutting down in England of the use of American cotton, the quotations of the staple in the Exchange began to go up. The drop in consumption here was considerable in March, having been only 433,720 bales, as against 571,443 for the corresponding month last year. Operating spindles decreased over 1,100,000, practically all in Northern

mills. The amount of cotton on hand at mills and compresses and in public storage on March 31 totaled 5,781,495 bales. This by no means includes all the existing stock. But exports have been increasing lately, and great hopes are based on what is going to happen when once the treaty of peace is signed. Then, too, those interested in boosting the price of cotton are elated at the backwardness of the season in the growing districts. The goods market, especially as concerns gray goods, has been quite active, and prices have gone up. There is also more disposition shown to order ahead. Finished fabrics have also shown more strength in accord with demands which, while not always for large quantities, have been numerous and frequently in repetition of previous orders. A country-wide drive on gingham, which is on this week in all the larger cities, is expected to increase the sales of these goods to an appreciable extent. In knit goods, orders keep coming in and show more of a desire on the part of buyers to stock up.

Some surprise was expressed at a cabled report from London to the effect that the British feared a "dumping" of cotton goods from this country. Still, from one standpoint, there seems to be a little basis for such an idea in the future. The crux of the matter is in the British labor situation. While the war was on the trade union restrictions went by the board, but the official promise was given that they would be restored after the war was ended. Now it has been found impossible to go back to the old order of things if wages are to be kept up anywhere near what the cost of living demands. Anything like the restriction of output or opposition to the use of labor-saving devices is now considered out of the question, and it is the uncertainty as to how the British trade unionist will behave toward these matters that is the cause of what apprehension exists as to competition from without. Latterly, English newspapers have been republishing some statistics issued before the war contrasting the respective efficiency of British and American labor. These showed that the American wage earner has at his disposal three times as much mechanical power as the British, and turns out more than twice as much product. The comparisons were made on things as diverse as the making of butter and cheese and the manufacture of boots and shoes, textiles and garments and tools and railway carriages. In cotton goods the average output of a British worker was 236 pounds a year, as against 332 pounds for an American. Data of this kind are what are worrying the Britisher.

THE SAGINAW VALLEY.

Late-News and Gossip From Eastern Michigan.

Saginaw, April 21—Speaking of Liberty loving and patriotic Americans, the writer cannot help making mention of the proprietor of the hotel at Gagetown. And why do I speak thus? Dear reader, let us give credit and praise where due and, on the other hand, be not afraid to tell the whole world when wrong is wrong.

It happened like this. Judge for yourself. After registering at 6:50 p. m., the following conversation took place: "Is supper ready?"

"Ready? Why, do you suppose we are going to get meals all hours of the day for you traveling men? No, sir, our dining room closes at 6:30."

"Well, can you tell me where I can get a bite to eat? I have had nothing to eat since breakfast, owing to belated trains."

"No, sir, and I don't give a — where you go. It is immaterial to me where you go. You traveling men voted dry, so take your medicine."

"How do you know I voted dry, Mr. Bowen?"

"Well, 50 per cent. of you fellows did. I am sure."

"Fifty per cent.? My dear sir, you are low. I am proud to say that, without the least doubt, 97 per cent. of the boys voted dry and if it is necessary for us boys to shun this hotel we can do it."

"Well, shun it and see if I care. I'm getting out of here in a week or so."

It is our hope that whoever takes his place will know how to treat the traveling public decently. If he does, he will be patronized. Let us hope for the best.

"Come in," said genial Boniface, "the water may be fine, but if you'd like to hit the pace, pray vote for beer and wine. We'll sell it in each corner store, most anywhere a nip; for you'll agree its sure a bore, to lug it on the hip. Besides the price is mortal steep and laws so stringent too, it gets your nerve to try to keep a flask along with you. Down where the rippling waters flow, may sound all right to some, but that stuff gives us guys no show, we're out to make the "mon." We'll teach the kids to thrive on rum, once we control the State; old Michigan will travel some; Say Buddy, ain't it great?"

But, Michigan folks heard this bird's appeal, and thought it over some, and right away said off the reel, they'd put him on the bum. An avalanche upset the dope and Boniface looks wry; the tempter's silent, he has lost his hope and Dear Old Michigan stays dry.

After July 1 it is predicted that the men will not so frequently be delayed at the office.

The Mercer drug stores, of Flint, have taken over the E. S. Standard drug store, at 1214 North Saginaw street, Flint. Mr. Standard will remain at his old place as manager of Mercer store, No. 4, as it will be known hereafter.

A year ago we had one big war going on in Europe. To-day we have half a dozen.

"Well done, thou good and faithful servant." These words could very fittingly be used in behalf of our lately deceased brother, O. C. Gould. Mr. Gould passed away very suddenly week before last, his death being due to heart trouble. His loss as a Past Senior Counsellor of Saginaw Council will be keenly felt, he having been very active and always ready to do his part for the furtherance and betterment of the Council. He was a loyal neighbor and pleasant companion to all and he leaves behind a host of friends who deeply mourn the loss. The Masons were in charge of his funeral and the U. C. T.'s attended in a body. To the family we extend our sincere sympathies. The

home is located at 315 Cherry street, Saginaw.

One of the happy fellows we met last week was E. H. Elbert, who was recently discharged from the Navy. He enlisted about a year ago and was an instructor at Newport. Before entering Government service he traveled the Southwest for the Modart Corset Co., of Saginaw, and upon his return was given his old job back—a true American act. He will leave for Texas within the next ten days. Mr. Elbert has the best wishes of all the boys for a big year.

One of the shining stars covering Saginaw territory last week was Alex. Sells, "combination" man for the D. A. Bentley Co., Saginaw. Yes, sir, poor old Lizzy, who saw so much abuse last year, came out of the shops thoroughly fumigated, renovated and initiated with a new coat of paint, black and red. He had no trouble in buying eggs and selling produce; in fact, Alex. says he wouldn't trade it for a Packard as a business getter.

Sergeant Harry Reinke has returned from overseas and is again at the old place of business on East Genesee. He is a member of the firm of Reinke & Co., one of Saginaw's most progressive grocery houses.

Hats off to Greater Detroit for the great and glorious work done Monday, oversubscribing her Victory quota by \$7,000,000 in eight hours' time.

V. A. Phelps, at one time with the Erie R. R. in the traffic department and for the past two years selling Occident flour, has accepted a position with the Eagle Roller Mill Co., of New Ulm, Minn. Said company manufactures the famous Daniel Webster and Gold Coin flours. Mr. Phelps should prove a valuable asset to his new company from the fact he is well-known and liked over the entire State and is efficient in his line.

We would suggest that certain fellows stopping at the Morrow Hotel, Bad Axe, would refrain from being so noisy when retiring and not awaken everybody in the house. It spoils one's rest. I'll deputize Clayton Smith, representing Hammond, Standish Co. out of Saginaw to look after the above stated rude persons.

F. R. Garner, formerly in the grocery business in Battle Creek, has purchased the Charles Suley grocery, 851 McFarlan street, Flint. Mr. Garner was in the grocery business in Flint one time previous to this.

H. E. Tracy, who for several years represented Armour & Co. in Chicago territory, is now selling for the same house in and around Saginaw. He and family are living at 2422 North Michigan avenue, Saginaw. Welcome to our city, Mr. Tracy!

Miss Gladys Dunn, formerly billing clerk for D. A. Bentley & Co., Saginaw, has left their services and is now in the Garber-Buick offices.

L. J. Rapson and William J. Rapson, of Owendale, have opened an up-to-date grocery and meat market in Elkton. L. J. has conducted a store of this kind the past two years at Owendale. He has built up a splendid business at the latter place and, without a doubt, by using the same business principles, will do fine in Elkton. Both stores will be run under the name of Rapson Bros. Miss Iva Shenfelt, Mr. Rapson's head clerk at Owendale, will look after the affairs of the grocery department at Elkton.

Sol. Low, for the past six years traveling representative for Seitner Bros., Saginaw, has accepted a splendid position with A. Krolik & Co., of Detroit, covering Ohio territory. Mr. Low will be greatly missed by the travelers of Saginaw and a host of friends. In the near future he will move to some place in Ohio, presumably Cleveland. To him and family we extend our best wishes for his continued success. He lives at 1301 Janes avenue, Saginaw, at present.

E. H. Blank, former Gold Medal flour representative in local territory, has accepted a sales position with the Bolton Auto Sales Co., looking after the Republic truck department. Mr. Blank is a member of the executive committee of the local U. C. T.'s, one of the most important committees of the Council. He has the best wishes of all the boys for a bumper year.

It now seems certain that the casualty list of this war will be completed by the time the next one begins; that is, if they hurry.

Saturday night Saginaw Council held its regular meeting with a fair attendance, although not what it should have been. To those who were not there let me say, you missed a real treat. To start the ball rolling Attorney Earl Davis gave a fine talk on the Victory loan drive. Mr. Davis is a splendid orator and entertaining speaker and we hope he will appear before us again sometime. With every one of the new officers at his station, the session was opened by the S. C., Dan McArthur. Throughout the entire work of the evening only words of praise can be said for the clever way in which the new officers handled the ceremonies. It was grand to behold and certainly set a fine example for the manner in which future work should be done. Special comment is due H. L. Rutherford, Junior Counselor, for his splendid delivery and wonderful expression in the Ray of Hope lecture. It is safe to predict that the coming year will bring forth great results, with the work that is being done at present and sure to continue, if nothing unforeseen turns up. We earnestly hope that every counselor will make an earnest effort to attend the next meeting and witness features he has not seen in many years. If things are worth doing at all they are worth doing right seems to be the motto of the new corps of officers. The following persons hit the rough passages Saturday night: John M. Thrasher, 418 Nimmons street, Saginaw, representing the Northwestern Consolidated Milling Company of Minnesota.

Martin Mutchler, 136 Mott street, representing Cummings Bros., of Flint.

Two were received by transfer—J. S. Collins, Omalman apartment, Saginaw, from Jackson Council, E. J. Eskenbaugh, 529 South Park, from Lima Council, Lima, Ohio. Gentlemen, we welcome you, one and all.

Following are the various committees appointed by S. C. McArthur for the coming year:

Entertainment—Chas. Robb, L. M. Steward, Allen Cooley, Chas. Adams, W. E. Chote, R. J. Brown, L. W. Wooley.

Music—Richard J. Brown.
Flowers—B. N. Mercer.
Chaplin—M. V. Foley.
Press—L. M. Steward.

It is to be hoped that every man will realize the importance of his duties and work in complete harmony with all concerned. Let us make 1919 long to be remembered.

P. S. C. W. R. Guider, now a member of the Erdman-Guider Co., 2290 Woodward avenue, Detroit, was a visitor Saturday night. The Erdman-Guider Co. manufactures auto bodies of the highest type and is meeting with wonderful success.

Grand Counselor W. T. Bellamy, of Bay City, was a pleasant visitor and had much to offer for the good of the order. We trust he will come more often.

I almost overlooked one of the most important committees appointed by S. C. McArthur. This one is called the Vacation committee. It is composed of Orin Leidlein, Fred Strutz and Clyde Jennings.

Let us boost this good thing along or don't you want or need a two weeks' rest each year? Of course, we know we traveling men need a rest. Their life on the road is all roses (?).

Much to the pleasure of everyone present Saturday, Mayor Mercer gave a talk on what he hopes to do. All we have to say to the honorable Mr. Mayor is. Go to it. We are all with you, for a bigger and better Saginaw. Some labor unions seem to have adopted the slogan, "Strike 'till the last paying job expires."

T. Henderson, one of Lapeer's live wire general merchants, is now sitting on the grand jury at Detroit.

When Johnny comes marching home again, give him a job.

L. M. Steward.

Trade Secrets Lost.

Numerous are the trade secrets handed down generation by generation from father to son, and vast is the capital made out of some of them in the commercial world to-day.

Many, alas! are the priceless trade secrets buried far down below the moldering dust of the misty past, and lost to the world, perchance never again to be recovered.

To cite the first example that occurs to the mind of the writer, for instance, what would a Royal Academician of the present day give to be possessed of the secret held by the old masters for mixing their colors so as to render them imperishable and impervious to the ravages of time.

The red colors, especially, of these artists of a bygone epoch are every whit as bright now as they were three long centuries ago. On the contrary, the colors of pictures painted only a hundred years ago have lost their luster, and are faded and decayed to a deplorable extent.

Again, in the world of music, the manufacturers of violins treasured a recipe for a varnish that sank into the wood of their incomparable instruments, and mellowed it as well as preserved it.

With such extreme, relentless jealousy, however, did they guard their great secret that it, too, is lost, to all appearances, irretrievably.—Boston Globe.

Boston has just proved again how much easier it is to erect a statue than to take it down. The petition of various citizens to transfer the monument of Phillips Brooks by Saint-Gaudens from Copley Square to Cambridge, in order that one by Bela Pratt might replace it, has just been denied by the Supreme Court of the State. In vain it was urged that Saint-Gaudens's statue, which represents Christ with His hand on Brooks's shoulder, is unfitted for the site. It is impressive from the front, but from behind or at certain angles decidedly unattractive. In vain it was urged that Saint-Gaudens himself, who was accustomed to reduce and change his designs greatly, might—had he not died too soon—have greatly altered this one. The preference of good critics for Pratt's statue, at least in that location, has been marked. The surviving members of the committee responsible for the erection of the Saint-Gaudens statue signed the petition for its removal. But the court could only hold that a charitable trust having been created, there had been shown no adequate reason why its terms should not be executed. An old moral with regard to public statues is thus again enforced.

Should Keep Both Feet on the Ground.

In one year wages were increased between \$800,000,000 and \$1,000,000,000 to railroad employes alone. To meet this, a burden of 25 per cent. additional freight rates and 50 per cent. additional fares was placed on the general public. Notwithstanding this, however, by reason of the additional price of coal, largely due to the increase of miners' wages, the railroads, taken all together, were left with an income insufficient to meet their charges. These are facts quite easily ascertained by any one who cares to verify them. They seem certainly to justify the statement that the wages were raised without regard to ultimate consequences, unless, indeed, it was deliberately contemplated to bankrupt the railroads, which, of course, is unthinkable.

I would regret very much to be regarded as unfair to any one, particularly to the head of this great country, but free and fair criticism is not only a right but a duty in a democratic country where the Government is a Government by discussion. The President is an idealist, and as such I honor him, but the idealism I honor in him is the idealism not of a Shelley but the sober idealism of a Cobden, or a Bright, an idealism that however its head may strike the stars, keeps both feet firmly planted on the green earth of reality. T. B. Stork.

Oregon Crops Promise Well.

Conditions for grain, fruit and vegetable crops in Willamette Valley, Southern Oregon, the Upper Columbia River basin and Eastern Oregon were never so encouraging at this season of the year, according to estimates made by the Portland railway officials based on reports covering widespread districts. Of conditions along the lines of the Southern Pacific, H. A. Hinshaw, general freight agent, says, as reported in Portland advices: "Fall grains are in exceptionally good condition, and from all available information the acreage is estimated at 110 per cent. of normal. The ground is in excellent condition and is being prepared by the farmers for spring grain, potatoes and other crops. The outlook for the fruit situation was never brighter, and it is estimated that the largest crop Oregon ever produced will be raised, unless something unforeseen occurs."

To Keep Trade Informed.

With a view to ascertaining just what materials they contemplate producing for the coming fall and winter seasons, a questionnaire has been sent to all manufacturers of silks and cotton goods by the United Waist League of America. This information, after it has been compiled, will be sent to makers of waists all over the country, as an aid in buying their materials for the period in question. The gathering and compiling of these data form a new step in trade organization work in the garment industries.

Commenting on the subject recently, Executive Director M. Mosesohn said that it has been demonstrat-

ed beyond a doubt that information of this kind is a great help to the waist manufacturers, whose purchases total millions of dollars a season and who up to this time have lacked a guide of this character. "The league has just completed an extensive investigation into the manufacturing field," he continued, "and has on record a complete census of the kinds of garments that are made by the manufacturers connected with the organization. This information is available to the buyers, and is made use of quite frequently. It has served as a valuable link in the chain of co-operation between the wholesaler and the retailer. We now contemplate doing the same thing, so far as the manufacturer of waists and the mill man are concerned, and expect good returns as a result of this undertaking."

"Don't Worry."

When a man is in Dutch
And has trouble too much
With his boss
Or his hoss
Or his missus,
And he's looking for help
From some luckier whelp
Who has not
Got
A lot
Such as this is,
It's the regular thing
When your trouble you bring
To some
Luckier bum
In a hurry
For the guy
To reply
To your sigh
And your cry
With the nice
Old advice,

"Don't you worry!"—Douglass Malloch in American Lumberman.

When we recall how long it was after Washington and Lincoln died before adequate memorial steps were taken, how two years ago Congress was debating the purchase from private hands of Jefferson's Monticello, we can see in the prompt announcement of the plans for permanent memorials to Theodore Roosevelt a new attitude towards such commemoration. These plans are sensible and fitting. They include a monument in Washington, a park at Oyster Bay which may in time embrace Sagamore Hill, and an incorporated society to promote "the policies and ideals" of the late ex-President. The last named proposal is, as Elihu Root and the family of Mr. Roosevelt recognize, one that will demand care in its execution. A foundation bearing the name of Roosevelt might in the course of time suffer such changes of administration as to be far from representing his influence. Its programme should be simple, and clearly and concretely defined. What meets most fully the public wish with regard to preserving the memory of a great man is doubtless simply the preservation of his home. Mount Vernon, the Hodgenville cabin now carefully enclosed, the carefully tended home at Springfield, the Hermitage, Monticello—even fine monuments cannot compare with these.

**Your Unpaid Dollars
What They Saved America**

It is a real American village. It has a population of about 2,600.

It gave its sons to war with an open hand and a glad heart.

Then—

The richest man in the village aged ten years in ten days. His only son lay dead in France.

The village butcher boy—born in Ireland—smiled for the last time in France. He died fighting for America.

The village Beau Brummel won the Croix de Guerre and lost his sight.

One family sent three sons and lost two.

Gas claimed a mere schoolboy of 19 years.

The realities of this village are the "might-have-beens" of all America.

But, thank God, America as a whole never really felt the hand of war—as England felt it, as France felt it, as our neighbor across the border, Canada, felt it.

And why?

Because your dollars stopped the war. Your dollars made possible those tremendous preparations for a long war which resulted in a short war. Your dollars bought such an array of tanks and trucks, guns and gas, bayonets and bombs, planes and pontoons, shot and shell, that Germany wilted—a year ahead of schedule.

Half a million American boys were saved.

The dollars that did it are still in your pocket.

For America prepared on Faith. She knew that true Americans held their dollars cheaper than their sons. She knew that American thrift would gladly take the place of American blood.

America now asks you for those unpaid dollars.

Let your heart say how thankful you are that half a million American sons were saved.

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO

THE PROMPT SHIPPERS



Movements of Merchants.

Manchester—Harry A. Johnson has opened a restaurant and cigar store.

Sidney—Arthur Hansen has opened an ice cream parlor and confectionery store.

Kalamazoo—A. Klaber has opened an automobile tire and accessory store at 219 East Main street.

Ypsilanti—Charles Challis will open a jewelry and optical store at 4 North Huron street about May 1.

Bay City—The Valley Lumber Co. has been incorporated with an authorized capital stock of \$3,000.

Detroit—The Superior Wholesale Grocer Co. has increased its capital stock from \$60,000 to \$100,000.

Hamtramck—The Hamtramck Lumber & Supply Co. has increased its capital stock from \$100,000 to \$250,000.

Battle Creek—Kerr & Wood have opened a modern sanitary meat, poultry and fish market at 237 Marshall street.

Ionia—Guy Cone has removed his meat market to the Logan store building and opened a grocery store in connection with it.

Three Rivers—Fire damaged the meat stock and store fixtures of J. Lacky & Son April 18. The loss was covered by insurance.

Ionia—Fred G. Lauster, proprietor of the West End drug store, has sold the stock to H. K. Campbell, of Harrison, who has taken possession.

Freeport—O. E. Butterfield, of Hastings, succeeds F. E. Deming in general trade. Mr. Deming is one of the pioneer merchants of this place.

Pinckney—H. J. Norton, formerly of Detroit, is installing ovens in the Barton building and will open a bakery as soon as the work is completed.

Benton Harbor—The Pipestone Grocery is installing a modern bakery under strictly sanitary conditions. It will do a wholesale and retail business.

Grass Lake—O. M. Way, formerly of Flint, has engaged in the wholesale and retail baking business in the Redding block, which he recently purchased.

Ypsilanti—The drug stock of J. Frank Smith is being closed out at special sale to satisfy a chattel mortgage held by the owner of the building for rent.

Lansing—Christian E. Stabler has purchased the interest of his brother, Charles F., in the Stabler Oak Co., and will continue the business under his own name.

Webberville—George Sabin, who conducts a general store at Bell Oak, has sold the store building and stock to David Nemur, recently of Detroit, who has taken possession.

Bruces Crossing—The Settler's Co-Operative Trading Co. has been organized to conduct a general mercantile and creamery business, with an authorized capital stock of \$15,000.

Jackson—R. A. Barnard and H. A. Barnard have formed a copartnership and opened a music and musical instrument store at 415 West Biddle street under the style of the Barnard Music Co., Inc.

Jackson—Norman J. Cuff has purchased an interest in the farm implement stock of H. S. Miller & Son, on West Pearl street, and the business will be continued under the style of the Miller-Cuff Co.

White Cloud—The White Cloud Co-Operative Marketing Association, recently organized, has purchased the Loveland & Hinyan Co. warehouse and will deal in potatoes, grains, poultry, eggs and live stock.

Detroit—The Charles W. Gerbig Co. has been organized to deal in all kinds of raw and manufactured wares, with an authorized capital stock of \$6,000, all of which has been subscribed and \$2,100 paid in in cash.

Flint—The Flint Coal Co. has been incorporated to conduct a general elevator, milling and fuel business, with an authorized capital stock of \$250,000, of which amount \$150,000 has been subscribed and \$25,000 paid in in cash.

Benton Harbor—The Pipestone Grocery has been incorporated with an authorized capital stock of \$6,000, all of which has been subscribed and paid in in property. It will conduct a wholesale and retail grocery and baking business.

Wyandotte—The Jager-Asmus Co. has been incorporated to conduct a general hardware, house furnishings and plumbing business, with an authorized capital stock of \$15,000, \$8,000 of which has been subscribed and paid in in cash.

Detroit—The Naumann Commission Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$25,000, all of which has been subscribed and paid in, \$10,000 in cash and \$15,000 in property.

Kalamazoo—D. S. Nausbaum has purchased the stock of the Co-Operative Auto Accessory store, at the corner of Rose and Water streets, of Mr. Fairman and will continue the business at the same location under the style of the Nausbaum Motor Supply store.

Manufacturing Matters.

Dowagiac—The Strauss Shirt Waist Co. will occupy its new plant about May 1.

Detroit—The Leland Lock Co. has increased its capital stock from \$5,000 to \$50,000.

Ionia—Fire destroyed the flour mill of Rose & Cobb causing a loss of about \$15,000.

Owosso—The United Dairies Co. has increased its capital stock from \$10,000 to \$25,000.

Muskegon—The Howe Chain Co. has increased its capital stock from \$100,000 to \$215,000.

Alma—The Firestone Stucco Co. has been organized with an authorized capital stock of \$5,000.

Detroit—The Sullivan Packing Co. has increased its capital stock from \$1,400,000 to \$1,750,000.

Grayling—The Grayling Electric Co. has increased its capitalization from \$20,000 to \$30,000.

St. Joseph—The Compound Door Co. has increased its capitalization from \$80,000 to \$350,000.

Sturgis—The Aulsbrook & Jones Furniture Co. is building an addition to its plant which will provide 42,000 more square feet of floor space.

Menominee—The Wolverine Paper Box Co. has been incorporated with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Faithorn—The Faithorn Farmers Cheese Co. has been incorporated with an authorized capital stock of \$2,500, all of which has been subscribed and paid in in cash.

Butternut—The Butternut Cheese & Butter Co. has been incorporated with an authorized capital stock of \$5,000, \$2,640 of which has been subscribed and paid in in cash.

Detroit—The Acme Cap Screw Co. has been incorporated with an authorized capital stock of \$21,000, of which amount \$10,500 has been subscribed and paid in in cash.

Marcellus—H. L. Chapman has sold the Economizer Engine Co. plant to a number of Marcellus business men, who will build a large addition to the plant and double its capacity.

Holland—The Had-Leen Co. has been incorporated to manufacture and sell atomizers, drugs and sundries, with an authorized capital stock of \$5,000, all of which has been subscribed and \$1,200 paid in in cash.

Allegan—The Lanz Furniture Co. has been incorporated with an authorized capital stock of \$100,000 common and \$50,000 preferred, of which amount \$75,000 has been subscribed, \$35,000 paid in in cash and \$15,000 in property.

Detroit—The Brown Engineering Co. has been incorporated to conduct a general manufacturing machinists business, with an authorized capital stock of \$10,000, \$5,000 of which has been subscribed and paid in, \$2,500 in cash and \$2,500 in property.

Zeeland—The Art Products Co. has been incorporated to manufacture and sell a general line of novelties and ornaments, with an authorized capital stock of \$15,000, of which amount \$10,000 has been subscribed, \$1,333.35 paid in in cash and \$6,000 in property.

Flint—The Champion Ignition Co. will manufacture speedometers, starting with a production schedule of 100 a day in May and reaching 1,000 or

more daily by the end of the year. A contract has been secured from the Buick Motor Co. to cover its speedometer requirements for 1920.

Detroit—The Detroit Right Lens Co. has been incorporated to manufacture and sell automobile headlights and glasses, supplies and accessories, with an authorized capital stock of \$60,000, of which amount \$30,000 has been subscribed, \$500 paid in in cash and \$20,000 in property.

Niles—The Kawneer Manufacturing Co. is reported to be enjoying an unusually prosperous business. It would not be surprising if the year will be the biggest in the company's history. A few days ago the quarterly dividends were mailed to stockholders, 6 per cent. being paid on the common and 7 per cent. on the preferred.

Benton Harbor—The Sodus Humus Co., will be incorporated with a capital stock of \$100,000, of this amount \$30,000 will be sold and the money used in putting in an interurban spur to the humus beds, the company having about 20 acres. The company expects to be able to distribute its fertilizing products on a large scale within a short time. The humus deposits are said to contain over 1,000,000 cubic yards of rich fertilizer.

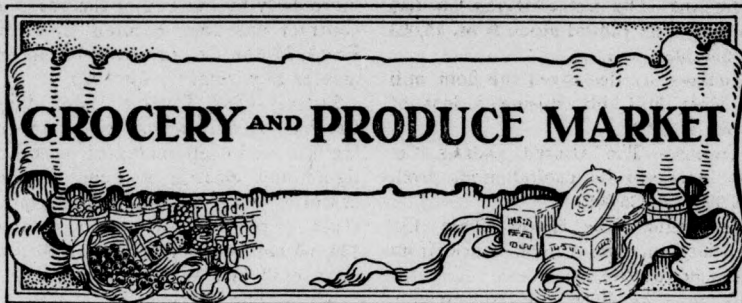
Eaton Rapids—The Hall Knitting Co. has purchased several new machines to be installed in its knitting plant. In the near future a new washing and drying machine will be installed and also a dryer, boiler and fulling machine. Eight more hosiery machines have already been ordered and will soon be in operation. Plans are now being made to use a large portion of the lower floor in the Minnie & Ramsay storage building, and it is possible another floor may be added to the structure some time this summer. Mr. Hall is contemplating making a specialty of the hosiery business.

On account of ill health Charles W. Schoebe has retired from the management of the Grand Rapids branch of Wilson & Co. He is succeeded by O. D. Phillips, who has been in charge of one of the Pittsburg districts for Armour and Company for the past four years. Mr. Phillips has removed his family to this city from Pittsburg, locating at 447 Wealthy street. Both Mr. and Mrs. Phillips are charmed with Grand Rapids and hope to be able to remain here many years.

M. Piowaty & Sons are fitting up two additional offices in the second story of their produce house for the exclusive using of the Piowaty brothers as private offices. They are being beautifully finished in imitation mahogany.

Success is not measured alone by what a man accomplishes, but by the opposition he has encountered and the courage with which he has maintained the struggle against overwhelming odds.

The business man who spends part of his time leaning on a brass rail complaining about Bolsheviki and other economic freaks never gets to where he can retire and live on his income.



Review of the Produce Market.

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

Bananas—\$7.75 per 100 lbs.

Butter—The market is firm at prices ranging about the same as a week ago. There is a good demand, both for consumption and export trade. Storage goods are practically exhausted and the trade is being supplied with the fresh production. The quality arriving is very good, and the market is healthy on the present basis of quotations. We do not look for much change for the coming week. Local dealers hold fancy creamery at 60c in tubs and 62c in prints. Jobbers pay 48c for No. 1 dairy in jars and pay 34c for packing stock.

Cabbage—California, \$8 per bbl.

Carrots—85c per bu.

Celery—California, \$1.50 per bunch, according to size.

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

Eggs—The market is firm at prices ranging the same as a week ago, with a good demand for consumption as well as for cold storage purposes. Some export demand is reported. The quality of eggs is the best of the year. The market is in a healthy condition at this time and we do not look for much change in the price in the immediate future. Local dealers pay 41c 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@1.25 per basket for Florida.

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

Lettuce—Head, \$6 per crate of 3 to 5 dozen heads; 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.

Pieplant—12c per lb. for Indiana hot house.

Pineapples—\$5.50@7.50 per crate.

Pop Corn—12c per lb. for shelled.

Potatoes—The market has advanced to \$2.25 per 100 lb. sack.

Poultry—Receipts of live are so meager as to be unquotable. Local branches of the packers hold frozen fowls at 34c and springers at 35c.

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

Spinach—\$1.60 per bu.

Squash—Hubbard, \$3.50 per 100 lbs.

Strawberries—\$5 per 24 pt. crate for Louisiana. The stock now com-

ing in is fine for this season of the year.

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

Turnips—65c per bu.

The Grocery Market.

Sugar—No change has occurred in the sugar market during the week. Both raw and refined are exactly where they were a week ago, with a rather moderate demand. The supply is still very heavy.

Tea—The market is steady and shows no change for the past week. There is a steady but small demand for home consumption and the export trade is quite disappointing. Operators are expecting a good demand to go abroad, but it certainly has not developed yet. Prices show no change for the week.

Coffee—The market has been quiet during the past week, although with a very firm undertone. Trade seem to be buying with perhaps a little more confidence as the market has held up so long that many feel that it will continue to hold up. Nevertheless it is the advice of the most conservative operators not to buy any more coffee than is needed for a reasonable time. It is, however, quite impossible to predict the market with any accuracy for the main factor is the export trade from Brazil to Europe, and that is entirely an unknown and uncertain quantity.

Canned Fruit—California canned fruits are in the same position as last week. Very firm, scarce and high. Small Eastern staple canned goods show no change.

Canned Vegetables—Tomatoes are doing somewhat better, although the market is still rather heavy. Demand is not large. There is some demand for futures, especially corn, but no boom by any means. Spot corn shows no change; light demand at ruling quotations. Future Maine corn is wanted more than any other grade of future corn. Prices are comparatively moderate. Peas are dull. Some packers are offering new pack Maryland spinach at \$1.40, in a large way, f. o. b. Baltimore, but the trade do not seem to want it.

Canned Fish—Salmon is quiet without change in any phase of the situation. Maine sardines are also quiet and unchanged, with the tendency weak.

Dried Fruits—The situation shows no material change from several weeks past. Stocks are very much broken up and practically everything is scare and very high. Demand for futures has been so good that packers seem to regret having sold so freely, and it is said are buying back

their contracts at an advance. The situation is very firm, some packers quoting as much as 11½c bulk basis. Spot prunes are very scarce and continue high. The only thing available is small sizes, with 90s bringing as much as 10½c, in a large way. Peaches and apricots are also very scarce and rule at unprecedentedly high prices. Spot apricots are quoted as high as 26 cents, in a large way, and it is a wonder where any of them are sold.

Cheese—The market is firm at prices ranging about 1c lower than prices ranging a week ago. The quality arriving is as good as can be expected. Old cheese is about exhausted and the trade is being supplied with fresh-made cheese, which is very mild. We do not look for much change.

Peanuts—Virginias, jumbos and fancies have advanced ¾c per lb. The market is strong and purchasing is heavy from all directions. It is believed the bottom of the market was reached before the incline. Export of peanuts from July 1 1918, to March 10, 1919, were 6,516,283 pounds. The total for the previous fiscal year, ending June 30 was 12,488,209 pounds.

Salt Fish—Holders of Irish mackerel appear to believe that the market has at least reached bottom, and they are hopeful that from now on the trade will be willing to take present stocks at ruling quotations.

Provisions—Everything in the smoked meat line is firm at unchanged prices. Pure lard is firm at about 1c advance. Compound lard is steady at unchanged quotations. Dried beef, barreled pork and canned meats are unchanged, with a light demand for consumption and reported good demand for export.

What Unfair Trade Is.

Charles Wesley Dunn, counsel for the American Specialty Manufacturers' Association gave the New York Auxiliary Association a talk at the regular weekly luncheon last week, on the many things the Federal Trade Commission says a manufacturer cannot do.

Mr. Dunn explained each of the sixty-one practices alleged to constitute unfair methods of competition. He remarked that many of these practices may be entirely lawful or may be unlawful as methods of competition, the quality of the conduct depending upon the intent, circumstances and effect of its use. The trade practice falling within this class cannot be condemned as an unfair and unlawful method of competition unless it is established that its use under the particular circumstances involved is unfair to the competitor.

Traders are usually able to distinguish between a fair and unfair method of competition which they are compelled to meet, he believed. The practice that is unlawful, contrary to good business morals and ethics, and affords an improper, unjust or unfair trade advantage under the circumstances constitutes an unfair method of competition.

Wise saws should be filed in the archives of the memory.

Will Money Start Men Back to the Farm?

In the midst of all the talk about the h. c. l. and the sarcastic flings at \$2.26 wheat and \$30-a-ton tomatoes, perhaps one may find some consolation in the fact that it ought—if the evolution of the economic law is on the job—to result to a new attractiveness to the farm as a place of enterprise and quest of a livelihood. If the farmer really wants pay as an incentive to drift "back to the land" he ought to get it in the present high prices; if money won't do it, then the outlook is gloomy, for President Quamme of the Michigan Federal Land Bank, is quoted as saying officially recently:

"Based on the law of increase in population in the United States, our population may reach a total of 150,000,000 people within the next fifteen years, due to the natural increase of our population and immigration. Unless we increase our production of food and raw materials to a much greater extent than we are doing at the present time, we will have reached a period where it will be necessary to have a Hoover rationing us all the time and such things as white bread and meats will no longer be found on the average man's table."

The proprietor of a large retail establishment has inaugurated a plan whereby he has stimulated a great interest among his clerks in an effort to beat their sales records. He has divided his salesforce in two teams, each team having an equal number of clerks as evenly divided as possible. That is, he has used great care to see that one team does not have all the best salesmen. Each Monday morning each clerk receives a card upon which is a record of their sales for each day of that week for the year previous and each clerk puts forth an effort to beat his own record. As a special incentive this merchant offers a prize of \$10 to be equally divided among the members of the winning team. As this merchant has ten salesmen, five on each team, this means an extra \$2 a week to the members of the winning team. The only condition attached to the offer is that the total sales of the winning team must be greater than the total sales of its members for the corresponding period the year previous. On the wall of his office, this merchant has a chart upon which he enters the results of the previous day, giving the total sales of each member of the two teams, and the clerks may consult this chart each day to see how they are progressing. This merchant reports that his clerks take a great interest in these contests and they have resulted in increasing his sales better than 25 per cent. And because the teams are so equally divided the prize goes back and forth, one week to one team and the next week to the other team and neither team has a sure thing of it, that it keeps their interest alive and the results are well worth the costs.

The man who is too poor to lend his friends money will never have many enemies.

CO-OPERATIVE EFFORT.

It Brings Greater Returns Than Individual Activity.

Written for the Tradesman.

Go back in history as far you like—and you will find that the great events were all the result of co-operative effort—guided by some master mind, of course, but the thing which made the result possible and which brought the result was the co-operative effort.

And yet—in this day and age we find men who in their own stupid self-importance believe that they can "paddle their own canoe" and by doing so can reap a greater reward than if they would yield a little of their self-assumed independence and work in full harmony with others.

We find manufacturers who go on the principle that they can "force" the retailer to handle their goods—in spite of the fact that the retailer can do more than any other single factor to make or prevent the success of a product.

We find retailers who act as if they were the only ones in a town to be considered. If an early-closing movement is started they balk, because they imagine that by doing so, they not only show their "independence," but possibly also may get a little extra business from people who forgot that the stores were closed.

The failure on the part of the manufacturer to appreciate his relations with the retailers and his obligations to them tends to create distrust among the retailers, and when some professional agitator gets busy the tendency develops into an actual serious fact.

The lack of co-operation among the retailers in a town is caused by a feeling of jealousy, which finds an outlet in the little mean things which one retailer says about his competitors, and these create a distrust on the part of the consumers which is fostered and kept alive by outside concerns who find a rich harvest among these people.

Manufacturers, wholesalers and retailers of reliable merchandise have one common interest—that of sales to the consumer. They must each perform their individual share of the work of distribution—and perform it in such a manner that no effort is lost—so that the consumer may secure the product at the smallest possible cost, and also so that each one of the three links in this distribution may receive his proper reward—a reasonable pay—for his labor.

But this is impossible so long as the manufacturer does not recognize his obligations to the wholesaler and the retailer, or so long as there exists a feeling of distrust on the part of the retailer toward the wholesaler or manufacturer. Nor can the full reward be secured, so long as the retailers bicker and quarrel among themselves.

It is only when we all—everyone of us—manufacturer, wholesaler, retailer—show a willingness to bury our individual opinions and subordinate ourselves to the great common object, that we can hope to accomplish anything really worth while.

Makeshifts? Yes, there are lots of them.

The mail order house or the manufacturer selling "direct" is one of them. But every dollar that has ever been sent to one of these concerns has meant a loss in property value to the community—and thereby to the man who thought he was saving some money.

Syndicate buying by retailers is another.

But not a single instance can be cited where the labor, time and money spent in trying to secure lower prices could not have been employed to better advantage, in securing closer and more cordial relations with the people whose trade these retailers seek.

Man's nature is perverse in its make-up. Instead of doing the thing which logic would tell us is the right thing to do, we try to find some other way—thinking that perhaps "logic is wrong," and that there may be some "short cut" which will make it possible for us to save some of our effort and still reap the same reward, or by which we may be able to "get in ahead of the other fellow."

We are not willing to do our share of the work. That is the whole trouble.

We are trying to reap where we have not sown.

We are trying to get something for nothing.

And not until we abandon this attitude will we be able to secure the reward which comes only to the man who performs his work in the proper manner, and this is possible only when he subordinates himself to the general scheme.

The most encouraging feature about the situation in commercial circles to-day is the fact that the various branches are seeking to come to a clearer understanding of their individual problems—as affected by and affecting the general scheme of distribution.

There has been a good deal of groping about, in the past. There has also been a tendency to make decisions, without any regard as to how these decisions would affect others.

But we are getting away from the stage of uncertainty, as well as from the disregard of our relations with those who are also workers in the field of distribution.

We are beginning to realize that in order to accomplish our work most effectively and thus render the most efficient service we must not only give attention to, but also work together with those from whom we receive and with those to whom we distribute the things which the consumer uses.

And so we are also commencing to reap a fuller reward for our labor—for it is the law of compensation that co-operative effort always brings greater return to each person who co-operates, than the same individual effort spent without regard to the efforts of others.

For instance, the manufacturer who co-operates with the wholesalers and retailers who handle his product finds that his sales increase at a less expense and therefore bring greater net profits than before he started to co-operate.

The retailer who co-operates with

the manufacturer and wholesaler—and with his local brother retailers—finds that he sells more goods, at less cost, and therefore, with greater profit than before he started to co-operate.

And to cap it all—the consumer is brought to a true appreciation of his real importance to the community, his obligations toward it, his relations with the other residents—all of which makes for better conditions in the community, which is the foundation for the prosperity of the country at large.

A. George Pederson.

Belle.

Written for the Tradesman.

I remember well the day
When for you I went away
To the "Yards" where now are found
Horses for the world around;
There were there in every stall
Perhaps a thousand all in all
Yet you never showed surprise
But did lure me with those eyes—
My bay belle and I.

When I stopped along the road
What anxiety you showed
When I was too long delayed
On my errand, for you neighed
Fearing lest some harm to me
There had happened; I could see
Satisfaction in your eye
When you saw me drawing nigh
My bay belle and I.

Gentle, strong, intelligent
Something noble you represent
Every muscle, limb and nerve
Shows a willingness to serve
And in all your serving too
You know me and I know you
Much the same as human friends
Till our friendship interblends—
My bay belle and I.

Thus my simple story ends
But its telling pleasure lends;
Whence you came and who you are
Matters not; but never far
Separated will we be
From each other's company.
But those great kind eyes! Oh well!
That was why I named you "Belle"—
My bay friend and I.
Charles A. Heath.

Agrees With Our Ann Arbor Contributor.

Grand Rapids, April 21—The remarkable communication you published from a father whose son sleeps overseas, in which the writer pleads that the bodies of soldiers who died in France be permitted to remain in that country, finds an exact counterpart in my own experience.

It so happens that prior to our Civil War I resided near Gettysburg, Pa. Several thousand Union soldiers were buried on that historic battlefield, which was immediately converted into a Federal Cemetery and embellished with all the emblems of patriotism and devotion which a thankful Nation could suggest. After the war hundreds of relatives of those slain on the field of battle visited the Cemetery for the purpose of removing the remains of their beloved ones, but when they came to see how appropriate it was that the heroes of Gettysburg should find eternal rest on the spot where they turned the tide of battle and thus helped to decide the issues of the war, they invariably decided to leave the remains of their loved ones as the wards of the Nation.

From all I can learn, France is treating the graves of American soldiers with peculiar veneration and respect. I believe that so long as this condition exists we would do well to permit our fallen heroes overseas to rest peacefully in the soil of the nation whose lives we saved from the bestial murderers and rapists of Germany. I believe that so long as time lasts those graves will be cared for and revered by a thankful and devoted people.

A. S. M.

The tendency to persevere, to persist in spite of himself, discouragements, and impossibilities—it is this that in all things distinguishes the strong soul from the weak.

The Taste Is the Test

The flavor of food decides whether you like it or not.

No matter how nicely the table is decorated if the food doesn't taste good the meal is a disappointment.

Good cooks taste of things in the making to be certain the seasoning is just right.

We might as well eat chips as tasteless or poorly flavored food as far as the enjoyment of eating is concerned.

Lily White

"The Flour the Best Cooks Use"

is noted for its flavor.

Bread baked from LILY WHITE FLOUR comes from the oven beautifully browned and the texture and color are splendid, and has a most delicious flavor. It fairly melts in the mouth.

Spread with rich golden butter it makes a feast fit for a King.

In fact the taste of everything baked from LILY WHITE, "The flour the best cooks use," is very favorably affected by its flavor.

The next time you buy flour insist on having LILY WHITE, and if it doesn't bake the best tasting, most appetizing breads, biscuits and pastries you have ever eaten, your dealer will cheerfully refund the purchase price.

VALLEY CITY MILLING CO.
Grand Rapids, Mich.

Ads like these are being run regularly and continuously in the principal papers throughout Michigan. You will profit by carrying Lily White Flour in stock at all times, thereby being placed in position to supply the demand we are helping to create for Lily White Flour.

Gabby Gleanings From Grand Rapids.

Grand Rapids, April 21—The State law requiring station agents to mark up on a blackboard the status of trains which are late is violated daily and hourly in all parts of the State. Local agents treat the law with indifference in many cases and sometimes with contempt. The hours a local agent puts in nowadays are so short that he scarcely has time to do more than open his mail and attend to his private correspondence.

A. J. Little, Manager of Organization for the Carpenter Chemical Co., Detroit, is in the city for a few days, calling on local druggists in the interest of his corporation, which is cooperative in character and ownership. The company has 1,600 stockholders among the retail druggists of the country. The purchaser pays \$20 per \$10 share for stock and receives free goods with every order until the amount he has paid for stock is related to him. In the meantime and thereafter he receives annual dividends at the rate of 8 per cent. on the par value of the stock.

J. Harvey Mann is happy over the receipt of a telegram from his son, Harvey Morris Mann, announcing his arrival in New York with the 339th Ambulance Co. He was in Europe nine months. His company has been ordered on to Camp Upton, but how soon he will be discharged is still a matter of conjecture.

Walter Lawton was lassoed at Lapeer Friday and induced to address the Friday noon meeting of the Lapeer Business Men's Association, which holds a dinner meeting every Friday. The organization was started only a month or so ago and already has 181 members. E. T. Des Jardines is President of the Association, which is evidently destined to perform an important part in the growth and future development of Lapeer.

Daniel J. Wall, who has covered the territory formerly handled by J. George Kalmbach for the Rindge, Kalmbach, Logie Co., has returned to his former territory in New York and will make his headquarters in Buffalo. He is succeeded by Joseph Stevens, who was formerly connected with the Rindge-Krekel retail store, but who has been in service for some months past.

The fifth annual meeting of Absal Guild Ancient Mystic Order, Bagmen of Bagdad, was held Saturday afternoon at U. C. T. hall. The report of the clerk showed a good gain in membership in the last year, no unpaid bills on hand, and a satisfactory financial condition. Two candidates were signed up for membership, Perry Larrabee and John B. Wells. Right here we would say that Mr. Wells' name should read John S. Wells and the initial "S" would stand for both "speed and smiles." Both were surely exemplified by John when he was going over the hot sands on the road to the ancient city of Bagdad. Owing to the very serious illness of Perry E. Larrabee, he was unable to accompany John on the only journey that to-day can be taken without a war tax being added. Delegates to the meeting of the Imperial Guild, which is always held at Columbus, Ohio, the same week the Supreme Council United Commercial Travelers is held were Walter S. Lawton, and John D. Martin; Alternates, J. Harvey Mann and Homer R. Bradfield. At the close of the meeting a supper was served at Elks Temple, the special guest for the evening being Captain Jesse Clark, of old Company L of the Grand Rapids Battalion, who returned recently from overseas service. We can say, without any chance of contradiction, that the traveling men of Grand Rapids have never had a speaker whose talk was listened to with more real heartfelt interest than was the talk of Captain Clark, of some of his experiences in leading his company through some of the desperate encounters at Chateau-Thierry, the Vesle River, and the

Argonne Woods. Quoting Captain Clark's own words, "No man could make good in such warfare as was encountered over there, unless he had plenty of guts" and the Grand Rapids boys certainly proved they had. A rising vote of thanks was given Captain Clark, and the assurance that there always would be a hearty welcome for him any time he would give the boys some more of his good talk. The evening's social session was brought to a close by all joining in singing America.

Jacob Pittinger, who has been in the Navy for the past nine months, with headquarters in New York, has engaged to cover the retail drug trade of Grand Rapids and Southwestern Michigan for the Carpenter Chemical Co. He will make Grand Rapids his headquarters.

R. A. Pringle, who was engaged in the hardware trade at Mulliken for four years, has removed to Grand Rapids and taken the management of the branch distributing depot of the Delco Light Co. The new house will be located at 18 Fulton street, West, and will be regularly represented by twenty-one road men, besides an inside selling force.

M. C. Kenna, sales manager of the Loose-Wiles Biscuit Co., leaves that position May 1 to become general sales manager for the Dupont interest for the Chicago branch.

Prices Fixed on California Lima Beans.

After a session of the executive committee of the new bean pool, announcement was made at Oxnard, Cal., that the price for limas had been fixed at \$6.75, and for Henderson Bush limas at \$6.50. The price for limas is for choice re-cleaned 1913 standard of not over 2½ per cent. stained or worm damaged. Sales may be made by the authorized agents in limited amounts at this price for three days only. The price is guaranteed by the new pool association against decline to August 1 next. Besides the California Lima Bean Growers' Association, the A. & H. Levy Co. and the J. M. Waterman Selling Agency, now authorized to sell the pooled beans, other dealers may make application to the committee to sell.

American Textile Soap the Best.

American hard soap used for wool scouring is so far ahead of its British competitors in quality and price that the embargo on its importation to England has been re-imposed, owing to the representations of the English soap makers. The American article, writes Consul Augustus E. Ingram from Bradford, sells for \$180 a ton, whereas the lowest price of English manufacturers is \$253 a ton. An expert, in calling attention to the importance of the washing process, stated that one brand of American hard soap came as near perfection as any textile soap he had seen.

Convention of Dry Goods Men.

The spring convention of the National Retail Dry Goods Association will be held at St. Louis on May 27, 28 and 29. It is the intention of the executives of the organization to arrange for four meetings a year at various points throughout the country. Following the St. Louis convention, arrangements will be made, it was said, to hold a summer meeting in the Middle West and a fall session on the coast.

Late News From the Cloverland of Michigan.

Sault Ste. Marie, April 21—Chippewa county has only \$250,000 allotted in Victory bonds. According to local chairman, William Snell, who is full of optimism, there is nothing to it but that Chippewa will go clean over the top.

The Soo Auto Club held its second annual meeting in the rooms of the La Sault Club last Friday. There was a large turn out and the enthusiasm showed that the members are all good roads boosters. They have a membership now of about 400 and it seems as if this would increase to 4,000 in a very short time. It is expected that the Soo will send a liberal delegation to Detroit to escort the Detroit delegation on their visit to Cloverland this summer. The Soo is making preparation to receive the delegates and see that their visit to the Soo will be pleasant and profitable.

The merchants of the Soo report a very satisfactory trade during Easter week. Most of the store windows were decorated with gala attire and the Easter ham and the abundant supply of fresh eggs put the joy into the Easter menu and the high prices had but little effect upon the sale.

Seventy-five thousand trout fry from the State fish hatchery here were planted in the St. Mary's Rapids this week.

F. Allison, wife and family, motored to Detour last week. This was Mr. Allison's first motor trip to that port and, from all accounts they had a delightful trip, having a special entertainment at the best hotel in Detour.

S. D. Newton, the well-known orator of the firm of Booth & Newton, is combining business and pleasure in a trip throughout Illinois and Iowa.

The members of the Soo colony at present in Los Angeles are being en-

tertained by former Sooites and from present reports a happy reunion took place there last week.

George Dupuis, the East end grocer, was called to Windsor, Ontario, by the death of his sister.

Penny & Young, who are lumbering at Payment, have purchased a large launch, which they are putting into service between Sugar Island and the Soo, to carry supplies during the summer.

Charles Farm, the well-known pop man of the Soo, who recently opened a bottling works at Newberry, sold out to Robert McDay last week.

"Earnest and well directed efforts will bring you success."

The work of installing electrical machinery on the fourth lock is progressing favorably and it is expected that the job will be finished about the middle of July.

Frank Flood, who for the past year has been manager of the Hewitt Grain & Provision Co., has tendered his resignation and taken over the agency for the Zeigler line of candies, covering Cloverland.

The Campbell music store expects to move in the near future from the present location to the Everett block, on Ashmun street, which is being redecorated and remodeled.

William G. Tapert.

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 Hiffer Co., 1205 Peoples Life Bldg., Chicago, Ill.
 Crescent Mfg. Co.
 (M-383) Seattle, Wash.

Uncle Sam's Wheat Problem

As a war measure the Government guaranteed a high price for wheat to the farmer. This is only a small fraction of the toll we have to pay for doing business in 1919—but we pay it gladly. Our production of

Shredded Wheat

is now relieved of all restrictions. You can now supply the normal demand for the world's standard whole wheat breakfast cereal. It is the same Shredded Wheat you have always sold—clean, pure, wholesome, nutritious—made of the entire wheat grain, nothing added, nothing taken away.

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

MAKES FOR REAL PROGRESS.

On the material side of things, one of the great achievements of the war has been the recognition of the value of scientific experiments in industry, and, incidentally, the honoring of the experimenter. And the diversity in spirit in the various countries is shown in the different methods in which the recognition is made and the results are applied. At the two extremes are Germany and the United Kingdom. In the former of these the wedding of scientific research with industries is an old story. It was in great measure responsible for the success the Germans had in industrial development, and helped materially in enabling them to keep going when a rigid blockade cut off from them a number of articles supposed to be indispensable. But in Germany the great industries were worked by syndicates, each as a unit, and all partook of the benefits of common research. In Great Britain, as to a lesser extent in this country, the need during the war of providing things which used to be obtained from Germany made it necessary to combine in research, so that all makers of certain things could have the benefit of one another's experiments. For this purpose the British organized a research association, with various branches. But the individualistic bent of the British asserted itself in this effort, and, although the association continues its activities now that the war is over, it is for the purpose of helping any particular manufacturer to solve his especial problems. A good illustration of this is afforded by the steps now in progress in the woolen and worsted industry in the United Kingdom. Any member of the association is enabled to send his particular blends of wool for special investigation and treatment on scientific lines and get the benefit of expert opinion, as well as suggestions for improvement in methods and processes of treatment. It is this kind of thing that makes for real progress.

NEGRO SOLDIER'S REWARD.

While the attention of the world is centered upon the closing chapters of the Peace Conference, there is little time to heed the shocking news from Blakeley, Ga., telling of the lynching of Private Wilbur Little, a returned negro soldier. Little, it is said, was accused of wearing his military uniform "too long." Upon arrival home a few weeks ago he was advised by a certain white element to take off his army uniform. Several anonymous communications were sent Little, advising him to leave town if he wanted to sport around in his khaki. The refusal to comply with this nefarious order cost him his life. He was lynched in the uniform of the United States army. This is the recompense awarded to one who fought for the common cause and against the enemy of the world's democracy.

If there ever was a time for action by the United States Government, it is clearly apparent in this case to seek the punishment of the cowardly slackers and murderers implicated in this crime. We read daily of the

attention given to the plea for justice for the Koreans, the Indians and other groups of oppressed people, and yet the American negro, notwithstanding his past and present record for patriotism, bravery in battle and loyalty to his country, is segregated, denied his rights as a citizen, beaten, robbed and lynched, and very little, if any, attention is paid by the Government or serious efforts made to punish the offenders. The talk of Bolshevism coming to the United States, it is already here in the presence of such mobs who disregard law and order and who take human life in the savage method of lynching.

We wonder if a white soldier should be lynched in his uniform would the Government wink at the deed? Did not the United States Government send warships to far-off Chile to demand restitution for the killing of a white sailor? Is it because of the difference between the white and the black? If so, the verdict of the world or that of the Peace Conference cannot be said just. Did not the black soldier fight and die for democracy as well as the white soldier? Does not the constitution grant to the black citizen the right to life, liberty and property as well as to the white citizen? Is this question to be kept silent or to be denied forever? There is a God who holds the destiny of nations in his hands and whose decree has gone forth "that whatsoever a man soweth that shall he also reap." Let the souls of black men pour forth their plea for justice to God, whose power no earthly kings can sway; the Almighty God who loves mankind and who is the source of righteousness, love and freedom, and he will see to it that the oppressed shall be free.

When Cardinal Mercier comes to visit this country, as he has promised he would do as soon as the issues of the war are adjusted, his visit will probably turn out to be entirely different from what he expects, and will, in fact, amount to a reversal of his intentions. He will come over here to express the thanks of his people for what America has done for them. Instead, he will find himself a popular hero; instead of one who offers thanks he will find himself one to whom thanks will be offered. America owes him a debt, its share of the debt which all mankind owes him as one who showed the world its way. This valiant priest recalls the best things in the Middle Ages, when the Roman Catholic church did not fear to speak out, at any cost or danger, in behalf of the oppressed. He awoke the conscience of the world; not he alone, but his was one of the most potent voices in that awakening. The Cardinal's heroism was a heroism of the spirit in a greater sense than that of any soldier, although the spiritual quality has not been lacking in some of them; and there will be a quality of reverence in his reception that will be different from anything ever felt before.

Develop a few harmless fads if you like, but don't develop any bad habits. A fad may lengthen your life. A bad habit will shorten it.

HELPS IN MANAGEMENT.

A manager of a very successful store has adopted a plan for getting odd jobs done about the store that has worked out most satisfactory. Until he adopted this plan, this manager would notice, as he went about the store, little odd jobs that should be attended to—little things the clerks should do when not busily engaged with the more important details. But if all clerks were busy at the time this job would slip his mind and, consequently, it was not done when it should have been. As this manager did not spend all his time on the floor, being engaged in other duties which required his attention in the office, he was not always right on hand when the clerks could possibly attend to these little jobs.

With the adoption of this system he has no trouble in getting these little details done. He has a box which is divided into two apartments fastened to the doorsill just outside his office door, and as he goes about the store he makes a note of things he finds that should be attended to on a card which he has provided especially for that purpose, and he drops this card in one of the apartments of this box. The clerks have been instructed regarding the purpose of this box and when they are not busily engaged in other work they watch this box for things the manager wants done. When the clerk starts to do the work as outlined on this card, he removes the card from the box and when he has completed the task he signs his name to the card and returns it to the box and deposits it in the other apartment.

Through this plan this manager gets the odd jobs done without taxing his memory with them, neither does he have to be on hand just at the moment the clerk is idle in order to have it done, and he is free to devote his time and attention to more important details.

By having the clerk sign the card when he has completed the job he can tell just which clerks are inclined to be willing to co-operate with the management. Some clerks are inclined to lay down on the job if the boss is not watching them and let the more willing clerk do the work. The clerks are unconscious of the part this little system plays in their promotion, yet this manager is rather inclined to favor the clerks who apparently find time to get more of these jobs done than the others and still keep their sale records equal with the rest. These jobs are not always the most desirable, and if a clerk is inclined to be a shirker he will keep busy at some trifling job until some other clerk has performed the job.

INFLUX OF RETAIL BUYERS.

From the indications at hand, there ought to be quite an influx of buyers to Michigan markets during the present week. In the lines comprehensively described as dry goods, the impression is gaining that prices have about reached a level below which they are not likely to go for the remainder of the year. This is stiffening the resistance of wholesalers to

the insistence of buyers for retailers in asking for guarantees without stint, although the former feel safe in agreeing to abide by prices at the time of delivery. Retail trade was exceptionally good during the Easter season, and the stores will find it necessary to replenish stocks at once if they are to meet the wants of customers. They have also discovered, from their experiences of the last week or two that it is unsafe to wait until the last moment for supplies and expect them to be forwarded on telegraphed orders. The hand-to-mouth buying, they found, had been met by manufacturers getting out their products in the same fashion and by the jobbers stocking up only to meet orders as they came in. Reserves when wanted were not to be found. So the game, which might prove profitable if played by one side, becomes impracticable if the other also engages in it. To get business into full swing it is necessary that there shall be a co-operation between distributors and producers for a live-and-let-live policy under which neither side will be expected to take all the risks while the other is assured of the profits.

In what has concededly been extensive retail buying this spring it is hard to determine the general underlying motive if there be one. Off-hand, considering taxes, the high cost of living and the like, one would suppose that purchasing by the public would run in great measure to staples, if not to necessities. But this does not seem to have been the case. Articles of luxury have been in great demand and so have been novelty goods of one kind or another. Part of this is undoubtedly due to the revulsion from the enforced self-denial and economy of the war-time period and to the return to former social activities. This is especially applicable to persons of more than moderate means, so many of whom had been devoting themselves to work connected with war charities. Then, too, there has not yet been a slackening up of expenses on the part of workers whose wages still keep up to the levels to which they had been raised. The farming community, which continues to be prosperous, has also supplied a large share of the buying, and the disposition has been to get things of high grade. So it has happened that things comparatively cheap have not gone as well as those which are dearer. It may be that experience with the lower-priced articles, which have been mainly of materials of inferior wearing quality, has proven to buyers that at times the dearest are the cheapest in the end. An added inducement to recent purchases of certain kinds may, perhaps, be found in the desire of buyers to escape the luxury tax soon to be operative.

The New York daily papers devoted considerable space to condemning the labor unions for breaking their pledges. Who ever heard of a labor union keeping a pledge? The only reason a German or a labor union has for making a pledge is to have something to break.

Good Value

For Your Customers

A Good Profit For You If You Sell Them

Red Cap Tea

Packed in
Half-Pound
Foil Packets



Black,
Green or
Mixed

CEYLON AND INDIA

We have a number of good selling helps to enable
you to increase your tea business.

Our salesmen will gladly explain these to you.

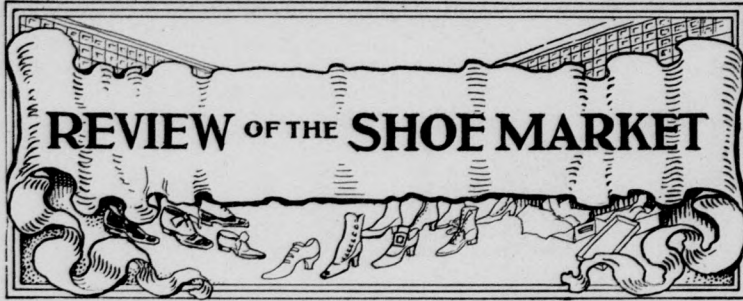
NATIONAL GROCER COMPANY

WHOLESALE GROCERS

F.C. LETTS, PRESIDENT
CHICAGO, ILL.
C. ELLIOTT, VICE PRESIDENT
DETROIT, MICH.
S.B. CUSHMAN, TREAS. & GENERAL MANAGER
DETROIT, MICH.
W.I. COLWELL, SECRETARY
DETROIT, MICH.

GENERAL OFFICES AND MILLS
29-36 LARNED STREET WEST
DETROIT

OPERATING JOBBING HOUSES
AND BRANCHES
DETROIT, MICH.
SAGINAW, MICH.
BAY CITY, MICH.
JACKSON, MICH.
LANSING, MICH.
CADILLAC, MICH.
GRAND RAPIDS, MICH.
SAULT STE. MARIE, MICH.
TRAVERSE CITY, MICH.
SOUTH BEND, IND.
PORT HURON, MICH.
LUDINGTON, MICH.
MANISTIQUE, MICH.
ESCANABA, MICH.
OWASSO, MICH.
DECATUR, ILL.



Michigan Retail Shoe Dealers' Association.

President—J. E. Wilson, Detroit.
 Vice-Presidents—Harry Woodworth, Lansing; James H. Fox, Grand Rapids; Charles Webber, Kalamazoo; A. E. Kellogg, Traverse City.
 Secretary-Treasurer—C. J. Paige, Saginaw.

Women Executives in the Shoe Business.

For many years it was no uncommon occurrence for women customers to refuse services of women shoe clerks, purely on the ground of lack of confidence in the saleswoman's knowledge of her wares. They felt that because she was a woman she could have no genuine knowledge of the construction of shoes, of their quality, or of the service expected, or worst of all, being a woman she could not possibly know how to properly fit feet.

This attitude was not displayed in the retailing of any other lines of women's wear. Saleswomen in coats and suits, millinery, and all other apparel had large followings of women who relied absolutely on their judgment for the selection of their clothes, with the result that these fields developed brainy women into many executive positions.

So there must be some real basis for the attitude of women to shoe saleswomen, and it is this. The average shoe retailer employing women gave them mediocre selling positions, because it kept down overhead expense. Cost of selling where women were employed was almost insured against increase. They were not given the same opportunity or afforded as many privileges to learn the detail of the business as a man. They were never consulted to give them opportunity to develop, never taken to look over lines of shoes and to profit by the information gathered in that way, neither were they trained nor interested in the advertising and display of their goods. No particular future was mapped out for them. They were shown the stock and the use of the measuring stick, and turned loose to progress as best they could.

Under these conditions the shoe craft has not offered many attractions to women who sincerely wish to accomplish big things in the business world, and as a result they could not be developed as shoe executives for to be successful, and command the confidence of the public, one must be thoroughly familiar with shoes from every angle.

War conditions have brought about radical changes in the attitude of the public mind towards women's activities in business, and especially does this apply to the retailing of shoes. No business suffered more from lack of experienced salespeople. Absolute necessity forced a change in the pub-

lic mind, and many people who formerly refused women's services now ask for them with the utmost confidence in their ability.

When the shortage of men became serious, and one by one they were taken out of our stores, we were forced to use help of inexperienced women. Aided by their eager desire to make good in a field before denied them, the care and time expended in their training is amply repaid in the quality of service rendered, and it follows that because of this condition and this training many bright, capable women will work their way up in this business as they have in other lines of endeavor.

A woman is, as a rule, a keen judge of the working of the feminine mind, and a consumer of women's footwear herself, quickly grasps her customer's viewpoint, and is able to give tactful, reliable advice as well as pleasing service.

Women in shoe work have one handicap, and the sooner they overcome it the more rapid their progress. Surrounded by legislation regarding hours of work, etc., we frequently find that they compete with men's field of labor and do not give the same service. To be really successful we must play the game as our co-workers play it. Stock work and other irksome tasks must not be shifted to the men

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

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

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.

while we hide behind the false curtain of physical frailty. Rather we must compete honestly, intelligently and absolutely on the square, for our place in the sun.

Along this line a personal experience may be interesting, since I am frequently told that my position as a shoe buyer is unique. When I looked over the fields of women's work and decided I wanted to get into the shoe business. I went to a shoe merchant in my home town, I was told he never employed girls, that the work was not suitable for them. Forced to a statement of reasons he said the work was dirty and hard, and a woman could not do it. After considerable parleying, however, he decided to give me a trial. I accepted his challenge to show him, and by hard effort, keen application and unsatiable desire to make good, his arguments were refuted, and he now employs women exclusively.

Given the proper incentive to make good, and with the same keen desire to learn the details of the business as men display, which means continuous study and research, shoe merchandising offers a big and much neglected field of endeavor for women.

Mary L. Roberts.

Rats Wanted For Boots and Shoes.

There is not enough leather to go round. Fish skins are susceptible of tanning, and there are rat skins, which make good leather, large enough for many purposes. They would do for some kinds of gloves and mittens. They may be sewed together to make cloaks and other garments, and they are not too small to be available for parts of boots and shoes. The general rule as to leather is that the thicker the fur is the poorer the hide, and vice versa. According to this, rat hide would produce superior leather.

Somebody with the gift of guessing computes that there are 100,000,000 rats in this country, and the damage they do would feed a good-sized army. It would take at least 5,000 skins a day to supply a small modern tannery. Nobody wants the rats; they belong to anybody that can catch them. That is the only problem—to catch them and skin them, and then deliver the goods.

Good Salesmanship Loses.

The shoe salesman thought he had found an "easy mark." Without much trouble he had sold the customer two pairs of low cut shoes that totaled \$16. Bringing to bear all his argument of higher prices later on, he deftly turned his victim's attention to a pair of high shoes and made an admirable fitting. His sales talk was just a little too strong, along with his desire for the extra commission. The customer decided to take the boots in preference to the other two pairs previously selected. The sale amounted to \$9, when if the salesman had let well enough alone, he would have collected on \$16.

The successful man of to-day is the man who in business knows the one thing he is doing better than any other man does. To do one thing supremely well takes a great man.

**HOOD
Leisure
SHOES**



**Cool Shoes
for
Warm Weather**

In our Canvas Footwear Department you will find the answer to the problem of what shoe to wear this Summer.

Shoes that are cool and comfortable even on hottest days. Shoes that wear so well it is hard to wear them out. Shoes that are smartly stylish with any Summer frock and for every occasion.

Our canvas leaders this season are the famous Hood Leisure Shoes. We are showing an exceptionally complete range of styles and sizes in high boots, oxfords and pumps, French or Military heels.

Your pair is waiting for you here.

This style is the Women's Oxford with the Vassar heel (Military.)
A, B, C and D wide.

@ \$2.25

**Grand Rapids
Shoe & Rubber Co.**

Grand Rapids, Mich.



R. K. L.

R. K. L.

The Outing Season is Here
Supply Your Wants From Our Stock



Delivery
At Once

7166—Men's Chocolate Elk Nailed Outing	Price	\$2.85
7167—Men's Chocolate Elk Nailed Outing	Price	2.45
7119—Men's Chocolate Split Nailed Outing	Price	2.25
7168—Men's Chocolate Mule Skin Nailed Outing	Price	2.10
6133—Boys' Chocolate Elk Nailed Outing	Price	2.20
9822—Little Gents' Chocolate Elk Nailed Outing	Price	1.80

Rindge, Kalmbach, Logie Company
Grand Rapids, Mich.

R. K. L.

R. K. L.

WHO ever buys Honorbilt Shoes gets his money's worth; a full measure of honest value. That is all anyone can expect to receive and is much more than is frequently given.

Supply your trade with Honorbilt Shoes. They will cause your store to be long remembered and talked about as the proper place to trade.

F. Mayer Boot & Shoe Co.

Milwaukee, Wis.

Mayer

**HONORBILT
SHOES**



Advantage of Reduced Discounts and Shortened Terms.

In the beginning it might be well for me to assume that I do not want to go on record as taking an arbitrary stand against the manufacturers and jobbers concerning terms and discounts. They are the source of our supply and we need them as badly as they need us. On the whole, it is really a question if the establishment of uniform terms and discounts will not prove to be an advanced and constructive step in creating closer cooperation and a better feeling of harmony between the buyer and seller.

It is due to the fact that scarcity of merchandise during the war enabled the seller to take advantage of conditions, to absorb a part of the discounts as extra profits, or were they compelled to partially eliminate discounts, due to the increased cost of production and distribution? As retailers we should be prepared to buy our goods on any terms necessary, but the jobber and the manufacturer must realize that shorter terms and reduced discounts will mean smaller purchases and the elimination of quantity buying. It would, however, result in better merchandising methods, larger profits, quicker turn-overs and fewer questionable credit accounts.

A manufacturer can lower his cost of production only by manufacturing in large quantities. This comes through closer co-operation with the distributor. Will this be given if he shortens terms and reduces discounts?

Before entering into the discussion, however, it is quite necessary to have a definite understanding as to the meaning of the words "terms" and "discounts." They are not synonymous; they are exact opposites.

When an institution is operating with insufficient capital it must necessarily look for its substitute—which is, time. It is difficult for any merchant to successfully compete who does not anticipate his bills. When he can do this, he is not looking for time or datings; his first question is, What is the best discount obtainable for payment in ten days? When he can do this, he is not much concerned with the actions of the jobber or manufacturer in restricting datings, as long as the discount is not affected. It has been recognized by nearly all sellers that it is necessary—so far as terms are concerned—to give the buyer the choice of time periods for the payment of bills, and in many cases it has been arranged on either a ten, thirty or a sixty-day basis.

The matter of restrictions of dat-

ings originated not alone with the jobbers and manufacturers, but with the mills as well. They no doubt figured that under the excellent business conditions prevailing, and the consequent wide margin of profit taken by the merchants, long-time credit was not necessary, and that the trade would be seeking to take advantage of the highest possible discount and interest rate for prepayment, and that the more nearly all transactions could be arranged on a cash or ten day basis—which, of course, would mean the elimination of long datings—the more satisfactory would business become generally and that it might possibly result in the permanent arrangement of putting business on a shorter margin of time on account of having added capital, through their profits, to substitute for credit which they had heretofore used liberally.

During the war the Government urged shorter terms and reduced discounts, resulting, with many merchants, in smaller and more frequent buying. Right or wrong, our big men ordered it. And they must have figured that it meant thrift and saving.

Merchandising on long time encourages easy buying and too much freedom in the extension of credit. It reduces the turn-over on account of too heavy stocks and also increases the volume of obsolete merchandise. Neither does it encourage thrift and saving.

You may advance the argument that this would eliminate the man with small capital, but more merchants have failed because they were given credit too freely at the start than because credit was restricted.

Long-time credits may at one time have been a necessity, but American business of to-day can be built on a more solid basis. Shall we go back?

This brings us up to the question of discounts and it therefore becomes quite necessary to have a clear understanding as to the meaning of this word "discount."

It is an arbitrary per cent. figure added to the net selling price of an article, and serves two purposes: the first being to the advantage of the seller, because it specifies a definite date for the payment of the bill; the second being to the advantage of the buyer, because it creates a sinking fund and a source of profit not taken into consideration when the retail price is marked on the merchandise.

If you accept this as a correct definition and believe in it, the next thing to determine is: how large or how small a discount shall be adopted? I believe a uniform discount

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

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

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

GRAND RAPIDS TRUST COMPANY

OTTAWA AT FOUNTAIN BOTH PHONES 4391

Safe Deposit Boxes at Three Dollars Per Year and Upward

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	13,187,100.00

GRAND RAPIDS NATIONAL CITY BANK
CITY TRUST & SAVINGS BANK
ASSOCIATED

sufficient to secure the prompt payment of bills is absolutely necessary.

Since the discount is added to the net selling price, successful standardization can only be accomplished by calculating everything on a net basis and then adding whatever discount may be agreed upon.

By this process you gain nothing by purchasing goods subject to a large discount, neither do you lose by purchasing goods subject to a small discount; but you all gain if you purchase goods at a uniform discount.

There are many reasons which can be advanced in support of the uniform discount.

It places the buying of merchandise on a competitive basis of value, without the disturbing influences of miscellaneous terms and conditions of sale.

It inspires confidence in the buyer.

It creates a condition of security between competitive retailers—knowing that merchandise was purchased upon uniform terms.

It eliminates the feeling between competitive retailers that possibly one may have secured, by reason of larger purchases, a larger rate of discount. There are numerous other reasons why the uniform discount is beneficial to the retailers.

If you put the same high mark-up on merchandise bought on a 10 per cent. ten days basis that you do on merchandise bought on a 3 per cent. ten day basis, will it not affect the volume of business and reduce the turn-over?

Isn't volume largely regulated by the good will that the public holds toward your institution? Can you continue to hold and develop such goodwill if your percentages of profits are figured from an abnormal cost basis resulting from buying goods with long discounts?

A high mark-up is justified only provided it does not affect the volume or reduce the turn-over. Your volume is sure to be affected if you attempt to take the same high mark-up on 10 per cent. merchandise that you take on 3 per cent., because cash discounts are always taken into consideration in figuring the cost price of an article, and to me higher prices with seemingly long discounts are "like wintry sunbeams on a frozen lake; they dazzle but they warm not."

In the scheme of merchandising there might possibly be a legitimate place for trade discounts, but the abnormal cash discount is a delusion, if not a deception. No merchant should be deceived by any plan or system so transparent as big cash discounts. Surely he is not deceived by the fact that he is allowed an excess discount on sixty day merchandise, although he may deceive himself by crediting his cash account.

No manufacturer ever figures his cost without taking the discount into consideration and, as I have said before, adds it to the cost price of his goods, with the result that whether the discount is taken or not it has been included in the cost as well as in the profit of the merchandise. Hence, the larger the discount offered the higher the price of the goods,

and where the discount is not taken by the buyer the larger the manufacturer's profits.

When merchandise is sold on a sixty day net basis, or 2 per cent. off for cash in ten days, 1 per cent. of this discount represents the actual interest on the money, and the other 1 per cent. can be accounted for from the standpoint of convenience through the merchant, because it requires less book-keeping, creates more cash in hand for operating and therefore less use for his credit at the bank—all of which justifies him in allowing 1 per cent. cash for prompt payment. But any discount beyond this should be, and must necessarily be, added to the cost of merchandise.

There are, however, a few successful firms in the country who still insist on having long discounts, because of the fact that this discount is considered the profit of the office or the financial department, and it is a well-known fact that buyers for these houses must either consent to having the selling price of their merchandise raised to a point that will justify the discount demanded by their firm or become known to the trade as "brow-beating buyers" or "discount gougers." They soon lose the respect of the sellers, as well as the respect for the houses which they represent, because he who dictates arbitrary terms to the seller as conditions for securing his business loses the friendly co-operation of the wholesaler and manufacturer, even though they submit to the terms.

The time will inevitably come when these same retailers, without being conscious of the fact, will suffer from lack of co-operation on the part of the manufacturer or jobber.

Why not use common sense and buy on a basis that sounds the cheapest? Doesn't \$22.50, ten days, sound a whole lot less than \$25, 10 per cent. ten days, always bearing in mind that the office absorbs the discount? Do they earn it?

If you are a ready-to-wear merchant, select a good selling garment from your stock, take it to three different manufacturers (all of them high grade) and ask them for the lowest figure at which they are willing to duplicate it. What is the first question they will ask you? Invariably it will be this: "Can I figure it on a net basis?" Why? Doesn't it prove itself that the business mind is trained to believe that "net" is the lowest price?

The retail merchant who buys often, and in small quantities, about one year in ten may be obliged to pay advanced prices, but the other nine years, as his selling days draw near, he buys at less and knows better what is going to be in demand.

Such being the case, wouldn't it be better for all of us to buy merchandise on "short discounts and short terms," which can only result in all business being done more nearly on a cash basis? Or shall we go back to the "catch as catch can" methods, never knowing just how much we are paying for discounts? A. B. Boyce.

A woman seldom appreciates a husband until she becomes a widow.

The Victory Loan

Can we help you
do your part in the
support of

The
Victory
Loan?



Established 1853.

If so—let us know, for we are ready—as always—to lend you our full co-operation, particularly with regard to anything as important to the reputation of this section as a prompt and generous subscription to the Victory Loan.

THE OLD NATIONAL BANK
MONROE AT PEARL GRAND RAPIDS



Conserving Your Estate

You can do this no better, safer way
than by appointing as executor and trustee

THE MICHIGAN TRUST CO.
OF GRAND RAPIDS

Its experience in trust matters has been broad. Its knowledge of investments is intimate and accurate. Its existence is continuous. Its first duty is the faithful execution of trusts. Administration charges are fixed by law and are low.

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

Safe Deposit Vaults on ground floor.
Boxes to rent at low cost.

THE AMERICAN SOLDIER.

He Is Invincible on the Field of Battle.

Grandville, April 21—The great world war has proven the mettle of the American soldier.

Before that time, outside of the United States and Mexico, few people understood him. It will be remembered that the Spanish press sneered at the "Yankee pigs" as money-getters, non-fighters, and as indolent, cowardly rabble. Other nations seemed to think that this estimate was somewhere near the truth, and America stood as a whining school-boy, unable, perhaps unwilling, to take his own part should the test of battle ever come.

Well meaning men even in Britain expressed a feeling of pity for the Yankee whose navy was incapable of making more than a flimsy defense against that of the proud Castilian.

The Spanish war helped a little. There were some surprises that rather took the breath of our English friends and wrung words of commendation from those who imagined the Americans would not fight.

The Spanish conflict was, however, but a small, before breakfast affair, in comparison with real war with a first-class nation like Great Britain, France or Germany. It was far from the thoughts of Americans, however, that such a war as we have just passed through was on the cards in the near future. Germany had it in mind no doubt, while England and France felt a dread of the oncoming contest—the United States never.

Early in the conflict that reddened the fields of Europe with blood America saw fearsome sights, heard distant rumblings that foretold what might be expected if the central empires had their way. At such a time, and after more than one American had perished through German perfidy, the declaration of America's President that "Americans are too proud to fight" fell like a wet blanket on a bleeding and startled world.

The American soldier was then in embryo, industrially inclined, doing duty as a clerk, factory worker, farm hand, merchant, mill employe, not seeing himself a year later uniformed in olive draf by Uncle Sam, hastening to training camps, later speeding by boat across three thousand miles of sea to meet and greet the struggling Allies who were being slowly but surely forced back to the last ditch, which meant defeat of all that was good and true in the home life of Western Europe.

That was a new era in the life of the American soldier.

For the first time since the formation of the Republic of the United States of America men of the republic were called upon to sail for a foreign land, there to do battle under alien skies for the supremacy of human liberty.

How well the American citizen soldier deported himself the last two years of war proclaims, and with a vim that cannot be misunderstood. He surprised friend and foe alike. True to the noble traditions of Yankee superiority on a hundred sanguined fields from Lexington, Bunker Hill and Yorktown of Revolutionary days, down through the decades that led through to Mexico, thence to the Civil War, with its four long, anxious years of struggle for maintenance of that Union cemented by Washington and his ragged Continentals, along time's moving months and years until the flag of a united country floated from the unsalted seas on the North to the Rio Grande on the South.

The American Volunteer saved the Union of the States.

It remained for General Oliver O. Howard to portray with vivid pen pictures the story of the Union Volunteer, who saved the Nation and settled for all time the perpetuity of the Union of these American States

in one homogenous whole. After that the sailing for the ship of state seemed fair until the Spanish trouble, a mere bit of skirmish warfare that scarcely ruffled the surface of the Nation.

Until tried in the furnace fires of this great world war the American citizen soldier never realized in all its splendid possibilities the greatness and grandeur of what was in him. All the latent nobility of free-born Americanism came to the surface when tried by the fiery furnace along the German front, from Mihiel sector, through Chateau-Thierry and into the ridged and ragged hell-holes in the Argonne wood.

It was not the American volunteer who won out this time as in the sixties. Instead, a magnificent representation of all the people as chosen from the flower of American manhood through the select draft. Some may condemn this system of raising an army, yet the outcome in the present instance is more than its most vehement champions could expect. All Germany trembled when the bugle call roused the United States to arms. The nations of old Europe were engaged in a death struggle that promised victory to the beast camouflaged in the German uniform.

Not until American soldiers began to arrive at French ports did the stress and strain of the struggling Allies ease up in the least particular. With their backs to the wall the Briton, the Frank and the Italian fought a losing fight. Another month's delay would have, doubtless, sealed the doom of the Entente allies, and the war would now be at an end, with the German in the saddle, casting longing eyes across the Atlantic, seeing red, viciously licking his chops in anticipation of looting the seaboard cities of North America.

The opportunity for this thing was, fortunately, blocked by the American soldier. Two millions of him struck the hills and dales of old France. Along the roads, highways and by-ways once trod by the soldiers of the first Napoleon, swept the serried ranks in khaki, the Stars and Stripes of the Republic billowing above the moving host. It was a sight that gladdened the heart of every son and daughter of France. It told with splendid emphasis that the United States had taken up the gantlet flung down by the insolent Hohenzollern, has accepted the gage of battle, and had come to aid in hurling back the hordes of an unchivalrous and barbarous enemy.

The American soldier proved his valor on many fields heretofore given over to the victorious legions of Germany. The swarthy son of Italy was a great fighter; the French poilu had met and held the Huns at the Marne; Britain's Tommy had shown the stuff of which he was made, yet not until the Yanks came upon the scene had the insolent German met more than his match on the fields of strife.

Bankruptcy Sale, Auto Truck Plant

At 10:30 o'clock in the forenoon on

Wednesday, April 30th, 1919

we will offer for sale, at PUBLIC AUCTION, the property of the

Robinson Machine Company, Bankrupt

at the office of the company, Plant 2, High street, ECORSE, Michigan (Wyandotte car). The property for sale is:

REAL ESTATE.	
Frame Factory Building at Ecorse	Appraisal. \$ 20,000.00
Frame Factory Building at Ecorse	7,000.00
Frame Cottage, 268 Junction Avenue, Detroit, Michigan.....	3,200.00
	\$ 30,200.00
PERSONAL PROPERTY.	
Office Equipment	\$ 1,065.75
Machinery (Standard Shop Tools)	35,849.90
Shop Equipment	5,001.66
Standard Small Tools	4,323.38
Special Tools used on Government Work	675.00
Automobiles—Cars and Trucks	2,000.00
Stock of Materials for Truckfords	52,296.10
Factory Supplies	608.15
Coal	1,422.00
	\$103,241.94

The Robinson Machine Company manufactured an extension frame, rear axle and wheels, by means of which a Ford automobile might be transformed into a light truck. This product was known as a "Truckford."

The property will be offered for sale in suitable parcels and as an entirety. The sale is subject to confirmation of the United States District Court. A deposit of 25 per cent. in cash or by certified check will be required of each bidder at time of sale. The property may be seen on Monday and Tuesday prior to sale, or by special arrangement. For further particulars see

Security Trust Company, Trustee

Robinson Machine Co., Bankrupt

Fourth National Bank

United States Depository



Savings Deposits

Commercial Deposits

3

Per Cent Interest Paid on Savings Deposits Compounded Semi-Annually

3 1/2

Per Cent Interest Paid on Certificates of Deposit Left One Year

Capital Stock and Surplus **\$580,000**

WM. H. ANDERSON, President
J. CLINTON BISHOP, Cashier

LAVANT Z. CAUKIN, Vice President
ALVA T. EDISON, Asst. Cashier

Kent State Bank

Main Office Ottawa Ave. Facing Monroe

Grand Rapids, Mich.

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

Resources

10 Million Dollars

3 1/2 Per Cent.

Paid on Certificates of Deposit

The Home for Savings

Assets \$3,099,500.00



Insurance in Force \$55,068,000.00

MERCHANTS LIFE INSURANCE COMPANY

Offices—Grand Rapids, Mich.

Has an unexcelled reputation for its

Service to Policy Holders

\$4,274,473.84

Paid Policy Holders Since Organization

CLAUDE HAMILTON
Vice-Pres.
JOHN A. McKELLAR
Vice-Pres.

WM. A. WATTS
President
RANSOM E. OLDS
Chairman of Board

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

SURPLUS TO POLICY HOLDERS \$477,509.40

The American soldier never knows when he is licked.

That is why he puzzled, surprised, then sent demoralization throughout the ranks of the big German army. The men who were, according to our President, too proud to fight, manifested a sudden change of feeling after they entered the lists to battle for God and native land against the Hun monster. The American soldier combines more indefatigable determination to win than any other soldier in the world.

Advance, not retreat, is the motto that refuses to ever trail the flag of the United States in the dust. No other flag excites such enthusiasm, such infinite trust and love as this Old Glory of ours. It represents so much; everything in fact, worth living for and worth dying for.

There are brave soldiers in every army, among all nationalities, from the swarthy Italian along the Tiber, the impetuous Frenchman whose wars under the first Napoleon were the wonder of the world, across the channel to where the British Tommy readily hangs on like the veritable bulldog when assailed, to the Danes and the Swedes of the Northland, but among them all there are none the equal of the peerless citizen soldier of the Great Republic, whose banner is the Stars and Stripes, whose home is in a land that we so oft proclaim as that of the free and the brave.

Old Timer.

Surcharge Abolished On and After May 1.

Manistique, April 17.—Several weeks ago I read in your paper that our Government would discontinue collecting the surtax on fire insurance after April 15. Our local agency claims that this is not so and same is not contemplated or thought of, by the Insurance companies until the Government issues an order to that effect; and up to date none has been received.

I also read in the Detroit Free Press similar notice, as in your Tradesman.

Kindly answer this yes or no if this surtax has been withdrawn.

Cookson-Leroy Hardware Co.

The Government never had anything to do with the infamous surtax. It was promulgated by the Michigan Rating Bureau, which is the abject and servile creature of the stock fire insurance combine and ought to be abolished by the Legislature, so far as its recognition by the State is concerned. The surcharge was a hold-up, pure and simple, and every company which availed itself of the extortion showed the cloven hoof. State Insurance Commissioner Ellsworth undertook to abolish it about a month ago, but the stock insurance lobbyists and lawyers made such a

howl that he consented to give them a hearing last Saturday. The presentation made last Saturday at Lansing was so weak and ineffective that the Commissioner immediately prepared an order, which was promulgated Monday, forbidding the continuation of the hold-up longer than May 1.

Claim for Interest Denied by Companies.

Fire insurance companies have recently had presented to them a claim for interest on a loss under circumstances which old adjusters say they never have seen made the basis of such a claim before. The companies have refused to allow interest. On the same day as the great conflagration in Minnesota last October a quantity of pulpwood owned by a lumber company, burned in another part of the State. Owing to the fact that all available adjusters were busy on conflagration losses, there was delay in taking up the settlement of this loss. The adjuster and the assured were unable to agree upon the value of the pulpwood destroyed. The case went to an appraisal and the loss was settled on the basis of the award. The assured, however, claimed interest on the amount of the settlement from sixty-three days after the date of the fire until the time the loss was paid. The companies denied that any interest was due, as they received no proof of loss until the adjuster sent one in with the settlement. The entire amount of interest asked amounted to about \$600.

Good For the Integrity.

The Integrity Mutual Casualty Co., of Chicago, formerly the Millers' Mutual Casualty, subscribed \$100,000 to the Victory loan, and took a similar amount in each of the four preceding loans.

WANTED

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

Grand Rapids Dry Goods Co.
Grand Rapids

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.

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.

The Shoe Dealers Mutual Fire Insurance Company

Fremont, Michigan

(The Pioneer) Organized in 1912

During 1919 will return 30 per cent of premiums as Savings or "Dividend"

We insure all kinds of mercantile STOCKS and BUILDINGS. Insurance in force over \$2,500,000.00. You take no chances in our company as your responsibility is limited to one assessment by our charter, which in no case can exceed the amount of premium paid, or to be paid. See that your policies are made in the PIONEER COMPANY, which is one of the strongest companies in the state. An unsurpassed record of prompt adjustment and payment of all honest losses.

ALBERT MURRAY, GEORGE BODE,
President. Secretary.



THE NEW LUXURY TAX.

Clear and Simple Explanation of Merchandise Penalization.

The new merchandise tax, commonly known as the luxury tax, goes into effect May 1.

To help the Government finance the war expense, the people are required to pay a 10 per cent. tax on that portion of the price of certain articles above a minimum price set by the Government.

The amount of this tax will not be burdensome upon the shopping public, since the tax free minimum prices set by the Government are liberal and the tax above these minimums is only 10 per cent.

To avoid confusion in people's minds, the Tradesman has considered it wise to publish the simple facts concerning the law, with a list of the things to be taxed, as follows:

Picture Frames	Exempt to	\$10.00
Trunks	Exempt to	50.00
Valises	Exempt to	25.00
Traveling Bags	Exempt to	25.00
Suit Cases	Exempt to	25.00
Hat Boxes	Exempt to	25.00
Fit. Toilet Cases	Exempt to	25.00
Purses	Exempt to	7.50
Pocketbooks	Exempt to	7.50
Shopping Bags	Exempt to	7.50
Hand Bags	Exempt to	7.50
Lighting Fixtures	Exempt to	25.00
Lamps	Exempt to	25.00
Lamp Shades	Exempt to	25.00
Umbrellas	Exempt to	4.00
Parasols	Exempt to	4.00
Sun Shades	Exempt to	4.00
House Jackets	Exempt to	7.50
Smoking Jackets	Exempt to	7.50
Bath Robes	Exempt to	7.50
Lounging Robes	Exempt to	7.50
Men's Waistcoats	Exempt to	5.00
Women's Hats	Exempt to	15.00
Women's Bonnets	Exempt to	15.00
Women's Hoods	Exempt to	15.00
Misses' Hats	Exempt to	15.00
Misses' Bonnets	Exempt to	15.00
Misses' Hoods	Exempt to	15.00
Men's Hats	Exempt to	5.00
Boys' Hats	Exempt to	5.00
Men's Caps	Exempt to	2.00
Boys' Caps	Exempt to	2.00
Men's Shoes	Exempt to	10.00
Men's Pumps	Exempt to	10.00
Men's Slippers	Exempt to	10.00
Women's Shoes	Exempt to	10.00
Women's Pumps	Exempt to	10.00
Women's Slippers	Exempt to	10.00
Misses' Shoes	Exempt to	10.00
Misses' Pumps	Exempt to	10.00
Misses' Slippers	Exempt to	10.00
Boys' Shoes	Exempt to	10.00
Boys' Pumps	Exempt to	10.00
Boys' Slippers	Exempt to	10.00
Men's Neckties	Exempt to	2.00
Boys' Neckties	Exempt to	2.00

Men's Silk Hose	Exempt to	1.00
Boys' Silk Hose	Exempt to	1.00
Women's Silk Hose	Exempt to	2.00
Men's Shirts	Exempt to	3.00
Men's Nightwear	Exempt to	5.00
Men's Underwear	Exempt to	5.00
Women's Nightwr.	Exempt to	5.00
Women's Un'war	Exempt to	5.00
Kimonos	Exempt to	15.00
Petticoats	Exempt to	15.00
Waists	Exempt to	15.00

As an example, if a man buys a \$5 shirt. The minimum price set by the Government as exempt is \$3. He therefore pays a tax of 10 per cent. on \$2, which is the difference between the exemption of \$3 and \$5, the price of the shirt. The tax is therefore 20 cents and the total cost of the shirt \$5.20.

Another example: A woman purchases a \$25 hat. The minimum price set by the Government as exempt is \$15. She therefore pays a tax of 10 per cent. on \$10, which is the difference between the exemption of \$15 and \$25, the price of the hat. The tax is therefore \$1 and the total cost of the hat \$26.

In other words, on each dollar above the minimum price set by the Government 10 per cent. must be paid by the purchaser.

Each store in the entire country is informed of this tax and is required, beginning May 1, to accomplish the collection of this tax, the entire amount collected being paid to the United States Government each month. The Government alone benefits from the amount of the tax.

Each store should have the rules and regulations concerning the Luxury Tax posted in each department, and all salespeople should be instructed so that the customer may thoroughly understand.

Forced to Keep Monster Army and Navy.

Toledo, April 21—Your Detroit correspondent certainly hit the nail on the head when he said that the United States would have stood higher in the estimation of the world if we had stayed away from the peace table and permitted the nations of Europe to patch up their differences the best they could. This country did yeoman service in behalf of civilization and human freedom, but we suffered so little in comparison with France, England and Italy that we could have well afforded to stay out of the turmoil and bitter controversy which the peace adjustment necessarily entailed. As a democrat who voted for Mr. Wilson both times he was a candidate for President, I commend his good intentions, but still think he made the mistake of his life when he aspired to be a world leader. He should have been satisfied to be the leader and dominant factor in the Western Hemisphere, because it is plain to be seen that he has gained only enemies

and future trouble for this country by mixing in the squabbles and bitter contentions of European peoples in the effort to solve problems which mean nothing to the United States, one way or the other. Having entered the arena of world regulation, we will now be compelled to keep it up by retaining an enormous standing army and a monster navy which will add greatly to the burdens of the American people in the years to come.

While I concede the greatness of Mr. Wilson in many respects, I have to admit that he is no diplomat and that he has made a hopeless muddle of the peace negotiations by his narrowness of vision and his refusal to consider any subject except as it lines up with his fourteen points, which were as ridiculous as his statement in the early days of the war that "Americans were too proud to fight." I believe the Paris conference will be followed by the greatest

world war the universe has ever witnessed because the blue sky theories of the League of Nations are not adapted to the hard, practical test of everyday life. They are beautiful in theory, but have no place in an age which is still remote from the millennium. Paul Dunbar.

We are manufacturers of

Trimmed & Untrimmed HATS
for Ladies, Misses and Children,
especially adapted to the general
store trade. Trial order solicited.

CORL, KNOTT & CO., Ltd.

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

B. V. D. Underwear

The best selling garment in Men's Underwear.

Don't be satisfied with "substitutes or just as good" but insist upon B. V. D. which is well known and extensively advertised.

Quality Merchandise—Right Prices—Prompt Service

Paul Steketee & Sons

WHOLESALE DRY GOODS GRAND RAPIDS, MICH.

OUTERALL

The Modern Uniform of Industry

Everywhere in modern industry, new ways are replacing old, and now comes the dignified, efficient Outerall one piece uniform for industry, replacing the old untidy and unsafe garments.

Labor indorses the long wearing Outerall garment. Men who work in mills, factories and plants realize that the Outerall is the efficient and comfortable garment. No flapping straps or ends to catch in machines and imperil lives. Roomy and cool, with numerous pockets. Strongly made, of durable fabric that resists wear.

Outerall one piece garments are ideal for factory men, railroad men, day laborers, garage men, and the proper slip-on garment around the house for every man.

Sample Assortment on Approval

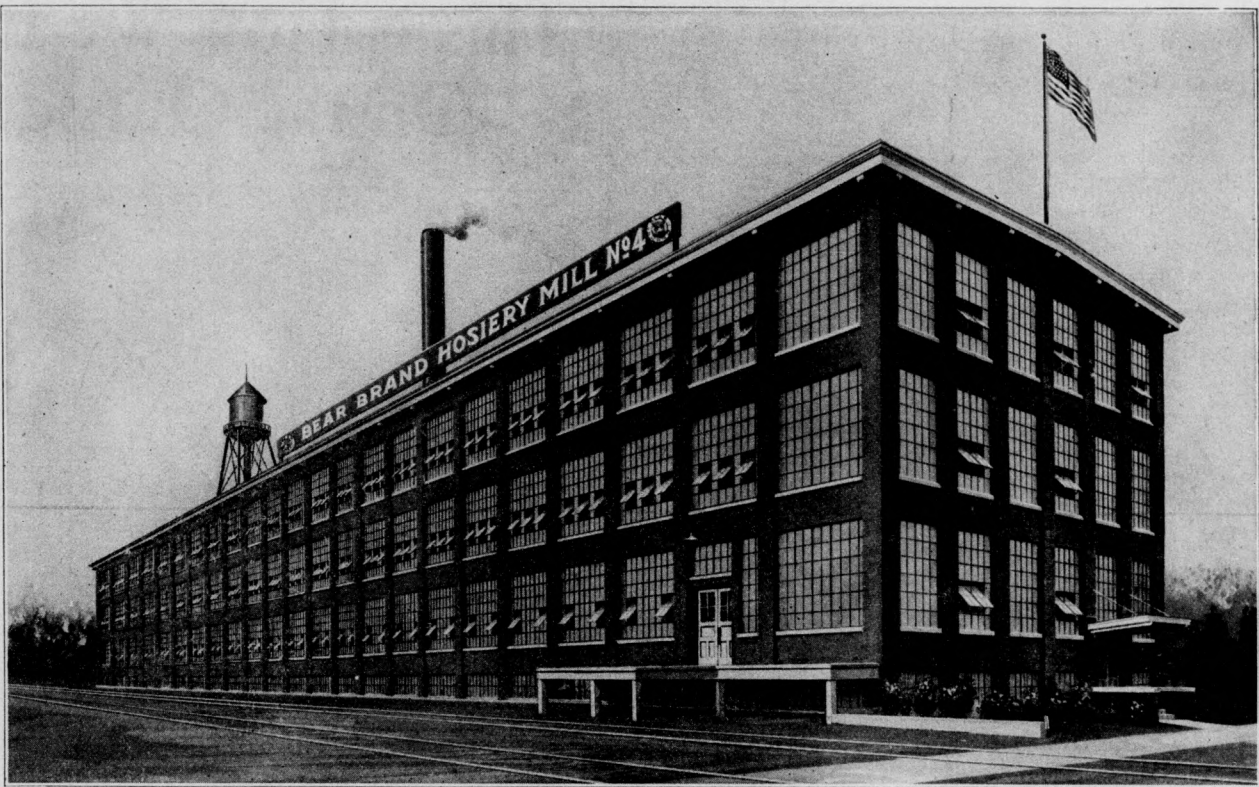
A sample assortment of adults and children's sizes will be shipped prepaid on approval to any dealer. Send to-day.

MICHIGAN MOTOR GARMENT CO.

Factories:
Greenville and Carson City, Mich.

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





BEAR BRAND HOSIERY MILL No. 4, WAUPUN, 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 138 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 sock 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



REALM OF THE RETAILER.

Things Heard at Kalamazoo Last Saturday Afternoon.

If ever a man deserved the appellation of human dynamo, that man is William Maxwell, the job lot man of Kalamazoo. Some might call him a junk man and perhaps that title more nearly expresses his aims, aspirations and occupation, because there is nothing in the way of merchandise, store or office fixtures or supplies he will not buy on the drop of the hat. A couple of years ago he came to Grand Rapids and bought the fixtures in the Ira M. Smith store on Monroe avenue. It required thirty freight cars to transport the stuff to Kalamazoo and as I saw it moving on the streets—one end of the Smith store is opposite the Tradesman office—I could not see where he could get a new dollar for the old one. I went through his commodious warehouses in Kalamazoo last Saturday afternoon and was surprised to find that more than nine-tenths of the stuff had been disposed of at such advantageous prices that he is now on the lookout for another undertaking of the same kind. He recently purchased fourteen carloads of canned goods at Camp Grant which he is gradually unloading to the retail grocery trade of Kalamazoo at prices which enable them to make a fair profit and yet give the consumer genuine bargains. As the goods were put up under the supervision of the War Department there is no question as to their quality and wholesomeness. No offering is too large to stagger Mr. Maxwell, because his long and varied experience in retail trade makes him a good judge of values and enables him to confine his purchases to goods of standard makes and qualities which find an active demand in the markets of the West. If the man who makes two blades of grass grow where only one grew before is a public benefactor, surely a man like Mr. Maxwell, who rescues hundreds of tons from the junk heap and makes it serve a useful purpose, has his place in the world of business.

It strikes me that the Kalamazoo police force is about as near a joke as any joke of my acquaintance. The bungling way in which it handled the Walter Mattison murder last Saturday morning is in keeping with the manner in which it failed to secure action in the case of an attempted store burglary about six months ago. A colored boy detected a man in the act of entering the front door of a store about 3 o'clock one morning. He immediately called up police headquarters, which responded by sending an auto with a clanging gong and four policemen. Instead of surrounding the store to prevent the escape of the burglar, they all stalked in the front door. Finding no one in, they accused the colored boy of misleading them. The colored boy noticed the side door was open and remarked that the burglar probably made his exit there. One of the policemen thereupon went out through the side door and saw the burglar legging it up the street. He sent several shots after the burglar, but the shots went

as wide of the mark as the policemen did when they stalked into the store single file. They then notified the owner of store, who soon arrived on the scene and asked if the policemen had attempted to track the burglar. On receiving a negative reply, the merchant himself walked up the street and picked up a cap which the burglar had lost in his haste to escape. The merchant recognized the cap as belonging to a man who had been hanging around the store for some weeks. On being given the name and description of the man, the officers said they would have him in custody before sundown, but six months have elapsed and the man is still at large. Judging by the speed with which the police department usually moves in matters of this kind, they probably did not think of shadowing the trains until three days after the burglar ran up the street.

The most unique character in Kalamazoo is not a man, but a woman. Her name is Miss Elizabeth Porter and she handles high grade women's wear exclusively. She is even more of an adept in handling her women customers than she is in handling the garments with which she furnishes them. She started in business in a small way some years ago after a careful training in the Gilmore store under the personal scrutiny of that Past Master in merchandising, General Manager Carpenter, and is now known from coast to coast as the most original and clever women's outfitter in the United States. Instead of visiting New York twice a year and selecting enough stock to last her six months, she goes to market nearly every month and keeps the newest things in the garment line coming her way constantly. She knows the needs and requirements of every customer and seldom makes a mistake in size, shade or style. She is a rich woman now, but works just as hard as ever, evidently deriving as much pleasure in serving her customers as her customers feel in dealing with her and knowing they are getting the best to be had in the apparel line.

Eugene Welch, who covered the retail trade of Michigan twenty-four consecutive years for the Clark, Coggin & Johnson Co., of Boston, retired from the road Jan. 1 to devote his entire attention to the life insurance business. As a special representative of the New York Life Insurance Co., he has been the volume leader for the Kalamazoo district for January, February and March, which is a pretty good indication of his energy and aggressiveness. His successor with the coffee house is Cal. W. Clark, who makes his headquarters in Saginaw.

E. A. Stowe.

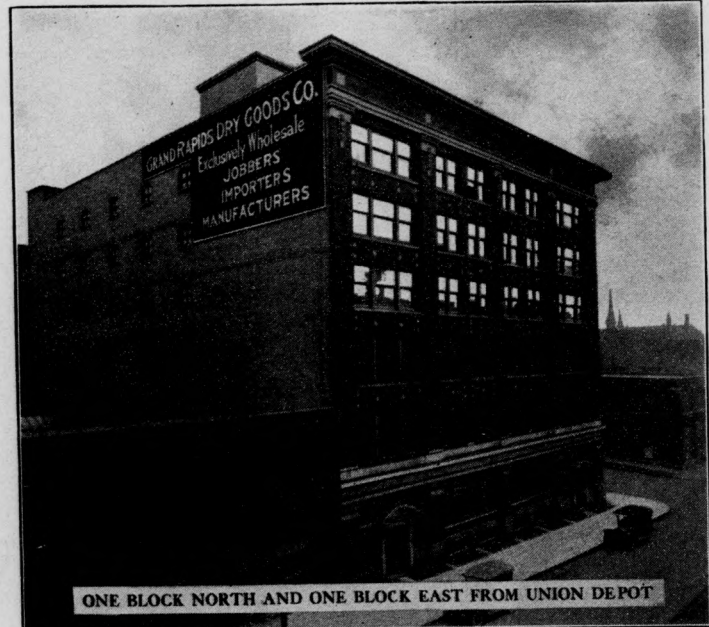
They Helped Him Out.

The other day a breathless individual rushed into a dry goods store and said:

"My wife asked me to get her some sort of cloth. I can't remember the name, but think it's, 'narrow cloth,' or 'wide cloth.' Can you help me out?"

The merchant could and did, handing the man a package of broadcloth.

This is How We Look On the Outside



But it does not show what is being done on the inside. We are remodeling nearly every floor and we have just received a lot of new, up-to-date, dependable merchandise at very reasonable prices.

Our fifth CITY DAY was an even bigger success than the others. Even though it rained and snowed, more merchants came to see us and our sales were the largest that we have ever had in one day in the House. We repeat our challenge 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. We will be looking for you next Wednesday.

Our new busy basement is now open and on any day that you come to visit us, you will find some real specials there. Cultivate the habit of coming to see us. We can make it worth your while on any day of the week and particularly on every Wednesday (CITY DAY.)

Our new Ladies, Misses and Infants' Ready-to-wear Department on the sixth floor is now open, but we will not have our grand opening until a little later when we will have received more of the new merchandise which we will have there.

Be sure to give our salesmen an opportunity to show you their samples. Our men are not only salesmen but they can, and are anxious to help you in any other way possible.

And when you can't come to see us or you do not expect our salesman, just phone us or send us your orders by mail. We will ship immediately at the prevailing prices at the time of shipment.

A good many items are stiffening in price and it would be a good idea for you to cover NOW a good part of your requirements for the next 60 days. We are waiting to hear from you.

Grand Rapids Dry Goods Co.

Grand Rapids, Michigan

PROMPT SERVICE

Exclusively Wholesale

No Retail Connections

BRITE MAWNIN BALKED.**Notes Obtained By Fraud Held to Be Void.**

The case of the Brite Mawnin Wholesale Grocery Co. vs. H. A. Frank, an Oklahoma City grocer, tried last week in the District court at Oklahoma City, resulted in a verdict for the defendant, Mr. Frank. The trial lasted an entire week and the jury was out about six hours.

The verdict probably means that the Brite Mawnin Co. will be unable to do business in Oklahoma, because it is unable to enforce its stock-selling contracts.

The case that was tried was against H. A. Frank, proprietor of the Santa Fe grocery, Oklahoma City. Similar actions were pending against several other grocers who bought stock in the company, and who refused to pay for the stock after making enquiry about the business of the concern and finding they had been deceived.

There were also fifteen or twenty other Oklahoma merchants who desired to repudiate their contracts, and the Frank case was in the nature of a test of all these actual and prospective cases.

Attorneys for the defense proved that the Brite Mawnin Co., and also its agents, had misrepresented the facts in order to induce grocers to invest \$300 each in the stock of the company. It was clearly proven that the company had represented that the Brite Mawnin Co. was able to undersell ordinary wholesale grocers by from 5 to 7 per cent., as claimed; that

the company represented 7,000 merchants who were buying in combination direct from the factories; that no stock would be sold to dealers less than five miles apart; that money invested in the company could be at any time withdrawn in the form of goods or could be turned in to the company at par value any time the purchaser might become dissatisfied. It was charged that the company did not, in fact, sell its stock at par value, as required by Oklahoma law, but that the agent who sold the stock received \$45 of the first payment of \$50.

Many of the claims on behalf of the Brite Mawnin Co. were proven to be false and misleading; that instead of having a very large buying power, the company really has a very limited buying power, and its wholesale house chain is not a large one.

The Brite Mawnin Co. made a tremendous fight to sustain its contention that the stock contracts which it sold in Oklahoma were good and that the retailer buying same should be forced to pay up. It was conceded that the existence of the company in Oklahoma practically depended on the outcome of the suit, for if the company was unable to force a merchant to pay for the stock which he had agreed to buy, the whole proposition would soon fall to pieces. Merchants would be able to drop out whenever they learned they had been defrauded, and the company would never know whether its stock payments were going to materialize or not.

The trial attracted much attention at Oklahoma City, and the outcome

is regarded as a victory for the retail grocers of the State.

The Brite Mawnin Co. is one of the L. C. Creasy chain of companies of which the Grand Rapids Wholesale Grocery Co. is a part. Creasy, the head promoter, receives an exceedingly fat commission on all the goods bought by the company. An effort has been made by the company to get a foothold in Kansas, but it is not believed to have made much progress, although it still has a house at Kansas City, Mo. The Kansas Blue Sky Commission has screwed down on the swindling stock selling methods of the concern pretty tight, and it has interfered with its activities.

The Slimy Hand of Unionism.

Mike McLoughlin was a member of the 102d Regiment, 27th Division, U. S. Army, and was severely wounded in the action at Chateau Thierry. He spent three months in hospital and lately returned from France. Mike had recovered from his wounds and gas damage sufficiently to go to work, and Tom Heslin, formerly of the Food Administration, interested himself in getting him a job repacking eggs at a local warehouse. To do this Heslin had to get a permit for the wounded soldier to work with the union men doing the job. This was granted by the teamster's union and Mike worked one day. Then the bunch with whom he was working informed the employer that either Mike would have to quit or they would walk out. And McLoughlin had to go!—N. Y. Produce Review.

The Book of Plain Prices

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

Butler Brothers

Exclusive Wholesalers of
General Merchandise

New York Chicago
St. Louis Minneapolis
Dallas

ASK YOUR JOBBER FOR

Hart Brand Canned Foods

HIGHEST QUALITY

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

Quality Guaranteed

The HART BRANDS are Trade Winners and Trade Makers

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

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

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

Michigan Factories at

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



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.

The Need of Studying the Customer.
 Written for the Tradesman

"Send up a small roast of beef, please."

"How much would you like?"

"Oh, about four pounds."

What would you send?

One butcher says, "I'd send four and a half pounds—customer's don't expect you to stick to the exact amount and it's good policy to be sure and send enough."

Another butcher says, "I send four pounds exactly. People who figure on paying the price of four pounds of roast beef feel sore when they get a bill for four and a half pounds."

A third butcher treats the matter in a different way. "It all depends," he says, "on the individual customer."

The keynote of successful modern merchandising is to treat the customer as an individual. No two individuals are alike. The merchant's business is to know his customers, not merely as a vague community, but as well-defined individuals, each with his peculiar tastes and prejudices; and then to give each customer just what he wants in the way of goods and service.

This applies, not only to the problem of exact weight or overweight, but to every phase of meat merchandising.

The difficulty with many retail butchers is, that they have not yet come to look upon their business as governed to any extent by the progressive rules which apply to the grocer, the druggist or the hardware dealer. Particularly is this the case in smaller communities, where the meat dealer in many instances still does his own butchering, and where his status remains to a large extent what it was in the first instance, that of a market huckster who brings his goods to a certain stall and waits for people to come and buy from him. But this type of retail butcher is gradually passing from the scene, and his passing has been a striking feature of the development of the retail meat trade in the last twenty years.

In his place has come the retail butcher who realizes that he is in every sense a merchant, and that, far from providing goods and waiting for business to come, it is for him to reach out after business, and, by making his goods attractive and his service satisfactory, to hold his old customers and to win new ones.

To this end the retail butcher should study his customers—study them individually, learn their little peculiarities and prejudices, and pick up the knack of adapting his selling methods to each individual with whom he has to deal.

"People have got to have meat," says one meat dealer. "I have meat to sell. Whatever I do, I'll get my share of the business. As a matter of fact, the retailer has to deal, not merely with customers who must have what he sells, but with competitors who will be glad to give service in order to secure the patronage they must have. Competition demands of the retail butcher modern methods at the merchandising end of his business. Just as the proper handling of his stock demands modern refrigerator equipment, and the proper care of his store demands cleanliness, so the proper catering to his customers demands service at the selling end.

The best service is that which adapts itself to the individual customer, and meets his particular needs. To do this, the merchant must know his customer. Not socially, perhaps, but personally—yes. Henry Q. Jones abhors pork, except when it is disguised as sausage. The merchant who gets a line of that particular idiosyncrasy of Henry Q. Jones, instead of antagonizing Henry Q. by saying, "Would you like some pork chops to-day?" will meet the situation by suggesting a sirloin steak, or lamb chops, or—sausage. Mrs. Mary Wilkins runs a boarding house; naturally, she doesn't care for the most expensive portions; it is by knowing what she wants and giving her just what she wants, that you will hold her business which, although not extreme in quality, is extensive in quantity. On the other hand, Fitzroy Warren, up on the avenue, isn't worried about the price, but if you send him a poor cut there's trouble in the house, which trouble filters down through Mrs. Warren and the Warren cook and servitors direct to the retailer.

I know a clerk who seems to have as many sides to his nature as a diamond. A big, genial customer comes in and Mr. Clerk starts to jolly him about the races while filling his order. A clergyman comes next, and Mr. Clerk is friendly but dignified, with a word or two on some church or social activity. With one customer he can enthuse regarding the baseball score; with another he mourns the wet weather and the unfavorable outlook for this or that crop. He illustrates in a sense another phase of studying the customer—that adapt-



**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 Railroad**

DEPEND ON PIOWATY

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

Fruits—Vegetables—Grocers Sundries

M. Piowaty & Sons of Michigan

MAIN OFFICE, GRAND RAPIDS, MICH.

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

OUR NEAREST BRANCH WILL SERVE YOU

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



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

We are Western Michigan agents for Grant Da-Lite Egg Candler and carry in stock all models. Ask for prices.

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.

ability of approach which makes so much for success in salesmanship.

Salesmanship is coming to be a decidedly important factor in the retail butcher business, and it will grow in importance with the years. The most successful salesmanship, instead of adopting a certain set of arguments for all comers, recognizes the fact that the customer is an individual that no two individuals are alike, and that you can get along best with the individual customer by adapting yourself to his individual preferences and prejudices. So, the good salesman studies his customer, and learns the knack of adapting his approach to the individual, and of bringing to bear the precise arguments best calculated to meet that particular customer's objections or criticisms.

People instinctively prefer to deal with real friends; and in the mind of the average individual the merchant who takes a friendly interest and who seems to know, without the asking, just what is wanted, ranks as a real friend. So, it will pay the retail butcher and his clerks to do more than merely hand out the goods asked for—it will pay them to study each individual customer, to "get a line on him," to learn what interests him and what antagonizes him, and to remember these things and be guided by them when next a mutual transaction takes place. Victor Lauriston.

Association Pays for 1918 Prunes.

California growers who are members of the California Prune & Apricot Growers, Inc., will receive checks for the prune crop of 1918 at prices ranging from 1/4@1 1/2 cent a pound above the prices set by the Government last fall. Announcement to this effect was made at Chico, Cal., by Sherman A. Reynolds, Chico packer for the Association. Reynolds also said that prospects throughout the State were for a 1919 prune crop 50 per cent. larger than the normal California output. All the 1918 prune crop now is packed, sold and paid for, and the directors have just computed the net returns to the growers, which are now being made.

California Green Grapes for the East.

Green grape buyers are now scouring the country and making every effort to sign up contracts for the coming season, say Hanford, Cal., advices. One firm alone claims to have

signed a contract for 7,000 tons, all for shipping to Eastern points. It is estimated that Kings county will have an output of about 50,000 tons this season, between 12,000 and 13,000 acres in the county being in bearing grapes. The majority of these are Muscat grapes. Last year more green grapes were shipped from Kings to Eastern points than ever before, and as the result of the excellence of the fruit there is considerable demand for the California green grape.

Canners Hedge on Tomato Prices.

Growers of tomatoes in the Manteca section, say Stockton, Cal., advices, are delaying planting this year because of unfavorable contracts offered by the canners. Due to the ending of the war and the overstocked condition of the market at the present time, the canners are placing an option clause in the contracts that does not compel them to buy up all the tomatoes contracted for in case the market becomes unfavorable. The growers frown upon this provision and are holding off planting, waiting for a more satisfactory condition.

Canning of Asparagus Begun.

With hundreds of employes at work, seven delta region canneries in Sacramento and Solano counties have begun the 1919 asparagus canning season. The quantity and quality of the asparagus is said to be excellent and a large pack will be made. Plants to start operation were these: Libby, McNeill & Libby, three plants, one each at Grand Island, Lockport and Isleton; California Packing Corporation, three plants, one each at Rio Vista, Grand Island and Vorden; Pratt-Low Company, one plant at Grand Island.

The postage stamp that carries a love letter seldom sticks to cold facts.

Money Saved by Buying Your EGG TESTER

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

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

We offer FORTY CENTS a pound, net delivered Chicago, for any GOOD PACKING STOCK BUTTER up to 5,000 pounds from any one shipper, to be shipped up to and including TUESDAY, APRIL 29th.

Mail invoice and make draft for 80%, with Bill of Lading attached, if you wish.

J. H. WHITE & CO.

221 W South Water St. CHICAGO, ILLINOIS

Red Crown Ready To Serve MEATS
are wonderful values

When a housewife buys Red Crown Meats, she gets lean, tender meats at a fraction of the cost of butcher meats of like quality. She gives her family meats trimmed of all waste and cooked by an exclusive vacuum process which retains all the real meat juices and flavor. She gets the quality and the convenience that she wants, and she saves money besides.



In December Good Housekeeping there is a full-page advertisement on Red Crown Chili Con Carne. In every issue of this big food magazine we are telling the story of Red Crown goodness to 350,000 live prospects. Can you doubt the wisdom of pushing these meats for which there is a big and growing demand?

ACME PACKING COMPANY
Chicago, U. S. A.

For All Cleaning—

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

FELS-NAPHTHA SOAP

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

Fels & Co.

Philadelphia, Pa.



The wise Merchant Buys to Please his Customers

There is No finer Peanut Butter Made

Bel-Car-Mo

Comes in 8 oz. to 100 lb. Tins

Ask Your Jobber

MOORE'S SPICES

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

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

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

THE MOORE COMPANY, Temperance, Mich.



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

Persistence Is a Vital Factor In Paint Sales.

Written for the Tradesman.

The foresighted hardware dealer has already fairly launched his spring paint campaign. Experience has shown that it is good policy to lay all the plans for the spring campaign in the winter months, so that the spring months can be devoted to the work of actual selling. Many hardware dealers have all their advertising copy prepared ahead of time, have sketched their succession of window displays, and, of course, have their prospect lists compiled and their follow-up-by-mail campaigns planned.

With this preliminary work accomplished, the spring drive can be centered largely on the actual selling.

It has been said that planning is half the battle. This is doubtless true of the well-planned paint campaign. But if planning is one-half of the battle, persistence is unquestionably the other half.

Without persistence, the best-planned campaign is apt to end in a fizzle.

There is hardly any business where cumulative results of advertising are so apparent as in the paint business. The first, second or third broadside of mail matter may fail, the entire campaign may fail, yet results may be realized next year, or many years after.

Here is an instance. About 1910 a houseowner in a small town got prices on ready-mixed paint from a hardware dealer. It was late in the fall, too late to paint, the man decided; but the dealer put his name on the prospect list for the 1911 spring campaign. He bombarded that man with follow-up literature throughout the spring. In the fall he let up. The man bought paint that fall, or next spring, from another dealer, whose store he passed on his way to work.

Apparently the first dealer's expenditure of advertising ammunition was a complete waste.

In 1913 the man built a new house. One day he dropped into the first dealer's hardware store, got prices on ready-mixed paint, and ordered sufficient to paint the new house.

Had the dealer continued his follow-up advertising for a second or third season he would possibly have secured the first order, the one he was after. The securing of the second order, without any extra effort, is a striking incident of the seed of advertising sown on dry ground which germinates when the rain comes.

The paint dealer, in his advertising, must look, not merely to immediate and direct results, but to cumulative, indirect results. He may not sell this year, or the next or the year after that, but if he keeps at it, he will ultimately sell. The one requisite is persistence.

In this year's spring paint campaign, however, persistence is apt to make all the difference between big success and comparative failure.

It is easy to launch a widespread, aggressive, comprehensive selling campaign. It is another thing to continue that campaign in the face of apparent failure.

The spring paint campaign is planned beforehand, and consequently can take no account of what the weather will ultimately be. If the campaign is started according to schedule and the season is late, paint sales are apt to be slow. Even in the most favorable season, immediate returns are not always apparent.

Such a condition is apt to discourage the dealer who doesn't keep constantly in mind the fact that good advertising is never lost. If results don't show now, they are sure to show later. The main thing is to keep on pushing paint.

If the season is a little slow in beginning, and paint refuses to move, it is a good thing to go outside the store and do a little personal canvassing. Pick out a bunch of the likeliest prospects, make a dead set on them, if necessary make some slight price concession, but land the business. A few good orders right at the start do a lot to put punch into your future efforts in the paint department. You can point to these customers who have already bought paint from you this season. Their example will help you to make other sales from behind the counter.

TAKING INVENTORY

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

Bell Phone 596 Citz. Phone 61366

Lynch Brothers Sales Co.

Special Sale Experts

Expert Advertising
Expert Merchandising

209-210-211 Murray B. g
GRAND RAPIDS, MICHIGAN

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

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

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 Superroyl RINGS

Allow perfect lubrication without excess oil.

Distributors, SHERWOOD HALL CO., Ltd.

Grand Rapids

Michigan



SIDNEY ELEVATORS

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

Sidney Elevator Mfg. Co., Sidney, Ohio

Jobbers in All Kinds of
BITUMINOUS COALS
AND COKE

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

In connection with your mailing list campaign, if you conduct one, make aggressive and persistent use of newspaper space and window display. Bring the paint department as near as possible to the front, and use cards, hangers and other accessories supplied by the manufacturers. In short, bring all your guns to bear in your drive, and keep up a persistent fire.

A big factor in successful paint selling is personal work. It is personal work that clinches the biggest proportion of the sales made. Newspaper advertising and window display may attract prospects in the first instance, mail matter may enhance their interest, but in the long run the personal salesman is the dominant factor in the situation.

Too often the attitude of the hardware salesman toward the paint prospect is merely half-hearted. If a man asks regarding paint he is polite, he shows color cards, he quotes prices, he makes estimates—but he does not follow up. Many salespeople, indeed, seem to have the idea that to follow up a customer by personal enquiry after the subject of paint has once been discussed is apt to offend him and drive him away from the store.

Now, this is a wrong attitude to take. Here and there an exceptionally touchy customer may take offence; but the vast majority of customers do not. Indeed, it is just such personal following-up of individual customers that clinches a lot of sales. So, if a customer has discussed house-painting, and hasn't made a decision, don't hesitate if opportunity offers to refer to the matter again. Bring it up at the first opportunity. It pays.

One hardware dealer bridges the difficulty very neatly, and discounts any possibility of causing offence. If a customer, after discussing the subject of painting, postpones the matter, the dealer meets the situation by asking "When can I see you again?" He makes a note of the date, and when the date comes round he gets in touch with that customer at once, by mail, or telephone, or personally. If a customer talks of waiting until next season, the salesman himself suggests a date before the end of the present season—perhaps a day or two ahead, perhaps next week. In any event, if the sale positively cannot be clinched at the moment, the salesman contrives to leave the way open for resuming the discussion as speedily as possible. Even where a customer says "No," he endeavors to leave the way clear for a future consideration and a future canvass.

Persistence is essential to the success of the paint campaign, and it is persistence all along the line—in the mailing-list campaign, in newspaper advertising and in window display. But persistence in personal effort is the big and vital factor.

On no account allow your efforts to slacken. Rather, as the season advances, see that your efforts to sell paint are redoubled.

Victor Lauriston.

Sound money is what the organ grinder gets for moving on to the next block.

Mr. Wilson As An Idealist.

I observe that the Tradesman criticizes President Wilson for not squaring his idealism—his sympathy for those who suffer from injustice—with his deeds, as instanced by our neutrality in the face of outraged Belgium.

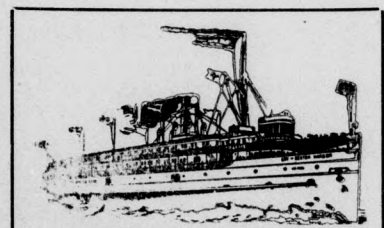
The exact time that we should have entered the war is largely a matter of opinion; but I think the future historian will write it down as a firm conviction that Mr. Wilson waited until he could positively crystallize public opinion and firmly and unequivocally pledge his countrymen to a war that was to make the world safe for democracy.

This was his ideal; and later, translating this ideal into action, he pledged the whole civilized world to his fourteen points that were incorporated in the armistice, and which were to eliminate future wars and give to all the peoples of the earth self-determination. Has Mr. Wilson wavered a hair's breadth or faltered for one instant in this programme? The delay, the confusion, the obstruction in perfecting the Peace Treaty and the backfire here in America are because Mr. Wilson is standing firm as a rock "without regard to cost" in a heroic effort to redeem his country's pledges and to force the allied governments to keep theirs.

I would prefer to keep to the field of history, but following the Tradesman into the realms of prophecy, permit me to say that if in casting about for a candidate for President of the League of Nations, for one who has the entire confidence of the peoples of the earth, should the conference decide on Mr. Wilson as the noblest Roman of them all they will only have selected the greatest statesman of their time.

And if the people of the United States should, putting aside all precedent, nominate him for a third term they would be paying a fitting tribute to a man who has the vision of an idealized future, together with the consummate ability to point the way.

Louis B. Parsons.



**GRAHAM & MORTON
Transportation Co.**

CHICAGO

\$3.50 P us
War T. x

Michigan Railway

Boat Flyer 7 P. M.

Tuesday—Thursday—Sunday

Leave Holland 8 p. m. Tuesday—Thursday—Sunday
Leave Chicago 7 p. m. Monday—Wednesday—Friday

Prompt and Reliable for **Freight Shipments**

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

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

MCCRAY
SANITARY REFRIGERATORS

For All Purposes
Send for Catalog
MCCRAY REFRIGERATOR CO.
944 Lake St. Kendallville, Ind.

OFFICE OUTFITTERS
LOOSE LEAF SPECIALISTS

THE Tisch-Hine Co.

217-239 Pearl St. near the bridge Grand Rapids, Mich.

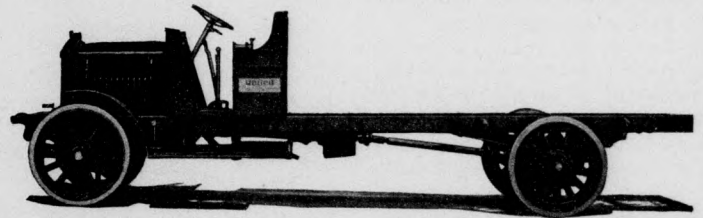


**Store and Window
Awnings**

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

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.

**Red Crown
Gasoline for Power**

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

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

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

For sale everywhere and by all agents and agencies of

STANDARD OIL COMPANY

(INDIANA)

Chicago

U. S. A.



Grand Council of Michigan U. C. T.
Grand Counselor—W. T. Ballamy, Bay City.
Grand Junior Counselor—C. C. Starkweather, Detroit.
Grand Past Counselor—John A. Hach, Coldwater.
Grand Secretary—M. Heuman, Jackson.
Grand Treasurer—Lou J. Burch, Detroit.
Grand Conductor—H. D. Ranney, Saginaw.
Grand Page—A. W. Stevenson, Muskegon.
Grand Sentinel—H. D. Bufen, Lansing.
Grand Chaplain—J. H. Beiknap, Bay City.

The Salesman versus The Drummer.

The Salesman—A gentleman.

The Drummer—A pest.

The Salesman—A man with keen insight to human nature.

The Drummer—A man who never knew that human nature was a study.

The Salesman—A man who uses good language.

The Drummer—A man who uses the latest slang.

The Salesman—A man who dresses cleanly and modestly.

The Drummer—A man who wears flashy clothing with his trousers six inches above his shoe-tops, and uses cologne.

The Salesman—A man who reads the current events and can talk with knowledge about the world's events.

The Drummer—A man who knows all about the best boxer and the fastest horse, the latest divorce case, or shooting scrape.

The Salesman—A man who enters an office with a smile and removes his hat, shakes hands when offered, and takes a chair when invited.

The Drummer—A man who breezes in, throws the telephone girl at the door a sly and would-be captivating glance, yells "Hello!" to the clerk, stalks in the buyer's office, pokes out a cigar, invites him to "Mit me," sprawls in a chair, jams his hat on the back of his head and blurts out, "Well, what's doin'?"

The Salesman—A man who makes statements reservedly and avoids an argument.

The Drummer—A man who knows it all and insists upon it and offers to bet 10 to 1 he's right.

The Salesman—A man who goes into a hotel and waits his turn.

The Drummer—A man who elbows his way through and needs more attention than a chorus girl.

The Salesman—A man who knows his business and talks about it.

The Drummer—A man who thinks he knows his business and talks mostly about his competitors.

The Salesman—A man who tells of his firm and its virtues, of his goods and their qualities.

The Drummer—A man who "knocks" his competitors and talks about everything else but his goods.

The Salesman—A gentleman who goes to bed at a reasonable hour, when he can, and begins the new day fresh.

The Drummer—A person who frivols his nights at cabarets, goes to bed when there is no place else to go, and gets up the next day feeling like a dish-rag.

The Salesman—A man with a book full of orders.

The Drummer—A man with a book full of addresses.

Which do you think it's better to be, a Salesman or a Drummer? There's no question about which pays the best. Look yourself over—become a surveyor of yourself for a moment. H. R. Wardell.

The Value of Good Will.

In a certain large wholesale establishment a young clerk was complaining that he had spent several hours trying to get for a customer an article which the house didn't carry in stock. "And the worst part of it is," he said, "that our profit on the sale was just 19 cents, so that, figuring my time, the house lost about \$1.50."

The head of the concern, who happened to be passing, overheard the remarks, and delivered a timely lecture on the clerk's narrow viewpoint. "Young man," he said, "if this house or any other house took the attitude that every action should be influenced by the margin of profit which it yielded, its existence would be a mighty short one, but no shorter than it deserved to be.

"This business, and every other successful business, is built on the good will of its customers. Without that good will we couldn't pay our expenses, much less show a profit. It is such little services as you have just performed that build up and cement that good will.

"You are not doing Mr. Brown a favor—you are simply rendering him a small part of the service which he has a right to expect. Always bear in mind that the most important of all things is to gain and keep the good will of a customer, and profits will take care of themselves."

He'd Got Religion.

"Parson," exclaimed Ephraim "I've got 'ligion—'ligion, I tell you!"

"That's fine, brother! You are going to lay aside all sin?"

"Yes, sah."

"You're going to church?"

"Yes, sah-ree."

"You are going to care for the widows?"

"Ah, yes sah."

"You are going to pay your debts?"

"Sah? Dat ain't 'ligion; dat's business."

Verdict for \$4,075 In Automobile Damage Suit

Kalamazoo, Mich., April 2—In the circuit court to-day the jury brought in a verdict of \$4,075 against J. Allen Snyder, to recover for injuries sustained by Frederick Uithoven as a result of an automobile accident in which it is claimed that Frederick Uithoven has suffered injuries of a serious nature. J. Allen Snyder was insured in one of the small insurance companies which gave him protection for \$800 for liability and he will have to pay the amount of \$3,275.

As the result of this verdict automobile owners are much interested in the policy of insurance they take. The Big Mutual Automobile Insurance Company of Howell protects the owner of the car against damage claims made against him above \$25 up to \$5,000. During the five seasons that the company has been operating no member has had to pay to exceed \$25 upon a claim, as the policy has been sufficient to take care of large claims.

Automobile salesmen are taking more interest in insurance and are recommending the Citizens Mutual Automobile Insurance Company of Howell as it has a large reserve fund of \$65,000 and monthly income sufficient to pay \$15,000 of claims per month.

This is the only mutual that has so large a reserve fund to meet the serious losses.

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

CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION



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

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

LITTLE DUTCH MASTERS CIGARS

Made in a Model Factory

Handled by All Jobbers

Sold by All Dealers

Enjoyed by Discriminating Smokers



They are so good we are compelled to work full capacity
 to supply the demand

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

Bottom Facts From Booming Boyne.

Boyne City, April 15—The steamer Griffin left last week for Buffalo with 2,051 tons of pig iron. This is the opening of navigation for Boyne City and is the first boat down the lakes this year. The Griffin has received a thorough overhauling during the alleged winter at this port under the supervision of Capt. J. H. Gallagher and chief engineer, Guy Squires.

There is a very strong probability that the Merchants Transit Co. will run the steamers Kansas and Missouri to this port this season, including Boyne City in the list of ports on the East shore of Lake Michigan served by the steamers of that line.

C. W. Wing, of Bellaire, has assumed the duties of County Agent and commenced his work April 15. Mr. Wing comes to us from the position of County School Commissioner of Antrim county.

Some interested party told the farmers of "The Peninsula" that the Boyne City Chamber of Commerce was opposed to a road improvement on the South shore of Pine Lake to Ironton, so a bunch of them came up last Friday night to motion it out to us, that they wanted, needed and must have a good road. Their ammunition was a total loss, as they found that that same road was one of the C. of C.'s pet projects and activity in that direction was held up only because we could not get a favorable decision on the State road project to the North of town and that, now that that matter was in a fair way of settlement, their needs would receive immediate attention. The Chamber of Commerce is in no sense of the word a political organization, but it is hardly to be expected that its membership will tolerate men in public office who do not favor the projects for the betterment of the business conditions of the community.

Our real estate dealers report very flattering activity in city and farm property and the Electric Co. tells us of more than normal extension of domestic electric service.

April 22—The V Liberty loan started off with a boom last Friday night. Judge Harris has his committee all lined up and every one has his hand pocket, ready to "Finish the Job." Our astute Judge is some organizer and what he does not know about Boyne City and Charlevoix people is "what no feller can find out."

One of our best druggists says that he has the best cigars, kept in the best shape and at the best prices in the city, but no one knows it but his personal friends and they won't give a good thing away. As we diagnose the case, a liberal dose of printer's ink, administered weekly or bi-weekly—not weakly—would go far to relieve the congestion and have a decidedly reviving effect.

Friend wife says the Tradesman should go into every household, for the benefit of the housewife in sizing up the food and clothing situation. Come to think of it, she isn't so far wrong. Eats and clothes are pre-eminently the province of both the Tradesman and the housewife—supply and demand, as you might say.

Some of our business men are on the same plane that all business was conducted fifty years ago. They won't trade with a competitor, won't go into his store, and won't recognize the worth of either his goods or his work. Mighty poor business. The only way to best a competitor is to sell better goods at as good or better prices and give better service. The public do not care one tinker's damn about your personal jealousies. What they want is service and if your competitor has got you faded, you are out of luck.

Capelin says that he didn't get his start on the eight hour-a-day—time and a half for overtime—and double time for Sunday—plan. Come to think of it we don't know of any one who holds or keeps a responsible position who does. It is mostly on

the catch-as-catch-can principle, twenty-four hours a day and catch your eats and sleeps as you can. The labor union propaganda never gets a decent man anywhere.

The chances for a direct steamer line to and from Chicago are looking very good. A representative of the owners has been in town for a time and has aroused much interest in the matter. Boyne City has needed such a line for many years to develop its unrivaled resort possibilities. It is just the region for the modest cottagers recreation, and that is the kind we want. We can accommodate 2,000 summer "shacks" along the beaches of beautiful Pine Lake. Maxy.

Late News From Michigan's Metropolis.

Detroit, April 22—Detroit now ranks third among the United States cities in money deposits in the Postal Savings bank, with a total of \$5,821,000. These figures are surpassed only by Chicago and New York.

Announcement has been made by the Detroit Savings Bank that work will shortly begin to transform the first two stories of the Chamber of Commerce building into a granite-walled, marble-interior home for the bank. Remodeling of the entire building, without material change in the upper stories, is a part of the plan, which is said to involve an expenditure of approximately \$300,000. The bank will occupy its new quarters within six months of the beginning of building operations.

One of the landmarks of Detroit manufacturing will pass out of existence May 1, when the Beck Cereal Co., 569 West Fort street, goes out of business after a successful career of forty years. The machinery has been sold and the buildings are being remodeled for another tenant. George Beck, founder and president of the company, had planned to retire two years ago. Under war conditions, however, the demand for all food products seemed to make continuation of the milling business a patriotic duty. Since conditions have returned almost to normal, his plan for retiring is being carried out. This company did a large trade in supplying both foreign and domestic markets with rolled oats, oat meal and corn goods. Mr. Beck has been a prominent member of the Detroit Board of Trade for many years and has been honored by election to the position of president, also serving in several other positions.

William A. Ratigan, member of the Board of Commerce, will become associated in business with Joseph A. Braun, President of the Braun Lumber Co., on Monday, April 14. Mr. Ratigan has been a member of the editorial staff of the Detroit News for some time. He is the son of William P. Ratigan, former wholesale grocer, and is an ardent Detroit.

The second of the series of trade promotion trips conducted by the Wholesale Merchants' Bureau was made to-day. The party, composed of thirty-five wholesalers, bankers and manufacturers, left via the Wabash railroad at 8 o'clock this morning. The first stop was at Adrian. A party of 100 retailers of that city were entertained at the Elks' club by the Detroiters. The Detroit party left Adrian in the afternoon, reaching Monroe at 3:45 o'clock, and entertained the Monroe business men at dinner. The party will reach Detroit about 10:30 o'clock to-night. The party included representatives of Lee & Cady, Buhl & Sons, Burnham, Stoepel & Co., Chope-Stevens Paper Co., The Carey Co., Crane Co., Farrand, Williams & Clark, E. B. Gallagher Co., National Grocer Co., Detroit Lead Pipe Works, Whitaker Paper Co., Michigan Drug Co., Edson Moore & Co., W. H. Edgar & Son, A. Krolik & Co., Union Paper & Twine Co., Garton-Fisher-Wills Co., Standart Bros., Detroit United Railway, National Bank of Commerce,

American State Bank, First & Old National Bank, Bank of Detroit, Peoples State Bank, National City Bank of New York, National City Co., Highland Park State Bank.

Late Mercantile News From the Celery City.

Kalamazoo April 22—Edward Weiser has re-opened a new grocery store at Niles. Stock sold by Harrison Bauer, of the Worden Grocer Company.

The Standard Oil Co. has begun razing the buildings located on the sites of the new gasoline service station and building operations will begin at once.

The Kalamazoo Creamery Co. has moved into its new quarters on Lake street, having purchased the property formerly occupied by the Kalamazoo Brewing Co.

William F. Engel has returned from overseas, where he has been taking a little hunting trip for Kaiser Bill's gang. License issued by Uncle Sam.

W. H. Fletcher has a fine new Oldsmobile touring car. Bill says he is going to enjoy Thursday afternoon holidays this summer in his new bus.

Fred Marley has made a number of new improvements in his drug emporium on West Main street. His brother, Duffey, is assisting him as chief soda dispenser and clerk.

One of the boldest robberies and burglaries ever committed in Kalamazoo took place last Friday night in the Hotel Burdick block at the Mattison Drug Co., when Walter W. Mattison, manager, was brutally murdered by two young assassins while counting up his day's receipts.

Fire which was apparently of an incendiary origin destroyed the stock of C. O. Rockwell, at 814 South West street, Monday night. Kerosene oil was saturated over the floor. Owing to the fact that the store was tightly closed, the blaze was smothered before it got much headway.

Frank A. Saville returned last Wednesday from a two weeks' forced vacation spent at the sanitarium in Petoskey.

After being closed to popular road attractions for the past ten years, the Academy of Music theater opened its doors Sunday with a seven act Keith vaudeville show. Frank A. Saville.

Clouds.

Written for the Tradesman.

Clouds really seem to be
Some living fantasy
The great ethereal dome
Were like a barren home
Undecked, so beautify
The clouds our vaulted sky.
The artist I do not know
But how fittingly they show
New beauty every day
In an ever charming way.
How often one by one
They fly before the sun
And then like he would hear
Approach so very near
They hide his shining face
His radiance embrace
To tell him for they know
How all his winds go blow;
For clouds without a fear
Police the atmosphere.
If rainy hours are near
The nimbi will appear
All grim and dark and gray
Yet never long they stay
For soon in grandeur show
In golden after glow
Skv daffodils and things
With fleecy feathery wings
Having every tint and shade
Of which rainbows are made
Sometimes I see on high
Real islands in the sky
Midst fair and placid seas
With wondrous shores and trees
And hills beyond untill
I lose myself—for still
The beauty stretches far
Till glows the evening star.
Nor can one soon forget
The hour when sun does set
Each busy cloud reclines
And with their straightened lines
They form a thorough-fare
With glory passing there.
How often do we see,
In delicate tracery,
The clouds so interlace
We trace some form or face
Of those who once were near
And a moment re-appear
With all their imagery.
How much clouds mean to me.
Charles A. Heath.

THE GERMAN LANGUAGE.**Valid Reasons Why It Should Be Prohibited.**

Butman, April 18—I regret to find the following item in the Michigan Tradesman of April 16:

"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."

I must confess that it hardly seems possible to me that the Tradesman means to be taken seriously in regard to such statements. There were enough of them during the war, but I found it impossible to relish them. They were neither edifying nor elevating. It is, perhaps, true that the prejudiced fanatic might find some satisfaction in them, but does the Tradesman assume that its readers are of that class? In the clipping quoted I find neither sense nor dignity. I hate to draw the conclusion that the Tradesman doesn't know how to appreciate a good book, even if it should be in the German language by a German author. I have read mostly English books, but also a goodly number by German authors in the German language, and I will state, without fear or favor, that they compare favorably.

I never thought otherwise but to keep my German books in my possession, and to be told that that is an evidence of disloyalty I consider an insult if it were not so foolish.

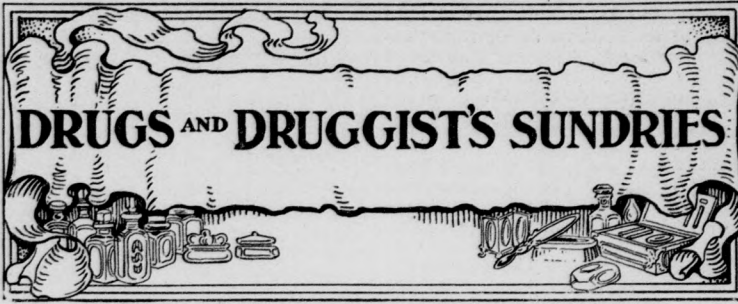
I believe I am voicing the sentiments of many of your readers and my desire is that you maintain the dignity of your publication.

L. V. Soldan.

If telling the truth about the German people is an indication of a lack of dignity, the Tradesman surely is guilty of the charge laid at its door by the author of the above letter.

Prior to the Kaiser's war, German was the chief modern foreign language studied in our schools. This fact was due (1) to the rather widespread belief in this country of the superiority of things German in the educational world; (2) to the large number of citizens of German birth and German descent who wished their children to study German; (3) the ease with which, because of this large German element in our population, teachers who had a practical and ready command of German were obtainable, as compared with the difficulty in securing teachers equally well equipped in Romance languages. French and Spanish in particular, and (4) especially to the unceasing propaganda made by Germans and teachers of German to encourage the study of that language. This propaganda was carried on in both legitimate and illegitimate ways. As an instance of the latter, one has but to recall, for example, the efforts of the National German-American Alliance, subsidized by Berlin. The utterances of the leaders of that organization (whose national charter has been revoked by Congress) are well known. Possibly it is pertinent to cite a few of these. "The National German-American Alliance aims to bring about this unity of feeling in the population of German origin in America, and if it only approximates the same, namely, the centralization of the German-American element, it will, nevertheless, have accomplished as great a work as was performed in 1871 by the Iron Chan-

(Continued on page thirty-two.)



Michigan Board of Pharmacy.
 President—Leonard A. Seltzer, Detroit.
 Secretary—Edwin T. Boden, Bay City.
 Treasurer—George F. Snyder, Detroit.
 Other Members—Herbert H. Hoffman,
 Sandusky; Charles S. Koon, Muskegon.
 Examination Sessions—Grand Rapids,
 March 18, 19 and 20; Detroit, June 17,
 18 and 19.

Important Narcotic Tax Decision.

The Internal Revenue Bureau has decided that the new tax of 1 cent per ounce, or fraction thereof, on narcotic drugs, or preparations thereof, must be paid on every individual package, or container, by affixing a stamp thereto, this to be done by manufacturer. Regardless of the form or size of the package, or container, the tax must be paid and the necessary stamp affixed. Representatives of the National Wholesale Druggists' Association, the Proprietary Association and the National Association of Retail Druggists argued against the imposition of this tax on any but original packages and contended that original packages did not mean the individual units they contained, but the Department has ruled otherwise. Moreover, the representatives of these organizations maintained that the tax should not be applied to the entire volume of a narcotic product, or preparation, but to the narcotic content alone, but the Department also overruled this point and decided that the tax must be paid on the entire volume, or the full contents of the package or container. Of course, this does not apply to such preparations as are exempted by Section 6 of the Harrison Act, that is, those which contain no more than the amounts specified in Section 6.

It is feared that the decision of the Department of tax narcotic drugs, or preparations, on the entire volume thereof and to define an original package as the individual unit put up by the manufacturer will revolutionize the drug trade and pharmacy, so far as the manufacture and distribution of narcotic drugs and medicinal preparations containing them in quantities exceeding the amounts exempted by Section 6 are concerned. What is more, it is more than likely that the medical profession will find itself seriously embarrassed. Nor is it certain that the sick and suffering will escape embarrassment and injury. The fact that narcotic drugs play an important and indeed vital part in the administration of medicines indispensable to the preservation of health and life was at once recognized by those who represented the civilized nations of the world at The Hague when the International Opium Convention was drafted several years ago, but while that convention provided for no interference with the use

of narcotic drugs for legitimate and medical purposes, the United States seems to have overlooked or ignored this fact, although this country is pledged to faithfully carry out all of the provisions of the convention by appropriate legislation and administration.

The Drug Menace.

It is reasonable to suppose that many persons, deprived of the alcoholic stimulants, may resort to drugs as a substitute, but it is hardly fair to hold prohibition altogether responsible, before its advent, for this evil. The use of drugs, particularly cocaine, has of late years increased largely and especially among some classes of women.

It is not an American or a New York problem alone, however. London, which is threatened with no curtailment of its beverages, has the same evil. Recently there a young actress, a popular music hall favorite, died as a result of taking too much cocaine. The investigation developed that she had no intention of committing suicide, and that the drug was obtained by her regularly. As a result of this and other cases, the authorities have conducted raids which have uncovered a regular traffic in cocaine.

Cocaine is an insidious drug, cumulative in effects and deadly in its final results. It requires no hypodermic needle—is used as our forefathers used snuff. In many instances cocaine is resorted to by those who no longer find alcohol affords them sufficient stimulation. In these cases prohibition may, in the long run, help eliminate the drug habit.

Another Day.

Written for the Tradesman.
 There's a heart-throb ecstasy
 When morning comes; to me
 It ever does appear
 Some unseen friend is near
 Whose fellowship I feel
 And share in common weal
 Another day.

For ever do I awake
 With desire to undertake
 The tasks which stand before
 My nightly shuttered door
 Which now with joy I open
 To welcome with its hope
 Another day.

And through the working hours
 There's rivalry; the powers
 To do, to act, to will
 Unsatisfied, until
 There falls the evening sun
 And needful work is done
 Another day.

Yet perfectly I know
 My door will open slow
 Some day: the morning hour
 Without its thrill and power
 Will come to me: yet will
 My faith be stronger till
 Another day.

Charles A. Heath.

The average man who claims to be the architect of his own future never gets the foundation finished.

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

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.



COLEMAN (Brand)
Terpeneless
LEMON
and Pure High Grade
VANILLA EXTRACTS
Made only by
FOOTE & JENKS
Jackson, Mich.



Chocolates
Package Goods of
Paramount Quality
and
Artistic Design

1919

Drugs, Sundries, Books,
Stationery.

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

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

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

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

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

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

Yours respectfully,

Hazeltine & Perkins Drug Co.
Grand Rapids, Michigan



ICE CREAM

MADE IN GRAND RAPIDS

ARCTIC ICE CREAM CO. Claude G. Piper, Mgr.

WHOLESALE DRUG PRICE CURRENT

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

Acids	Cotton Seed 2 05@2 20	Capsicum @2 15
Boric (Powd.) . . . 18@ 25	Eigeron 6 50@6 75	Cardamon @2 10
Boric (Xtal) 18@ 25	Cubebs 11 50@11 75	Cardamon, Comp. @1 60
Carbolic 25@ 29	Eigeron 9 00@9 25	Catechu @1 50
Citric 1 54@1 60	Eucalyptus 1 25@1 35	Cinchona @2 35
Muriatic 3 1/4@ 5	Hemlock, pure . . . 2 00@2 25	Colchicum @2 40
Nitric 10@ 15	Juniper Berries 16 00@16 25	Cubebs @2 60
Oxalic 53@ 60	Juniper Wood . . . 3 00@3 25	Digitalis @1 60
Sulphuric 3 1/4@ 5	Lard, extra 1 50@1 70	Gentian @1 35
Tartaric 1 12@1 20	Lard, No. 1 1 30@1 50	Ginger @1 50
	Lavender, Flow. . . 9 00@9 25	Guaiac @2 20
	Lavender, Gar'n 1 50@1 75	Guaiac, Ammon. @1 80
Ammonia	Lemon 2 25@2 50	Iodine, Colorless @2 00
Water, 26 deg. . . . 11@ 20	Linseed, boiled, bbl. . . @1 67	Iron, clo. @1 65
Water, 18 deg. . . . 10@ 18	Linseed, bld less 1 77@1 82	Kino @1 85
Water, 14 deg. . . . 9@ 17	Linseed, raw, bbl. . . @1 65	Myrrh @2 50
Carbonate 19@ 25	Linseed, raw less 1 75@1 80	Nux Vomica @1 75
Chloride (Gran.) . . 20@ 30	Mustard, true, oz. . . @2 95	Opium @7 50
	Mustard, artifl. oz. . @1 60	Opium, Camph. @1 35
	Neatsfoot 1 30@1 50	Opium, Deodor'd @9 50
	Olive, pure 4 00@7 50	Rhubarb @1 66
	Olive, Malaga,	
	yellow 6 00@6 50	
	green 6 00@6 50	
	Orange, Sweet . . . 4 00@4 25	Paints
	Origanum, pure . . . @2 50	Lead, red dry 13@13 1/2
	Origanum, com'l . . . @7 75	Lead, white dry . . . 13@13 1/2
	Pennyroyal 2 50@2 75	Lead, white oil . . . 13@13 1/2
	Peppermint 12 00@12 20	Ochre, yellow bbl. . . @ 1 1/2
	Rose, pure 38 00@40 00	Ochre, yellow less 2 @ 5
	Rosemary Flows 2 00@2 25	Putty 4 1/2@ 7
	Sandalwood, B.	Red Venet'n Amer. 2 @ 5
	I 18 50@18 75	Red Venet'n, Eng 2 1/2@ 5
	Sassafras, true 3 50@3 75	Vermillion, Amer. 25 @ 30
	Sassafras, artifl' 90@1 20	Whiting, bbl. @ 2 1/2
	Spearmint 12 00@12 25	Whiting, 3 @ 6
	Sperm 2 40@2 60	L. H. P. Prep. 3 00@3 25
	Tansy 5 50@5 75	
	Tar, USP 45@ 60	Miscellaneous
	Turpentine, bbls. . . @82 1/2	Acetanalid 65@ 75
	Turpentine, less 92 1/2@1 00	Alum 17@ 20
	Wintergreen, tr. 800@8 25	Alum, powdered and
	birch 7 00@7 25	ground 18@ 21
	Wintergreen, art 90@1 20	Bismuth, Subni-
	Wormseed 6 50@6 75	trate 4 00@4 10
	Wormwood 7 50@7 75	Borax xtal or
		powdered 10@ 15
	Potassium	Cantharades po 2 00@6 50
	Bicarbonate 70@ 75	Calomel 2 20@2 30
	Bichromate 52@ 60	Capsicum 38@ 45
	Bromide 70@ 75	Carbim 6 50@7 00
	Carbonate 1 00@1 10	Cassia Buds 50@ 60
	Chlorate, gran'r . . 70@ 75	Cloves 77@ 85
	powd. 45@ 50	Chalk Prepared . . . 12@ 15
	Cyanide 40@ 60	Chalk Precipitated 12@ 15
	Iodide 4 29@4 36	Chloroform 58@65
	Permanganate . . . 1 50@1 75	Chloral Hydrate 1 00@2 00
	Prussiate, yellow 1 20@1 30	Cocaine 12 30@12 85
	Prussiate, red . . . 2 00@2 50	Cocoa Butter 65@ 75
	Sulphate @ 85	Corks, list, less 40% . . . @ 2 1/2
		Copperas, bbls. @ 3 1/2
	Roots	Copperas, less 3 1/4@ 3
	Alkanet 4 50@4 75	Copperas, powd. 4 1/2@ 10
	Blood, powdered 1 10@1 20	Corrosive Sublm 2 00@2 10
	Calamus 60@2 50	Cream Tartar 68@ 75
	Elecampane, pwd. 22@ 25	Cuttlebone 95@ 1 00
	Gentian, powd. . . . 27@ 35	Dextrine 10@ 15
	Ginger, African, . . .	Dover's Powder 5 75@6 00
	powdered 25@ 30	Emery, All Nos. . . . 10@ 15
	Ginger, Jamaica 35@ 40	Emery, Powdered 8@ 10
	powdered 32@ 35	Epsom Salts, bbls. . . @ 3 1/2
	Goldenseal, pow. 8 00@8 20	Epsom Salts, less 5@ 10
	Ipecac, powd. . . . 5 00@5 50	Ergot @4 00
	Licorice 45@ 50	Ergot, powdered . . . @4 00
	Licorice, powd. . . . 40@ 50	Flake White 15@ 20
	Orris, powdered . . 40@ 45	Formaldehyde, lb. 27@ 30
	Poke, powdered . . . 20@ 25	Gelatine 1 75@1 90
	Rhubarb @1 25	Glassware, full case 58%
	Rhubarb, powd. 1 50@1 75	Glassware, less 50%
	Rosinweed, powd. 25@ 30	Glauber Salts, bbl. . . @ 3
	Sarsaparilla, Hond.	Glauber Salts less 4@ 3
	ground 1 25@1 40	Glue, Brown 25@ 35
	Sarsaparilla Mexican	Glue, Brown Grd. 20@ 30
	ground 1 00@1 10	Glue, White 30@ 35
	Squills 35@ 40	Glue, White Grd. 30@ 35
	Squills, powdered 45@ 65	Glycerine 21 1/2@ 36
	Tumeric, powd. . . . 25@ 30	Hops 60@ 75
	Valerian, powd. . . . @1 00	Iodine 5 60@5 90
		Iodoform 6 59@6 74
	Seeds	Lead, Acetate 25@ 30
	Anise 42@ 45	Lycopodium 3 25@3 50
	Anise, powdered 47@ 50	Mace 85@ 90
	Bird, ls 13@ 19	Mace, powdered . . . 95@1 00
	Canary 28@ 35	Menthol 8 00@8 20
	Caraway, Po. 70@ 75	Morphine 14 30@15 00
	Cardamon 1 80@2 00	Nux Vomica @ 30
	Celery, powd. 1.00 90@1 00	Nux Vomica, pow. 28@ 35
	Coriander powd. 30 22 1/2@25	Pepper black pow. 53@ 55
	Dill 30@ 35	Pepper, white @ 50
	Fennel 1 00@1 20	Pitch, Burgundy . . . @ 15
	Flax 10@ 15	Quassia 12@ 15
	Flax, ground 10@ 15	Quinine 1 15@1 62
	Foenugreek pow. . . 22@ 30	Rochelle Salts 55@ 60
	Hemp 11 1/2@ 15	Saccharine @ 56
	Lobelia 40@ 60	Salt Peter 30@ 40
	Mustard, yellow . . 45@ 50	Seidlitz Mixture. . . . 43@ 50
	Mustard, black . . . @1 00	Soap, green 20@ 30
	Poppy 30@ 35	Soap mott castile 22 1/2@ 25
	Quince 1 50@1 75	Soap, white castile
	Rape 15@ 20	case @25 00
	Sabadilla @ 35	Soap, white castile
	Sabadilla, powd. . . 30@ 35	less, per bar. @2 65
	Sunflower 22@ 30	Soda Ash 4 1/2@ 10
	Worm American . . . @ 25	Soda Bicarbonate 3 1/2@ 10
	Worm Levant 1 65@1 75	Soda, Sal 2@ 5
		Spirits Camphor . . . @2 00
	Tinctures	Sulphur, roll 4 1/2@ 10
	Aconite @1 70	Sulphur, Subl. . . . 4 1/2@ 10
	Aloes @1 35	Tamarinds 25@ 30
	Arnica @1 50	Tartar Emetic 1 03@1 10
	Asafoetida @3 30	Turpentine, Ven. 50@60
	Belladonna @1 80	Vanilla Bx, pure 1 50@2 00
	Benzoin @2 15	Witch Hazel 1 35@1 75
	Benzoin Compo'd . . @3 00	Zinc Sulphate 10@ 15
	Buchu @2 70	
	Cantharadies @3 60	

GROCERY PRICE CURRENT

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

ADVANCED	DECLINED
Canned Blackberries	Pearl Bluing
Coffee	Canned Tomatoes
Jelly	Twine
Peanut Butter	

AMMONIA Arctic Brand 12 oz. 18c, 2 doz. box 2 80 16 oz. 25c, 1 doz. box 1 75 32 oz., 40c, 1 doz. box 2 85	Corn Fair 1 85 Good 2 15 Fancy 2 30 French Peas Monbadon (Natural) per doz. Gooseberries No. 2, Fair No. 10 Hominy Standard 1 25 Lobster 1/4 lb. 2 10 1/2 lb. 3 35 Picnic Flat 3 75 Mackerel Mustard, 1 lb. 1 80 Mustard, 2 lb. 2 80 Soused, 1 1/2 lb. 1 60 Soused, 2 lb. 2 75 Tomato, 1 lb. Tomato, 2 lb. Mushrooms Buttons, 1/8s @30 Buttons, 1s @50 Hotels, 1s @44 Oysters Cove, 1 lb. Cove, 2 lb. Plums Plums 2 50@3 00 Pears in Syrup No. 3 can per doz. 3 25@3 75 Peas Marrowfat 1 75@1 85 Early June 1 90@2 10 Early June siftd 2 15@2 30 Peaches Pie No. 10 size can pie @6 00 Pineapple Grated, No. 2 2 85 Sliced No. 2 Extra 2 90 Pumpkin Good 1 30 Fancy 1 65 No. 10 4 50 Raspberries No. 2, Black Syrup 3 00 No. 10, Black 12 50 No. 2, Red Preserved No. 10, Red, Water 14 00 Salmon Warrens, 1 lb. Tall 3 65 Warrens, 1 lb. Flat 3 75 Red Alaska 2 85 Med. Red Alaska 2 60 Pink Alaska 2 20 Sardines Domestic, 1/2s 6 75 Domestic, 3/4 Mustard 6 50 Domestic, 3/4 Mustard 6 80 Norwegian, 1/2s 15@18 Portuguese, 1/2s 30@35 Sauer Kraut No. 3, cans 1 45 No. 10, cans Shrimps Dunbar, 1s doz. 1 80 Dunbar, 1 1/2s doz. 3 40 Succotash Fair Good Fancy Strawberries Standard 2 50 Fancy 2 90 Tomatoes No. 2 1 45 No. 3 1 80 No. 10 6 75 Tuna 1/4s, 4 doz. in case 1/2s, 4 doz. in case 1s, 4 doz. in case CATSUP Van Camp's, 1/2 pints 1 80 Van Camp's pints 2 70 CHEESE Peerless @35 Brick @30 Lelden Limburger Pineapple Swiss Swiss, Domestic BLUING Jennings' Condensed Pearl Bluing Small, 3 doz. box 2 55 Large, 2 doz. box 2 70 BREAKFAST FOODS Cracked Wheat, 24-2 4 60 Cream of Wheat 7 50 Pillsbury's Best Cer'l 2 50 Quaker Puffed Rice 4 35 Quaker Puffed Wheat 4 35 Quaker Brkfst Biscuit 1 90 Quaker Corn Flakes 2 90 Ralston Purina 4 00 Ralston Branzen 2 20 Ralston Food, large 3 30 Ralston Food, small 2 30 Saxon Wheat Food 4 75 Shred Wheat Biscuit 4 60 Triscuit, 18 2 25 Kellogg's Brands Toasted Corn Flakes 4 20 Toasted Corn Flakes Individual 2 00 Krumbles 4 20 Krumbles, Indv. 2 00 Biscuit 2 00 Drinket 2 60 Peanut Butter 3 65 Bran 3 60 BROOMS Fancy Parlor, 25 lb. 9 00 Parlor, 5 String, 25 lb. 8 75 Standard Parlor, 23 lb. 8 50 Common, 23 lb. 8 00 Special, 23 lb. 7 25 Warehouse, 23 lb. 10 00 BRUSHES Serub Solid Back, 8 in. 1 50 Solid Back, 11 in. 1 75 Pointed Ends 1 25 Stove No. 3 1 00 No. 2 1 50 No. 1 3 00 Shoe No. 1 1 00 No. 2 1 30 No. 3 1 70 No. 4 1 90 BUTTER COLOR Dandelion, 25c size .. 2 00 CANDLES Paraffine, 6s 15 Paraffine, 12s 16 Wicking 40 CANNED GOODS Apples 3 lb. Standards @1 45 No. 10 @5 00 Blackberries 2 lb. Standard No. 10 12 50 Beans Baked 1 25@1 25 Red Kidney 1 25@1 25 String 1 90@1 50 Wax 1 80@1 50 Blueberries Standard No. 10 @11 50 Clams Little Neck, 1 lb. Clam Bouillon Burnham's 1/2 pt. 2 25 Burnham's pts. 3 75 Burnham's qts. 7 50
--	--

COCOANUT 1/4s, 5 lb. case 38 1/4s, 5 lb. case 37 1/4s, 15 lb. case 36 1/2s, 15 lb. case 35 1/2s & 1/4s, 15 lb. case 35 1/2 6 and 12c pails 4 35 Bulk, pails 28 Bulk, barrels 25 70 8c pkgs., per case 4 25 70 4 oz. pkgs., per case 4 80 Bakers Canned, doz. 1 20	Chocolates Assorted Choc. 32 Amazon Caramels 30 Champion 28 Choc. Chips, Eureka 35 Klondike Chocolates 35 Nibbles 25 Nibble Sticks, box 25 Nut Wafers 35 Ocoro Choc. Caramels 34 Peanut Clusters 40 Quintette 32 Regina 27	COFFEES ROASTED Rio Common 22 1/2 Fair 23 1/2 Choice 24 1/2 Fancy 25 1/2 Santos Common 26 Fair 27 Choice 29 Fancy 30 Peaberry 29 Maracalibo Fair 33 Choice 35 Mexican Choice 32 Fancy 34 Guatemala Fair 34 Fancy 35 Java Private Growth 38 Mandling 40 Ankola 40 San Salvador Good 32 Mocha Short Bean 50 Long Bean 50 Bogota Fair 40 Fancy 42 Package Coffee New York Basis Arbuckle 31 00 McLaughlin's XXXX McLaughlin's XXXX package coffee is sold to retailers only. Mail all or- ders direct to W. F. Mc- Laughlin & Co., Chicago.	Hooks—Kirby Size 1-12, per 100 8 Size 1-0, per 100 9 Size 2-0, per 100 10 Size 3-0, per 100 11 Size 4-0, per 100 14 Size 5-0, per 100 15 Sinkers No. 1, per gross 60 No. 2, per gross 60 No. 3, per gross 65 No. 4, per gross 75 No. 5, per gross 80 No. 6, per gross 90 No. 7, per gross 1 25 No. 8, per gross 1 65 No. 9, per gross 2 40 FLAVORING EXTRACTS Jennings D C Brand Pure Vanilla Terpeneless Pure Lemon 7 Dram 15 Cent 1 25 1 1/2 Ounce 30 Cent 1 50 2 1/2 Ounce 35 Cent 2 70 2 1/2 Ounce 35 Cent 2 85 2 1/2 Ounce 45 Cent 3 10 4 Ounce 55 Cent 5 20 8 Ounce 90 Cent 8 50 7 Dram Assorted 1 25 1 1/2 Ounce Assorted .. 2 00 Moore's D U Brand Per Doz. 1 oz. Vanilla 15 Cent 2 00 1 1/2 oz. Vanilla 25 Cent 2 25 3 oz. Vanilla 35 Cent 3 00 1 oz. Lemon 15 Cent 1 25 1 1/2 oz. Lemon 25 Cent 2 00 3 oz. Lemon 35 Cent 3 00 FLOUR AND FEED Valley City Milling Co. Lily White 13 30 Graham 25 lb. per cwt. 5 70 Rowena Bolted Meal, 25 lbs., per cwt. 4 50 25 lbs. Granulated Meal, 25 lbs., per cwt. 4 80 Rowena Pancake 5 lb. per cwt. 6 20 Rowena Buckwheat Compound 6 20 Rowena Corn Flour, Watson Higgins Milling Co. New Perfection, 1/8s .. 12 90 Worden Grocer Co. Quaker, 1/8s paper .. 11 75 Kansas Hard Wheat Worden Grocer Co. 100% American Eagle, 1/8s 14 00 American Eagle, 1/4s 13 80 American Eagle, 1/2s 13 80 Spring Wheat Worden Grocer Co. 100% Wingold, 1/8s Fcy Pat 11 85 Wingold, 1/8s Paper 14 20 Wingold, 1/4s Paper 14 00 Meal Bolted 4 60 Golden Granulated .. 4 80 Wheat Red 2 40 White 2 37 Oats Michigan Carlots 73 Less than carlots 77 Corn Carlots 1 69 Less than carlots ... 1 74 Hay Carlots 34 00 Less than carlots ... 36 00 Feed Street Car Feed 65 00 No. Corn & Oat Fd. 65 00 Cracked Corn 67 50 Coarse Corn Meal ... 67 50 FRUIT JARS Mason, pts., per gro. 7 60 Mason, qts., per gro. 8 00 Mason, 1/2 gal. per gr. 10 35 Mason, can. tops, gro. 2 80 GELATINE Cox's, 1 doz. large ... 1 45 Cox's, 1 doz. small ... 90 Knox's Sparkling, doz. 1 90 Knox's Acid'd doz. ... 3 90 Minute, 1 doz. 1 25 Minute, 3 doz. 2 75 Nelson's 1 60 Oxford 75 Plymouth Rock, Plain 1 55 Plymouth Rock, Flava 1 50 Waukesha 1 60 HERBS Sage 15 Hops 15 Laurel Leaves 39 Senna Leaves 45
---	--	---	--

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

CHOCOLATE
Walter Baker & Co.
German's Sweet
Premium 35
Caracas 38
Walter M. Lowney Co.
Premium, 1/4s 35
Premium, 1/2s 35

CIGARS
Johnson Cigar Co. Brands
Dutch Masters Club 87 50
Dutch Masters Banq. 87 50
Dutch Masters Inv. 87 50
Dutch Masters Pan. 75 00
Dutch Master Grande 75 00
Dutch Master Special 70 00
El Portana 47 00
Gea Jay 43 00
Dutch Masters Six 50 00
Dutch Masters Hand .. 48 00
Made Dutch Masters Baby .. 48 00 Grand 43 00 Little Dutch Masters 36 50 S. C. W. new size .. 36 50 Dutch Masters Sec- onds, new size 43 00 Peter Dornbos Brands Dornbos Single Bndr. 48 00 Dornbos Perfecto 42 50 Van Dam, 8c 37 50 Van Dam, 6c 42 50 Van Dam, 7c 50 00 Van Dam, 10c 70 00

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

CLOTHES LINE
Per doz.
No. 40 Twisted Cotton 2 00
No. 50 Twisted Cotton 2 50
No. 60 Twisted Cotton 3 00
No. 80 Twisted Cotton 3 25
No. 50 Braided Cotton 2 50
No. 60 Braided Cotton 3 00
No. 80 Braided Cotton 3 50
No. 50 Sash Cord 3 40
No. 60 Sash Cord 4 90
No. 60 Jute 1 75
No. 72 Jute 2 00
No. 60 Sisal 1 85

COCOA
Baker's 39
Bunte, 10c size 28
Bunte, 1/2 lb. 20
Bunte, 1 lb. 40
Cleveland 41
Colonial, 1/4s 35
Colonial, 1/2s 35
Eppe 42
Hershey's 1/4s 32
Hershey's 1/2s 30
Huyler 36
Lowney, 1/4s 37
Lowney, 1/2s 37
Lowney, 1/2s 37
Lowney, 1/2s 37
Van Houten, 1/4s 12
Van Houten, 1/2s 12
Van Houten, 1/2s 36
Van Houten, 1s 65
Wan-Eta 36
Webb 33
Wilbur, 1/4s 33
Wilbur, 1/2s 33

Specialties
Auto Kisses (baskets) 26
Bonnie Butter Bites.. 32
Butter Cream Corn .. 32
Caramel Bon Bons .. 32
Caramel Croquettes .. 30
Cocoanut Waffles 28
Coffy Toffy 30
Fudge, Walnut 32
Fudge, Choc. Peanut 30
Champion Gum Drops 25
Raspberry Gum Drops 25
Iced Orange Jellies .. 27
Italian Bon Bons 27
AA Licorice Drops .. 27
5 lb. box 2 25
Lozenges, Pep. 29
Lozenges, Pink 27
Manchus 27
Molasses Kisses, .. 25
Baskets 25
Nut Butter Puffs .. 30

CONFECTIONERY
Stick Candy
Horehound 26
Standard 25
Jumbo 26
Mixed Candy
Broken 25
Cut Loaf 25
Grocers 20
Kindergarten 29
Leader 25
Novelty 26
Premio Creams 35
Royal 24
Special 24
X L O 22

COOKING COMPOUNDS
Crisco
36 1 lb. cans 10 25
24 1 1/2 lb. cans 10 25
6 6 lb. cans 10 25
4 9 lb. cans 10 25
Mazola
Pints, tin, 2 doz. 7 50
Quarts, tin, 1 doz. 7 00
1/2 gal. tins, 1 doz. 13 25
Gal. tins, 1/2 doz. 12 80
5 Gal. tins, 1-6 doz. .. 18 00
CREAM TARTAR
Barrels or Drums 78
Boxes 80
DRIED FRUITS
Apples
Evap'd, Choice, blk @17
Evap'd Fancy blk. .. @
California @23
California @36
Currants
Imported, 1 lb. pkg. ..
Imported, bulk
Peaches
Muir's—Choice, 25 lb. ..19
Muir's—Fancy, 25 lb. ..
Fancy, 48 11 oz. pkgs. 6 60
Peel
Lemon, American 30
Orange, American 32
Raisins
Cluster, 20 cartons ...
Loose Muscatels, 4 Cr. 11
Loose Muscatels, 3 Cr. 11
L. M. Seeded 1 lb. 13@13 1/2
California Prunes
90-100 25 lb. boxes ..@12
80-90 25 lb. boxes ..
70-80 25 lb. boxes ..@16 1/2
60-70 25 lb. boxes ..@17 1/2
50-60 25 lb. boxes ..@18 1/2
40-50 25 lb. boxes ..
30-40 25 lb. boxes ..@19 1/2
FARINACEOUS GOODS
Beans
California Limas 10
Med. Hand Picked 9
Brown, Holland
Farina
25 1 lb. packages 2 55
Bulk, per 100 lbs.
Original Holland Rusk
Packed 12 rolls to container
3 containers (36) rolls 4 32
Hominy
Pearl, 100 lb. sack 6 1/2
Macaroni
Domestic, 10 lb. box ..1 10
Domestic, broken bbls. 8 1/2
Skinner's 24s, case 1 37 1/2
Pearl Barley
Chester 4 65
Portage
Peas
Green, Wisconsin, lb. 9 1/2
Split, lb. 9 1/2
Sago
East India 15
German, sacks 15
German, broken pkg. ..
Tapleca
Flake, 100 lb. sacks .. 16
Pearl, 100 lb. sacks .. 16 1/2
Minute, Substitute, 8
oz., 3 doz. 3 55
FISHING TACKLE
Cotton Lines
No. 2, 15 feet 10
No. 3, 15 feet 11
No. 4, 15 feet 12
No. 5, 15 feet 14
No. 6, 15 feet 15
Linen Lines
Small, per 100 feet ... 50
Medium, per 100 feet .. 55
Large, per 100 feet 65
Floats
No. 1 1/2, per dozen ... 13
No. 2, per dozen 15
No. 3, per dozen 20

HIDES AND PELTS

Hides
Green, No. 1 17
Green No. 2 16
Cured, No. 1 20
Cured, No. 2 19
Calfskin, green, No. 1 33
Calfskin, green, No. 2 31 1/2
Calfskin, cured, No. 1 35
Calfskin, cured, No. 2 33 1/2
Horse, No. 1 6 00
Horse, No. 2 5 00
Pelts
Old Wool 75@2 00
Lambs 50@1 00
Shearlings 50@1 00
Tallow
Prime @08
No. 1 @07
No. 2 @06
Wool
Unwashed, med. 42
Unwashed, fine @35

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

HORSE RADISH
Per doz. 90

JELLY
10lb. Kanakin, per pail 1 40
30lb. pails, per pail 2 60

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

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

MINCE MEAT
Per case 4 15

MOLASSES

New Orleans
Fancy Open Kettle 68
Choice 58
Good 58
Stock
Half barrels 5c extra
Red Hen, No. 2 2 75
Red Hen, No. 2 1/2 3 35
Red Hen, No. 5 3 25
Red Hen, No. 10 3 15
Uncle Ben, No. 2 2 75
Uncle Ben, No. 2 1/2 3 35
Uncle Ben, No. 5 3 25
Uncle Ben, No. 10 3 15
Ginger Cake, No. 2 3 10
Ginger Cake, No. 2 1/2 4 00
Ginger Cake, No. 5 3 90
O. & L. Open Kettle,
No. 2 1/2 5 60

MUSTARD

1/2 lb. 6 lb. box 80

NUTS—Whole

Almonds, Terragona 30
Brazilis, large washed
Fancy Mixed
Filberts, Barcelona 22
Peanuts, Virginia 13
Peanuts, Virginia,
Roasted 15
Peanuts, Spanish 15
Walnuts California 36@37
Walnuts, French

Shelled

Almonds 55
Peanuts, Spanish 1 85
Peanuts, Spanish,
10 lb. bbl. 16 1/2
Peanuts, Spanish,
200 lb. bbl. 16
Pecans 1 50
Walnuts 90

OLIVES

Bulk, 1 gal. kegs @1 60
Bulk, 2 gal. kegs @1 35
Bulk, 5 gal. kegs @1 30
Stuffed, 5 oz. 1 25
Stuffed, 14 oz. 3 00
Pitted (not stuffed)
14 oz. 3 00
Manzanilla, 8 oz. 1 45
Lunch, 10 oz. 2 00
Lunch, 16 oz. 3 25
Queen, Mammoth, 19
oz. 5 50
Queen, Mammoth, 28
oz. 6 75
Olive Chow, 2 doz. cs.
per doz. 2 50

PETROLEUM PRODUCTS

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

PICKLES

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

Small

Barrels 14 00
Half barrels 7 50
5 gallon kegs 2 80
Gherkins
Barrels 25 00
Half barrels 13 00
5 gallon kegs 4 50

Sweet Small

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

PIPES

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

PLAYING CARDS

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

POTASH

Babbitt's, 2 doz. 2 75

PROVISIONS

Barreled Pork
Clear Back 54 00@56 00
Short Cut Clr. 51 00@52 00
Brisket, Clear 55 00@56 00
Pig
Clear Family 48 00
Dry Salt Meats
S P Bellies 31 00@32 00
Lard
Pure in tierces 32 1/2 @33
Compound Lard 24 @24 1/4
80 lb tubs advance 1/4
60 lb. tubs advance 1/4
50 lb. tubs advance 1/4
20 lb. pails advance 1/4
10 lb. pails advance 1/4
5 lb. pails advance 1
3 lb. pails advance 1

Smoked Meats

Hams, 14-16 lb. 35 @36
Hams, 16-18 lb. 34 1/2 @35
Hams, 18-20 lb. 33 @34
Ham, dried beef
sets 41 @42
California Hams 26 @27
Picnic Boleed
Hams 35 @40
Boned Hams 51 @52
Minced Hams 22 @23
Bacon 39 @52
Sausages
Bologna 18
Liver 12
Frankfort 19
Pork 14@15
Veal 11
Tongue 11
Headcheese 14
Beef
Boneless 25 00@27 00
Rump, new 30 00@31 00
Pig's Feet
1/4 bbls. 1 75
3/4 bbls., 40 lbs. 3 40
1/2 bbls. 9 00
1 bbl. 16 00
Tripe
Kits, 15 lbs. 90
1/4 bbls., 40 lbs. 1 60
3/4 bbls., 80 lbs. 3 00
Casings
Hogs, per lb. 50@55
Beef, round set 19@20
Beef, middles, set 45@55
Sheep 1 15@1 35
Uncolored Oleomargarine
Solid Dairy 28@29
Country Rolls 30@31
Canned Meats
Red Crown Brand
Corned Beef 5 00
Roast Beef 4 75
Roast Mutton 4 20
Veal Leaf 1 40
Vienna Style Sausage 1 40
Sausage Meat 3 65
Potted Meat 5 7 1/2
Deviled Meat 5 7 1/2
German Deviled Ham 3 00
Hamburg Steak and
Onions 1 70
Corned Beef Hash 1 70
Cooked Brains 3 10
Cooked Lunch Tongues 3 35
Cooked Ox Tongues 15 55
Chili Con Carne 1 80
Sliced Bacon, medium 3 35
Sliced Bacon, large 5 55
Sliced Beef, 2 1/2 oz. 1 80
Sliced Beef, 3 1/2 oz. 2 25
Sliced Beef, 5 oz. 3 00
Sliced Beef, 7 oz. 3 90
Sliced Beef, tin, 3 1/2 oz. 2 25
Sliced Beef, tin, 7 oz. 3 90

Beef

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

Pig's Feet

1/4 bbls. 1 75
3/4 bbls., 40 lbs. 3 40
1/2 bbls. 9 00
1 bbl. 16 00

Tripe

Kits, 15 lbs. 90
1/4 bbls., 40 lbs. 1 60
3/4 bbls., 80 lbs. 3 00

Casings

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

Uncolored Oleomargarine

Solid Dairy 28@29
Country Rolls 30@31

Canned Meats

Red Crown Brand
Corned Beef 5 00
Roast Beef 4 75
Roast Mutton 4 20
Veal Leaf 1 40
Vienna Style Sausage 1 40
Sausage Meat 3 65
Potted Meat 5 7 1/2
Deviled Meat 5 7 1/2
German Deviled Ham 3 00
Hamburg Steak and
Onions 1 70
Corned Beef Hash 1 70
Cooked Brains 3 10
Cooked Lunch Tongues 3 35
Cooked Ox Tongues 15 55
Chili Con Carne 1 80
Sliced Bacon, medium 3 35
Sliced Bacon, large 5 55
Sliced Beef, 2 1/2 oz. 1 80
Sliced Beef, 3 1/2 oz. 2 25
Sliced Beef, 5 oz. 3 00
Sliced Beef, 7 oz. 3 90
Sliced Beef, tin, 3 1/2 oz. 2 25
Sliced Beef, tin, 7 oz. 3 90

RICE

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

ROLLED OATS

Monarch, bbls. 7 75
Rolled Avena, bbls. 8 00
Steel Cut, 100 lb. sks. 5 00
Monarch, 100 lb. sks. 4 25
Quaker, 18 Regular 1 85
Quaker, 20 Family 5 30

SALAD DRESSING

Columbia, 1/2 pint 2 25
Columbia, 1 pint 4 00
Durkee's large 1 doz. 5 25
Durkee's med., 2 doz. 5 80
Durkee's Picnic, 2 doz. 2 75
Snider's, large 1 doz. 2 40
Snider's, small, 2 doz. 1 48

SALERATUS

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

SAL SODA

Granulated, bbls. 1 95
Granulated, 100 lbs. cs. 2 10
Granulated, 368 pkgs. 2 25

SALT

Solar Rock
56 lb. sacks 53
Common
Granulated, Fine 3 10
Medium, Fine 3 20

SALT FISH

Cod
Large, whole @15 1/4
Small, whole @15
Strips or bricks 20@23
Pollock @14

Holland Herring

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

Herring

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

Trout

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

Mackerel

Mess, 100 lbs. 25 00
Mess, 50 lbs. 18 25
Mess, 10 lbs. 2 95
Mess, 8 lbs. 2 30
No. 1, 100 lbs. 24 00
No. 1, 50 lbs. 12 75
No. 1, 10 lbs. 2 80

Lake Herring

8 lbs.

SEEDS

Anise 45
Canary, Smyrna 28
Caraway 85
Cardamon, Malabar 1 90
Celery 65
Hemp, Russian 12
Mixed Bird 12 1/2
Mustard, white 40
Poppy 90
Rape 15
SHOE BLACKING
Handy Box, large 3 ds. 50
Handy Box, small 1 25
Bixby's Royal Polish 1 20
Miller's Crown Polish 90
SNUFF
Swedish Rapee, 10c 8 for 64
Swedish Rapee, 1 lb. gls 60
Norkoping, 10c, 8 for 64
Norkoping, 1 lb. glass 60
Copenhagen, 10c, 8 for 64
Copenhagen, 1 lb. glass 60

SOAP

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

Lautz Bros. & Co.

Acme, 100 cakes 5 00
Big Master 100 blocks 6 00
Climax, 100s and 120s 5 00
Queen White, 100 cks. 5 00
Oak Leaf, 100 cakes 5 00
Queen Anne, 100 cakes 5 00
Lautz Naptha, 100s 5 90

Proctor & Gamble Co.

Lenox 5 50
Ivory, 6 oz. 6 00
Ivory, 10 oz. 10 00
Star 4 80

Swift & Company

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

Tradesman Company

Black Hawk, one box 3 75
Black Hawk, five bxs. 3 70
Black Hawk, ten bxs. 3 65
Box contains 72 cakes. It is a most remarkable dirt and grease remover, without injury to the skin.

Scouring Powders

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

Washing Powders

Snow Boy, 100 pkgs. 3 75
Snow Boy, 60 pkgs. 3 00
Snow Boy, 24 pkgs. 4 75
Snow Boy, 20 pkgs. 5 15

Soap Powders

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

SODA

B1 Carb, Kegs 3 1/4

SPICES

Whole Spices
Allspice, Jamaica @12
Allspice, lg. Garden @11
Cloves, Zanzibar @42
Cassia, Canton @28
Cassia, 5c pkg. doz. @25
Ginger, African @15
Ginger, Cochin @20
Mace, Penang @90
Mixed, No. 1 @17
Mixed, No. 2 @16
Mixed, 5c pkgs. dz. @45
Nutmegs, 70-8 @50
Nutmegs, 105-110 @45
Pepper, Black @27
Pepper, White @40
Pepper, Cayenne @22
Paprika, Hungarian

Pure Ground in Bulk

Allspice, Jamaica @16
Cloves, Zanzibar @50
Cassia, Canton @28
Ginger, African @25
Mace, Penang @1 00
Nutmegs @45
Pepper, Black @23
Pepper, White @52
Pepper, Cayenne @20
Paprika, Hungarian @45

STARCH

Corn
Kingsford, 40 lbs. 9 1/4
Muzzy, 48 lb. pkgs. 9 1/4

Kingsford

Silver Gloss, 40 lb. 9 1/4
Gloss
Argo, 48 5c pkgs. 3 40
Silver Gloss, 16 lbs. 9 1/4
Silver Gloss, 12 lbs. 9 1/4

Muzzy

48 lb. packages 9 1/4
16 3lb. packages 9 1/4
12 6lb. packages 9 1/4
50 lb. boxes 6 1/2

SYRUPS

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

Pure Cane

Fair
Good
Choice

TABLE SAUCES

Halford, large 3 75
Halford, small 2 26

TEA

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

Gunpowder

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

Young Hyson

Choice 35@40
Fancy 50@60

Oolong

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

English Breakfast

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

Ceylon

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

TWINE

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

VINEGAR

White Wine, 40 grain 20
White Wine, 80 grain 25 1/2
White Wine 100 grain 25
Oakland Vinegar & Pickle
Co.'s Brands
Oakland apple cider 35
Blue Ribbon Corn 25
Oakland white picklg 20
Packages no charge.

WICKING

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

WOODENWARE

Baskets
Bushels, wide band,
wire handles 2 15
Bushels, wide band,
wood handles 2 25
Market, drop handle 85
Market, single handle 90
Splint, large 8 00
Splint, medium 7 25
Splint, small 6 75
25 lb. pails, per doz. 18 80

Butter Plates

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

Churns

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

Clothes Pins

Round Head
4 1/2 inch, 5 gross 1 50
Cartons, 20-36s, box. 1 70

Egg Crates and Fillers

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

Faucets

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

Mop Sticks

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

Pails

10 qt. Galvanized 3 40
12 qt. Galvanized 3 75
14 qt. Galvanized 4 25
Fibre 9 75

Toothpicks

Ideal 85

Traps

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

Tubs

No. 1 Fibre 42 00
No. 2 Fibre 38 00
No. 3 Fibre 33 00
Large Galvanized 12 00
Medium Galvanized 10 00
Small Galvanized 9 00

Washboards

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

Window Cleaners

12 in. 1 65
14 in. 1 85
16 in. 2 20

Wing Bowls

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

WRAPPING PAPER

Fibre, Manila, white 5 1/2
Fibre, Manila, colored 7 1/2
No. 1 Fibre 11 1/2
Butchers' Manila 6 1/2
Kraft 11 1/2
Wax Butter, short c't 20
Parchm't Butter, rolls 22

YEAST CAKE

Magic, 3 doz. 1 15
Sunlight, 3 doz. 1 00
Sunlight, 1 1/2 doz. 1 15
Yeast Foam, 3 doz. 1 15
Yeast Foam, 1 1/2 doz. 85

YEAST—COMPRESSED

Fleischman, per doz. 24

SPECIAL Price Current

AXLE GREASE



KITCHEN KLENZER



80 can cases, \$4 per case

PEANUT BUTTER



Bel-Car-Mo Brand
6 oz. 1 doz. in case ..
12 oz. 1 doz. in case ..
24 1 lb. pails .. 5 60
12 2 lb. pails .. 5 00
5 lb. pails, 6 in crate 5 85
10 lb. pails .. 18 1/2
15 lb. pails .. 18
25 lb. pails .. 1



Can You Thread Your Needles For Yourself?

Written for the Tradesman.

Needles great and needles small; needles of gold and of silver, ivory, and wood have been thrust into our hands during the war, with the slogan, "Knit for the soldiers, knit for yourselves." And women of every class knit as if their lives depended upon it. It was quite "the thing." We knit at home, at the theater, at church during the sermon even. Little girls and big girls, whose hands before that were useless as the fins on a fossil fish, learned to knit, and knit well. All that has nearly died out now, and very little has been said about the underlying values of the knitting—still less about the need of going on with needlework, not only for the things that can be made, but for the character-building as well. The time for conservation has only just begun. It will be a long, long time before the need will have passed for saving. No person now alive will see the end of paying the unthinkable war debt of the world.

The Government is keeping on with its conservation gospel into the new after-the-war time, and is urging conservation of clothing and wasted materials, as well as foods and fuel. It is no theoretical need; the vast majority of us simply cannot have the excess of things we used to buy without thinking.

"How can we conserve by sewing if we don't know how to sew?" demanded one of my friends, looking with a mixture of disgust and dismay at one of the Government circulars on the subject. "I never was taught to sew. It was hard enough for me to learn to 'knit for the boys in the trenches.' Besides, why should we take the work from the poor women who do the work on our gowns?"

Well, there was a quick answer to that; for another woman, overhearing, said:

"My little dressmaker says she must close her shop because she cannot get women to work there. Girls are not taught to sew nowadays—neither rich nor poor. Everything is bought ready to wear; made by machinery, poor in quality, and fearfully high in price. It wears out twice as fast as the old-time homemade things."

For several weeks I have been asking young women and girls as I chanced to meet them how much they sewed, whether they sewed at all, whether they knew how to sew. I have asked mothers why their daughters never had learned. I was astonished to see how many of those girls and mothers displayed indifference or a kind of shamefaced ignorance on the

whole subject. Even those who rather regretted their ignorance said, all of them, that they had no time—"women don't stay at home long enough any more." Many said they could sew "a little," but were really helpless with a thimble.

Some have been learning at the Red Cross—sewing for the "refugees." Some of the sewing made me sorry for the refugees that would have to wear the things!

Only one girl that I questioned could make a button-hole. At the Red Cross button-holes went begging, and were assigned to the two or three of us who knew how. When I was a girl it was a matter of pride to be able to do it well. That is why it was no trick at all for me to turn in twenty or more as my morning's work.

What were given as the reasons for not having learned to sew were as various as the characters, and all about equally feeble. Several "always just hated sewing," others found it "such nervous work." And, "You can buy ready-made everything you really need." Besides, "it takes so long to learn."

I learned to sew just sitting beside my mother, helping in the necessary work of the household. I never was conscious of a "sewing lesson." I counted it both a duty and a privilege to have my share in the work that made the house a comfortable and happy place. I well remember the first time my mother handed me one of my father's socks, and showed me how to darn the small hole. It was a job for concentration, weaving back and forth to fill the gap. And when it was done I guess I was the proudest girl in all that county. And my father was as proud of that piece of work as he was of the piece I played for him on the piano.

"Alice's teacher tells me," a mother said to me not long ago, "that the little girl has no power of concentration. I believe she is right; the child is always rushing off to do 'something else.'"

I think that a little training in sewing would have helped that restless child, not only to control her restlessness, but to concentrate. My mother used to tell me the most wonderful stories while I sewed; sometimes she arranged to have some one read aloud while we worked with our needles.

Before we get through we are going to learn that limited income is not a thing "for the duration of the war." Every form of economy is going to be necessary for a long, long time; and presently women are going to find it

necessary to restore some of the lost arts of our grandmothers.

Right in your own house at this minute there are garments that could be revived, skilfully remodelled, and made as good as new—if you only knew how!

Send to Washington for one of the bulletins on "Clothing for the Family" and a list of the books that will help you out with your problem of training and of how to make the dollar go a great deal further than you ever had to make your dollar go before. This particular bulletin is No. 23 of the Home Economics Series, issued by the Federal Board of Vocational Education.

"The purpose of this course in sewing," the bulletin says, "is to aid the women and girls of the country to meet intelligently the economic clothing situation of to-day. The key-note of the course is conservation. The bulletin is intended to equip the beginner with some fundamental principles of clothing economics, knowledge of textiles, leading to a wiser selection and purchase of materials, appreciation of design, encouraging simplicity in expression, training in the technical processes of sewing, and a knowledge of the elements of care and repair of clothing."

Command of resources, freedom in the expenditure of them, development of character in the use of one's faculties—all these things lie right behind this question. Our home-life has been badly demoralized by the loss of the household arts and responsibilities and various kinds of skill. I would be the last to advocate the return of the old-fashioned household drudge; but the necessities of these days may compel the resumption of many of the old kinds of skill, which are of use, not only for their direct results, but for their reflex upon the characters of those who possess them.

Prudence Bradish.

[Copyrighted, 1919.]

Newest In Millinery.

A very pretty type of leghorn hat is now being shown here, according to the bulletin of the Retail Millinery Association of America, with this straw combined with navy georgette or taffeta. These hats, the bulletin states, can be used either for sports or tailored wear.

"In some cases," it continues, "the

entire crown of the hat is covered with the georgette or taffeta. Flanges on the upper or lower brim are attractive, as well as side crowns. This style of hat has been seen in a moderately-priced model and, owing to the prediction that leghorns will be a big factor this summer, it should be popular. Tuscans, too, are trimmed in the same way, with flange, side crown or entire crown made of navy georgette or taffeta."

The bulletin also says that untrimmed hat sales are plentiful these days in the local retail stores, and that they are well attended. Trimmings are offered at attractive prices, with the result that some stores are having tremendous success with sales of this kind.

It is not so much brilliancy of intellect, or fertility of resource, as persistency of effort, constancy of purpose, that makes a man great. Those who succeed in life are the men and women who keep everlastingly at it, who do not believe themselves geniuses, but who know that if they ever accomplish anything they must do it by determined and persistent industry.

The man who goes around wishing he had never been born is not the only one who regrets it.

GOODRICH BOATS

TO CHICAGO — Monday,
Wednesday and Friday
Nights.

FROM CHICAGO — Tuesday,
Thursday and Saturday
Nights.

FARE \$3.50 Plus 28c War T x

Boat C r Leaves Muskegon Electric
Station 7:15 p. m.

Goodrich City Office, 127 Pearl St. N. W.
Powers Theater Bldg.

Tickets sold to all points west.
Baggage checked thru.

W. S. NIXON,
City Pass. Agent.

Follow the Natural Impulse



Telephone

Citizens Long Distance Lines connect with practically every City, Village, Hamlet and Cross Roads in Michigan. Also Points Outside.

USE CITIZENS SERVICE

"Please Read This."

A. J. Cavanaugh, a prosperous merchant, has a neatly printed sign or notice, headed "Please Read This," pasted in various positions throughout his stores, where they can be easily read by clerks and other employes. The card reads:

- "While employed in your present position, please—
- Respect it—
- Take pleasure in it—
- Never feel above it—
- Put your heart in it—
- See the poetry in it—
- Work with a purpose—
- Do it with your might—
- Go to the bottom of it—
- Do one thing at a time—
- Be larger than your task—
- Prepare for it thoroughly—
- Make it a means of character-building—
- Do it cheerfully, even if it is not congenial—
- Do it in the spirit of an artist, not an artisan—
- Make it a stepping-stone to something higher—
- Endeavor to do it better than it has ever been done before—
- Make perfection your aim and be satisfied with nothing less—
- Do not try to do it with a part of yourself—the weaker part—
- Keep yourself in condition to do it as well as it can be done—
- Regard yourself as a coworker with the Creator of the universe—
- Believe in its worth and dignity, no matter how humble it may be—
- Recognize that work is the thing that dignifies and ennobles life—
- Accept the disagreeable part of it as cheerfully as the agreeable—
- Choose, if it is possible, the position for which you are best fitted—
- See how much you can put into it, instead of how much you can take out of it—
- Remember that it is only through your work that you can grow to your full height—
- Train the eye, the ear, the hands, the mind—all the faculties—in the faithful doing of it—
- Remember that work well done is the highest testimonial of character you can receive—
- Use it as a tool to develop the fine points of your character and to eliminate the weak ones.
- Do the best you can—always.

BUSINESS WANTS DEPARTMENT

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

BUSINESS CHANCES.

We conduct **Special Sales** for **Retail Merchants.**
GREENE SALES CO JACKSON, MICH.

Spot Cash for entire or part stocks of clothing, dry goods and shoes. Give full particulars to save time. H. Buyer, 335 East Water Street, Milwaukee, Wisconsin. 229

IN TOWN OF 10,000 POPULATION, experienced window dresser and sign writer. One who is also capable of being an all-round man in the dry goods line. Write for experience, salary, etc. Address Larsen Brothers, Inc., Manistee, Michigan. 230

BLACKSMITH SHOP, wagon and machine shop combined, fully equipped, old established business, electric power, 3 motors, on account of old age will sell building and full equipment for \$1,700, \$700 cash. Fred A. Godfrey, Lowell, Michigan. 231

WANTED—Young man thoroughly qualified to take charge of paint, varnish, brush and roofing department of an old established wholesale and retail company. State references and experience in detail, and salary expected. Applicant must bear searching scrutiny and be a systematic business builder. Apply OLD BUSINESS, Box 909, Norfolk, Virginia. 232

COMBINED GROCERY, BAKERY AND CONFECTIONERY store, including nice soda fountain and pop-corn machine. A money-maker. Only parties interested and meaning business need apply. Consideration, \$2,500. Act Quick. Address Kestel Brothers Company, Marshfield, Wisconsin. 233

WANTED AT ONCE—A first class shoe and clothing salesman and competent to take charge of either or both departments if necessary. Address No. 234, care Michigan Tradesman. 234

For Sale—Department store stock and lease. Old established business in factory city, surrounded by best farming country in Central Michigan. Stock and fixtures inventory about \$12,000. Up-to-date building. Rent very reasonable. This is a real opportunity for a live wire. Owner has other interests. Address No. 235, care Michigan Tradesman. 235

WANTED—Salesman to cover Southern Michigan with our complete line of porch furniture, child's rockers, foot stools, etc. Must furnish reference. Our lines have met success in this territory. Address Milford Novelty Co., Milford, Indiana. 236

For Sale—4,000 maple syrup buckets. Gallons No. 10, 8 3/4; one-half gallons No. 5, 6c. Must take entire lot. L. J. Libbing & Co., Fort Wayne, Indiana. 237

For Sale—Sixteen sections of beautiful oak clothing cabinets with glass doors. At a real bargain. Louis Beck Co., Lansing, Michigan. 238

For Sale—Laundry established fifteen years in town of 6,000 population. Best opportunity in Michigan. One of largest chemical plants in United States located here. Owner must get outside work. Address R. E. Lee, Midland, Michigan. 239

Hardware For Sale—Only one in town of 1,500. Good trade and clean stock. Good reasons for selling. Address No. 240, care Michigan Tradesman. 240

Wanted—All around tinner and plumber; one who can also do hot air, steam and hot water heating. Steady employment the year around. State full particulars about yourself and wages expected in first letter. Cambridge Hardware Company, Cambridge, Wisconsin. 241

For Sale—Restaurant and bakery. Lunch counter and soda fountain in connection. Good paying business. Located in the best business block in a city of 5,000 population and county seat. Best opportunity for a good baker. Will invoice about \$5,000. Address all communications to P. O. Box 178, Effingham, Illinois. 245

FOR SALE—GROCERY and BAKERY combined, with new modern brick building. Excellent stock of groceries and all new, modern fixtures. Fine business, cash and carry system. Reason for selling, death of owner. Address No. 218, care Michigan Tradesman. 218

Pay spot cash for clothing and furnishings goods stocks. L. Silberman, 106 E. Hancock, Detroit. 219

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

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

For Sale—Michigan drug stock, floor fixtures and fountain. Inventory less 40 per cent. or \$1,800. Can be moved readily. Personal inspection solicited. Address No. 71, care Michigan Tradesman. 71

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

Cash Registers—We buy, sell and exchange all makes of cash registers. We change saloon machines into penny key registers. Ask for information. The J. C. Vogt Sales Co., Saginaw, Mich. 906

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

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

Collect your own bills without expense of agencies. Write for free samples Collecting Forms for trial on debtor. Charles McKinley, Publisher, 395 Riehton, H. P., Detroit, Michigan. 197

Will Exchange—Two 2-family brick veneer flats. Corner. Good location on east side of Detroit for stock of shoes or clothing. Must be in A-1 condition. A. & B. Leach, 174 Michigan Ave., Detroit, Michigan. 198

For Sale—Steam laundry doing good business. City of 12,000, large boat business besides regular work. Good reason for selling. Write for full particulars. Isaac Kouw & Company, Holland, Michigan. 199

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

Will pay cash for whole or part stocks of merchandise. Louis Levinsohn, Saginaw, Michigan. 757

FOR SALE—Blacksmith shop, complete stock and tools, with no opposition, in town of 1,000, surrounded by rich farming country. Reason for sale, owner's inability to work on account of sickness. Enquire of Sam Crampton, Central Lake, Michigan. 211

Wanted—By young, married man, position as manager of retail meat and grocery store. Can handle sausage business, also, keep books. Would consider road job. References. Address No. 212, care Tradesman. 212

LAMSON Cash Railway System. Two distinct systems. One Preferred system complete, 1292 ft. track, 35 stations with 6 ft. drop, one horsepower motor. One Perfection system, 769 ft. track, 23 stations, one horsepower motor. Now in operation. Will be delivered to purchaser in our store, they to take it down. THE CHALIFOUX CO., Lowell, Massachusetts. 213

For Sale—Meat market in good location in center of city. Will give purchaser a good deal. R. D. Cone, Battle Creek, Michigan. 214

For Sale or Exchange—199 acre farm in Southern Michigan. Have out 113 acres Rosan rye. Take stock of goods in part payment. Wm. Wallace, 1419 Ferris Ave., St. Joseph, Michigan. 201

For Sale—Best business block in Central Michigan; location the best; three story and basement brick corner with every foot of floor space rented at an attractive figure; or, will trade for a No. 1 improved farm; must be free of all encumbrance; equity \$30,000. No trash need apply, as this is a gilt edge property. If you are interested, write at once. W. J. Cooper, Mt. Pleasant, Michigan. 205

For Sale—Must sell at once my stock of hardware, located at Holland, Michigan. Population, 12,000. A rare chance to get a good paying business, old established and a money-maker. Positively no trade. Address J. A. VanderVeen, Holland, Michigan. 178

FOR SALE in Jacksonville, Florida, souvenir and novelty business, hair dressing parlors in connection. Established fifteen years. Best location in town. Doing business all year round. Fine fixtures. Good reason for selling. Big bargain to quick buyer. Address KEATINGS, 220 Hogan Street, Jacksonville, Florida, or 2520 Broadway, New York City. 220

Fine opening for hardware in Central Lake, Mich. Building occupied for twenty years, just vacated. Fine farming country and hustling village. Owner of building will rent it reasonable. J. C. Ballard, Belding, Michigan. 223

For Sale—At Bay City, Michigan, a solid brick cold storage building 25 ft. by 150 ft. with frame addition 25 ft. by 75 ft. No other cold storage in city. Address J. C. Hine, care Hine Lumber Co., Detroit, Michigan. 224

COLLECTIONS.

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

SEE NEXT PAGE.

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

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

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



You can buy Bran Cookies in 4 dozen lots, shipments going forward by express prepaid, delivered to your store, at \$1.57 1/2 per dozen, they retail at 18c per package. Free sample upon request. Do not delay this, but order at once.

INDEPENDENT BAKING CO. DAVENPORT, IOWA

The United Agency System of Improved Credit Service

UNITED AGENCY

ACCURATE - RELIABLE UP-TO-DATE

CREDIT INFORMATION

GENERAL RATING BOOKS

now ready containing 1,750,000 names—fully rated—no blanks—EIGHT POINTS of vital credit information on each name.

Superior Special Reporting Service

Further details by addressing

GENERAL OFFICES

CHICAGO, - ILLINOIS
 Gunther Bldg. - 1018-24 S. Wabash Avenue

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

THE GERMAN LANGUAGE.

(Continued from page twenty-five.)
cellor." "Racial individuality and speech are inseparably related. If we wish to preserve the former for ourselves and our descendants, then we must cultivate and guard the latter as a priceless possession." "We must assure ourselves of the youth of the land, not only the German-Americans, but the entire youth." "For the preservation of pan-Germanism in the United States nothing is more necessary than the preservation and creation of German schools. The mission of the German schoolmaster in America is not fulfilled by far, it is only begun." "Strict control of the public schools in the interest of Germany is necessary."

Many of the teachers of German who were born in the United States were, in the period of 1914-17, more earnest and outspoken partisans of German Kultur and of the teaching of the German language than were teachers of German birth—probably because the fact that they were born here gave them the daring that those of German birth did not have. Some of those, because of having studied in Germany or having married Germans, seemed hopelessly obtuse to the general resentments of the public to the continued teaching of German and made themselves constantly obnoxious to their fellow-citizens. Likewise did those teachers of German origin who persisted needlessly in using the German language in their conversation with each other within school buildings.

So permeated and saturated with the spirit of "Deutschland ueber alles" were the vast majority of the staffs of the German departments of the universities that it is no wonder that those Americans who studied under these professors and instructors became imbued with a like spirit of belief in the superiority of Deutschtum. It is known from the most authoritative source that these college and university instructors of German were so utterly devoted to Germany that when our Government sought among them men who could be entrusted to do very important secret work in the investigation of matters German, few of them stood the test applied to their Americanism, and the Government finally had recourse to high school instructors of German. President William W. Guth of Goucher College said: "Germany has so influenced our own scholars and given many of them such a distorted vision of German superficiality that they have been unable to see how favorably they have been to ideas and opinions purely German." Professor H. C. G. von Jagemann expressed it thus: "They conceive their true function to be not merely to teach the German language, or even German literature, however important these might be, but to give their students a distorted conception of what Germany stands for in modern civilization, what her ideals have been, and what she has contributed to the world's intellectual possession."

After the fall of 1914 the horror aroused among us by the unspeakable crimes of Germany had its effect upon

the teaching of German language. Thousands of our young people rightly refused to study that tongue, and where once German classes had been numerous and large a marked diminution set in. The decrease would have been still greater had not those who were enrolled in German courses decided to continue their studies merely for the sake of obtaining necessary credit for graduation from high school or for admission to college. Then when we declared war on Germany the diminution continued at a faster pace. Not only did the students refuse to study the language, but boards of education throughout the country and even State Legislatures took action to suppress instruction in German. The National Education Association through its Committee on Emergency in Education wisely recommended that all instruction in the German language be eliminated from the elementary schools.

Most colleges continued their German departments, although with a reduced staff of instructors. In cities where high school teachers had tenure of office German teachers were put into other branches of instruction, chiefly Latin, French and Spanish, often to the detriment of the students of those languages.

We finally awakened. Our eyes were opened to a few plain facts: (1) That young America did not need to know German for the acquirement of culture, and Kultur was shown to be a hateful thing, based on a philosophy as wicked and hopeless as anything that the human mind has ever devised. The literature of Germany, outside that produced by Goethe, Schiller, Lessing, and a few others of their period, has produced nothing of any great value to the world, and one cannot now, nor can he for many years to come, convince the American people of any need on the part to be familiar with the beauties of German literature. They will have recourse to other sources of literary charm which are free from any possible contamination of the Prussian philosophy of life. (2) That our citizens will need no knowledge of German to sharpen their mental vision and aid them to clarity in the expression of their thoughts. The study of German makes for indirectness rather than directness of expression in English. As Professor Dunlap of Johns Hopkins University once pointed out: "The salient characteristic of the German language which accounts for many German peculiarities which otherwise would be puzzling, is that it is a language in which it is impossible to think clearly. It belongs to the childhood of civilization and is incompetent to deal with the complex problems of modern life. Thought is dependent on language and a limitation in language is, and always will be, a limitation in thought. The modern German in Germany is still a barbarian because he is bound by a barbarian language." (3) That our high school students do not need to study German in their pursuit of science. High school students study science in the English language. These few technical experts who will need to know German for limited uses in their

field may study German in the technical and scientific schools. The public schools need not teach it. The scientists of England, France and the United States have made such progress in chemistry and other sciences since the war began that, in general, they will not have need to study German scientific works in the future. Translations into English and French can be made of a very few scientific and technical books written in German which may be needed. President Alexander C. Humphreys, of the Stevens Institute of Technology, has said: "It is high time that we recognized the weakness of the arguments which have been advanced in America for years past as to the special technical value of the German language; and this point can be emphasized by a fully justified dissent from the opinions, too often expressed by American educators, that Germany has led all other nations in original research and invention. While it is true that Germany has been persistent and industrious in taking advantage of the initiative of other nations, she has not been eminent by comparison in the discovery of nature's truths." (4) That our youths do not need German for commercial purposes. Our trade with Germany will be vastly curtailed in the future. It is probable that tariff barriers against German goods will be erected by Congress. Even to compete in foreign trade with a Germany as strong as before the war, (an improbably hypothesis,) our export and import merchants need not know German. They will need to know French, Spanish, Portuguese, Italian, and possibly Russian, Japanese and Chinese, but not German. Our merchants must know the language of their clients and friends. Knowledge of German, the language of the competitors of our merchants, will not be necessary. There is such a large body of citizens of this country who know German as well as English that American youths trained in German in the high schools can never hope to compete with them in proficiency in German for business purposes. This supply of German-speaking citizens will exceed the demand for them in business circles.

What valid argument remains, then, for the study of German in this country? Just this one: To "keep track" of what the Germans are doing. We shall need to know their machinations—in politics, and to some extent in commerce and finance. But how many of our citizens will need German for this purpose? Extraordinarily few. And we need not teach German to high school boys and girls for this purpose.

The war is over. A treaty of peace will soon be signed with Germany. Already the advocates of German are making plans against that day after which we shall again hear, at first apologetically and quietly but always insidiously, of the merits of the German language. The propaganda is already under way. When the peace treaty is signed we shall be told: "We are at peace with Germany. Let us be friends with those who speak German. Let us meet them half way.

Let us teach again in our schools their language, so rich in cultural, commercial and scientific values." The game is on. The stage is set. The propaganda is being made ready for launching. Will the American people again swallow the bait, hook, line and sinker, as they did in the past? Shall we forgive and forget the wrongs done us under the guise of teaching the barbaric German language?

All the pro-Germans, pacifists, Sinn Feiners, and Bolsheviki will desire a re-establishment of German in our schools. Therefore every person who desires the same places himself unintentionally or intentionally in the same class as these worthy gentry—in respect, at least, of this one desire.

An eminent and respectable professor of German, whose Americanism cannot be called in question, recently said publicly in a speech from manuscript that a language was no better than the people who spoke it. On that basis, German is condemned as long as Germany continues as she is at present—unrepentant although defeated, uncleaned of her sins although chagrined, still plotting, still seeking by every means "her place in the sun." Henri Bordeaux has said: "Not only has Germany forced this war upon the world, but she has made it systematically cruel and terrifying, and in so doing she has sown the seeds of horrified rebellion against anything that is German."

This is why the Tradesman maintains that the possession of a single German book by any one who enjoys the protection of the American flag is prima facie evidence of disloyalty to this country. When the iron heel of Germany was set on Belgium soil, in violation of the most sacred treaty relations a people can enter into, and the German nation to a man started out on an unbridled career of lust, loot and wilful murder, Germany voluntarily wrote herself down as a nation of isolation—never again to be trusted; never again to be regarded as civilized; never again to be placed on a parity with anything decent. Because the German language is the expression of German brutes and beasts, it must also be related to the land in which it originated, never to be read, written or spoken in a land which is dedicated to freedom and honesty and antithesis of everything German.

It's a good plan to stick to your business, but if you never take any time for recreation you won't stick to your business any too long.

BUSINESS CHANCES.

For Sale—At a bargain, 5 station Lamson cash and bundle carrier system. Works and looks like new. Will consider trade for merchandise, cash register or adding machine. Address L. Levinsohn, Saginaw, Michigan. 242

WANTED—Wire carrier system, seven wires, for general store. Write immediately, stating price and full particulars. The Farmers Co-operative Business Association, Norcatur, Kansas. 243

For Sale—A job tinshop in a good town of about 700 population. Reason for wanting to sell, old age and no help. For further information, address T. H. B. Garner, Spickard, Missouri. 244

Wanted—First-class funeral director and furniture salesman. Money interest preferred. Best opportunity in Southern Michigan. F. W. Balch & Son, Three Rivers, Michigan. 245

OK'D BY WESTERN MICHIGAN — NATURE'S OWN TABLE BEVERAGE



ARE YOU READY FOR THE BIG VITA DEMAND?

Warm, sunny days are just around the corner—Vita days.

Folks are flocking to fountains—for Vita.

Families are asking for Nature's spring beverage on their tables—for Vita.

Vita is now three years old—no new, experimental drink, but growing in popularity every day.

Western Michigan's own drink, made from Michigan selected grains.

Every fountain in Western Michigan should be able to supply its patrons' demands for Vita. Every grocer should profit by the big home demand.

Vita newspaper advertising begins this week. Vita fountain and window cards will be sent on request.

PETERSEN BEVERAGE CO., GRAND RAPIDS, MICH.

DISTRIBUTORS—WORDEN GROCER CO., HAZELTINE & PERKINS DRUG CO., ELLIS & BASHARA CO., GRAND RAPIDS; WORDEN GROCER CO., KALAMAZOO

Opportunity of a Lifetime To Purchase An Old Established Hardware and Implement Business

About twenty years ago Mr. William Weaver and his son, Charles, came to Elmira and started in the blacksmithing business. Gradually they worked into the hardware and implement business. William Weaver died a couple of years ago and last January Charles died, leaving the business in the hands of Mrs. Weaver, who has had no previous experience in this line and has no particular desire to continue the business. She desires to sell it outright.

Elmira is located in the most fertile hardwood belt of Northern Michigan. Nowhere near all the tillable land is cleared around here and it is a good prosperous growing farming community. There is no competition in this line for nine miles in some directions and twenty miles in others.

Vanderbilt is sixteen miles Northeast.

Boyne Falls is nine miles Northwest.

East Jordan is twenty miles West.

Alba is nine miles South.

Gaylord is twelve miles East.

It is a business that is absolutely sure to grow. It has always been a one man business. Chas. Weaver was an untiring worker and to him is due the credit of building up this business.

Mrs. Weaver wishes to sell the whole outfit, building and all. The building is a wood structure with a steel roof in first-class repair. There are large plate glass windows. The building is about 36 x 100 feet long with a basement under the most of it, a good deep one. It is equipped with a fine furnace, its own electric lighting plant and is as nice a store as you will find in Michigan in any town twice or thrice the size. It has a nice gasolene business and a big Bowser outfit in front of the store. It also has tanks for other oils. Also a good automobile tire and accessory business. In fact, the owner was a man who took a great deal of pride in the appearance of the store and it was very nice in every way. The building would cost at least \$6,000 to build now. It is especially well built. The stock will inventory about \$10,000 and the fixtures are dirt cheap at \$2,000. This property is offered for sale on advantageous terms.

The Charles Weaver Estate, Elmira, Michigan

Reference: The Elmira Bank