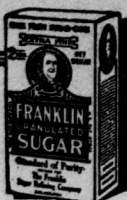


## The Man Who Wins

The man who wins is the man who goes  
Ahead with his work each day;  
Who's never struck by his adverse luck  
But makes of his labors play.  
From early dawn he toils right on,  
And knows that the world's all right.  
And he sings a song as he goes along,  
For it sharpens his appetite.

The man who wins is the man who smiles  
And sees that the sky is blue;  
He is always there with a great big share  
Of smiles and of sunshine too.  
He never growls and he never howls  
That the world is out of gear—  
But he meets the shocks and the jealous knocks  
With a great broad smile of cheer.

The man who wins is the willing man  
Who grinds while others play;  
The sun shines bright and his heart's all right  
Tho things may not come his way.  
He makes a boast that to get the most  
Of life you must dig in  
And work away every newborn day,  
When you really expect to win.



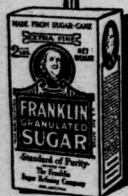
## Turn These Losses To Profits

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

**The Franklin Sugar Refining Company**  
PHILADELPHIA

*"A Franklin Cane Sugar for every use"*

Granulated, Dainty Lumps, Powdered, Confectioners, Brown



## Judson Grocer Co.

Wholesale Distributors  
of

# Pure Food Products

Grand Rapids, Michigan



**"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

## CANDY The Universal FOOD

Who's Candy?

"Double A"

*Putnam's*



CANDY

Made by

**Putnam Factory** Grand Rapids, Michigan

## DEAL 1814

## MORE PROFIT

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

through the jobber—to Retail Grocers

25 boxes @ \$4.85—5 boxes FREE, Net \$4.04

10 boxes @ 4.90—2 boxes FREE, Net 4.08

5 boxes @ 4.95—1 box FREE, Net 4.12

2½ boxes @ 5.00—½ box FREE, Net 4.17

F. O. B. Buffalo: Freight prepaid to your R. R. Station in lots of not less than 5 boxes.

All orders at above prices must be for immediate delivery.

This inducement is for NEW ORDERS ONLY—subject to withdrawal without notice.

Yours very truly,

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

# MICHIGAN TRADESMAN

Thirty-Sixth Year

GRAND RAPIDS, WEDNESDAY, APRIL 30 1919

Number 1858

## 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.

## DRY GOODS ADVANCING.

Cotton goods markets are very firm, with prices still showing a trend toward higher planes of value. The dress gingham markets are very strong and some large orders have been placed on lines recently priced for the fall season. From all appearances agents are convinced that there will be no recession in gingham and they will not be surprised if further advances are recorded. It is very probable that withdrawals of some leading lines offered for fall will be announced within a short time.

Fine bleached cottons have been advanced again and the demand continues active. On the low end of the bleached goods markets prices have now advanced to a level where retailing at unpopular prices may restrict the sale but will tend to help the finer end of the markets.

The markets on gray cloths continue very firm. The sheeting markets are more active and prices are now getting to levels that induce mills to book business more freely. Print cloths show greater firmness on some of the staple numbers. Fine combed goods are very firm. Goods for the clothing and garment trades are feverish, inter-trade sales at advancing prices being numerous.

Mills that were slow in selling flannels are now well satisfied with the outlook and are not pushing for business as they were for the past three months. Small jobbers and some retailers are buying these goods wherever guarantees of prices are given to hold during the period of invoicing. Double and twist denims have advanced  $\frac{1}{2}$ c a yard, and white back denims are withdrawn from sale by the largest producer, the mills having booked all the orders they care to take at the present time.

Some selling agents are fearful that manufacturers are advancing prices too fast on some lines of cotton goods and they are cautioning against a further uplift. Several prices are still below a parity of the new levels on

gray cloths. Agents are in no hurry to level up and would much prefer to see buyers well supplied and mills fully re-started before naming more high prices. To this, manufacturers reply that they must provide against pending demands for still higher wages and if goods cannot be sold on higher levels they prefer to go slow on booking orders.

Burlap markets have advanced, following a further advance at Calcutta and a more active market here. Afloat goods are now being purchased at prices above the local spot markets, and there is every indication of a maintained firm tone.

Large carpet selling agencies have been withdrawing some of their leading lines of Axminsters and Wilton rugs and carpets, having taken all the business they can handle for the present. The demand has outrun all expectations and mills are now bothered about getting out a full product.

## MEETING THE LUXURY TAX.

In view of the reluctance of the Bureau of Internal Revenue to settle some of the vexing questions arising out of the luxury tax, the National Retail Dry Goods Association has issued a bulletin on the new law instructing its members to decide for themselves how they can comply with it, as they understand it, with as little inconvenience and disarrangement of their normal business processes as need be, and then to proceed upon that basis.

If afterward the Internal Revenue Bureau, the official instructions read, decides it wishes the taxes handled in some other way, it will be up to the bureau to make its methods understood and to enforce them.

Some of the methods used by leading stores to comply with the tax regulations are explained to the members for their guidance. The simplest method used is where a card is provided for the salesperson to fit the sales book and call attention to the fact that when goods in that department are sold at higher than stipulated prices a tax of 10 per cent. on the excess amount must be collected. This saves figuring and refiguring the tax on goods as they are marked up or down.

A large concern in this city and a number of other houses have decided upon marking the sales tickets with the amount of the tax. The clerk enters the sales price, the tax and the total. The audit department credits the sales department with the value of the articles sold and the Internal Revenue Department with the tax. It is deemed advisable that a special account be opened for each section of the bill under which it is expected to collect taxes, namely, Nos. 902, 904,

905 and 930. This method is recommended because it will facilitate examination by the Government and the audit on the part of the tax paying houses.

In these two methods the first plan will not distinguish its taxable merchandise in any way from the non-taxable. In the second case, the tax is marked on the ticket. Money paid out in refunding taxes on goods returned will be deducted from the amount of taxes returned to the Treasury Department.

The question of when taxes must be paid upon goods of a taxable nature which are sold on the installment or deferred payment plan probably will hinge, it is pointed out, upon the question of when the title passes. Most concerns doing business of this character have provisions in their sales contracts retaining title until the final installment has been paid. Such a clause, it is understood, will protect the store from the need of paying taxes as soon as the goods have been selected by the deferred payment customer.

## Extra Session of Congress to Be Called Soon.

Legislators and department chiefs alike are now fully alive to the importance of an early extra session and President Wilson, during the past fortnight, has been bombarded with cablegrams urging that the Senate and House be summoned to Washington without a day's delay. The situation in the departments has become critical, not only because of the lack of money to carry on the operations of the Government, but also through the failure of much important administrative legislation incorporated in the big budget bills that went to the board in the filibuster that marked the close of the Sixty-fifth Congress.

The railroad administration is greatly embarrassed because of lack of authority to finance the railways under Government control, and the big machine is merely limping along until Congress comes to its relief. The colossal revolving fund of \$750,000,000, which would have put Director General Hines on Easy Street, failed of authorization, and in spite of the patriotic efforts of the leading financial institutions of the country to carry the railroads along and the utilization of numerous makeshifts of doubtful legality the big organization is becoming more demoralized day by day without the slightest prospect of improvement until Congress puts through an urgent deficiency appropriation bill carrying the much-needed funds.

It is a two-to-one shot that there will be no tariff legislation at the

coming special session unless the leaders should determine to sit all summer and practically carry the session over the regular meeting day next December, which would mean at least fourteen straight months of Congress.

This decision is tentative, but appears to reflect the views of the leaders of both political parties in House and Senate.

The Democrats naturally oppose tariff revision because they anticipate a movement on the part of the Republicans to make substantial increases in the rates of the Underwood-Simmons law. The Republicans, on the other hand, while anxious to make a comprehensive revision of all the revenue laws, both customs and internal, are convinced it will be the part of wisdom to defer the actual framing of new schedules until the abnormal conditions brought about by the war have given place to a stable situation that can be accurately appraised.

This does not mean that there will be no revenue legislation at the short session. On the contrary, influential men in both houses are prepared to demand important modifications of the new war revenue law, and there may be speedy action of no little significance soon after Congress meets.

The luxuries taxes will come under fire the first day of the session, and it is quite within the possibilities that Title IX of the war revenue law, embracing all the luxuries rates and numerous other excise imposts will be repealed. It is doubtful, however, that any serious attempt will be made to enact comprehensive amendments to the existing tariff law, although preliminary steps may be taken looking to radical revision when the regular session meets next December.

The various interests affected by the provisions of Title IX of the war revenue act, including the manufacturers of automobiles, talking machines, cameras, firearms, ammunition, sporting goods, cutlery, etc., are already in Washington looking over the field and planning a joint onslaught upon Congress when the bell rings on Capitol Hill. The combination of interests will be very strong, and in view of the comparatively small amount of revenue to be derived from this class of unpopular taxes it will not be at all surprising should a repealing resolution be rushed through early in the session.

The clerk who doesn't like the rules of the store might better leave. It isn't likely the rules will be changed to fit his fancy.

Some men, like wells, are driven to drink.

## PIGGY-WIGGLY STORES

## Do Not Sell Cheaper Than Other Grocers.

Contrary to the general conception that the Piggly-Wiggly chain system, which has as its slogan, "All Over the World," intimating thereby that these self-service stores will be installed everywhere, have the retail grocer at a decided disadvantage because of the low overhead, an investigation of its prices shows that despite the fact that no service is rendered and that the consumers must gather their own goods, there is no real saving. On the contrary, a comparison of prices offered by the Piggly-Wiggly stores at Memphis, which is the home of the systems, shows that almost any retail grocer can compete in prices.

It is claimed that the Piggly-Wiggly system eliminates some of the costs to which grocers are subjected and lessens others, therefore, it is in a position to sell cheaper. In fact, it is claimed that these stores can operate on 5 per cent. overhead, and that anything above that is, therefore, profit. If that is a fact, the Piggly-Wiggly stores are making excessive profits, compared to what the average retail grocer makes, and instead of being of value to the public is in effect practicing profiteering.

Another feature of the advertisement of the Piggly-Wiggly stores is a consistent ridicule of the operating costs of the other grocery stores run on the clerk system. In this way the other retail grocers are belittled and the inference conveyed that consumers are paying excessive prices, whereas if the goods were bought from the Piggly-Wiggly stores all of that expense, or a good portion of it at least, would be eliminated and given to the consumer. The flimsy character of this claim is shown in the history of the first Piggly-Wiggly store started in Grand Rapids. The sales were \$10,000 per month and the expense of doing business \$1,400 per month, which means an overhead cost of 14 per cent. The Piggly-Wiggly stores buy goods of the same jobbing houses the regular dealers do and pay identically the same prices for goods. They are not given as much leeway, so far as credit is concerned, because the managers are mostly men who are inexperienced in the grocery business and their enterprises are regarded with distrust by the jobbing trade, who look upon the Piggly-Wiggly propaganda as a transient craze which will soon be buried in oblivion.

As an instance, the Tradesman has before it the advertisement of the Piggly-Wiggly store of Memphis. Lenox soap is quoted at 4 cents; Palmolive at 10 cents; Ivory at 6½; Pompeian olive oil, 34; Quaker oats, 10 cents; Purity oats, 10 cents; Carnation milk, baby size, 6½ cents; tall cans, 14 cents; Karo red label syrup, 1½ lbs., 13 cents; navy beans, 10 cents a pound; tomatoes, No. 1 cans, 8 cents; No. 1½, 9; No. 2, 11, and No. 3, 16 cents.

Libby's special extra pitted cherries are quoted at 43 cents a can. Blue Label chili sauce, medium bottles, 25

cents; large, 35 cents, while pint containers of Wesson's cooking oil are offered at 34 cents. Libby's dill pickles are priced at 19 cents. Mazola oil in quarts is advertised for 62 cents; loose lump starch at 7 cents per pound; two-pound packages of Domino sugar 21 cents, and 5 pounds at 52 cents.

Another advertisement of the Piggly-Wiggly stores in Little Rock, Ark., quotes No. 2 Country Gentlemen corn at 17 cents; Campbell's pork and beans at 13 cents; Kellogg's corn flakes at 12½ cents; Post Toasties at the same price; Quaker oats at 12 cents; No. 2 tomatoes at 13; Jell-O at 11; navy beans, 11; Hershey's cocoa, one-half pound, 18; Lenox soap at 5; Crystal White at 6, and Lux at 12 cents. Mazola oil in pints is priced at 35 cents, and in quarts at 65, or two and three cents, respectively, more than the Memphis quotation on each size; in fact, it is higher on practically everything.

Advertisements of the individual grocers over the country have been scanned by the Tradesman for the purpose of comparison, and their quotations pretty generally not only meet the Piggly-Wiggly quotations, but in many instances they offer the same brands at a lower price. In other words, it would appear that the Piggly-Wiggly claim for economy is largely based on fiction instead of fact.

From these illustrations it would appear that unless the Piggly-Wiggly stores sell much lower than these quotations, the retail grocers have nothing to fear of their invasion into the retail field. Notwithstanding their absurd claims as to large capital, it only remains for the retail grocer to be on the job and buy to the best advantage. Another point in this connection is the fact that some of the stores that meet and beat the Piggly-Wiggly prices also render delivery service in addition and extend credit, thus disproving the soundness of the Piggly-Wiggly claim to economy.

The Tradesman has heretofore referred to the binding contract which Clarence Saunders, of the Piggly-Wiggly system, exacts of all licensees. In addition to being compelled to buy cheap and flimsy fixtures from Saunders, to pay a stipulated price as a licensee, based on the total population, and a percentage of one-half of 1 per cent. of the total sales for a period of twenty years and one-fourth of 1 per cent. thereafter, Saunders also has a strangle hold upon these stores under the contract which the retailers sign.

As an instance, there are 34 items which the Piggly-Wiggly licensee is not permitted to handle, which list is subject to amendments at any time by Saunders. This list includes the following:

1. Kerosene or coal oil.
2. Gasoline.
3. Molasses or syrups in bulk.
4. Alcoholic beverages.
5. Iced beverages of any kind.
6. Pickles in bulk.
7. Mince meat in bulk.
8. Candy in bulk, except in pack-

ages weighed up on the pound basis and in advance of customer demand.

9. Cakes in bulk, except in packages weighed up on the pound basis and in advance of customer demand.

10. Crackers in bulk, except in packages weighed up on the pound basis and in advance of customer demand.

11. Chewing gum.
12. Unwrapped cakes.
13. Unwrapped pies.
14. Unwrapped candy.
15. Fresh meat products.
16. Octagon soap.
17. All manufactured products of Colgate & Co.

18. Any article the resale price of which is suggested, or insisted upon by a jobber, manufacturer or their representative.

19. Ryzon baking powder.

20. All tobacco and tobacco products.

21. All tobacco accessories.

22. All beverages of any description that are to be drunk on the premises.

23. Vinegar in bulk.

24. All fresh fish.

25. All salt fish or otherwise prepared fish, except in original packages.

26. Bankrupt merchandise of any description.

27. Merchandise of any description bought as a so-called job lot.

28. Merchandise of any description that is not clean, wholesome or that is unattractive to the eye by reason of its unsanitary or damaged condition.

29. Butter in bulk, except in packages weighed up on the pound basis and in advance of customer demand.

30. Lard in bulk, except in packages weighed up on the pound basis and in advance of customer demand.

31. Any merchandise of any description or kind that cannot be displayed attractively and without disorder and confusion in the display.

32. Poultry and wild game, whether alive or not.

33. Ice cream or any similar confectionery.

34. Watermelons.

The reason for this "excepted list," according to Saunders, is for the purpose of securing a certain standardization. All Piggly-Wiggly agents, wherever located, are instructed that the list above published is not to be offered for sale through any Piggly-Wiggly store.

The exaction of one-half of 1 per cent. for twenty years and one-fourth of 1 per cent. as long as the licensee continues operation is insisted upon in face of the fact that after the patent expires any one can use the same plan without paying a bonus of any kind.

Another point against the Piggly-Wiggly system would seem to be the monopolistic features of it. Saunders is absolute dictator. Even though he has no money invested in the stores he controls their operation, and the licensee is nothing more than an automaton.

A doubt has frequently been expressed as to the value of these patents and a test case is expected. One

is now under preparation, as a concern in Iowa is going into the self-service business along the same lines without obtaining a license from Saunders. The outcome naturally will be watched with considerable interest.

On the whole, however, judging from the prices being asked, it does not appear that the Piggly-Wiggly plan has proven its economy over the store offering service and extending credit. When the novelty wears off the scheme will fall under its own weight unless there is a material display of lower prices over that prevailing in the average grocery store.

Before you jump all over the jobber for the mistakes he makes, consider whether you make as few in your own selling methods.

## The Goods! Net Prices!

When you receive "OUR DRUMMER" catalogue regularly you always have dependable answers to these two important questions:

*What is the lowest net price at which I can buy goods?*

*Where can I get the goods?*

Items listed in this catalogue have the goods behind them.

The prices are net and are *guaranteed* for the time the catalogue is in force.

## Butler Brothers

Exclusive Wholesalers of  
General Merchandise

New York Chicago  
St. Louis Minneapolis  
Dallas



In air-tight Tins ranging in size from 8 oz. to 100 lbs. Order from your jobber.

### Late News From the Cloverland of Michigan.

Sault Ste. Marie, April 29—One of the most important business changes at the bustling village of Rudyard was made last week when D. E. Turner bought A. J. Lipsett's stock of merchandise, store building and large hay warehouse. Mr. Turner has been engaged in a similar line of business for several years, while Mr. Lipsett intends to devote his entire time to automobiles.

A. J. Jean, one of our prosperous jewelers, reports an unusually active year in the jewelry business, in spite of high costs and bond issues. He has purchased one of the finest vacant lots in the city, on which he expects to erect a fine residence in the near future. He is a firm believer in the old saying that nothing succeeds like success.

The traveling public will be pleased to note that the sleeping car service on the D., S. S. & A. will be restored to the Soo and Calumet route beginning May 1.

The Soo Country Club has opened here for the summer season. While it is a little early to sit around on the green grass, preparations are being made for a big season. The Club was fortunate in securing the services of Roy P. Mitchell from St. Louis, Mo., as steward. Mr. Mitchell is an old timer at the business and comes well recommended.

Charles Oremus and A. Haws, for a number of years in the employ of Jos. France, well-known decorator and painter, have entered into business on their own account. They are both young men and artists in their respective line and will, undoubtedly, make a success of the new venture.

Even farmers get stung occasionally by sending out of town for their seeds, but a few of them have realized that the best seeds are not always the ones which are purchased outside. A few of the local farmers are out the price of the seeds which were found to be worthless.

So well were the sheep men impressed with Cloverland, and especially Chippewa county, that A. J. Bazel, of Los Angeles, Texas, after looking the situation over, contracted for the Bary estate lands, comprising about 1,000 acres east of Trout Lake. He says you can count on him being here by the first of May with 1,000 sheep. He has joined the Cloverland Booster Club and is getting in on the ground early. It is beginning to be realized what Cloverland has to offer in the line of grazing and farming.

The Soo Machine and Auto Co., the largest of its kind here, has outgrown its present quarters and is obliged to put up a 25,000 foot addition, giving it an additional tract of 160 feet frontage on Maple street, by a depth of 166 feet. The main entrance of office and sales room will be on Maple street when complete. When completed, it will be one of the largest and best equipped establishments in Cloverland.

More good news for the Soo by the report received from C. E. Chipley, of the Civic and Commercial Association, and F. Case, who were successful in having the Roosevelt memorial highway, extending from Portland, Maine, to Portland, Oregon, go through Chippewa county and the Soo. Other Upper Peninsula towns through which the highway will pass are Newberry, Munising and Marquette. This will be of great value to Cloverland, affording the tourists this extra trip which is considered one of the best en route. The Soo will be a great drawing card on account of the unusual advantages of seeing the great canal locks and the natural scenery.

The thrifty new town of Hulburt with its humming factory running day and night has put real pep into the village. A new pool room and waiting room now being erected will soon be completed and the promoters ex-

pect to give a community dance on the new floor as soon as completed. Mr. Dillingham, superintendent of the mill, was a business visitor here last week and he is well pleased with the progress being made at Hulburt.

"Do you know that an ounce of opportunity is often times worth more than a pound of genius?"

W. H. Murner, the well-known lumberman of Raber, was a visitor here last week.

Lieut. "Mun" McLaughlin, former manager of the McLaughlin Mercantile Co. store at Dafter, who went to do his bit for Uncle Sam, has returned from overseas. His many friends were more than pleased to see him. It may be possible that he will soon take over the management of the Dafter store in the near future.

"The salesman who applies himself earnestly to the work in hand, is the one who succeeds. There is no profit in pulling the load of yesterday."

A. T. Partridge and William Schunk, proprietors of one of our large automobile garages, returned from a business trip to Chicago, Milwaukee and Jackson. They motored from Jackson to the Soo and, from all accounts, have missed some of the good roads.

There seems to be an opinion among some of the retail trade that prices are going to drop. While there is nothing to the contrary, from all accounts not only is production being retarded, with continuing high operating costs, but the added expense of the income tax will have to be added to the overhead and the merchant who attempts to pay this himself or considers himself more than a tax collector for Uncle Sam is making a big mistake. He should add his income and excess profits taxes to his cost of goods, same as he would add a protective tariff. Both are only a means of collecting money and both should and will be charged to the cost of doing business and paid by the ultimate consumer.

Baseball fans are beginning to wake up here and the organization has selected a real live manager in the person of W. W. Case, who promises to furnish one of the strongest teams this season. O. C. Coleman has been chosen as Captain and with the nine chosen, we will look for some doings in this popular sport and if the nine cleans up on other teams as the hockey team did last winter, the Soo will be in a class by itself.

The steamer Elva, in former years plying between the Soo and Detour, is at present in drydock at Cheboygan. The Steamer America opened the season last week with the well-known captain of the Elva, William Stuart, in command.

H. B. Williams, who for the past year and a half has been the editor of the Courier Record of Manistique, has resigned his position and accepted the secretaryship of the Chamber of Commerce. William G. Tapert.

#### Resolutions of Respect.

Traverse City, April 29—At a regular meeting of Traverse City Council, held April 26, the following resolution was adopted:

Whereas—It has pleased Almighty God to call Brother D. M. Gingrich from his labor on earth; therefore be it

Resolved—That Traverse City Council extend to the bereaved family our sympathy in this, their hour of sadness; and be it further

Resolved—That a copy of these resolutions be spread on our records and our charter be draped for a period of sixty days; be it further

Resolved—That a copy of these resolutions be sent to the bereaved family and one copy be sent to the Michigan Tradesman for publication.

A. B. Jourden,  
S. B. Taylor,  
Harry Hurley,  
Committee on Resolutions.

## QUALITY BUILDS BUSINESS

Good looking packages and low prices sell goods, but good goods make customers.

If you want to control the coffee business in your locality, we want to urge you to buy the best coffees that you can at a fair price, and offer them to your trade at a reasonable profit.

We believe it is far better to sell good coffee at a fair price than to try to sell cheap coffee at a low price.

We believe it is better to fail in making a sale than to sell poor coffees for the sake of selling them cheap.

Our house brands are all made from the best coffees that can be obtained; they are scientifically cleaned; they are roasted by experts; and carefully packed in good cartons.

If QUALITY counts—and we believe it does—we know that you can hold the coffee business in your community by handling our own brands of coffee.

We are doing everything we can to make them popular with the consumer, by putting the very best value into the package at all times.

We are now ten days behind with our orders but by working nights will catch up, and in the meantime we want to assure you that regardless of price, we will always keep our QUALITY of the same standard.

If you want a private brand of your own which shall be entirely under your control, we can establish for you a blend that shall meet the requirements of your community and we will a'ways thereafter be able to supply you with this same blend which shall be for your own trade.

Remember again that QUALITY makes customers and low prices make transient sales only.

**WORDEN CROCKER COMPANY**  
GRAND RAPIDS—KALAMAZOO

**THE PROMPT SHIPPERS**



### Movements of Merchants.

Lake Ann—Bert E. Gray & Co. succeed C. L. Foster in general trade.

Colon—Watson & Sweet have engaged in the grocery business.

Detroit—The Fred Rowe store, at 498 Hurlbut avenue, was sold recently to Lee & Law.

Detroit—Oscar R. Schwalm will succeed the McGraw Pharmacy at 556 McGraw avenue.

Muskegon—The American National Bank has been organized with a capitalization of \$250,000.

Holland—The Holland City State Bank is remodeling its bank building at an estimated cost of \$50,000.

Concord—The Concord Co-Operative Co. has been organized to deal in live stock and farm produce.

Rosebush—W. A. Hess has sold his stock of general merchandise to W. F. Hunter, who has taken possession.

Detroit—The Reno Drug Co., 3188 West Jefferson avenue, will open up a second store in that vicinity soon.

Ludington—Ralph Olson has opened an ice cream parlor and confectionery store, on Ludington avenue.

Detroit—H. E. Rofelson succeeds to the ownership of the Hutcheson drug store at 2207 Hamilton boulevard.

Eureka—James Daggett has sold his grocery stock and store fixtures to Wilbur Morrison, who has taken possession.

Fremont—George Sansman has sold his grocery stock and store fixtures to George L. Monroe, who has taken possession.

Scottville—Edward M. Brooks, undertaker and furniture dealer, died at his home April 27, following an attack of influenza.

Lansing—The Lansing Electric Engineering Co. will open a retail store at 227 North Washington avenue about May 1.

Detroit—P. S. Walker, of Ypsilanti, has purchased the R. E. Bodimer drug stock on Kercheval avenue, in the Fairview district.

Cadillac—Harry Drebin has sold his stock of dry goods to Charles Krohn, formerly of Cleveland, Ohio, who will continue the business.

Muskegon—The Union National Bank has moved into its splendid new home at the corner of First street and Western avenue.

Canada Corners—George Burley has sold his store building and stock of general merchandise to J. H. Bennett, who has taken possession.

Detroit—The Reizen Hardware Co. has been incorporated with an authorized capital stock of \$4,000, \$2,000 of which has been subscribed and paid in cash.

Mancelona—Sam Wisler has sold his grocery stock to C. Shaw & Co., who will consolidate it with their stock of general merchandise.

Pompeii—C. L. Entrekkin, dealer in general merchandise, has opened a branch store at Bridgeville, under the management of Lewis Crowell.

Saginaw—Murphy & O'Hara have purchased the three-story brick block which they occupy with their stock of furniture and household goods.

Detroit—The Tennyson Pharmacy, at Tennyson and Woodward, has changed hands. Edwin C. Erickson, of Philadelphia, is the new owner.

Colon—Charles Maurer, recently of Mt. Clemens, has leased a store in the opera house block and will occupy it May 1 with a stock of dry goods and notions.

Coopersville—William Orsinger has leased a store in the postoffice block and will occupy it with a bakery as soon as the ovens and fixtures can be installed.

Detroit—Theo. Bellinger, who recently bought back his drug stock at 3203 West Jefferson, from Mr. Randall, will also start another store in that vicinity.

Detroit—The Al Britenbach Green-thal store, at 199 Gratiot avenue, was recently sold to Mr. Van Loon, former manager of the Fort Shelby Hotel Pharmacy.

Jackson—Hengesbaugh Bros., who conduct an automobile accessories and tire store at 204 North Jackson street, have opened a branch store at 703 East Main street.

Ishpeming—F. Braastad & Co. have closed out their dry goods stock and will remodel the department for the furniture and house furnishing lines which they have added.

Amble—Peter Hansen has sold his general stock to Charles Stinson and Charles Hemberger, who will continue the business under the style of the Amble Mercantile Co.

Morley—John Bachelder has purchased the store building adjoining his drug store and will remodel it and occupy it with his soda fountain, music and wall paper stock.

Lansing—The Walton Milling Co., Race street, has started the manufacture of the new food product, "Wheathearts" and will install new machinery for that purpose.

Detroit—The stock and fixtures of the Eagle Drug Co., at 881 East Forest avenue, have been purchased by Mr. Clark and Mr. Fitchens, and will be moved into Mr. Clark's building, recently vacated by Geo. M. Grommet. Mr. Fitchens is a Grand Rapids man.

Battle Creek—Edwin Large, recently discharged from the air service, has engaged in the meat and grocery business at 508-510 West Main street, succeeding George Wilbur & Son.

Battle Creek—C. G. Bush, who was recently discharged from the service, has opened a grocery store at 552 Van Buren street. The Grocers, Inc., of this place, furnished the stock.

Detroit—E. J. Meyer has sold his drug stock at 1167 Warren Ave., West to Mr. Stoutgenberg and Mr. McGregor, and has purchased the Jones Bros. store at 1653 Grand River avenue.

Marquette—S. M. Cohodas, Chicago jobber and shipper of fruit, has secured locations in Marquette, Ishpeming and Negaunee and will open wholesale and retail fruit stores in each place May 1.

Muir—An association of Muir business men have purchased the interests of the Muir Hotel property and will open the house for business as soon as a suitable landlord can be secured.

Hartford—James Walker and Willis Page, of Paw Paw, have formed a co-partnership and purchased the hardware stock of Mortimer & Hickey and will continue the business at the same location.

Williamston—The Linn Produce Co. has sold its grain elevator and stock to a company composed of farmers, who will continue the business. The price paid for the property is \$14,000.

Kalamazoo—Richard E. Fair, Kalamazoo representative of the Ford Motor Car Co., has purchased the ford garage at 218-220 North Rose street and will continue the business under his own name.

Ludington—Koudelka & Cota, dealers in dry goods and groceries, have dissolved partnership and the business will be continued by Joseph Koudelka, who has taken over the interest of his partner.

Waters—The Waters Co. has been organized to conduct a general mercantile business, with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$1,000 paid in in cash.

St. Johns—W. R. Osgood & Son, undertakers and dealers in furniture, have purchased the Allison opera house block and will occupy it with their stock, adding lines of crockery and house furnishing goods.

Howard City—Blanie Henkel has sold his grocery stock to Peter Hansen, who has been engaged in general trade at Amble for the past fifteen years. Mr. Hansen will add a line of dry goods and also possibly a line of shoes.

Detroit—The J. P. Casey drug stock, at 424 Woodward, has been sold to Mr. Jones, of Flint. Jimmie Bucherel, who has been with Mr. Casey for a number of years, and Horace Hudson, of the Michigan Drug Co., will have charge of the store.

Lansing—The Gregory, Mayer & Thom Co., of Detroit, have leased a store in the Downey hotel block and will occupy it about May 31, with a complete line of office furniture and office fixtures and devices, under the management of M. C. Rider.

Ludington—The city of Ludington voted affirmatively on the proposition to bond the city for \$150,000 for "park purposes," really for the purpose of bonusing desirable industrial concerns that they wish to locate in the town. In anticipation of this action the city commissioners had appointed Claude M. Curtiss, E. C. Hardy, George E. Dorrell, Bernard Ostendorf, Axel Johnson and William Shearer as custodians or as a bonding committee.

### Manufacturing Matters.

Lansing—The Capital Auto Co. has increased its capitalization from \$25,000 to \$60,000.

St. Joseph—The bakery of Benning & Ninty has been taken over by August Schaefer.

Owosso—The Owosso Bronze Bearings Co. has increased its capital stock from \$25,000 to \$50,000.

Ypsilanti—The Wolverine Forged Drill Co. has been incorporated with an authorized capital stock of \$50,000.

Kalamazoo—The Upjohn Co. is building an addition to its plant. It will be 66 x 132 feet, four stories and basement.

Battle Creek—The Advance Pump & Compressor Co. is building an addition to its plant at an estimated cost of \$75,000.

St. Joseph—The Twin City Milling Co. lost its warehouse and contents by fire April 26, causing a loss of about \$25,000.

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

Detroit—The American-French Pastry Co. has leased a store at 85 West Grand River avenue and is now installing show cases and equipment.

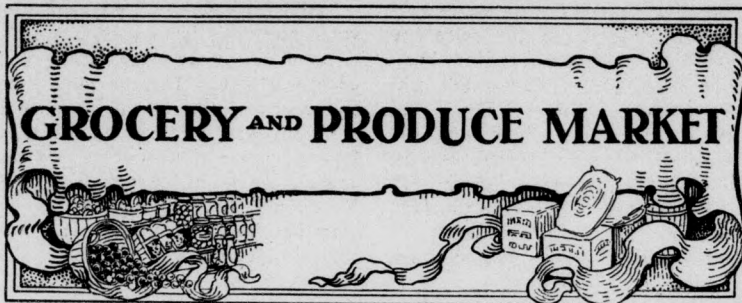
White Pigeon—The White Pigeon Paper Mills has been incorporated with an authorized capital stock of \$75,000, of which amount \$50,000 has been subscribed and \$7,500 paid in in cash.

Petoskey—The Petoskey Canning & Preserving Co. has been incorporated, with an authorized capital stock of \$25,000, of which amount \$17,000 has been subscribed and \$2,550 paid in in cash.

Reed City—Fred Van Dyken has disposed of his retail bakery to R. S. Elliott and his son, Forbes Elliott, who will continue with the business at the same location under the style of the Elliott Baking Co.

Alma—Now that the Model Bakery has moved into larger quarters, it permits of an expansion of the firm's business in bread and pastry lines. Not only is the company doing a large local business retail, but it is selling quantities of baked goods in the surrounding territory.

Detroit—The Chalmers Motor Car Co. has been definitely merged with the Maxwell Co. The Chalmers plant has a capacity of about 25,000 cars a year. The Maxwell about 60,000. The two companies have been operating virtually as a merger through a five-year lease of the Chalmers plant, since Sept. 1, 1917, although the definite union of the properties was made only last week.



### The Grocery Market.

**Sugar**—The demand for refined is broadening, but trade is still spotty, some sections buying more than others, and none as yet on a scale such as that which has been usual at this time of the year in normal time. However, there is noticed an inclination in some quarters to anticipate later needs, although none of the jobbers or manufacturing consumers are yet disposed to buy far ahead.

**Tea**—No material change is to be noted in the market. The demand from the home trade is moderate and most of the orders are small, indicating a general disposition among distributors to buy no more than they have a ready outlet for.

**Coffee**—The rapid advance in prices for spot coffee is causing some hesitation in the buying movement and the market is rather quiet. Buyers are said to need coffee, however, and as the trade here are confident that activity will be resumed promptly, this tone is very firm. Stocks of the grades most wanted are relatively small and are understood to be quite closely concentrated.

**Canned Fruits**—The demand for canned fruit futures has increased notably within a few days past. Orders have been booked on the Coast firm at opening prices of the California Packing Corporation, but there has been a good deal of difficulty, as already reported in this column, over the matter of assortments. With demand very strong, the canners are in position to insist on buyers taking fruits they do not want, as a condition of getting what they do want. Michigan fruit canners are following the same policy. Orders have been offered to Eastern canners firm at opening prices, but the cold snap of last week is said to have so injured New York fruits and berries that there is no prospect of enough fruit to fill the orders already offered. Pears and peaches, futures, are most in demand, with apricots apparently ranking third, on the whole. Other fruits are being pushed, different varieties by different canners, as tags to the varieties most wanted by buyers.

**Canned Vegetables**—Fancy Western and extra standard peas, futures, have been selling pretty steadily, with an aggregate of orders that almost approaches a "big" business. Western corn is reported moving more actively, in nearly as great volume as peas. Other vegetables are notably inactive.

**Canned Fish**—Salmon is moving a little, but it is the general opinion that a new export demand was the only thing that would make the market active.

**Dried Fruits**—The upward trend in prices for prune futures took effect in Oregon futures when last Saturday two large packers advanced their prices of October shipment by an average of nearly 2c on the four sizes 30s to 70s. The new prices and percentage of each size in assortments were: 30s, 15c, 15 per cent.; 40s, 13½c, 35 per cent.; 50s, 12c, 25 per cent.; 60s, 11½c, 25 per cent. Advices from Oregon are to the effect that the packers had bought heavily and that growers were receiving advances over earlier prices, ranging from 1½c to 3¼c, depending on sizes delivered. This same message said that weather conditions, with cold rains for two days and frost apparently on the way, had been unfavorable to the crop. Spot prunes were in strong demand during the latter days of last week, and spot Oregon at the end of the week brought 22½c for 40s, while some holders were asking 23c. Supplies obtainable even at these figures appeared to be seldom larger than half a carload. Dealings in California prune futures during the last half of the week appeared to be wholly in the form of resales. Buyers generally were reported to be holding off from the advanced prices asked on original contracts, but resales were made easily at a variety of prices ranging close up to the market on first hand contracts. Export demand for new apricots, which was reported active early in the week, seemed later to disappear, and there was little domestic buying at any time.

**Corn Syrup**—The continued upward movement in cash corn has resulted in an advance in the price of the syrups, amounting to 15 points. The higher market has not checked demand.

**Sugar Syrups**—The situation is unchanged, demand being fully equal to the supply and prices firm on the basis of previous quotations.

**Molasses**—Buyers are manifesting a fair degree of interest in fancy and choice grades of Ponce, but other descriptions are getting little attention. Holders make no effort to force business, however, and the general tone of the market is firm.

**Flour**—The market is strong and in a number of cases prices experienced further advances. The cash wheat situation is the dominating feature and mills show a disposition to withdraw offers. They are inclined to entertain bids, however, the acceptance of which depended largely on whether or not mills had wheat on hand to fill the orders. Recent statements by the head of the Grain Corporation have made it plain that there is no danger of an actual shortage

of flour during the balance of the season, and exports are to be regulated to make provision for home requirements.

**Rice**—A steady tone prevails, with marked firmness in fancy grades, which are most in demand and difficult to obtain in any quantity. Mail advices from New Orleans report a strong market, with business restricted by scarcity of good grades.

### Review of the Produce Market.

**Apples**—Western stock is firm at \$5.85 per box.

**Asparagus**—\$1.75 per doz. bunches for Illinois grown.

**Bananas**—\$7.75 per 100 lbs.

**Butter**—The market on creamery is a little weaker. Local dealers hold fancy creamery at 58c in tubs and 60c in prints. Jobbers pay 50c for No. 1 dairy in jars and pay 35c for packing stock.

**Cabbage**—Texas commands \$7.50 per crate of 80 to 90 lbs.

**Carrots**—85c per bu.

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

**Cucumbers**—Indiana hot house have declined to \$2.25 per dozen.

**Eggs**—It seems hardly probable that the May production will be large enough to run the figures ahead of last year, and the opinion is widespread that there will be a decided shortage in May. Of course the old axiom that you never can tell what a woman or a hen will do still obtains, and surprises are always to be expected in the egg trade, but the export business, if it continues, will surely cut down the proportion of stock going to storage. Steamship space and prices will determine this. Local dealers pay 42@43c per doz., loss off, including cases, delivered.

**Garlick**—90c per lb.

**Grape Fruit**—\$7@9 per box for all sizes Floridas.

**Green Onions**—Shallots, \$1 per doz.; home grown, 20c 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, 17@20c per lb.

**Onions**—Home grown, \$4.25 per 100 lb. sack; Texas, \$5 per crate for yellow and \$6 per crate for white.

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

**Pieplant**—10c per lb. for Illinois grown.

**Pineapples**—\$5.50@7.50 per crate.

**Pop Corn**—12c per lb. for shelled.

**Potatoes**—The market has advanced to \$2.40 per 100 lb. sacked.

**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**—\$1.50 per bu.

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

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

**Turnips**—65c per bu.

Every woman's plain duty is to be as handsome as she can.

### Trying to Suppress Food Substitutes.

After the experience of the world with the high value of substitutes and mixtures—and no one can measure to how great an extent they pieced out the world's food supply—isn't it about time that some of the coddling of the farmer and dairyman, or anyone else who wants cheap food suppressed for his own selfish benefit was stopped? Take the recent fight in Canada against oleo and the campaign to stop the sale of "Hebe" and similar milk-like products. They are perfectly good and honest foods and honestly sold; yet the farmer is working with the aid of his "hired man," the legislator, to rob the world of their economic value.

Pure milk is skimmed to get the butterfat and it is churned into butter for the farmer to sell at a high price. What was taken out is a comparatively small part of its whole nutrition, yet the majority residuum is to be waste—has been wasted or fed to pigs for years. Along comes someone and discovers that he can add perfectly pure and wholesome vegetable oil to the skimmed milk and restore it to its original palatability, nutrition and consistency; virtually reconverting a waste product into a food of great economic value. One man finds that he can churn it into butter and another that he can condense it and when finished that it will pass the double test of the consumer's taste and the chemist's analysis. Why not let it be made and sold, so long as it is honestly labelled?

But immediately the farmer and dairyman bob up clamoring for laws to tax them out of existence, or to so hamper their sale as to make it both expensive and difficult. Over in Indiana the State Dairy Association wants Dr. Barnard, the Food Commissioner, and his staff "to do all they can to prohibit the sale of any article of condensed milk unless the ingredients of same are derived wholly from dairy products."

John Pearce was in Chicago Monday and says he has completed arrangements to open twelve more Piggly-Wiggly stores in Grand Rapids in the near future.

William Foote, formerly engaged in trade at Edmore, has opened a grocery store at Cedar Lake. The Worden Grocer Company furnished the stock.

Adolphus E. Bryant has engaged in the grocery business on Furniture avenue, Muskegon. The Worden Grocer Company furnished the stock.

Parker & Baldwin have opened a new grocery store on the West side of Gunn Lake. The Worden Grocer Company furnished the stock.

John E. Bechtel has engaged in the grocery business at Hastings, the Worden Grocer Company furnishing the stock.

It was not the magnitude of the Grecian army, nor the martial skill of Achilles, their leader, that conquered the city of Troy, but ten years of perseverance.

REALM OF THE RETAILER.

Thoughts Inspired By Recent Visit to Lowell.

As I walked along the beautifully paved main street of Lowell last Saturday afternoon, my memory took me back thirty-five years and there passed in review some of the sturdy business men of that period, many of whom have crossed the divide and made their peace with their Maker.

In 1884 there was no more active merchant in Michigan than the late Charley McCarty. He was the personification of push and energy. He was a grocer, produce dealer, banker and grist miller. He bought anything which was brought to town from a discarded iron tea kettle to a carload of peaches. He never permitted a farmer to return home with the load he brought to market, whether he could handle the goods at a profit or a loss. He did much to give Lowell the reputation she has so long enjoyed as a desirable market for farm produce. He made the same mistake many of us make by having too many irons in the fire and met the same experience many of us meet by having some of them scorched.

I well remember a conversation I had with Charley about a quarter of a century ago. He was boasting that he had been a director of the Lowell National Bank for a dozen years or so and had not attended a meeting of the directors for five years.

"Have you ever looked up the definition of director in the dictionary?" I inquired.

"No," he responded. "The definition of director is one who directs," I replied, "and the man who is content to accept the office of director and not attend the meetings of the directors will, sooner or later, find himself out of pocket."

Three years later I met Charley on the street. The bank had practically failed in the meantime, owing to the defalcation of the cashier and the stockholders had submitted to a reduction of the capital stock from \$100,000 to \$50,000. About five years later the bank failed utterly and went out of business.

"I would have been \$15,000 ahead if I had followed your advice," remarked the adroit and wily McCarty. "When the capital stock was shrunk, I lost \$5,000—accepted that much stock for my \$10,000 holding. Later when the bank failed utterly, I lost that \$5,000 and \$5,000 besides which the Federal court at Grand Rapids forced me to pay in the shape of a 100 per cent. assessment. Of course, it would have been money in my pocket to have taken your advice, but who ever heard of an Irishman taking advice from any one else—especially the editor of a trade paper?"

Another masterful figure of the early days was John Giles, retail grocer. He started in a small way. His wife helped by baking bread and pies for the store. Giles was one of the best grocers who ever stood behind a counter. Within twenty years he accumulated \$50,000, sold out and removed to Grand Rapids to enjoy the fruits of his labor and energy. Un-

fortunately, he listened to the importunities of a couple of soldiers of fortune and the result was the wholesale grocery establishment of McCarthy, Rooney & Giles, at Detroit. It did not take Mr. Giles long to discover that the cards were stacked against him and he managed to dispose of his interest in the business in time to save \$7,000 of the \$50,000 he had invested in the concern, which soon after failed. With this \$7,000 Mr. Giles returned to Lowell and re-engaged in the retail grocery business. The old hand had not lost its cunning. His friends rallied to his support and he ultimately accumulated a considerable percentage of the money he had lost in the ill-fated Detroit venture and died in comfortable circumstances.

John Scott conducted a hardware store in the early days and achieved deserved success. He was a good merchant and did much to build up the hardware trade of the town. He was forced to retire from business by failing eyesight and spent the remaining years of his life in a home on Sunset avenue, Grand Rapids, commanding a wonderful view of the city.

E. R. Collar engaged in the dry goods trade in 1880 and will celebrate his fortieth anniversary as a dry goods merchant next year. He is not much given to conversation, but is an excellent listener. He has always lived simply and unostentatiously, but those who know him best assert that he could retire to-day without any fear that the shadow of the poorhouse would ever overtake him.

Two other old-time dry goods dealers pass under review as I brush the cobwebs from my memory—Chet. Stone and Norman B. Blain. The former was a prince of good nature and the soul of honor. He did not leave a fortune, when death called him a few years ago, but he left an unsullied name and a host of friends so numerous I could not get them all in a column of the Tradesman. Norm. Blain is still living and resides with his sister, Mrs. Peck, at Lompoc, Calif. I hear from him two or three times a year—he ought to write to me every month—and in his last letter he said he "narrowly missed making a million dollars last year by not having \$100,000 cash in hand to do it with." I mention this circumstance to show that the passing years are still dealing gently with Mr. Blain and that he still enjoys a joke as well as he did forty years ago when he and Myron H. Walker constituted the membership of the Prohibition party of Lowell. Mr. Blain is a Justice of the Peace in his far-away home on the Pacific coast, but the best wishes of hundreds of friends are continually wafted to him by every passing breeze. How can he help being at peace with himself and the world so long as he receives such encouraging messages?

Frank T. King is another man who made his mark—and, incidentally, about \$200,000 in cold cash—in Lowell. As a lumberman he was energetic and resourceful. Later on, as the managerial head and dominant

factor of the King Milling Co., he put into execution the same qualities which had made him successful as a lumberman. He retired about five years ago and now lives in a fine home at 344 Madison avenue, Grand Rapids, drives his own automobile, clips his own coupons and enjoys life to the utmost, as he has a right to do.

The memory of several other men of almost equal prominence occur to me at this time, but if I exhaust the list now I will have nothing left to write about the next time I visit the lively little city at the mouth of Flat River. As a rule, I prefer to discuss the merits and shortcomings of men now living, so they can come back at me if they think I have presented them in an unfair or unfavorable light. I am told that the disposition to delve into the past is a sure indication of advancing years and a manifestation of old age, which we look forward to in youth as a long way ahead but which overtakes us all, sooner or later, if we are spared to enjoy its blessings and partake of its advantages.

Before closing, however, I wish to pay tribute to the genius of a man who is worthy of commendation because he found himself in middle age and made an enviable name and a place of honor and responsibility for himself in the ranks of the traveling fraternity. I refer to Manley Jones, long traveling representative for the Telfer Coffee Co. and now a stockholder and director in the corporation. Mr. Jones was head clerk for John Giles for many years and was held in high esteem by that prince of the grocery trade. Mr. Giles always insisted that Manley Jones was the most resourceful clerk he ever knew; that he could wait on more customers—and do it well—within a given time than any clerk who ever stood behind a grocery counter. The admiration of Mr. Giles for his clerk was in keeping with the homage Mr. Jones always paid his old employer, whom Manley insists was the most thorough and methodical merchant it was ever his good fortune to know.

I am pleased to note the increasing use of price tags in grocery stores wherever I go. I have preached this doctrine so long that it has come to be second nature to me. I have yet to meet a grocer who has adopted the system who is not more than pleased with the result. E. A. Stowe.

Washington Fight on Codlin Moth.

The Division of Horticulture of the Department of Agriculture of the State of Washington is working in conjunction with the United States Department of Agriculture and the apple growers in the Yakima Valley in an active campaign against codlin moth. Entomologist Newcomer has been sent from Washington and is planning to devote the next three years to this work. These announcements have been received with much satisfaction by growers in the Yakima Valley, as codlin moth there has done a great deal to hold back the Yakima Valley apples.

BANKRUPTCY MATTERS.

Proceedings in the Western District of Michigan.

Grand Rapids, April 22—Peter Rasmussen, a laborer, of Big Rapids, Michigan, has filed a petition for adjudication in bankruptcy. The adjudication has been made and the matter referred to Referee Corwin. The schedules of the bankrupt show liabilities amounting to \$704.85 and assets amounting to \$265, of which \$250 was claimed as exempt. Following is a list of the creditors of said bankrupt:

Gene McGregor, Big Rapids	\$ 57.45
Roy Buck, Big Rapids	18.00
Louis F. Bertram, Big Rapids	50.00
Big Rapids Electric Co., Big Rapids	30.00
William Bassler, Big Rapids	75.00
Emil Johnson, Big Rapids	325.00
William Hughes, Big Rapids	65.00
Harry Schuberg, Big Rapids	84.40

**\$704.85**  
In the matter of Mety Brothers, grocers, bankrupt, this city, the assets have all been sold to A. K. Azkoul, Grand Rapids, for \$525.

April 23—Samuel C. Stout, of Grand Rapids, filed a voluntary petition for adjudication in bankruptcy. The order of adjudication was entered and the matter referred to Mr. Corwin. No meeting of creditors has as yet been called. The schedules of the bankrupt show the following: Liabilities amounting to \$3,674.87, and assets amounting to \$250, all of which is household goods and claimed as exempt by the bankrupt. The creditors are as follows:

Preferred Creditors.	
Solon Twp., Kent county (Taxes) \$20.00	
Unsecured Creditors.	
Thomas & Bassett, Cedar Springs	\$ 82.99
Citizens Telep. Co., Cedar Springs	22.61
E. W. Wheeler, Cedar Springs	30.00
Geo. Arnold, Cedar Springs	5.00
T. B. Taylor, Cedar Springs	25.00
Chas. Mather, Cedar Springs	73.89
J. A. Skinner, Cedar Springs	19.50
John Beucus, Cedar Springs	200.00
L. M. Sellers, Cedar Springs	5.00
P. J. Frenett, Cedar Springs	200.00
Dr. P. W. Pearsall, Cedar Springs	3.00
W. J. Pollock, Cedar Springs	88.18
F. A. Randall, Cedar Springs	550.00
R. N. Totten, Cedar Springs	5.00
Geo. Waycott, Cedar Springs	30.00
Central Garage, Cedar Springs	2.50
J. A. Miller, Cedar Springs	170.00
Turner & Marvin, Cedar Springs	250.00
Howard Morley, Cedar Springs	5.00
Knack & Ricker, Cedar Springs	10.90
L. F. Stout, Cedar Springs	50.00
Pellet & Mosher, Cedar Springs	3.00
J. M. Holland, Cedar Springs	53.36
Bernard & Van Liew, Cedar Springs	55.00
A. H. Shaw, Cedar Springs	45.50
Ray J. Thompson, Cedar Springs	39.80
Bernie Goodell, Cedar Springs	22.10
J. J. Hanna, Cedar Springs	40.00
W. A. Smith, Cedar Springs	10.00
Chas. H. Terrel, Cedar Springs	23.43
Wm. Aples, Cedar Springs	50.00
W. Hake, Cedar Springs	15.00
Peter Miller, Cedar Springs	40.00
Lewis Miller, Cedar Springs	10.00
Lee Stout, Cedar Springs	20.00
H. Davis, Cedar Springs	7.00
Ed. Rounds, Cedar Springs	90.00
H. Wiersma, Cedar Springs	150.00
James Dunn, Cedar Springs	8.00
Elmer Hicks, Cedar Springs	25.00
Guy Shank, Rockford	3.00
Farmer's Mutual Fire Ins. Co., Rockford	8.10
Williams & Otterbacher, Sand Lake	72.54
Pierion Elevator Co. Pierson	187.47
J. C. Jorgenson, Evans	25.00

St. Joseph, April 19—In the matter of James LaVerne Ludwig, bankrupt, of Otsego, the trustee filed his final report and account, showing total receipts of \$2,903 and disbursements of \$2,385.62 and a balance on hand of \$517.38, whereupon an order was made by the referee calling a final meeting of creditors at his office on May 2 for the purpose of passing upon the trustee's final report and account, the payment of the remaining administration expenses and the declaration and payment of a final dividend. Creditors were directed to show cause why a certificate should not be made by the referee, recommending the discharge of the bankrupt and also why the trustee should not be authorized to interpose objections to the discharge of the bankrupt.

April 21—Louis Sigel, a farmer, formerly of Caso township, Allegan county, filed a voluntary petition and was adjudicated bankrupt and the matter was referred to Referee Banyon. The schedules of the bankrupt disclose no assets above his exemptions and the following—all located at Chicago—are listed as creditors:

Western Chandelier & Elec. Co.	\$ 700.00
Sachs & Hussman	505.17
Ottler, Letter & Besk	40.00
M. Cohen	550.00
Pittsburg Plate Glass Co.	300.00
Lorenz Bros. Co.	15.00
Humboldt Stair Works	225.00
North Side Sash & Door Co.	100.00
Louis Abt	350.00
Larya Plumbing Co.	120.00
United Plumbing & Heating Co.	375.00
Ravenswood Mosaic Tile Co.	175.00
Elkin-Siegel Cabinet Mfg. Co.	50.00
Mid-City Trust & Savings Co.	1,320.84
Book of Knowledge Co.	250.00



Consumers Co. ....	925.00
David Rutter Co. ....	411.31
Atwood Vacuum Cleaner Co. . .	200.00
William Braundenburg . . . . .	175.00
Sol Klausner . . . . .	1,500.00
Joseph Rosensteel . . . . .	800.00
Humbolt Iron Works . . . . .	400.00
Lavina Haist Date. . . . .	550.00
C. Jorgenson . . . . .	110.00
Garfield Park State Bank . . . . .	325.00
Mandel Bros., Chicago . . . . .	101.00
John E. Herron . . . . .	214.77
Henry Frerk Sons . . . . .	74.80

\$10,8862 89

April 22—In the matter of Allen M. Dame, bankrupt, of Kalamazoo, the first meeting of creditors was held at the latter place. No creditors were present or represented and no claims were proved. The bankrupt was sworn and examined by the referee without a reporter, whereupon an order was entered allowing the bankrupt his exemptions, as claimed, and that no trustee be appointed. Unless cause to the contrary is shown, the estate will be closed without the appointment of a trustee.

In the matter of George Odell, bankrupt, formerly a wholesale fruit and vegetable dealer at Allegan, the first meeting of creditors was held at the latter place and the bankrupt was sworn and examined by the attorneys present. His examination continued for three weeks, with a view to discover what became of the assets. No trustee was appointed.

April 23—Frank T. Hall, an engineer, of Kalamazoo, filed a voluntary petition and was adjudicated bankrupt and the matter referred to Referee Banyon. The schedules of the bankrupt show no assets above his exemptions and the following creditors:

House Furnishing Co., Kalamazoo \$	29.00
Dr. Bowman, Kalamazoo . . . . .	125.00
Ed. J. Anderson, Plainwell . . . . .	100.00
Ed. Sliss, Kalamazoo . . . . .	2.50
L. Lavenhoek, Kalamazoo . . . . .	25.84
John Bushouse, Kalamazoo . . . . .	3.82
Clark Greetings, Kalamazoo . . . . .	5.66
Home Furniture Co., Kalamazoo . . . . .	100.00
Ed. D. Havinger, Kalamazoo . . . . .	75.00
Bessie Hall, Kalamazoo and Ruth Comstock, Kalamazoo . . . . .	891.20

\$1,358.02

April 24—In the matter of Fred L. Parr, bankrupt, of Plainwell, the final meeting of creditors was held at the referee's office. The trustee's final report and account showed no assets found, but the sum of \$40.00 advanced to pay administration expenses was considered and approved and allowed. The actual administration expenses were ordered paid from the funds advanced. Creditors having been directed to show cause why a certificate should not be made recommending the discharge of the bankrupt, and no cause having been shown, it was determined that such certificate be made. The trustee was directed not to interpose objections to the discharge of the bankrupt. The meeting was adjourned without day.

In the matter of Louis Sigel, bankrupt, of Allegan county, an order was entered calling the first meeting of creditors at the referee's office on May 5 for the purpose of proving claims, the election of a trustee, the examination of the bankrupt and the transaction of such other business as may properly come before the meeting.

April 25—Frank L. Shoemaker, a contractor and builder of Kalamazoo, and President of the Frank L. Shoemaker Co., filed an individual petition and was adjudicated a bankrupt. The matter was referred to Referee Banyon. The following are scheduled as creditors:

Home Savings Bank, Kalamazoo \$	100.00
Kalamazoo National Bank . . . . .	100.00
Kalamazoo City Savings Bank . . . . .	5,000.00
Mrs. Lulu Shoemaker, Kalamazoo . . . . .	600.00
Clyde W. Ketcham, Kalamazoo . . . . .	75.00
W. J. Conner, Kalamazoo . . . . .	107.00
Frank L. Shoemaker Co., Kal. . . . .	4,421.29
E. S. Rankin Agency, Kalamazoo . . . . .	515.00
Miller, Kyder, Winterburn Co. . . . .	40.00
State Hospital, Kalamazoo . . . . .	239.08
John Rynbrand, Kalamazoo . . . . .	40.00
Den Bleyker & Olmsted, Kal. . . . .	58.08
J. R. Naylor, Kalamazoo . . . . .	70.00
South Surety Co., Des Moines, Ia. . . . .	5,677.41
First State Bank, Three Rivers . . . . .	3,400.00
George H. Millard, Quincy, Ill. . . . .	140.00

\$20,583.43

**Assets.**

Bills, promissory notes and securities . . . . .	\$ 30.00
Machinery, tools, etc. . . . .	538.30
House and lot . . . . .	1,500.00

\$2,068.30

April 26—In the matter of the Herri-man Manufacturing Co., bankrupt, of South Haven, the trustee having filed his supplemental final report, an order was made closing the estate and recommending the discharge of the bankrupt.

In the matter of Charles A. Snider, bankrupt, of Sturgis, the trustee filed his final report and account, showing total receipts of \$376 and disbursements of \$262.34 and a balance on hand of \$113.66. An order was entered by the referee, calling a final meeting of creditors at his office on May 9 for the purpose of passing upon the trustee's final report and account, the payment of administration expenses and the transaction of such

other business as may properly come before the meeting. Creditors were directed to show cause why a certificate should not be made recommending the discharge of the bankrupt.

In the matter of Jermone J. Hamlin, Lee Dornan and Dornan & Hamlin, a co-partnership, bankrupt, the trustee filed his supplemental final report, showing the disbursements of all the funds in the estate, whereupon an order was made by the referee, closing the estate and discharging the trustee. The referee also made a certificate recommending the discharge of the bankrupts. The record book and files were returned to the clerk's office.

Carranza celebrates the second anniversary of his inauguration this week, and his sky seems clear. The

rapid collapse of the Blanquet-Alvarez movement shows how little chance of success has a revolutionary attempt launched in the open from a prominent point like Vera Cruz. The execution of Alvarez is admitted by his supporters, and the death in battle of Blanquet seems certain. Meantime, the crushing of Zapata's resistance and official report of his death argue that banditry is on the wane in Mexico. It is not too much to hope that we shall soon hear the last of Villa's guerrillas. The steady

extension of the area of settled law and order saps the strength of such chieftains by making it possible for men to gain a livelihood in legitimate ways. It is safe to say that none will be better pleased at the demonstration of the stability of the Mexican government than the majority of level-headed foreign investors. That all such investors had an interest in Mexican disorder was a hoary fiction revived in some quarters when news of the Blanquet movement was trumpeted by Blanquet's press agents.

# Cement and Good Roads

The road building boom has started. Illinois has voted a \$60,000,000 bond issue, Pennsylvania and Michigan each \$50,000,000 bond issues for state highway systems. Many other states and counties are considering ways and means of voting similar issues—some even larger. There is hardly a state in the Union in which there is not a strong demand for permanent roads.

The Federal Government is urging all states to push plans for Federal Aid roads. President Wilson in his recent address to Congress and in correspondence with various Cabinet members, recommends that road-building be resumed at once.

According to the Federal Bureau of Public Roads expenditures for highway work in the United States for 1919 will amount to \$500,000,000.

This is a stupendous sum and in view of these roads being trunk highways by far the largest part will be constructed of Concrete.

The United States is at least \$3,000,000,000 behind in building, besides the normal current requirements of 1919. This will call for an extremely large amount of building material and with reliable authorities predicting a lumber famine, the burden must fall on Cement.

## The Future of the Cement Industry

In view of the above undeniable facts it becomes evident that the Cement Industry has a very bright future.

The coming demand for cement for roads and concrete ships seems apparently to greatly exceed the capacity of all existing mills for many years to come.

Cement authorities are making no idle prediction in stating that in a few years there will be a very great shortage of cement. This industry will have to run full capacity for years and even then the output of the present cement plants will be entirely inadequate to supply the demand.

New Cement Companies, if well-officered and ably-managed, should grow and develop into industrial giants and become big earners of profits—Big Dividend Payers.

The momentum behind the Cement industry is an irresistible force.

## The Petoskey Portland Cement Co.

Authorized Capital Stock \$1,500,000

No Preferred Stock, No Bonds, No Debts, No Water,

is offering its stock to the public at \$13.50 per share. According to reliable geological authorities, the value of its raw material is \$5,000,000, which is over three times the entire capitalization of the company.

Investigate thoroughly for yourself the company's plans and management.

This stock offering represents the best investment opportunity of the day.

### F. A. SAWALL & CO., Inc.

405-6 7 Murray B'dg., Grand Rapids, Mich.

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

Name.....

Address.....

### PAYING THE COST OF WAR.

The great debt of Germany to her own people is no debt at all from the point of view of the outside world. Germans alone own the bonds which represent this debt and so when Germans are taxed to pay interest on these bonds or to redeem them the German government will act as a mere agent to adjust a family matter. Money will be collected from some Germans to hand over to other Germans or often to hand back to the same Germans. Germany can pay a heavy indemnity in spite of her debt to herself.

A year ago Prof. Irving Fisher, of Yale, and some other gentlemen, acting together as a committee, issued a statement to the effect that when a nation fights a war she has to pay the cost at the time and cannot put upon a later generation any part of the expense. The popular belief, however, is that a nation by selling long-term bonds does postpone the day of payment. Our common idea is that as our children are to be benefited by the results of this war, therefore they ought to be taxed to some extent to pay for it. The case immediately has a different aspect although when we reflect that the generation which will have to pay off the long-term bonds will actually own the bonds themselves. The payers and the payees will belong to the same generation and in many instances will be the same individuals. We issue bonds in this generation and people now living furnish the cash. These people can not be reimbursed after they are dead, nor can the people of the next generation pay anything before they are born.

When a corporation issues long-term bonds it puts upon the coming generation of its managers the responsibility of redeeming the bonds, but these managers will have the property of the corporation to pledge in financing the job. Nobody charges that the present managers are robbing the future managers.

Both taxation and bond issuing are means of distributing the costs of war, but neither makes a community poorer in terms of money, all the money collected by the Government going right back into circulation. Of course, there is a vast difference to individuals between the two methods of financing a war. If only taxation were used, many businesses would go bankrupt, a tax receipt having no marketable or collateral value, whereas bonds are easily salable or usable as security for loans.

The real cost of war is felt while the war is in progress. From the economic standpoint, as well as from every other, the immeasurable loss is the loss of life, and this loss will affect the coming generation. The next generation, too, will have to care for the maimed and the diseased who happen to live on. Then there has been a tremendous economic disturbance which gives us a high cost of living, a lack of dwelling houses, and many unpleasant experiences some of which our children also will feel. Generally speaking, however, the fighting generation pays its own

way, in the destruction of its own materials, the diversion of its own labor, and in the sacrifice of its own lives. No future generation will ever have an opportunity to make up the losses to our own fighting generation.

The case seems to be different when a nation finances a war by borrowing abroad on long credit, the people to be taxed in due time not being the people who receive the money. This generation gets the money from foreigners, and the next generation has to pay it to foreigners. Herein there appears to be a real saddling upon a coming generation of part of the cost of war.

### TOO MUCH POLITICS.

No amount of camouflage will conceal two basic facts fully demonstrated by the experiments that have already been made in the Government operation of public utilities.

One of these is the incapacity of Government officials to utilize the up-to-date business methods with which private enterprise keeps down the cost of operation while increasing the efficiency of service. The other is the helplessness of the Government official—who is usually a politician—in the face of the demands of labor for more compensation.

One big overshadowing fact stands out as the result of months of Government operation of the railroads, the telegraph and the telephone, namely, that the cost to the user is much greater than ever before in the history of the country, while the efficiency of the service is below any standard set by private ownership.

It is perhaps a very fortunate thing that this experiment has been made under conditions that promise the speedy return of the utilities in question to their private owners. It would indeed be a melancholy situation if Government ownership of the railroads, the telegraph and the telephone were permanent and the long-suffering taxpayers had no hope of relief except an appeal to the politicians in Congress.

Several circumstances of good omen to business came to notice during the past week. The most widely observed was the continued disposition to buy on the part of the general public in this and other jobbing centers. Jobbing buyers who come to town show more optimism, although they do not seem altogether reconciled to the idea of paying the high prices asked, especially in the cases where these have been recently raised. The latest official crop report, issued during the week, is as favorable as those which preceded it. The grains are doing well and the yield of them promises to equal the large estimates hitherto given. The cotton crop, while a little behindhand because of wet weather, is in such shape as to cause no misgivings. Merchants are paying their bills promptly, which is another good sign. Even the activity toward making a success of the Victory Loan has not perceptibly slowed up enterprise in the business field.

### GOVERNMENT BY BLUFF.

There is an organization at Lansing which appears to be about as useless as a sore toe. It is the Michigan Securities Commission. This organization was created to protect the people from blue sky promoters and shady projects which would be likely to involve inexperienced and innocent investors in loss. As a matter of fact, it does nothing of the kind. It approves mining propositions which are only prospects and sets the seal of approval on swindling schemes which have not the least semblance of merit. It does not pretend to enforce the law. It causes the arrest of men for sales of stock not authorized by the Commission and then sets them free, without as much as a reprimand. When a hundred Michigan newspapers paraded an offering of motor truck stock, neither stock nor broker having been approved by the Commission, a great show of indignation was made and telegrams were sent out that all who violated the law would be properly punished. Has any one heard of any arrests or the apprehension of any of the violators of the law? Echo answers in the negative.

The promoters of the Grand Rapids Wholesale Grocery Co. afford a case in point. The organization papers were originally obtained from the Secretary of State by fraud, false allegations having been made regarding the amount of money actually paid in at the time the papers were filed. The promoters then started out selling stock in defiance of the law without obtaining the authority of the Commission to offer the stock for sale. They did this in the full knowledge that they were defying the law, assuming that they could evade the consequences by exacting secrecy and silence on the part of their victims. When the matter was brought to the attention of the Commission, it caused the arrest of two of the offenders with apparent reluctance and prosecuted the cases without vigor. The arrested parties pleaded guilty, but they have never been sentenced and probably never will be, because the stock in trade of the Commission appears to be newspaper bluff, instead of legal prosecution of criminals who flaunt the law and then challenge the Commission to prosecute them.

The man who goes to the Commission with a meritorious proposition is subjected to all sorts of scrutiny and criticism, but the faker and stock swindler can put up a bold front and carry the Commission by storm.

Under existing conditions the statements that a security has the approval of the Securities Commission is greeted with a smile by the experienced investor, because he fully realizes that some of the worst swindlers which have been foisted on the public bore the O. K. of the Commission.

### WOOL AND WOOLENS.

Australian and Cape wools continue to be well taken at the Government's auctions, but there seems to be little call for South American sorts. Dealers compete with millmen for the offerings and prices of desirable kinds are well above the minimums fixed. A Government representative

is now on his way to Great Britain, and it is a mooted question whether he will try and arrange there for the sale of wools which have not found a market here or whether his mission is to induce the British to forego their right to send here the Australian wool that the Government has agreed to take. There is an impression that the wool will be more needed in Europe than here, and the high prices obtained at the English auctions, as well as the eagerness of the demand, indicate a good market there. The feature of the goods market is the pretty general advance in prices. It looks as though the principal factor had opened the selling season with an array of low prices for the purpose of testing the buying inclination. When this was once demonstrated, as it was by a large volume of orders, the mills generally took notice and saw their chance to do a good business even at higher levels. So prices have been raised to late comers or to those who put in orders for unusual requirements. As things stand there is no danger of the producers losing money on their output, as was at one time suggested. The mills will not run at a loss, whatever else happens.

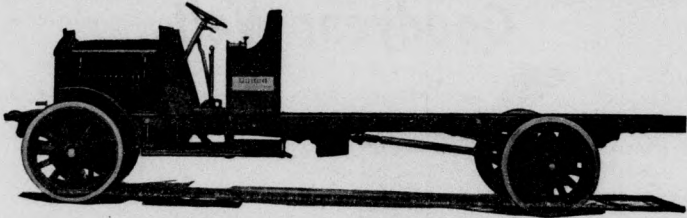
### HAND-TO-MOUTH PURCHASES.

While buyers of underwear are limiting their activities to small sized lots they are buying oftener and this is giving considerable strength to the entire market. Confidence and conservatism seem to be ruling the market. On all lines the buying has become general and all sections of the country seem to be interested at least to a degree. The most conservative jobbers who have been holding back are operating now and the less conservative ones have been operating for some time.

Jobbers who have had their men out on the road report that retailers are showing willingness to buy in about the same way as the jobbers have bought and this is resulting in some steady activity in jobbing quarters. The net outcome of this twin situation is some duplicate orders that are coming through at this time and which are expected to continue to come in for some time to come.

Restoration of ruined church buildings in the devastated regions of France is a pious task to which many Americans are giving thought and money. It is not a question of great cathedrals, at Rheims or Soissons, but of the modest edifices in villages and the countryside. Most of these have been, of course, used for generations and centuries as Catholic churches; but we are glad to note that Protestants in this country are co-operating with the American committee that is raising funds to help in the work of reconstruction. French Protestants, too, have their problem, although of a different order. Their congregations are staggering under heavy financial burdens, and unless they get help, it is stated that many of their churches will be compelled to close. For them, also, an Inter-church Committee is soliciting aid in this country.

## 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.

## TOILET PAPERS

Crepes and Tissues

in various size rolls now at

**Pre-War Prices**

Every roll is a winner.  
Sample rolls gladly furnished with quotations.

**The Dudley Paper Co.**

Lansing, Michigan

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

## 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.**

## A half million meat-eating families

are reading in June Good Housekeeping the story of a lean, tender dried beef with a snap and tang of flavor that is truly hard to resist—Red Crown Wafer Sliced Beef.

Every month these same families are seeing full-page advertisements, featuring one or more of the twenty-four

**Red Crown** Ready To Serve MEATS

—meats selected on a quality basis, trimmed of all waste and cooked without parboiling in a vacuum in the sealed can so that all the natural juices and flavor are retained.

No wonder these meats are selling more and more every day. If you do not handle Red Crown Meats ask your jobber for prices and samples now.



ACME PACKING COMPANY  
Chicago, U. S. A.

## WHITE HOUSE COFFEE

While Coffee is in the Public's Mind, Remember That

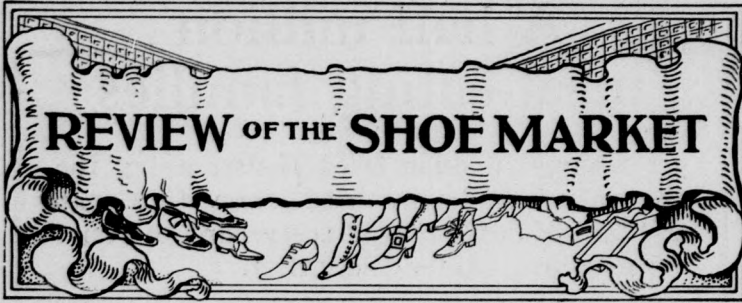
**"WHITE HOUSE"**

Is the Standard of Coffee Quality

**"NONE BETTER AT ANY PRICE"**

Boston—DWINELL-WRIGHT CO.—Chicago

Distributed at Wholesale by  
**JUDSON GROCER CO.**  
GRAND RAPIDS, MICH.



**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.

**The Modern Repair Shop an Attractive Proposition.**  
 Written for the Tradesman.

What has become of the old-fashioned, "contemplative, philosophically-inclined" cobbler?

His function has been taken over by the modern repair shop, and the man who wants discussion and comment along with his mending is doomed to disappointment.

If you want entertainment and amusement from men of this vocation, you must turn to literature. In other days writers found resourceful and witty types artisans of the lap-stone. Perhaps the greatest of them all is Shakespeare's "Second Commoner."

The "Second Commoner" appears in Act I, Scene I, of Julius Caesar. The scene is supposed to have been enacted on a street in the city of Rome. Being somewhat rudely addressed by Marullus, who enquires of him:

"You, sir, what trade are you?"

"Truly, sir, in respect of a fine workman," he replies, "I am but, as you would say, a cobbler."

"But what trade art thou?" demands Marullus, "answer me directly."

"A trade, sir, that, I hope, I may use with a safe conscience," he retorts; "which is, indeed sir, a mender of bad soles."

Still Marullus doesn't see the point, but asks again: "What trade, thou knave? thou naughty knave, what trade?"

That cobbler was something of a wit, for he says: "Nay, I beseech you, sir, be not out with me; yet if you be out, sir, I can mend you."

Still Marullus doesn't get the point. "What mean'st thou by that? mend me, thou saucy fellow!"

"Why, sir, cobble you."

Then Flavius, another tribune present with Marullus speaks:

"Thou art a cobbler, art thou?"

"Truly, sir, all that I live by is with the awl," the cobbler informs. And then he goes on to prove that he is a wise man. He says: "I meddle with no tradesman's matters, nor women's matters, but with awl. I am indeed, sir, a surgeon to old shoes; when they are in great danger, I recover them. As proper men as ever trod upon neat's leather have gone upon my handiwork."

Flavius says: "But wherefore art not in thy shop to-day? Why dost thou lead these men about the street?"

"Truly, sir, to wear out their shoes,

to get myself more work," retorts that irrepressible cobbler wit.

The Introduction of Machinery. The modern repair shop dates from the time of the introduction of machinery into repair shops.

This vast improvement over the old method of cobbling or repairing shoes by hand has changed the repair business.

Strictly speaking, it has made a real business of it. In the little old-fashioned one-man repair shop where everything was done by hand, there was very little money-making possibilities in the vocation. The cobbler was just a humble artisan, and generally poor.

But now that machinery has been perfected and developed for repairs, so that a workman can now turn out ten times as much work in a given time as was possible under the old regimen, the erstwhile vocation has developed into a real business.

Some of the more enterprising city repair shops have become highly efficient organizations. Work is taken in by a girl at the desk. She gives the patron a coupon, tells him approximately what the job will cost (generally exactly what it will cost), and informs him when it will be done.

Then the work is passed on to operatives in the shop; and these men systematize their work, performing

**Satin Oxfords in Stock**

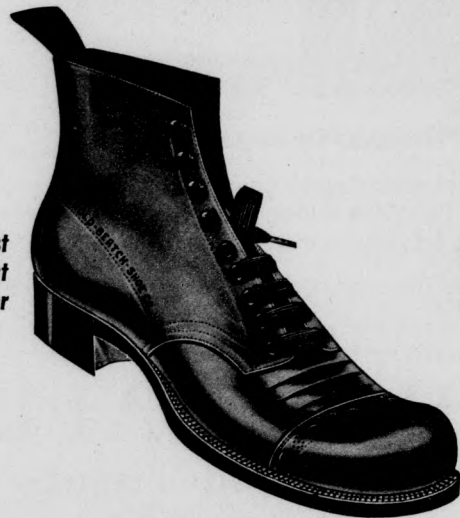


3547—Black Satin Ox. Turn Covered Heel, A 4-7, B 3½-7, C 3-7.....\$4.50

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

**Men's Bertsch Gun Metal Calf Goodyear Welt**



**A most Consistent Seller**

**In Stock To-day. 6-11 E E**

No. 990—Price \$4.05

No. 990 is one of our most consistent sellers.

The last is as staple as any last can be. It is wide and roomy just where it should be.

Everything about the shoe tends toward perfect fitting. You can fit more with this shoe than any other shoe we know of.

It is the extra width just where needed that makes it fit where others fail. It is the extra quality material used that gives the service and makes the friend.

Every shoe dealer has call for this very shoe and should carry it. Sample gladly submitted.

**HEROLD-BERTSCH SHOE CO.**

**Manufacturers of Serviceable Footwear GRAND RAPIDS, MICH.**

*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

one kind of an operation at a time on scores of shoes; and the whole process moves along from ripping off the shreds of worn soles to the burnishing process on the new half soles that have been applied.

And the work is done on a strictly cash basis. And the work is ready at the time promised. There's no waiting for the job to be finished.

In many shops repairs are made while you wait. This, of course, is a great convenience to strangers in the city temporarily, or to people who may have met with a mishap to their shoes—the accidental loss of a heel or something of that sort.

**The Growth of the Business.**

Attention has frequently been called in these columns to the wonderful development of the shoe repair business in recent years.

The present high price of shoes has undoubtedly increased the shoe repair business by leaps and bounds within the last two years.

The writer was talking with a department store repair man recently, and this party told him the repair work of their store had increased 400 per cent. within the last eighteen months—and that too without any advertising whatever.

"Shoes are getting so high," he said, "people are now having shoes repaired who used to never think about such a thing."

And the department store shoe man gave it as his opinion that this tendency would perhaps increase and become even more pronounced, if the prices of shoes continue high.

Parents, especially, find the repair shop a great money-saver. Take, for example, the average so-called high-grade shoe for a growing girl or a husky lad of 12 to 14. You will pay anywhere from five to eight dollars for such shoes; and perhaps the original soles will last a month or six weeks. Then you can take them to some reliable repair shop and have a good pair of processed half-soles sewed on and your youngster will not get them through for say two months, or two months and a half. If the uppers are still good at the expiration of this time—and they are apt to be—you can have another pair of half soles; and by the time they are gone, there is a new season and the youngster begins to clamor for something different.

If it were not for the fact that the usefulness of shoes to-day is being prolonged by the highly efficient service of the modern repair shop, we would soon come to an end of the supplies of shoe material, and either more substitutes would have to be used, or somebody would have to go without shoes.

For the man of ambition, skill as an operative and a little capital, the modern shoe repair shop has become a very attractive proposition. But in this business, as in all others, one must be a hustler to win out under competitive methods. Cid McKay.

When some customer acts as if he knows more about running your store than you do, don't get peevish about it. He may be right.

**THE** merchant who handles Mayer Honorbilt Shoes is troubled very little by "price talk."

His customers have learned the wisdom of looking for quality first and price afterward.

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

# Hood Wurkshu



**BLUCHER.** Brown duck upper. Loose lined to toe. Bellows tongue. Fibre insole and counter. Leather sock lining. Gray corrugated rubber sole, made from tire-tread composition. Rubberized toe box. Pneumatic Heel. For men ..... \$2.05



**SCOUT.** Brown duck upper, unlined. Bellows tongue. Fibre insole and counter. Leather sock lining. Gray corrugated rubber sole, made from tire-tread composition. Rubberized toe box. Pneumatic Heel. For men, boys and youths.

Prices  
Men's 6 to 12 ..... \$2.00  
Boys' 2½ to 6 ..... 1.87  
Youths' 11 to 2 ..... 1.70

A Big Selling Shoe because it appeals to men, women and children both in city and country.

It's a Service Shoe.

Made on the Munson Last with Hood Pneumatic Heel.

Advertising beginning May 1st in the Saturday Evening Post will increase your demands.

## Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

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.



### The Bank as an Ally in Conquest of Business.

During the past decade American banking has undergone a notable development. I do not refer to the changes in our National bank system brought about by the Federal Reserve Act, to the extraordinary increase in bank resources since the outbreak of the world war, nor to the unprecedented service which our banks have rendered in financing this country's part in the struggle with autocracy. The change to which I allude does not appear in statements of conditions, nor in statistics of Liberty bonds held or distributed by the banks. It is found in the new attitude of service displayed by the banks toward the business world, the new spirit of co-operation with clients, the breaking away from the old time restrictions and traditions which formerly limited the usefulness of banks and bankers to a mere fraction of their possibilities. The tangible evidence of this new conception of the banking profession is found in the offering of new banking facilities and service which were unknown to bankers of even ten years ago.

A text book on banking in general use in our colleges states that the three principal functions of a bank are deposit, discount and issue. These may be the essential functions for which banks must necessarily exist, but they form only a part of the activities in which modern banks now engage. It is an anachronism to apply the word "bank," in the old sense of that word, to the great metropolitan institutions of finance, with their commercial and industrial service, their foreign and domestic trade departments, their underwriting of huge bond issues, their handling of great properties as trustees, executors or administrators, their offerings of investments, and their manifold facilities for stimulating, directing and controlling industry in all its branches.

Let us look over the staffs of our modern banks. They include doctors of philosophy who investigate and write on abstruse problems of economics, professors of corporation law who give depositors counsel on legal questions involved in business management, traffic experts who know how commodities are routed and who are competent to solve the troubles of shippers, agricultural experts and manufacturing experts who know the cost and methods of production of raw materials and the processes by which these raw materials are converted into finished goods, export

authorities who know the world markets and translators who can convert into English the documents and communications received from all parts of the trading world—all of these, and many more in addition to the conventional staffs of experts on finance and banking procedure. All of this comprehensive array of talent may not be found in the organization of any single institution, for different banks adapt their personnels to the industrial and commercial requirements of the communities which they serve, but any one of our leading banks offers the services of most of these authorities.

Our large, progressive metropolitan banks are reaching out into every activity of trade, collecting and distributing information, bringing together those who can be mutually helpful in the development of business, pointing out opportunities and warning against pitfalls. The banker has seen a new vision of possibilities for his own institution, for his clients, for the community and for the Nation, in placing at the disposal of the business world the great fund of information and experience which he necessarily accumulates in the day-to-day conduct of his profession. The modern bank is no longer simply a place of deposit, loan and issue. It is an international clearing house of finance and economics.

Let me enumerate some of the activities of a metropolitan bank of the present day. It keeps on file in its information bureau a vast amount of data as to raw materials, process of manufacture, methods and channels of merchandising, labor problems, general conditions of trade, foreign and domestic trade opportunities, and other subjects too numerous to mention. If this bureau does not fully meet the requirements of a client in regard to any specific enquiry, the bank sends out its trained investigators to make field studies of the subject in hand and obtain every bit of information available. The enquiries which such a bank receives cover every conceivable phase of business. They are so varied they cannot possibly be anticipated. But experience in one field of investigation is invaluable in every other, and the high position which a metropolitan bank holds in its own community and in the country at large enables it to obtain data which would not be available to any other agency.

The credit department of the bank is prepared to render confidential reports as to business houses in all parts of the world, whether these houses be next door to the bank itself or in

## 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 .....	13,167,100.00

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

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

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

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

## GRAND RAPIDS TRUST COMPANY

OTTAWA AT FOUNTAIN BOTH PHONES 4391

Safe Deposit Boxes at Three Dollars Per Year  
and Upward

distant China or Australia. Through foreign correspondents, agencies, branches, and credit bureaus, the modern bank is watching every important action of every important firm in all parts of the world. When exact data is not available as to the volume of business that a business house does, its credit rating, or its assets and liabilities, reliance is had on the general reputation for moral integrity which it bears among those with whom it does business, and often this general reputation is more dependable than statistical information.

The foreign department is prepared to advise clients as to the possibilities of doing business in markets with which they are not acquainted, as to the volume of demand for their commodities in such markets, the prices that they can expect to get for their goods, and the degrees of competition with other countries which they will encounter. It is ready to advise as to methods of packing, routes, charges for shipping, tariffs, and all the details of regulations, restrictions and practice with which the exporter must be acquainted to conduct foreign trade successfully. And the banker can aid the importer just as much as the exporter, by keeping him informed regarding new sources of merchandise, and as to the supply and demand for his commodities in foreign markets. American banks have rendered very valuable service, in instances of which the speaker is personally aware, in straightening out disputes between the buyer and seller in this country and abroad.

The taxation department advises clients as to the intricacies of the income and excess profits tax laws, counseling them regarding such complex and technical matters as valuations of manufacturing plants and inventories, so that they may not pay more than their share of the tax levies, but on the other hand may avoid disputes with the Government through understatements of their income or assets. The trust department, handling large estates in various fiduciary capacities, must necessarily be under the direction of an attorney at law of eminent ability, and his legal knowledge is placed at the disposal of clients of the bank. More and more, property owners are naming their banks as trustees, executors and administrators, and thus avoiding the many uncertainties involved in having individuals act in these capacities.

The modern bank requires a well-organized, intelligently directed advertising and general publicity department. It places the facilities and personnel of this department at the disposal of its clients, to aid them in the solution of their publicity problems. Business men, unaccustomed to making public announcements, are more and more turning to their banks for assistance when circumstances compel them to issue statements as to their individual firms or as to industrial problems in general.

The collection department of the large city bank, in handling drafts against bills of lading, must study the shipment and routing of goods

and thus obtain a specialized knowledge of this important phase of business. The traffic experts of some banks are leaders in their profession.

In investing its own funds and those of its depositors, the modern bank must make a thorough study of general business conditions, and of all the complex factors—social, political, and economic—affecting values favorably or unfavorably. In analyzing credits and making commodity loans, the banker must study the rise and fall of commodity values, the fluctuations of supply and demand in the major industries, sources of production of raw materials and possibilities of new and expanding markets for manufactured products. While the individual manufacturer or merchant is usually in touch with only one line of trade, the banker is brought in daily contact with the entire field of industrial and commercial enterprise and he unavoidably gathers valuable data which the individual manufacturer can use to advantage.

During the next few years, according to all indications, American banks are going to play a more important part in regard to stimulating and directing investment of capital than they have ever done in the history of this country. Five years ago, the United States was a debtor to the rest of the world to the extent of approximately \$5,000,000,000. To-day it is a creditor to the amount of about \$10,000,000,000. Our foreign trade during January and February showed a balance of exports over imports which would increase our foreign credits at the rate of close to \$5,000,000,000 per year. A continuance of such a trade condition is absolutely impossible; nevertheless, if the United States is to maintain its enviable position as a creditor nation American investors must be willing to invest increasing amounts of capital in foreign countries, either in government or in private securities. To our American banks will fall the task of solving this unprecedented, international problem. They will have to bridge the chasm between foreign investment opportunities and American investors. If they can do this successfully, they will render a vitally important service to American business.

I need not do more than mention other activities of the modern bank with which you are doubtless familiar. The banks are rendering increasing service in providing places of safe deposit for securities and other valuables. They are being called upon by corporations to act as trustees under mortgages, as transfer agents and registrars. In such primary functions as financing the purchase and sale of commodities banking methods are modified from year to year, the most recent important development along these lines being the extension of the use of bank and trade acceptances, and the establishment of a discount market in this country. There is a great deal more to financing commercial transactions these days than agreeing in the discount rate, the period of the credit

## There Never Was a Time

in the history of business in America when a man needed the full use of his resources more than



Established 1853

He Does Right Now

As a result of present strenuous conditions, a sure and sound connection with the right bank is absolutely vital.

**This Bank Stands Ready**

to co-operate with you in every way consistent with good banking and with Government requirements.

**THE OLD NATIONAL BANK**

MONROE AT PEARL



GRAND RAPIDS

## Plan Ahead

Consider how greatly your heirs will profit if your estate is safe-guarded by an experienced trustee and executor. Consult our trust officer regarding this important matter.

Send for blank form of Will and booklet on "Descent and distribution of property." Administration charges are fixed by law and are low.

**THE MICHIGAN TRUST Co.**  
OF GRAND RAPIDS

Safe Deposit Vaults on ground floor.

Boxes to rent at low cost.

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

and the security. A well informed banker can often save his clients substantial sums in the financing of his business.

It must be obvious to you that your bank, if it be a well organized, thoroughly equipped institution, abreast of the leaders in the banking fraternity—is an inexhaustible reservoir of information, counsel and assistance, invaluable to you in the extension of your business. Perhaps you are asking yourself, "Just what sort of problems might I personally have put up to my banker? Specifically, what sort of assistance might I have sought from him in my own business?" Perhaps I can answer that question for you by narrating a few specific instances of service rendered by the bank with which I have the honor to be associated. I trust you will pardon this personal allusion.

One of our large depositors was interested in undertaking the manufacture of a new line of cotton goods, and he asked us what data we could give him in regard to it. We rendered him a lengthy report, giving the number of looms running on that particular kind of fabric, an analysis of the cost of producing it in a typical mill, a complete list of the buyers of the goods, technical details as to the construction of the goods and the current market conditions regarding it, and furnished him with an exhibit of samples of the goods in the piece and of the articles into which these varied fabrics go.

A manufacturer became involved in a labor difficulty with his employes over wages and after the matter had drifted along some time without settlement, the National War Labor Board stepped in and forced an arbitration of the dispute. The chief point at issue was as to whether this company was paying as high wages as other companies on the same class of goods. The company claimed that it was, and the operatives claimed that it was not. At the request of the company we made a thorough enquiry into the wages paid in all of the leading mill centers running on the class of goods concerned, obtaining the data confidentially from the officials of the mills, and reported our findings in detail to our enquirer. This data proved of great assistance to him during the arbitration proceedings.

Some time ago we received a cable from an exporting house in Egypt, asking if we would obtain quotations for them on a shipment of gum arabic, for which they had secured freight space. We canvassed the market and gave our enquirer complete information as to the conditions under which this commodity could be brought into the United States.

One of our friends became involved in a dispute with the taxation authorities over the inheritance tax on an unlisted stock of a manufacturing property. The argument centered around the point as to whether or not the selling value of the stock of this corporation was a fair basis for estimating the property value. We made a careful analysis of the relation between actual property values and the

market values of the stocks of similar companies in other parts of the country. This was of substantial use to him in the presentation of his case before the authorities.

One of our friends came to us with a request for information for use in an article which he was going to give to the press in connection with an important question of public interest. We not only furnished him with the specific information that he sought, but took his draft of the article, had one of our trained writers recompose it, and submitted it to him for his use, in whole or in part, as he saw fit. The young man who took this article in hand is a former newspaper editor, and the quality of his service in this case is shown by the fact that our client used our version practically intact. Needless to say, such service as this is strictly confidential.

Such illustrations of banking as these must make it clear that your bank is not the conventional, tradition-bound institution that it was a few years ago. It no longer limits its usefulness to the few restricted functions with which banking is generally associated in the public mind. It has enlarged its scope and adapted its personnel and organization to meet your every need in the field of industry, commerce and finance, both domestic and foreign.

The extraordinary expansion in the facilities and activities of the modern bank, should mean just one thing to you: If you are willing to enter into a close, intimate confidential relationship with your banker—a relationship something akin to that between family physician and patient—you will find your bank your Ally in the Conquest of Business. It is important to note this proviso: Your bank can become effectively your Ally, only if you become, in a reasonable degree, the Ally of your bank. The only limit to the service which your bank can render you is that which you set up yourself, by your degree of readiness to co-operate with it in making this service possible, and in utilizing it in your own business.

W. I. Bullard.

#### Personal Liability For Fires.

Through the efforts of the Texas Fire Commission, the city of Austin is the first in the South to incorporate a personal liability clause as a part of its Fire Marshal ordinance. In the opinion of T. F. Baker, chief inspector of the commission, this is a long step toward the prevention of fire waste and one which will be hailed by the insurance companies. The campaign for the adoption of the personal liability clause by cities throughout the country was inaugurated by the National Fire Protective Association. The first city to adopt it was Cleveland, Ohio; now there are many cities in the North and West that have this clause. The clause is substantially as follows:

In addition to the foregoing remedy and penalties, in case of fire resulting directly or indirectly from any omission or neglect to properly comply with the order of the Fire Marshal, the person or persons culpable

or negligent in respect thereto shall be liable in a civil action for the payment of all costs and expenses of the fire department incurred in and about the use of employes, apparatus and materials in the extinguishment of any fire resulting from such cause. The amount of such costs and expenses to be fixed by the City Commission, and when collected to be paid into the general revenue fund.

Politeness will often lose a man his seat in a crowded car.

#### OFFICE OUTFITTERS LOOSE LEAF SPECIALISTS

*The Tisch-Hine Co.*

237-239 Pearl St. near the bridge, Grand Rapids, Mich.



#### SIDNEY ELEVATORS

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

Sidney Elevator Mfg. Co., Sidney, Ohio

## 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



JOIN THE  
GRAND RAPIDS  
SAVINGS BANK  
FAMILY!

33,000

Satisfied  
Customers

know that we  
specialize in  
accommodation  
and service.

THE BANK WHERE YOU FEEL AT HOME

GRAND RAPIDS SAVINGS BANK

WE WILL APPRECIATE YOUR ACCOUNT  
TRY US!

Assets \$3,099,500.00



Insurance in Force \$55,088,000.00

## MERCHANTS LIFE INSURANCE COMPANY

Offices—Grand Rapids, Mich.

Has an unexcelled reputation for its

### Service to Policy Holders

\$4,274,473.84

Paid Policy Holders Since Organization

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

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

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

SURPLUS TO POLICY HOLDERS \$477,509.40



## 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, Ass't Cashier



**Small Business Unprofitable.**

W. C. Hall, President of the Hall-Harter Insurance Agency Company of Akron, Ohio, discusses the small-premium policy as follows:

If we could collect \$3 as a minimum of all policies issued, we would be very pleased to handle this business upon that basis, but under the new rule put out by the Ohio Inspection Bureau, the minimum premium in Ohio is now \$2 and with a \$2 premium, the business cannot be handled with a profit. While this office has never analyzed the situation, we feel that it costs at least \$1 to place every policy issued upon our books. Nevertheless, we look after the \$2 and \$3 renewals as carefully as we do after the policies with a large premium, because we feel it our duty to solicit renewal of the small property owner; and, furthermore we often find upon solicitation he has moved without notifying our office, and this necessitates the writing of letters notifying the assured of the expiration of the contract. We are very careful to try to get in touch with all the policyholders, either notifying them in person or by mail that their insurance expires upon a certain given date and requesting the renewal.

We cannot say definitely how this small premium business should be handled, excepting that we feel that the Ohio Inspection Bureau should not have reduced the minimum premium below \$3, because no agent in either the large or small cities and towns can afford to issue policies at a commission of 50 cents, which would be the commission upon a \$2 dwelling or household goods policy. Of course, we write the business because we feel that it is profitable to the companies, but at the same time we have always felt that this business was most unprofitable to the local agent, because in a city which is as active as Akron and where properties are constantly being sold, it is often necessary to transfer from one to three or more times the insurance from one location to another, so that we not only earn our 50 cent commission, but do several dollars worth of work under the contract before its expiration.

We think that there should be a policy fee on the small contracts and we also feel that an endorsement fee should be charged, meaning that where a policy is transferred from one location to another that a fee of 25 cents should be demanded, which would partly compensate for the work of making out the endorsements.

**Some Cold Facts About Mutual Insurance.**

There are nearly 2,300 farm mutuals and about 200 class mutuals in the United States.

The factory mutuals have cash assets of over thirty-two millions. They have a cash surplus of thirteen millions, and receive annual cash premiums of about twenty-five millions. They returned to their members during the last ten years about 93 per cent. of the premiums paid.

Flour mill and elevator mutuals have a cash surplus of nearly six

millions, and premium income of over six millions.

The general mutuals have a cash surplus of over three millions and a premium income of about five millions.

The hardware mutuals have a cash surplus of over one million, and a premium income of nearly one and a half millions.

All these classes of companies have been turning back to their members dividends, running as high as 40 per cent. of the premiums paid.

The farm mutuals carry more than three-fourths of the insurable farm property of the United States. There is nearly eight billions of insurance in force in the farm mutuals.

**Drastic Law Proposed in Texas.**

A bill has been passed in the Texas House of Representatives and is now awaiting action in the Upper House, providing that in all cases where a loss occurs and the insurance company liable therefor shall fail to pay the same within sixty days after proof of loss and written demand therefor, such company shall be liable to pay the holder of such policy, in addition to the amount of the loss, 12 per cent. damages on the amount of such loss, together with reasonable attorney's fees for the prosecution and collection of such loss.

The effect of this measure will be to require almost immediate payment of losses by all classes of insurance companies operating in Texas, and is viewed with great bitterness by the stock companies and hailed with delight by the mutual companies.

**Country Hotel Losses.**

Some of the companies say that country hotel losses have been rather numerous during the last three months. This is accounted for in part by the fact that many of these hotels are now a losing venture. It seems impossible to convert them into a revenue producing property. Owing to the higher cost of food supplies some of the hotels are not furnishing meals any more. It has been found impossible to make these enterprises go with simply renting rooms. Many underwriters, therefore, are investigating thoroughly at this time the country hotel hazard and having their field men look over the risks on the books. It is not thought that many of these plants are breaking even now.

**Cats Cause Fires.**

In spite of the fact that many people are fond of cats, a number of charges are made against this unresponsive domestic animal. It has been pointed out that they are carriers of disease germs and enemies of birdlife, in addition to the old allegation that they draw the breath of infants from the latter's lungs.

A new count has been added to the indictment. Cats may have been responsible for fires supposed to be incendiary or due to spontaneous combustion. It is well-known that friction will generate electricity in a cat's fur, and, according to a recently published statement, this electricity is capable of igniting illuminating gas.—Fireman's Herald.

## 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.

## INSURANCE AT COST

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

No membership fee charges.

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

### MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE COMPANY

#### FREMONT, MICH.

One of the Strongest Companies in the State

## Fire Insurance that Really Insures

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

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

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

### MICHIGAN BANKERS AND MERCHANTS' MUTUAL FIRE INSURANCE CO.

Wm. N. Senf, Secretary

FREMONT, MICHIGAN

## What is Mutual Fire Insurance?

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

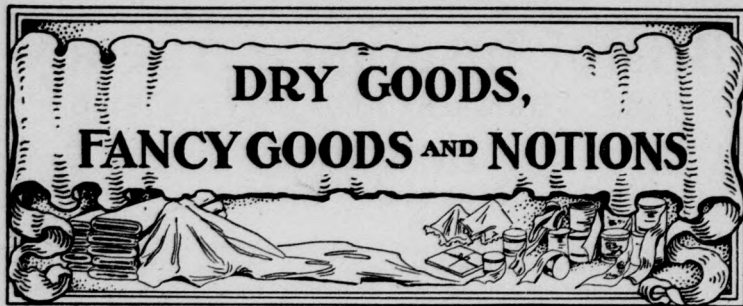
Do you believe in that principle?

Then co-operate with the

## Grand Rapids Merchants Mutual Fire Insurance Co.

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

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



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

#### Propaganda in Progress Among Cotton Growers.

A curious kind of propaganda is in progress to justify the movement for restricting the acreage of cotton and for keeping it from market until much higher prices are obtainable. South Carolina seems to be the storm center of the agitation, and most of the impulses and arguments come from that State. An argument upon which much stress is laid is that it costs at least 30 cents a pound to raise and market cotton, and that, consequently, much more ought to be obtained in order that the grower may gain a livelihood. Letters from various persons are published purporting to give production costs. It is a curious circumstance that these letters are from persons who say they have raised cotton in the past, but they are not now in the business. At present, they say, they are merchants or bankers. It is also singular that so many who are actually engaged in cotton growing should have been as large buyers as they were of automobiles, high-priced clothing and shoes, and other luxuries during the last two years, when, according to the statements now put out, they were only able to eke out a bare subsistence. If the present assertions are correct, the growers have mistaken their vocation. A pronounced success and an assured fortune await them if they will only become financiers. Many are trying to find the key that will enable persons who make no money to buy expensive things without running in debt for them.

A gentleman in Charleston is responsible for one of the calculations referred to. He takes up the case of a "one-horse farm" of twenty-five acres, of which three are seeded to oats, eight to corn, and the remaining to cotton. Incidentally, vegetables, eggs and poultry, and pork are also products of the farm. The rent of the farm is \$200, the cost of the fertilizer \$261, and there are charges for hoeing, picking, ginning, etc., as well as one of 8 per cent. on investment and another of 10 per cent. for depreciation. The total cost is put down at \$665.70, and the income at \$1,245, leaving for the services of a man, wife, and two children, working eleven hours per day, only \$579.30. This is on the basis of 25 cents for five bales of middling cotton and two bales of low at 20 cents. Another

man, figuring on another "one-horse farm," makes out a gross income of \$1,162.50 and an expense of \$1,066, thus showing a profit of only \$96.50 for a year's work. This is on the basis of 30 cents a pound for 3,375 pounds of cotton and 5,000 pounds of seed at \$60. A third man figures it down still finer. He shows a profit of 50 cents a year on such a farm with cotton at 28½ cents and seed at \$1 a bushel. Still a fourth man improves on this. He shows how, on a farm of twenty-seven acres, eighteen in cotton, the farmer manages to lose \$268 a year. All of this is in South Carolina, and the wonder grows why people should have stuck to such a business when cotton brought only 12 cents or less a pound, or how they were able to do so.

When it comes down to matters of fact, however, it is noteworthy that advances in the price of cotton, even though these do not make it cost as much as 30 cents a pound, bring out the article for sale in the markets. The bulk of the cotton was long ago out of the hands of the growers, and those who hold it now are in a measure speculators. Quotations on the Exchanges have been rather wobbly in the last few days, being effected by rumors and changes in weather conditions, but the underlying strength is due to the nearness of peace. It has been noticed in the growing districts that considerable of the buying is for export. The goods market has been showing great firmness, with a preponderance of demand on the part of cutters-up of fabrics. Jobbers are inclined to hold aloof and buy only as orders come in, a position which is not altogether satisfactory in view of the advances in prices that are being made. Southern mills have a new problem to face, as the law went into effect on Friday putting a tax of 10 per cent. of the net profits on such as employed children under 14 years of age or permitted those between the ages of 14 and 16 to work more than eight hours per day or six days a week. Bleached goods have shown a rise proportioned to the increase in price of those in the gray, and colored cottons have been selling well at advances. Some gingham prices have been made for fall, and more are expected within the next fortnight. More business is doing in underwear for delivery at not too distant dates.

#### Subscribed Liberally to Loan.

The Detroit wholesale dry goods houses were liberal contributors to the Fifth Victory loan, as follows:

Edson, Moore & Co. .... \$ 25,000

Burnham, Stopele & Co. . . . 50,000  
 A. Krolik & Co. .... 75,000  
 Crowley Bros. .... 100,000

Total.....\$250,000

#### He Is Still a Casual Customer.

I wandered past your store to-day and turned back, lured by your attractive window display—

I bought the hat I went in for—and only that—

For the clerk handed me my change and turned away, considering the incident closed—

But I buy at least four suits every year, not to mention shirts and ties and socks and underwear—

You—or your representative, your clerk—might have secured my name and address and good will by offering

to send my old hat home—But you failed to grasp the opportunity of making over a casual customer into a steady patron—

So—

I am still a casual customer!

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.

## Overalls and Work Shirts

These STAPLE GOODS are very desirable lines to handle. They pay you a GOOD PROFIT and STIMULATE your SALES. We have a very complete line of both Work Shirts and Overalls.

Put in a good supply and be ready for your share of the trade.

Quality Merchandise—Right Prices—Prompt Service

**Paul Steketee & Sons**

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

# Outeralls

REG. U.S. PATENT OFFICE

Send Today for  
 Sample Assortment on  
 Approval

Complete assortment of Outeralls, the longest wearing one piece garment, in men's and children's sizes in various fabrics and colors will be forwarded on request. Look them over, and return at our expense if not satisfactory. Over one thousand Michigan dealers now sell the line.

**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, Cleve-  
 land: 615 Locust St., Des Moines, Ia.; 147 Dwight St.,  
 Springfield, Mass.



# “Apex” Underwear For Men, Women and Children

Of proven worth in the matter of quality and value, “APEX” underwear is most acceptable to the great consuming trade.

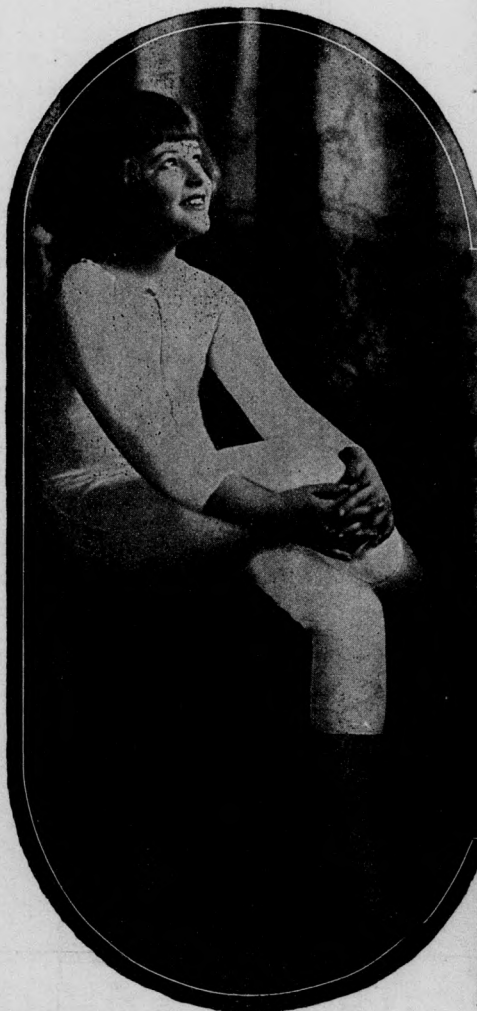
The service and satisfaction that your customers expect to buy in underwear is found in full measure in “APEX.”

It is a line upon which you can rely for a betterment of profits in your underwear department, and the betterment of merchandise service to your trade.

“APEX” salesmen are booking orders now. The well posted buyer will not place orders before seeing the big “APEX” line.



**Adrian Knitting Co.**  
Adrian Michigan



### Why Exempt the Kaiser From Punishment?

Grandville, April 29—Effort to try the Kaiser failing.

Since time heals all wounds, the passage of months since the armistice has softened the animosities of war, and the benign influence of love thine enemy has been called into play, with the result that the millions sacrificed in an unjust war are to go unrevenged.

All this is the result of the dilly-dallying around the peace table in France. Strict justice demanded the swift trial of the instigator of the most causeless war in history. Even as the assassins of President Lincoln were tried by a military court and summarily executed, so should have been the instigators of this world war, which laid waste citadels, cathedrals, churches, homes, lives and all that is held dear in human hearts.

The blood of the martyrs of German bestiality cry from the ground for vengeance upon their murderers. Time wears along—time, the most precious thing in the world—while the men guilty of a million murders still live, eat, drink and make merry at the expense of those who lie in their bloody graves, dug by the hands of German exponents of Kultur!

It is said that diligent search is being made for authority to try the one-time Kaiser. Precious little time did this same person take to learn if he and his minions had authority to nail men to barn doors in imitation of the crucifixion of Christ, to tear babes from the breasts of shrieking mothers and bear the innocent prattlers aloft on bloody bayonets while the soldiers of the Kaiser marched along singing praises to Gott and the Fatherland!

Precedent! Authority! Away with such childish prattle! Justice demands that precedent be set aside, if necessary, in order to bring the boss criminal of the ages to a punishment fitting his crimes. No authority to arrest and try this baby-killer! The idea is preposterous.

When the big four nations would thrust the responsibility upon little Belgium, no wonder that small country shrinks from the task. The Belgians haven't forgotten how like a scrap of paper was the treaty that bound the big nations to respect her neutrality. To shift the job of dealing justice to the Hohenzollern upon little Belgium is an act of cowardice illy befitting the big nations now sitting around the peace table at Versailles. Well may that little country dread the after effects when German Kultur is once more in the saddle, as it is sure to be at no distant day unless all signs fail.

The problem of apprehending, extraditing, trying and punishing the former emperor apparently is too complicated to appeal to the council of four, who had hoped to shoulder the task on Belgium alone. As a result of the many complications, the ex-Kaiser probably will be left to his fate, theory being that mental torture after all is the greatest punishment man can know.

Imagine if you can the mental distress of Kaiser Wilhelm over the deeds done in Alsac-Lorraine and in Belgium throughout the bloody years when he was autocrat of the central empires! Sorry he is no doubt—that his plans to lay the world at his feet failed. However, if such monsters are to be left to the punishment of conscience alone, why execute any murderer or send one to life imprisonment? Surely none in all history can begin to duplicate the atrocities of the one-time Kaiser.

And then we read that everybody is in favor of bringing lesser German officials to book for their individual misdeeds. A precedent is found for such a course by act of a United States court in trying and convicting Major Wirz of murder in connection

with his management of Andersonville prison during the American Civil War.

How easy it is to jump onto the lesser criminal and let the principal go scott free. Is it to the honor of a great nation to do this thing? If the one-time Kaiser cannot be tried, how can the allied nations stoop to punishing the tools of this monstrous criminal?

The four great nations, allied together to defeat the world programme of the Hohenzollern, ought to be as strong in peace as they have been in war. England cannot forget Captain Fryatt, Edith Cavell and scores of others, unlawfully slain to make a Hun holiday. France surely is in no mood to forgive and forget her sons and daughters murdered to satisfy the vengeful nature and brutish lusts of a debauched soldiery. Italy has her own victims of autocratic butchery to look after, while little Belgium can never condone the crimes perpetrated by Germans in the name of Gott and Kultur.

Last, but not least, the United States must not forget the Lusitania, the scores of helpless victims sent to a watery grave, as truly murder as was the assassination of Lincoln by Booth. And this fiendish crime was made a day of celebration throughout all Germany by proclamation of those in authority.

Considering the circumstances, how can it be possible that this sum of all human villainies shall be left unavenged, left as so many say to the scourgings of a guilty conscience? Old Timer.

### A Fish Wish.

Written for the Tradesman.

There's but one thing I wish:  
I wish to always fish;  
From early morn 'till night  
Just want another bite;  
Nor care how long I sat  
For croppies, perch or cat.  
With minnows troll for pike  
Or get perhaps a strike  
Beneath some lily-pad  
With the only frog I had  
Then lose my line alas!  
So gamey was the bass.  
Now who would dare to doubt  
The sport o' catching trout  
By whipping up a brook  
With a coachman on a hook.  
Some think they're having fun  
When hunting with a gun  
Or e'en may be content  
With golf and balls missent.  
If I just had my wish  
I'd always want to fish.

Charles A. Heath.

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

### 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

## You Can't Afford to Miss Visiting Us Next Wednesday

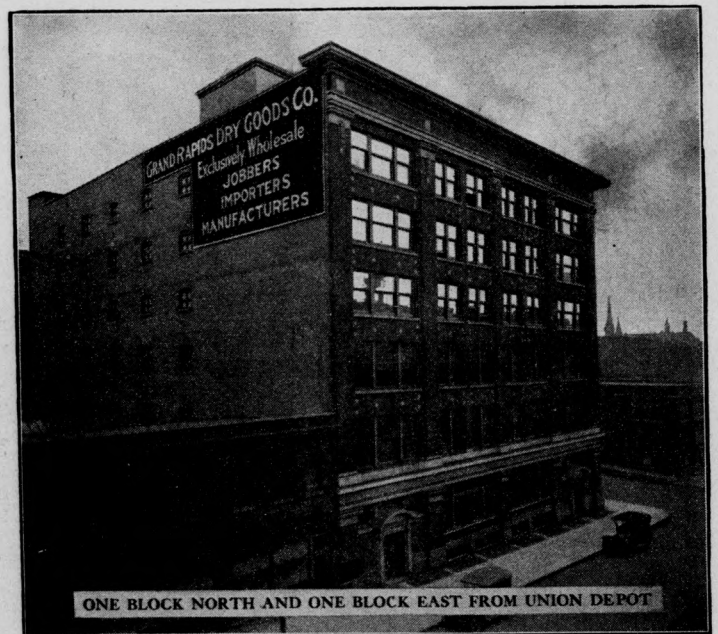
Ask any merchant who has been here on CITY DAY. All over Lower Michigan the merchants are beginning to realize that on EVERY WEDNESDAY they will find REAL BARGAINS in EVERY DEPARTMENT. Besides it gives us a chance to get acquainted and find out what we can do to better serve you. Trade generally has realized that this has not been a Dry Goods market. It is our ambition to accomplish this and all of the changes we have made are toward that end.

Our BARGAIN BASEMENT is open EVERY DAY. There you will find jobs of all kinds of merchandise at bargain prices. A few of these along with your staple merchandise will help to build your trade wonderfully. Make us prove this to you. We have done it for others and can do it for you.

Last Wednesday was dark and rainy again, but once more we broke all records, both as to calls and volume of business, which were 15% ahead of the previous CITY DAY. We are figuring right now as to how to handle the crowd, if we ever have a nice bright Wednesday. Don't stay away because of the crowd, for we will be prepared to take care of you. Our challenge is still good, 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.

The market continues to advance but we have not changed our prices materially yet. We have a large stock of merchandise which we will let you have at the old prices but you had better cover your requirements now for the remainder of the Spring season. Otherwise you may be disappointed a little later at the prices you will have to pay. YOU HAD BETTER PHONE US OR SEND IN YOUR ORDER BY MAIL NOW.

In order that the ladies, family and others may be comfortable, when you call on us, we have built a nice REST ROOM where they can sit down and be comfortable, while you are looking around the House. Anyone is at liberty to come in at any time and sit down and make themselves at home. We want you to make our House your headquarters whenever you are in town and we are anxious to be of any service to you that we can.



### PROMPT SERVICE

Exclusively Wholesale

No Retail Connections



Most Retailers Have a Standing Order With Their Jobber For  
**BEAR BRAND**  
**ENGINEER AND FIREMAN SOCKS**

The best known workingman's sock in the United States. This means that it gives the greatest wearing service to active men who require a good weight medium price sock. It's a quick seller. Colors: Black, brown and slate. Sizes 9½ to 11½. Price per dozen \$2.00.

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 four-ply heel and toe. Finished in black, brown, navy, gray, slate, white and Palm Beach. Size 10½ weight 15 ounces. Per dozen.....\$3.00

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

**PARASILK**—Plaited Fiber Silk over mercerized Men's light weight half hose, with high spliced heel, crow foot stitch sole and three-thread heel and toe. Finished in black, white, brown, gray, slate, Palm Beach and

navy blue. Size 10½, weight 17 ounces. Size 10½ on 220 needles. Per dozen .....\$4.25

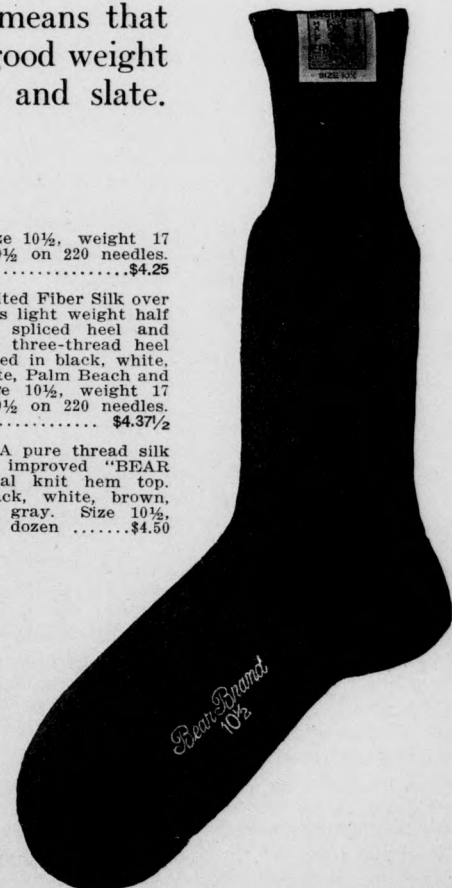
**BARONET**—Plaited Fiber Silk over mercerized Men's light weight half hose with high spliced heel and double sole and three-thread heel and toe. Finished in black, white, brown, gray, slate, Palm Beach and navy blue. Size 10½, weight 17 ounces. Size 10½ on 220 needles. Per dozen ..... \$4.37½

**PARAMOUNT**—A pure thread silk 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





**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.

#### Total Ice Harvest not a Failure.

Roughly speaking, there is available through Minnesota, Wisconsin and Northern Michigan, with what slight harvesting has been possible farther South, approximately one-third of the usual crop. Minneapolis alone reports a surplus of over 60,000 tons, and the same thing is true in the belt above mentioned. Much of this ice is already being sold and shipped southward. New England, as a whole, is thoroughly prepared to take care of its business. New Jersey has possibly 60 per cent. of a normal harvest while New York, together with what was carried over from last year, has even a greater percentage available for its market.

Now, these direct citations are made to correct the impression that, because any one company such as the Consumers of Chicago may have failed to harvest anything like its usual crop, there exists any general thought of total failure. Wherever there is possible storage, even that heretofore used exclusively for natural ice, plants are operating far in advance of their usual season, and are filling these spaces with manufactured ice. The old-time fallacy that manufactured ice cannot be stored in a natural ice house without artificial refrigeration has been disproven so many times it is not worth arguing. Many of the larger cities which in part have formerly depended upon natural ice are doing this very thing. By June 1st Detroit will have in storage some 50,000 tons ready for the peak demand of August. The same thing is true of Cleveland and in large measure of all other cities where ice companies realize their obligation to the public.

Let me sum it all up with the statement that, while there is a great shortage of the usual crop of natural ice, we know of no one instance where a famine seems even probable unless we are confronted with a most exacting summer. The burden of the shortage will fall primarily upon the railroads and packers. The National Association of Ice Industries is now active in learning surplus capacity in localities from which it may be shipped to more insistent demand. In this way we are exceedingly

hopeful that domestic trade over the entire country will in no wise suffer from the actual scarcity of ice.

With equal insistence we want to make it plain that ice dealers, as a whole, are planning to maintain, as nearly as is at all compatible with good business, the standard of prices prevailing heretofore. That does not mean that there may not be a slight increase because labor conditions and other elements of that character are in no wise proving favorable to reduction of cost. Over the entire country drivers, engineers, tank men—indeed, the entire force necessary for the production and distribution of ice—is demanding advanced wages, but there is no intent on the part of the ice trade to make the scarcity of ice a reason for unusual or abnormal increase on their domestic demands.

Since 1860 there has been an average failure of the ice crop once every five years. Within the present generation, the year 1890 was considerably worse than this, and there were then, you will understand, a slight approximation only of the number of machines manufacturing ice which we now have. The winters of 1893, 1898, 1906, 1909 and 1913 were all more or less open, and almost every one of them was followed by normal summer. Weather statistics are a most uncertain guide in any particular, but, in so far as they may prove so, the position of the ice men as I have hereinbefore outlined it seems justified.

Leslie C. Smith.

#### Egg Prospects on the Coast.

Reporting on eggs, Seattle advises say: April eggs will go out of storage next fall at 60 cents per dozen retail at the inception. The average cost into the coolers to date has been 45 cents per dozen, including shrinkage, new cases and fillers, and jobbers who have eggs could contract to-day for all they have put away. Against the feeling that foodstuffs will be high throughout the year is the fact that incubation in the Puget Sound territory has been heavy this spring, and production of fresh eggs next fall and winter may run close to the five-year average before the war. The production of eggs this fall and winter in California will be the largest on record for those months. There is a decided increase in incubations. Farmers are said to have gone into the business on a free scale following advice of the Agricultural Department.

## Depend on Piowaty

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

**Fruits—Vegetables—Grocers Sundries**

**M. Piowaty & Sons of Michigan**

MAIN OFFICE, GRAND RAPIDS, MICH.

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

OUR NEAREST BRANCH WILL SERVE YOU

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



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

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.



WE ARE HEADQUARTERS

WHOLESALE

## Fruits and Vegetables

Prompt Service Right Prices  
 Courteous Treatment

**Vinkemulder Company**

GRAND RAPIDS

--:

MICHIGAN

**Why Trucks Are More Economical Than Horses.**

Cadillac, April 29—Statistics compiled from Government reports, and gathered together from various thoroughly reliable sources prove that it requires the gross returns from five acres of average land to feed one horse a year. With farm land worth from \$200 to \$300 per acre, does it seem like good business to keep from four to twelve horses on the farm? Let us see just what this means: For each horse kept, the farmer must sacrifice the returns from five acres. Four horses mean twenty acres, eight horses forty acres. Twenty acres, at an estimated value of even \$200 per acre, mean an investment of \$4,000 per year to maintain four horses whose combined worth is not to exceed \$800, and the average farmer keeps from four to eight horses, meaning an investment of from \$4,000 to \$8,000 per year, depending upon whether four or eight horses are kept. This appears to be another case of "saving at the spigot and wasting at the bung."

What about the cost of operation of the horse as compared with the truck? One two-horse team with driver costs \$6.46 per day to operate. This figure is based upon prices prevailing more than a year ago and is to-day greatly in excess of that amount, but we will assume \$6.46 to be correct. Two teams would, therefore, cost \$13.92 per day to operate, whereas one two-ton truck will easily do the work of two teams. The daily operation cost of one two-ton truck is estimated to be \$9.35, a direct saving of \$4.57 per day in operation alone, to say nothing of investment. The investment cost for one year for four horses based upon a land value of only \$200 per acre (which is away below the average for such states as Indiana, Ohio, Illinois, Iowa and many others) is \$4,000, whereas the truck investment is but \$2,750, and it should be remembered that the second year the truck investment ranges from nothing to a few dollars at the outside for repairs, inasmuch as the investment cost was figured in the first year's figures. Each truck will last many years, whereas the investment cost of \$4,000 for the four horses is exactly the same the second and succeeding years.

In view of these facts, it is small wonder that thousands upon thousands of farmers are daily turning to the motor truck and rapidly changing from the extremely costly and wasteful horse-hauling method to the motor truck.

Many instances are on record where by use of a truck the owner has saved from \$10 to \$100 in a single day because he was able to take advantage of higher prices by getting his live stock or produce on the market before a price drop or before some obstacle arose which would have made delivery impossible with the slower horse and wagon method.

The facts as set forth above explain why the farm field is looked upon by most truck manufacturers as one of the most promising of all, and why farmers from Maine to California are buying motor trucks.

W. A. Carpenter.

**Meat Supplies of the Country.**

For several years before the war the exports of meat and dairy products averaged a little over \$150,000,000 a year in value, and the tendency was toward a continued decline. This was especially true as regards meats, the production of which had been decreasing from year to year. Statements were current that the curtailment of the free ranges for cattle would soon result in making it impossible to supply beef, for example, for export, and that it was only a

question of a short time before it would be necessary to obtain the meat from abroad to meet the domestic needs of a growing population. But the experiences of the last four or five years have proved the fallacy of the prediction and have shown the fear expressed to be groundless. Exports have grown enormously, and yet domestic wants have been supplied. In the month of March this year the exports of beef alone amounted to 27,398,643 pounds. What this means may be inferred from the fact that in the whole of the fiscal year 1914 the total outbound shipments were only 33,125,111 pounds. In the nine months ended with March, exports of hog products totaled 1,814,282,240 pounds, as against 980,216,593 pounds in the whole of the 1914 fiscal year. And it may be added that there are now in the country more cattle and hogs than there were five years ago, despite the increased number slaughtered for food in the meantime. Evidently, the meat supplies of the country have a way of rising to an emergency.

**The Science of Selfishness.**

The science of service is the science of selfishness. Selfishness is the supreme virtue. We talk smoothly about the glory of service, but are afraid to come right out and call that which actuates us by its real name. Selfishness actuates all of us. We serve because it pleases us to serve.

We want food, raiment, and shelter. How can we get them? By robbing? By begging? Yes, we can get those things that way. But there are disadvantages—great disadvantages—in these ways. The price we have to pay is too great. Those who rob are punished. Those who beg are not honored.

We want to get food, raiment, and shelter without being punished and without losing the respect of our fellows. What must we do? We must earn what we need. And men have discovered that the best way of earning what they need is by serving others.

The more we serve others, the greater is our reward in material wealth and honor.

**Milk By-Products For Industry.**

A company has been formed in Copenhagen called A. S. Lactose, says Commerce Reports, for the application of a method invented by H. Schandorf for the industrial utilization of milk, or rather its by-product, whey. The capital stock is \$100,000. The factory will be erected in connection with a creamery which will treat 20,000 kilos of milk per day, making 800 kilos of butter, 5,500 kilos of buttermilk and 13,700 kilos of skimmed milk. The buttermilk will be returned to the farmers, while the skimmed milk (which contains 3.5 per cent. casein, 4.8 per cent. lactose and 0.8 per cent. albumen) will be chemically treated, the casein being used for combs, buttons, glue, etc. The whey will be so treated as to give both lactose (milk sugar) and albumen.

**It's More Than a Flavor**



—as a syrup maker it is without a peer.

**Mapleine**

The Golden Flavor

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

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

Crescent Mfg. Co. (M-383) Seattle, Wash.

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

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



**Chocolates**

Package Goods of  
Paramount Quality  
and  
Artistic Design

**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

**WE BUY AND SELL**  
Beans, Potatoes, Onions, Apples, Clover Seed, Timothy Seed, Field Seeds, Eggs. When you have goods for sale or wish to purchase  
WRITE, WIRE OR TELEPHONE US  
Both Telephones 1217 **Moseley Brothers,** GRAND RAPIDS, MICH.  
Pleasant St. and Railroads

**Packing Stock Butter**

We offer FORTY-ONE 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 May 6th.

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

**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.

#### Some Hints for the Hardware Dealer In May.

Written for the Tradesman.

The spring demand for hardware lines should by this time be materializing nicely. The shrewd hardware dealer will have laid his plans in advance, and his efforts will now be centered on the carrying out of an aggressive selling campaign.

The housecleaning season is well under way; but the displays already made of housecleaning lines may very well be followed up by other displays as the season progresses. Although many housewives commence their spring housecleaning with the first hint of spring, there are others who let it lag along until somewhere in June. The hardware dealer caters to both classes, and may fairly spread his appeal to them over the entire interval.

These lines are worth showing repeatedly, not merely for the direct returns in the way of immediate sales, but for the indirect results to be secured. They help to interest women in the hardware store. And women are to-day an increasing factor in the hardware business. The store which once catered almost exclusively to men must now take into consideration the buying powers and the demands of the other sex.

Incidentally, it will be worth while for the dealer himself to do a little housecleaning. The old time hardware store was dark and dingy and dusty; but the modern hardware store must be kept clean and bright. For the spring trade, the interior arrangements have doubtless been adjusted long ago. But a little extra effort to keep things clean, to see that the silent salesmen and counters are kept dusted, the floors clean, and the whole interior bright and attractive, will be well repaid. No woman likes a dirty or dusty store.

Displays of garden tools are timely. They remind the back yard gardener of his strenuous efforts last year, and encourage an early renewal of his gardening activities. The early display of gardening tools and seeds can be followed up later by lawn tools, garden hose, grass-clippers and sprinkling cans, as well as lawn seats and lawn swings.

Nor should the Swat the Fly campaign be neglected. After a comparatively mild winter, the common fly should be more in evidence this year than usual. Hence, the public

should be encouraged to extra activity in fighting this perpetual pest—and incidentally, the hardware dealer should show fly screens, fly swatters, fly traps, garbage cans and other incidentals in the Swat the Fly campaign.

During May, it is good policy to show carpenter's tools. A good assortment should be displayed in the window. Tools of all kinds lend themselves to the making of elaborate and attractive displays. It is probable that the growing demand for housing accommodation will to some extent stimulate building activities. The workman will want to have his tool-kit in shape for spring work.

Builders hardware should also be given its share of display, and energetic efforts should be made to develop this line of trade. War conditions have handicapped building operations to a considerable extent; but every year there is some business to be done and this year ought to see some revival of building activity.

Winter stoves are now relegated to the background; but in their place kitchen ranges, gas ranges and oil stoves can be pushed. There is a market for ranges all the year round, while the gas and oil stoves have their best sale in spring and summer. Later in the season some business can be done in oil stoves for campers and summer cottages; and the display given them now will help to make sales then.

The sporting goods department can be pushed with vigor. Starting out with fishing tackle, the merchant can, as time goes on, include baseball tennis, football, yachting supplies, automobile and bicycle accessories.

To much stress cannot be placed on the proper display of sporting goods. A good yet economical display of fishing tackle can be made



### 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

## Foster, Stevens & Co. Wholesale Hardware

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

# TANGLEFOOT

The Non-Poisonous Fly Destroyer

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

## 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

## If You Have Oil Trouble McQUAY-NORRIS Superoyle RINGS

Allow perfect lubrication without excess oil.

Distributors, SHERWOOD HALL CO., Ltd.

Grand Rapids



Michigan

## 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

## TAKING INVENTORY

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

## Jobbers in All Kinds of BITUMINOUS COALS AND COKE

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

## Michigan Hardware Co.

Exclusively Wholesale

Grand Rapids, Mich.



merely by stretching a net, either diagonally from the back of the window to the floor, or in a semi-circle the full length of the window, using an attractive color, such as apple-green, for the background, and the floor. The latter can be helped out a little with artificial leaves and moss. On this net, display such goods as floats, quills, lines, artificial minnows, etc., using the floor for the hooks in boxes, minnow buckets and large articles.

Later in the season effective displays can be made of refrigerators, ice cream freezers and similar lines.

A good freezer display can be shown on a series of steps, covered with white material. Over this put cotton in rugged form, sprinkling diamond dust in the cotton. From the roof of the window suspend long strips of cotton in an irregular manner, hanging down and running over the edges of the ice cream freezers. Between the freezers ruffle the cotton to resemble drifted snow. The effect of such a display on a really warm day in the middle or latter part of May is apt to be decisive, particularly if helped out by catchy show cards referring to the need of something cooling on a hot day.

The imminent approach of June, the month of weddings, should not be lost sight of. Hardware dealers are nowadays catering to the June gift trade to an ever increasing degree. On the one hand, many dealers handle fancy gift lines, such as silver and plated ware, cut glass, hammered brass, etc. On the other, the hardware store of to-day contains a side variety of practical gifts. The first display of gift lines for the June bride should be made the latter part of May on the sound principle of anticipating rather than waiting for the demand.

Even earlier in the season, display space may be given to small household articles suitable for gifts at "kitchen showers" and similar events, since these showers are apt to precede by several weeks the actual wedding, when the more important gifts will be in demand.

Incidentally, it is very handy to have a printed list of articles suitable for gift purposes. Such lists have been repeatedly published in trade papers, and almost every hardware dealer has such a list in his desk. To the older lists should be added electrical goods—such as electric toasters, electric irons, etc.—and aluminum goods.

These printed lists of gift suggestions can be distributed in the store, or through the mails, bulletined in your show-window, posted up in the store, and even published in your newspaper advertisements.

Of course, the paint department is an important factor throughout the entire spring, and should be given its fair share of prominence in interior and window display and in newspaper advertising. Paint sales should add a great deal to the spring business, and are worth a good deal of aggressive and persistent effort.

Victor Lauriston.

**The Hall Clock.**

Written for the Tradesman.

The old-hall clock tick-ticks for me  
Has ticked they say a century.  
From week to week, from year to year  
The same old tick-a-tick I hear.

It goes the same as it has gone  
With measured beat—at eve—at dawn  
The hall clock ever seems to be  
A-ticking out some destiny.

The weather does not change its tick  
When suns are warm, when ice is thick  
In rain, in shine or when it blows  
With tick, then tick, it always goes

It matters not if friends are near  
Or strangers happen to appear  
Or children gather in their play,  
All unconcerned it ticks away

What is the goal that it has set  
That come what will it can't forget  
To constantly there keep its sway  
All day, all night—all night, all day.

I know of nothing on this earth  
I ought to hold of greater worth  
Than just that steady tick-a-tick  
Which warns me of life's burning wick.

Hark! Tick-a-tick-a-tick-a-tick!  
Still tick-a-tick-a-tick-a-tick!  
How faithfully you're warning me  
To contemplate eternity.

Charles A. Heath.

No wise girl marries a good looking man, for he would monopolize the family mirror.



**Wilder's  
Lion Taps**

—  
**THE BEST FOR  
THE PRICE**

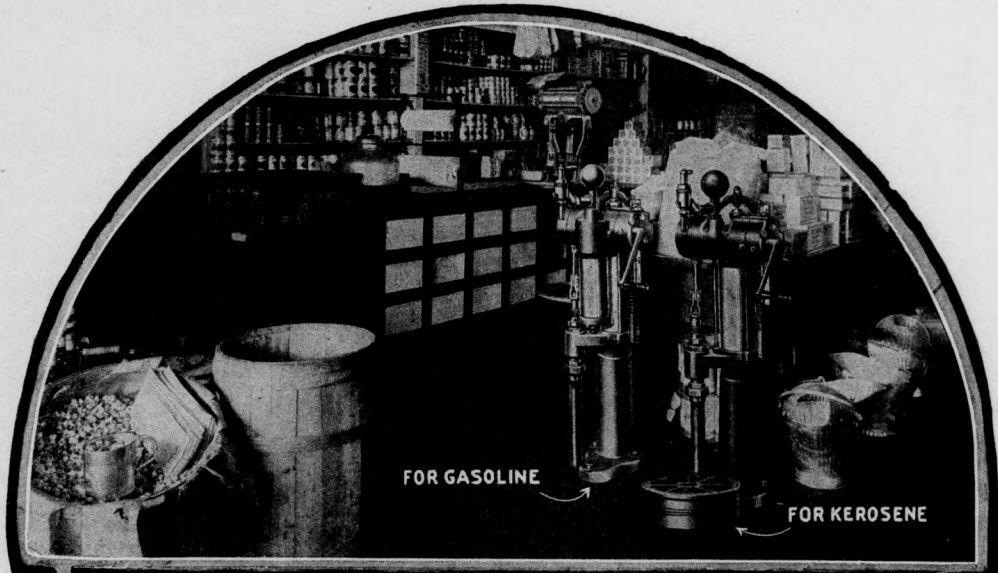
—  
**Six Grades**  
15-20-25-30-35 and 50c  
per pair.

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

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

**WILDER & COMPANY**  
ESTABLISHED 1877

226-228 W. Lake St. CHICAGO, ILL.



FOR GASOLINE

FOR KEROSENE

**Think About Your  
Oil Room**

Think of the many minutes you lose in a day, handling gasoline and oil, minutes you could save by the use of up-to-date equipment.

Has each sale made, actually paid you a profit, or have the profits gone glimmering, because of over-measure, oil spilled or lost through leakage and evaporation and too much time spent in handling?

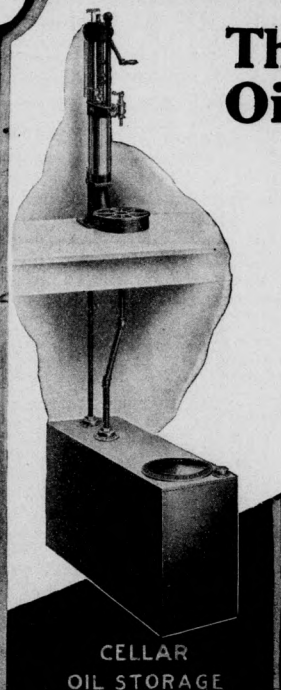


**OIL STORAGE OUTFIT**

will put your oil business on a clean profitable basis. It is leak and evaporation proof, accurate, convenient, absolutely clean and attractive and a great time saver. It will sell more oil with less effort. No loss of any kind. No odor.

LET US SEND YOU LITERATURE  
PROVING OUR CLAIMS

**S. F. BOWSER & CO., Inc.** FORT WAYNE, IND. U. S. A.  
Toronto Office and Factory  
66-68 Frazer Ave.





**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. Rannev, Saginaw.  
**Grand Page**—A. W. Stevenson, Muskegon.  
**Grand Sentinel**—H. D. Buiten, Lansing.  
**Grand Chaplain**—J. H. Beiknap, Bay City.

#### As a Salesman Thinketh.

I once heard a sales manager employed by a very large, well-known concern, tell his men they were "Ambassadors of Commerce." I rather liked this way of speaking of a traveling man inasmuch as I myself had run the gamut. I went back to the time when I sold women's things. I was then a "she" drummer.

I remembered my advent into the realm of salesmen who thought it necessary to do business in front of a bar. I was then selling politicians.

I glanced back among the years when I sold large jobbing houses and manufacturers. Then the years came into my mind when I managed salesmen.

Then the experience of selling salesmen so they could sell their customers.

I have sold my president, my sales manager, my salesmen and the public, so selling has been my life's work and yet I really don't know how to answer the following question: "What is the most important thing to know and to do when selling goods?"

I don't know. I have never heard it satisfactorily answered.

I have often wondered as I watched a hundred salesmen at a sales convention, what those men had in their minds—what they really were thinking about other than to get the description of goods that were being explained. I often wondered if those fine fellows ever went into the depths of their mind to gather the underlying principles that made for their success or failure. I must confess that I had to conclude that, generally speaking, they did not.

I have heard big men tell "business lies" and believe they were believed. Then I have seen it become necessary to compound the "business lie" trying to make the first lie stick.

I have heard sales managers stand before salesmen and make the most absurd statements of achievements; advise the most unheard of impracticable methods. I have heard really wonderful sales speeches of an inspirational nature, but never in all

my life have I heard a sales manager ask a convention of salesmen if they understood what effect their subconscious mind had on their work.

What do salesmen have in their minds that they dare not express? Do salesmen have in their minds things which are never spoken? What effect does this have on the prospective customer?

It is my firm belief that the real answer to the question is in the analysis of these thoughts: As a salesman thinketh. Do you believe in yourself? If you are not sure, if you question the veracity of your sales manager, if you question the honesty of your firm's advertising, will this, being buried in your mind, be reflected in your work? I think it will.

Therefore, the first and fundamental principle of selling things is to be sure you honestly believe in your firm, your goods, your arguments and yourself.

#### Unsettled.

Written for the Tradesman.

I wonder where the sun is gone  
 And why it doesn't shine  
 I wonder when again a dawn  
 Will cheer this heart of mine.

For trouble great there is, I fear  
 Up somewhere in the sky  
 Some battle in the atmosphere  
 That light does us deny.

The sky is dark—so grim and gray  
 And lowering overhead  
 I cannot tell the night from day  
 Nor when it's time for bed.

Where suns, they say, are ever bright  
 With azure skies and clear  
 Men oft forget to give aright  
 The thanks that Heaven should hear.

And weather probabilities  
 With darkening fog and rain  
 Are that some blessing hidden is  
 Which we should try to gain.

So now I think my lowering day  
 With mist and foggy sky  
 Is just a time for one to say  
 A prayer and wait reply.  
 Charles A. Heath.

#### Planning For the Grand Council Meeting.

Kalamazoo, April 29—Plans for entertaining the Grand Council, U. C. T., at Kalamazoo June 6 and 7 are progressing finely. The various committees are having but little trouble in getting everything they ask for and commercial Kalamazoo is showing a very becoming interest in the event. The Senior Councillor will answer any and all enquiries and try to make arrangements so that every one who desires to come may find everything exactly to his liking.

As the Tradesman is more widely circulated and read by U. C. T.'s than any other magazine in the State we hope to get something to you weekly.  
 D. L. Goodrich.

There are no rivals so formidable as those earnest, determined minds, which reckon the value of every hour, and which achieve eminence by persistent application.

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

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

**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



**GOODRICH BOATS**  
**TO CHICAGO — Monday, Wednesday and Friday Nights.**  
**FROM CHICAGO — Tuesday, Thursday and Saturday Nights.**  
**FARE \$3.50 Plus 28c War Tax.**  
 Boat Car 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.

**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.

## 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 exclusively mutual automobile insurance company which has so large a reserve fund to meet the serious losses.

## 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

## DETROIT DETONATIONS.

## News and Gossip From Michigan's Metropolis.

Detroit, April 29—A pall was cast over the house of Burnham, Stoepel & Co., last Friday by the sudden death of O. Grant Smith, 65 years old, for thirty years connected with the firm. Although not enjoying the best of health for several months past, at no time was he obliged to relinquish his duties on account of illness and he appeared about the store in his usual spirits until 1 p. m. on the afternoon of his death. Grant Smith began his career as a salesman in 1879 covering a portion of Central Michigan for Edson, Moore & Co. He continued with that firm for ten years, resigning to accept a similar position with Burnham, Stoepel & Co. About five years later he relinquished his road duties and became house salesman, a position he held continuously until his death. Kindly, conscientious and generous to a fault, Grant Smith endeared himself to a circle of friends as seldom falls the lot of one man. He was active in many civic affairs and worked with a vim throughout the various Liberty loan campaigns and the more recent Victory loan. A coincidence in connection with his death was his last earthly duty in attending his friend and customer of many years standing, J. G. Sutherland, the Oxford merchant, who was in the store on a buying trip. The first merchant who ever purchased goods from Young Grant Smith was this same J. G. Sutherland. Mr. Smith was a 32d degree Mason and was always deeply interested in Masonic work. He belonged to Kilwinning Lodge and the Veteran Travelers' Association. He was a member of the mercantile firm of F. L. Cook & Co., Farmington, the home of his youth. Surviving are a sister, Emily Hopkin, two sons, O. Grant, Jr., and George W., and a daughter, Margaret.

The National Retail Stamp Co. has moved from 96 Fort street, West, to 49 Grand River avenue.

Robert Fitzsimmons, Dexter merchant and baseball fan extraordinary, made a trip to Detroit Sunday to witness the game.

August Loeffler, pioneer Wyandotte dry goods merchant, was in Detroit on a business trip last week.

F. G. Davis, of Washington, was in Detroit in the interests of his general store last week.

Herman Stoebler, formerly in charge of the Chicago branch of the Reo Motor Car Co., has become associated with the Mileage Tire Co., 2118 Michigan avenue.

J. Stewart has moved his haberdashery stock from 9 Baltimore avenue, East, to more commodious quarters at 1464 Woodward avenue.

F. T. King, shoe dealer at 316 Gratiot avenue, has added a line of hosiery to his stock.

The Pere Marquette made several changes in its schedule, taking effect April 27.

Washington posters read: "It is patriotic to build now." Something strangely familiar in the relationship of this appeal to one emanating from the former home of Woodrow Wilson relative to voting for democratic candidates a short time ago.

Ed. J. Casey is representing Burnham, Stoepel & Co. in Western Michigan. He is specializing with the piece goods lines.

Sol Jackson, dry goods merchant of Crosswell, was a Detroit business visitor last week.

A. C. Dietsche, for several years at the corner of Woodward avenue and Larned street, is closing out his cigar stock and will continue in the wholesale post card and the sight seeing car business, the latter having been developed until Mr. Dietsche has a virtual monopoly on the local business. He will occupy the upper floors in the adjoining building.

Charles Wolcott, for a number of years with Richmond, Backus & Co., general stationers, has resigned and will cover the State as manufacturers' representative. He has secured a number of lines of stationers' supplies and expects to open an office in the near future.

Oodles of gloom have permeated the atmosphere adjacent to A. W. Woods, Senior Counselor of Cadillac Council and President of the recently organized Cadillac Ribbon & Carbon Co., 139 Jefferson avenue. The announcement in the last issue of the Sample Case that Grand Rapids Council had quietly and without ostentation glided into first place in the Michigan standings, of U. C. T. councils—a feat they had unsuccessfully attempted for a number of years previous—was responsible for the depression of Mr. Woods. Officially, in behalf of Senior Counselor Woods, we congratulate Grand Rapids Council on the progress made and, unofficially, we announce, in behalf of Detonations, that the joy of leading the Michigan councils will last only until Cadillac Council takes a deep breath, kicks the dust from the Council's doorstep—and enlists the exhilarating advertising aid of the Tradesman.

C. A. Pankhurst, general merchant of Mason, was a business visitor last week. He was accompanied by his daughter who is attending school in Detroit.

C. Cruger, supply buyer for Grinnell Bros., music dealers, 243 Woodward avenue, has invented a laundry bag which can be sent by parcel post in accordance with postal regulations. The bag is called Parpo by Mr. Cruger and bids fair to be a profitable invention.

R. J. Scott, Brown City general merchant, called on the local jobbers last week.

J. Greenberg, 650 Rivard street, has purchased the department store of R. Isberg, Chene and Milwaukee avenue, and will take immediate possession. Mr. Isberg will retire from the retail business.

What, may we unintelligently enquire, is this place the Italians fume over?

F. H. Mutschler, well known in automobile circles and recently released from the service, has joined the salesforce of Frank P. Gmelin Co., local agent for the King and Briscoe cars, 751 Cass avenue.

The recurrent rumor that large Eastern and Western department stores contemplate locating in Detroit was again renewed this week by the purchase of the ford sales and service building at Woodward and the boulevard from the ford Motor Co. by a local real estate firm for unnamed parties. The building is ten stories high with a frontage of 98 feet and a depth of 320 feet.

H. L. Proper, former member of the traveling colony and at one time general manager of the mercantile business of the R. G. Peters Salt & Lumber Co., at Eastlake, was in Detroit last week. Mr. Proper is engaged in the dry goods business in Eaton Rapids and is associated in this venture with parties who have extensive retail connections in other cities. He stopped in Detroit while en route home after a trip in the Eastern markets, where he has been looking for bargains for a sale he is about to inaugurate preparatory to enlarging his place of business. Mr. Proper's legion of friends will be glad to hear of his well-deserved success in Eaton Rapids.

Conley Bros., 668 Oakland avenue, have opened a second haberdashery store at 664½ Woodward avenue.

The main floor of the building being remodeled at 112 Woodward avenue, will be occupied by Niman Bros., clothiers, of 119 Woodward avenue, and the entire basement will be occupied by the Waldorf Cafeteria, now located under the Cunningham drug store at Woodward and Congress.

F. C. Rowley, dry goods merchant at Romeo, was a Detroit business visitor last week.

Henry Neuman, former Saginaw groceryman and more recently associated in the produce business with his brother-in-law, S. Grones, 8 Market street, has joined the produce firm of E. M. Cole & Co., Woodbridge street, East.

The only apparent objection offered against the candidacy of Stanley J. Hitchings for Grand Sentinel of the United Commercial Travelers is that Detroit is already well represented in the Grand Council. Good idea! We'll communicate with the chairman of the Republican National Committee, asking that their energy be directed toward the nomination and election of Governor Sleeper for President because Michigan has never been thusly honored heretofore.

The sleeping sickness must have invaded Detroit. The building totals for last week were only \$1,110,135.

M. B. Hefferman, formerly connected with the Kroger chain stores, will open a men's furnishing goods store at Holden and Wabash avenues, this week.

Fred Rosecraus, one of the oldest dry goods merchants in Tecumseh and senior member of the firm of Rosecraus & Son, was in Detroit on business last week.

A ten story building is being erected at 183-185 Woodward avenues, for Heyn's Bazaar. Original plans called for eight stories. The structure will be ready for occupancy Oct. 1.

The Family Store, 196 Gratiot avenue, has added a children's wear department to their men's and women's furnishing goods store.

Ray Krausman, son of P. M. Krausman, proprietor of the department store at 1610 Gratiot avenue, has been discharged from the service and has resumed his duties in the store.

Under the new order of things may we not look for a visit from the President of the Travelers Club of Siam to settle the argument over who should be the next Grand Sentinel of the United Commercial Travelers?

Italy still has an advantage over us. Michigan can't have any port. James M. Golding.

## Gabby Gleanings From Grand Rapids.

Grand Rapids, April 29—"Uncle Louis" Winternitz writes that he is headed this way, after spending the winter at St. Augustine and Jacksonville. He is at Dansville, Ill., this week. Next week he will renew his acquaintance with the members of the Illinois Athletic Club, Chicago. He will arrive in Grand Rapids the second week in May and remain here until the golf links at Charlevoix and Mackinac Island are in shape to greet him.

John I. Gibson, Secretary of the Western Michigan Development Bureau, is probably known to every traveling man in the State, because he lectures everywhere and is "continually on the go." Last Sunday, as usual, he went to hear Rev. Wishart, preach at Powers' opera house. He took his little granddaughter with him. During the preliminary prayer, the little lady grew restive and said in a loud voice for a child, "Grandpa, is he still saying grace?" John nodded his head and gave her a look that he thought would subdue her. Instead of subsiding her, she broke out in a loud tone of voice—loud enough to be heard all over the auditorium—"Grandpa, he prays too long." A little later, when a hymn was announced, the child joined in the chorus, but sang instead of the hymn a childish song she was wont to sing at home. In her anxiety to be heard she lost her balance and fell off the seat, hitting her head in such a way as to cause pain. A loud outcry—loud enough to be heard all over the opera house—was the result. John and the little lady then retreated. Possibly John may have said some-

thing to himself, but he would not chide the child for the world, because she is the apple of his eye.

Tracy Hobbs, formerly engaged in the retail trade at Kalkaska, but for the past six months in charge of one of 186 Smith chain stores in Detroit, engaged to assume a responsible position with the Piggly-Wiggly chain store system in this city.

Joseph Bureau, formerly manager of the Peninsular Club, Grand Rapids, but for several years part manager of the Jackson City Club and of the Meadow Heights Country Club, will sever his connections there to take up an executive position with the Tiffin Products Co., of New York, with which Benjamin Briscoe of Jackson, is prominently identified. Mr. Bureau expects to be located for some time in Detroit and will serve in an executive capacity. The first stores in Detroit under the Tiffin Products Co. will be opened about Sept. 1. He will meet Mr. Briscoe in Detroit for a conference relative to the determination of details within the next few days.

Charles G. Graham, who has covered the large trade of Michigan for John V. Farwell Company ever since the year 1, sold three customers goods to the amount of \$12,000 last week. As a salesman, Mr. Graham has few equals in this country. As a courtly gentleman and loyal friend, he is par excellence.

Harry Winchester (Worden Grocer Company) has returned from a trip "down the islands" as far as the Barbadoes. He has in preparation an illustrated lecture on the many wonderful things he saw and heard during his absence.

Oscar F. Conklin, formerly engaged in general trade at Ravenna, but now an extensive land owner at Jacksonville, Ill., spent a few days in Grand Rapids, Ravenna and Fruitport during the past week. Mr. Conklin started buying corn land in Illinois when it could be purchased at \$85 per acre. It is now worth \$240; in fact, he purchased 250 acres at the latter price only a few days ago, paying \$60,000 therefor. He now has about 1,500 acres in the vicinity of Jacksonville, which will enable him to leave every grandchild a comfortable home when he decides to change his habitation. Judging by his sturdy appearance and optimistic view of life, that event is a long way in the future.

"It costs me \$1,000 every time I employ a new traveling salesman," said a manufacturer to the writer some time ago. "Before he learns the ropes and begins to be efficient, no matter how much native talent he may have for the position, he has cost me \$1,000 in profits on lost sales." Experts have made calculations, based on thousands of cases, which show that even substituting one ordinary unskilled worker for another in a factory costs between \$45 and \$50 for each case; while in the instance of fairly skilled workers, a shift costs between \$200 and \$225. The greater the skill, the greater the expense. The reason employers of labor are not more concerned about this problem is that heretofore figures on the subject have been almost impossible to obtain. These losses do not appear anywhere in a trial balance. They are reflected only in lost profits, which is a phase of business of which most people are woefully ignorant. In these efficient days, however, they can no longer be ignored. Every business man should know, not merely what profits his business is making, but what profits it is possible for him to make, based on the size of his potential market, and the possible productive capacity of his plant. And the man who studies his problems in this scientific, sensible fashion, will find that maintaining the health of his working force at its maximum is one of the most important and earliest of tasks which he must face.

### Necessity of Advertising Pharmacy to Pharmacists.

To-day, one of the most regrettable facts is that pharmacy needs to be constantly advertised to some of us as a thing worth while as a business or as a means of building business with other things.

Every drug store trades on the reputation of pharmacy, but its right to do so is only in direct proportion to the thought and care which is bestowed upon the department of pharmacy which the establishment includes. Whether the pharmacist has one side-line or a thousand and one is his own affair, provided he does not neglect pharmacy. That some make successes of all of their departments is readily understood when we discover their close attention to details and methods of watching the progress of affairs within the departments. They also have the good sense to limit their departments to those which do pay. But there are only a few individual proprietors, in pharmacy and other lines, who are endowed naturally with or have cultivated this ability to such a degree of perfection as to derive a commensurate profit from many lines.

For this simple reason of human limitation—the individual can only do a few things well—pharmacy needs to be advertised to pharmacists to save us from the distraction of an alluring commercialism that to some seems imperative to financial success.

In conducting an average pharmacy for a number of years there is sure to accumulate a certain amount of sideline business which fits into the trade with more or less ease; but beyond such, to search for further varieties seems to the writer like misdirected effort on the part of the proprietor upon whom will probably devolve the constant supervision of this stock. For, unless lines are found which can be handled expeditiously and without much extra help and effort, serious inroads are made upon the pharmacist's time and thought, both of which, we believe can be more profitably devoted to affairs of a pharmaceutical nature.

It is not clearly understood why men and women, after taking the trouble to educate themselves and graduate in pharmacy will, when embarking in business, intentionally enter into lines of merchandise in which all may compete; whereas, their special training has been to fit them to undertake a line of work in which there is a measure of restriction from competition, because of the training required. Competition must certainly be less in an art that is looked upon by the public as requiring a special training in addition to ordinary commercial ability, than in the handling of a line of commodities which the public looks upon as a mere exchange of goods for money. But do we as pharmacists appreciate this thought? From this viewpoint, if acceded, it must seem credible that each individual effort to improve and extend the practice of pharmacy helps just that much to remove it from the bewildering competition which besets plain commercialism, and tends to

shield pharmacy from competition with any other line now carried in the drug store, or contemplated as addition. If we could but see beyond this perplexing question we would perhaps view what hope pharmacy has in the future. There is little doubt that the temptation to imitate what looks like prosperity is the influence which leads some to start off with a burden of side-lines; while others are impelled by a distrust of the possibilities of pharmacy itself ever becoming a paying business. One or the other of these influences is likely to prompt him who is about to venture upon the uncertain sea of proprietorship. While we should not deny him the right of apprehension, we should ask him to give pharmacy at least an equal chance. Although we cannot see past this perplexity, we get a reflected light of encouragement from beyond it—the light of material success that shines from the loyal efforts of those who having confidence in pharmacy as a necessity are living up to the requirements of it as the prime factor in the drug store. That they do this for profit is no secret with them nor with their customers. That they derive a profit is because they apply to pharmacy the same attention and rules of finance which they use on the strictly commercial side-lines. They have found that a profit can be had from pharmacy if the same quality of thought that is given to the promotion of those side-lines requiring special effort is devoted to the development of a pharmaceutical department. These men figure pharmacy into finance and finance into pharmacy; their attention is on their business; they are keen to learn, to know and to act; they know the cost of production; they know the "millstone about their neck," called "overhead," they are aware of wastes in time and effort as well as in materials; they study losses, and what cannot be eliminated is figured into expense so it can be met. They utilize their time and talents to learn all of this as the only safeguard against a diminishing profit. They build up their stock of drugs to meet the demands of their trade as to staples, new items and preferences; they insist on quality in what is left to their discretion because eventually it bears their names. They are attentive to the wants of their pharmacy customers, and render service that shows an appreciation of patronage they receive; and yet they do not belittle their services by giving them away for fear of competition, for each of them has been convinced by results that the better pharmacist he is the less he need to concern himself about competition, as the term is generally accepted. To them the outcome of all of this is worth the effort.

Then must these be the reasons, although only the homely ones of interest and attention in varied forms, why pharmacy develops in some establishments and why it fails to flourish in others? But we want to discuss the latter phase in words that pertain more directly to such barren fields. It is reiteration, we know,

but does not the neglect of one or more of these simplicities which foster pharmacy constitute a reason why the art becomes unpopular with some of its votaries? To such, we quote "Poor Richard,"—"Keep your shop and your shop will keep you." Indeed the persons who enter a shop for pharmaceutical merchandise or service may fail to find the pharmacist, although his material body stands before them, because some side-line, either within or outside of his store, so preoccupies his attention that he fails to represent pharmacy. Perhaps he does not realize that through lack of interest he is losing an opportunity to advertise pharmacy to the public for his own immediate good, to say the least.

The pharmacist, who does not appreciate that he has a chance to turn his skill and time into money by developing his pharmaceutical department, needs to be told to study anew the opportunities of an art that but awaits his efforts. Let him not fail, as many do, to count the employment of his time, his very life, as of real value whether it be devoted to the making of a preparation dispensed to-day or in the future. For failing to do this is to inflict a hardship, both upon himself and upon his brother pharmacist who seeks to benefit all pharmacists by endeavoring to improve the price as well as the service.

And now we see that pharmacy depends upon those who trade upon its reputation for both the preservation of the art and for its further development.

Pharmacy now seems to us a business as well as an art; and it is equally clear that it demands at least sideline common sense to enable it to show a profit. It asks no more; the choice of the direction of your effort rests with you and so accordingly the outcome.

So much for pharmacy as a worthwhile business in itself, or as a department properly conducted. But the practice of pharmacy is such a comprehensive service that there is no end to the things which can be done within its province for profit, or of influences which may be caused to emanate from it to the same end.

The ability to handle the most difficult prescription is a means to public esteem which no pharmacist can afford to neglect as a most effectual advertisement, while careful attention to the smallest detail, delegated to the pharmacist, is an indication of his thoroughness and dependability under minor circumstances; attention never fails to become a source of profit to those who are willing to devote it to the cause of pharmacy.

Indeed the practice of pharmacy offers the best advertising medium that the store which houses it and the side-lines affords; it is a service which begets confidence; there is no side-line that will compare to the practice of pharmacy as a builder of confidence among your customers, and confidence, so built, is a great asset, because it is the glitter of an untarnished satisfaction.

Therefore, let us practice pharmacy unceasingly, if for no other reason.

## 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

than as an advertisement for the side-lines, especially, since its neglect is not advertisement for either side-lines or pharmacy. And again, no matter what the apparent success of the drug store may be, it can be more, if more pharmacy is practiced.

The scarcity of help, and the uncertainty of merchandise are probably now causing many pharmacists to wonder whether they should devote their time and attention to pharmacy or to side-lines. But let them consider that they now have an opportunity to conserve the art during a period of stress from which they must emerge the gainers, if they are true to their trust. While, on the other hand, if they neglect pharmacy and devote its time to side-lines, they will find that they have developed

departments of trade into which, later, many must of necessity enter.

So, to the pharmacist who is undecided as to his course, or to him who is looking for a new side-line to boost a lagging business, we advise "take on a little more pharmacy, or, apply a little more time and business thought to what pharmacy you have."

J. C. Peacock.

**Small Loss.**

"I'm in a very embarrassing position. I left home this morning without carfare. Will you trust me for a nickel until to-morrow?"

"Why, certainly."

"Shall I give you a receipt?"

"It won't be at all necessary."

"But suppose I should get killed?"

"Pray, don't speak of it; the loss would be but a trifle."

# 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.

<b>Acids</b>	<b>Cotton Seed</b> .... 2 05@2 20	<b>Capsicum</b> ..... @2 15
Boric (Powd.) .. 18@ 25	Eigeron ..... 6 50@6 75	Cardamon ..... @2 10
Boric (Xtal) .... 18@ 25	Cubeb ..... 11 50@11 75	Cardamon, Comp. @1 60
Carbolic ..... 22@ 26	Eigeron ..... 7 50@7 75	Catechu ..... @1 60
Citric ..... 1 50@1 55	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	Cubeb ..... @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
<b>Ammonia</b>	Lavender, Flow. 9 00@9 25	Guaiac ..... @2 20
Water, 26 deg. .. 11@ 20	Lavender, Gar'n 1 50@1 75	Guaiac, Ammon. @1 80
Water, 18 deg. .. 10@ 18	Lemon ..... 2 25@2 50	Iodine ..... @1 50
Water, 3 deg. ... 3@ 17	Linseed, boiled, bbl. @1 72	Iodine, Colorless @2 00
Carbonate ..... 19@ 25	Linseed, bid less 1 82@1 87	Iron, clo. .... @1 60
Chloride (Gran.) 20@ 30	Linseed, raw, bbl. @1 70	Kino ..... @1 65
<b>Balsams</b>	Linseed, raw less 1 80@1 85	Myrrh ..... @2 50
Copaiba ..... 1 20@1 40	Mustard, true, oz. @2 95	Nux Vomica .... @1 75
Fir (Canada) .. 1 75@2 00	Mustard, artifl. oz. @1 60	Opium ..... @1 85
Fir (Oregon) ... 50@ 75	Neatsfoot ..... 1 30@1 50	Opium, Deodorz'd @9 50
Peru ..... 4 75@5 00	Olive, pure ..... 4 00@7 50	Rhubarb ..... @1 65
Tolu ..... 2 00@2 25	Olive, Malaga, yellow ..... 6 00@6 50	<b>Paints</b>
<b>Barks</b>	Olive, Malaga, green ..... 6 00@6 50	Lead, red dry .... 13@13 1/2
Cassia (ordinary) 40@ 45	Orange, Sweet .. 4 00@4 25	Lead, white oil .. 13@13 1/2
Cassia (Saigon) 90@1 00	Origanum, pure .. @2 50	Lead, white oil .. 13@13 1/2
Sassafras (pow. 50c) @ 45	Origanum, com'l @ 75	Ochre, yellow bbl. @ 1 1/2
Soap Cut (powd.) 35c ..... 26@ 30	Pennyroyal ..... 2 50@2 75	Ochre, yellow less 2 @ 5
<b>Berries</b>	Peppermint .. 12 00@12 20	Putty ..... 4 1/2@ 7
Cubeb ..... 1 75@1 80	Rose, pure ..... 38 00@40 00	Red Venet'n Amer. 2 @ 5
Fish ..... 1 00	Rosemary Flows 2 00@2 25	Red Venet'n, Eng 2 1/2 @ 5
Juniper ..... 10@ 18	Sandalwood, B. I. .... 18 50@18 75	Vermillion, Amer. 25 @ 30
Prickley Ash ..... @ 30	Sassafras, true 3 50@3 75	Whiting, bbl. .... @ 2 1/2
<b>Extracts</b>	Sassafras, artifl' 90@1 20	Whiting, comp. ... 3 1/2 @ 4
Licorice ..... 60@ 65	Spearmint ..... 12 00@12 25	L. H. P. Prep. 3 00@3 25
Licorice powd. .. 1 25@1 50	Sperm ..... 2 40@2 60	<b>Miscellaneous</b>
<b>Flowers</b>	Tansy ..... 5 50@5 75	Acetanalid ..... 65@ 75
Arnica ..... 1 20@1 25	Tar, USP ..... 45@ 60	Alum ..... 17@ 20
Chamomile (Ger.) 70@ 80	Turpentine, bbls. @87 1/2	Alum, powdered and ground ..... 18@ 21
Chamomile Rom. 1 50@1 60	Turpentine, less 92 1/2@1 00	Bismuth, Subnitrate ..... 4 00@4 10
<b>Gums</b>	Wintergreen, tr. 800@8 25	Borax xtal or powdered ..... 10@ 15
Acacia, 1st ..... 65@ 70	Wintergreen, sweet birch ..... 7 00@7 25	Cantharades po 2 00@6 50
Acacia, 2nd ..... 50@ 60	Wintergreen, art 90@1 20	Calomel ..... 2 20@2 30
Acacia, Sorts ..... 35@ 40	Wormseed ..... 6 50@6 75	Capsicum ..... 38@ 45
Acacia, powdered 45@ 50	<b>Potassium</b>	Carmine ..... 6 50@7 00
Aloes (Barb. Pow) 30@ 40	Bicarbonate .... 70@ 75	Cassia Buds ..... 50@ 60
Aloes (Cape Pow.) 30@ 35	Bichromate ..... 52@ 60	Cloves ..... 77@ 85
Aloes (Soc Pow) 1 30@1 35	Bromide ..... 70@ 75	Chalk Prepared .. 12@ 15
Asafetida ..... @ 6 50	Carbonate ..... 1 00@1 10	Chalk Precipitated 12@ 15
Pow. .... @ 7 75	Chlorate, gran' 70@ 75	Chloroform ..... 58@65
Camphor ..... 3 20@3 30	Chlorate, xtal or powd. .... 45@ 50	Chloral Hydrate 1 80@2 80
Guaiac ..... @ 2 15	Cyanide ..... 32 1/2@ 50	Cocaine ..... 12 30@12 85
Guaiac, powdered @ 2 25	Iodide ..... 4 29@4 36	Cocoa Butter ..... 65@ 75
Kino ..... @ 85	Permanganate .. 1 50@1 75	Corks, list, less 40% 2 1/2
Kino, powdered .. @1 00	Prussiate, yellow 1 20@1 30	Copperas, bbls. ... @ 2 1/2
Myrrh ..... @1 40	Prussiate, red .. 2 00@2 50	Copperas, less .. 3 1/4 @ 3
Myrrh, Pow. .... @1 50	Sulphate ..... @ 85	Copperas, powd. 4 1/2 @ 10
Opium ..... 25 50@25 00	<b>Roots</b>	Corrosive Sublm 2 00@2 10
Opium, powd. 27 00@28 00	Alkanet ..... 4 50@4 75	Cream Tartar ..... 68@ 75
Opium, gran. 27 00@28 00	Blood, powdered 1 10@1 20	Cuttlebone ..... 95@ 1 00
Shellac ..... 85@ 90	Calamus ..... 60@2 50	Dextrine ..... 10@ 15
Shellac, Bleached 4 25@4 50	Elecampane, pwd. 22@ 25	Dover's Powder 5 75@6 00
Tragacanth ..... @ 4 00	Gentian, powd. 27@ 35	Emery, All Nos. 10 @ 15
Turpentine ..... 15@ 30	Ginger, African, powdered ..... 25@ 30	Emery, Powdered 8 @ 10
<b>Insecticides</b>	Ginger, Jamaica, powdered ..... 32@ 35	Epsom Salts, bbls. @ 3 1/2
Arsenic ..... 15@ 20	Ginger, Jamaica, powdered ..... 32@ 35	Epsom Salts, less 5 @ 10
Blue Vitriol, bbl. @09 1/2	Goldenseal, pow. 8 00@8 20	Ergot ..... @ 4 00
Blue Vitriol, less 10 1/2@15	Ipecac, powd. .. 5 00@5 50	Ergot, powdered @ 4 00
Bordeaux Mix Dry 20@ 25	Licorice, powd. 45@ 50	Flake White .... 15@ 20
Hellebore, White powdered ..... 38@ 45	Licorice, powd. 45@ 50	Formaldehyde, lb. 27 @ 30
Insect Powder ..... 40@ 60	Orris, powdered 40@ 45	Gelatin ..... 1 75@1 90
Lead, Arsenate Po 34@ 44	Poke, powdered 20@ 25	Glassware, full case 58%
Lime and Sulphur Solution, gal. .. 20@ 25	Rhubarb ..... @1 85	Glassware, less 50%
Paris Green ..... 46@ 52	Rhubarb, powd. 2 00@2 25	Glauber Salts, bbl. @ 3
<b>Ice Cream</b>	Rosinweed, powd. 25@ 30	Glauber Salts less 4 @ 3
Piper Ice Cream Co., Kalamazoo	Sarsaparilla, Hond. ground ..... 1 25@1 40	Glue, Brown ..... 25@ 35
Bulk, Vanilla ..... 1 00	Sarsaparilla Mexican, ground ..... 1 00@1 10	Glue, Brown Grd. 20 @ 30
Bulk, Chocolate ..... 1 10	Squills ..... 35@ 40	Glue, White ..... 30@ 35
Bulk, Caramel ..... 1 10	Squills, powdered 45@ 65	Glue, White Grd. 30 @ 35
Bulk, Grape-Nut ..... 1 10	Tumeric, powd. 25@ 30	Glycerine ..... 24@ 38
Bulk, Strawberry ..... 1 20	Valerian, powd. .. @ 2 00	Hops ..... 65@ 75
Bulk, Tutti Fruitti .. 1 20	<b>Seeds</b>	Iodine ..... 5 80@5 90
Brick, Vanilla ..... 1 20	Anise ..... 42@ 45	Iodoform ..... 6 59@6 74
Brick, Chocolate ..... 1 60	Anise, powdered 47@ 50	Lead, Acetate ..... 25 @ 30
Brick, Caramel ..... 1 60	Bird, Is ..... 13@ 19	Lycopodium ..... 2 00@2 25
Brick, Strawberry ..... 1 60	Canary ..... 28@ 35	Mace ..... 85@ 90
Brick, Tutti Fruitti .. 1 60	Caraway, Po. 80 70@ 75	Mace, powdered 95@1 00
Brick any combination 1 60	Cardamon ..... 1 80@2 00	Menthol ..... 8 00@8 20
<b>Leaves</b>	Celery, powd. 1 00 90@1 00	Morphine ..... 14 30@15 00
Buchu ..... @ 4 35	Coriander powd. 30 22 1/2@25	Nux Vomica ..... @ 80
Buchu, powdered @ 4 50	Dill ..... 30@ 35	Nux Vomica, pow. 28 @ 35
Sage, bulk ..... 67@ 70	Fennel ..... 1 00@1 20	Pepper black pow. 53 @ 55
Sage, 1/4 loose ..... 72@ 78	Flax ..... 10@ 15	Pepper, white ..... @ 50
Sage, powdered .. 55@ 60	Flax, ground .... 10@ 15	Pitch, Burgundy @ 15
Senna, Alex ..... 1 40@1 50	Foenugreek pow. 22@ 30	Quassia ..... 12 @ 15
Senna, Tinn. .... 30@ 35	Hemp ..... 11 1/2@ 15	Quinine ..... 1 09@1 59
Senna, Tinn. pow. 35@ 40	Lobelia ..... 60@ 70	Rochelle Salts .. 55@ 60
Uva Ursi ..... 25@ 30	Mustard, yellow .. 45 @ 50	Saccharine ..... @ 56
<b>Oils</b>	Mustard, black .. 30@ 35	Salt Peter ..... 30 @ 40
Almonds, Bitter, true ..... 18 50@18 75	Poppy ..... @1 00	Seidlitz Mixture.. 43 @ 50
Almonds, Bitter, artificial ..... 7 00@7 20	Quince ..... 1 50@1 75	Soap, green ..... 20 @ 30
Almonds, Sweet, true ..... 3 50@3 75	Rape ..... 15@ 20	Soap mott castile 22 1/2 @ 25
Almonds, Sweet, imitation ..... 75@1 00	Sabadilla ..... @ 35	Soap, white castile case ..... @25 00
Amber, crude ..... 4 00@4 25	Sabadilla, powd. 30@ 35	Soap, white castile less, per bar ..... @ 2 65
Amber, rectified 5 50@5 75	Sunflower ..... 22@ 30	Soda Ash ..... 4 1/2 @ 10
Anise ..... 2 50@2 75	Worm American .. @ 25	Soda Bicarbonate 3 1/2 @ 10
Bergamont ..... 9 50@9 75	Worm Levant ... 1 65@1 75	Soda, Sal ..... @ 5
Cajeput ..... 1 75@2 00	<b>Tinctures</b>	Spirits Camphor .. @ 2 00
Cassia ..... 4 50@4 75	Aconite ..... @1 70	Sulphur, roll ..... 4 1/2 @ 10
Castor ..... 2 60@2 80	Aloes ..... @1 35	Sulphur, Subl. ... 4 1/2 @ 10
Cedar Leaf ..... 1 75@2 00	Arnica ..... @1 60	Tamarinds ..... 25 @ 30
Citronella ..... 90@1 20	Asafetida ..... @3 30	Tartar Emetic 1 03@1 10
Cloves ..... 3 00@3 25	Belladonna ..... @1 80	Turpentine, Ven. 50 @ 60
Cocoonut ..... 40 @ 50	Benzoin ..... @2 15	Vanilla Ex. pure 1 50@2 00
Cod Liver ..... 5 60@5 75	Benzoin Compo'd @2 30	Witch Hazel ..... 1 35@1 75
Croton ..... 2 00@2 25	Buchu ..... @2 70	Zinc Sulphate .... 10 @ 15
	Cantharadles ... @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
Saxon Food	Codfish
Cheese	Washboards
Carnation Milk	
Crisco	
Mazola	
Citron	
Vinegar	
Syrup	

AMMONIA	Corn
Arctic Brand	Fair ..... 1 85
12 oz. 16c, 2 doz. box 2 80	Good ..... 2 15
16 oz. 25c, 1 doz. box 1 75	Fancy ..... 2 30
32 oz., 40c, 1 doz. box 2 85	

AXLE GREASE	French Peas
Mica, 25 lb. pail ..... 1 60	Monbadon (Natural)
	per doz. ....

BAKED BEANS	Gooseberries
No. 1, per doz. .... 1 35	No. 2, Fair ..... 2 00
No. 2, per doz. .... 2 00	No. 10 ..... 3 15
No. 3, per doz. .... 3 15	

BATH BRICK	Hominy
English ..... 95	Standard ..... 1 25
	Lobster
	1/4 lb. .... 2 10
	1/2 lb. .... 3 35
	Picnic Flat ..... 3 75

BLUING	Mackerel
Jennings'	Mustard, 1 lb. .... 1 80
Condensed Pearl Bluing	Mustard, 2 lb. .... 2 80
Small, 3 doz. box .... 2 55	Soused, 1 1/2 lb. .... 1 60
Large, 2 doz. box .... 2 70	Soused, 2 lb. .... 2 75

BREAKFAST FOODS	Mushrooms
Cracked Wheat, 24-2 4 60	Buttons, 1/2 s ..... @30
Cream of Wheat ..... 7 50	Buttons, 1s ..... @50
Pillsbury's Best Cer'l 4 35	Hotels, 1s ..... @44
Quaker Puffed Rice 4 35	Oysters
Quaker Brkfst Wheat 4 35	Cove, 1 lb. .... 2 00
Quaker Corn Flakes 2 90	Cove, 2 lb. .... 3 20
Ralston Purina ..... 4 90	Plums
Ralston Branos ..... 2 30	Plums ..... 2 50 @ 3 00
Ralston Food, large 3 20	Pears in Syrup
Ralston Food, small 2 30	No. 3 can per doz. 3 25 @ 3 75
Saxon Wheat Food 4 80	
Shred Wheat Biscuit 4 50	
Triscuit, 18 ..... 2 25	

Kellogg's Brands	Peas
Toasted Corn Flakes 4 20	Marrowfat ..... 1 75 @ 1 85
Toasted Corn Flakes	Early June ..... 1 90 @ 2 10
Individual ..... 2 00	Early June sift'd 3 15 @ 2 30
Krumbles ..... 4 20	Pie
Krumbles, Indv. .... 2 00	No. 10 size can pie @ 6 00
Biscuit ..... 2 00	Pineapple
Drinket ..... 2 60	Grated, No. 2 ..... 2 85
Quaker Butter ..... 3 65	Sliced No. 2 Extra ..... 2 90
Bran ..... 3 60	Pumpkin

BROOMS	Raspberries
Fancy Parlor, 25 lb. 9 00	No. 2, Black Syrup ..... 3 00
Parlor, 5 String, 25 lb. 8 75	No. 10, Black ..... 12 50
Standard Parlor, 23 lb. 8 50	No. 2, Red Preserved
Common, 23 lb. .... 8 00	No. 10, Red, Water .. 14 00
Special, 23 lb. .... 7 25	Salmon
Warehouse, 23 lb. .. 10 00	Warrens, 1 lb. Tall .. 3 65

BRUSHES	Sardines
Scrub	Domestic 1/4 s ..... 6 75
Solid Back, 3 in. .... 1 50	Domestic, 3/4 Mustard 6 80
Solid Back, 1 1/2 in. .... 1 75	Domestic, 1/2 Mustard 6 80
Pointed Ends ..... 1 25	Norwegian, 1/4 s ..... 15 @ 18
	Portuguese, 1/2 s ..... 30 @ 35

SHOE	Sauer Kraut
No. 1 ..... 1 00	No. 3, cans ..... 1 45
No. 2 ..... 1 30	No. 10, cans ..... 2 00
No. 3 ..... 1 70	Shrimps
No. 4 ..... 1 90	Dunbar, 1s doz. .... 1 80

BUTTER COLOR	Succotash
Dandelion, 25c size .. 2 00	Fair ..... 2 60
	Good ..... 2 85
	Fancy ..... 2 60

CANDLES	Tomatoes
Paraffine, 6s ..... 15	No. 2 ..... 1 45
Paraffine, 12s ..... 16	No. 3 ..... 1 80
Wicking ..... 40	No. 10 ..... 6 75

CANNED GOODS	Tuna
Apples	Case
3 lb. Standards ..... @ 1 45	1/4 s, 4 doz. in case ....
No. 10 ..... @ 5 00	1/2 s, 4 doz. in case ....
	1s, 4 doz. in case ....

BEANS	CATSUP
Baked ..... 1 25 @ 2 25	Van Camp's, 1/2 pints 1 80
Red Kidney ..... 1 25 @ 1 35	Van Camp's pints ..... 2 70
String ..... 1 90 @ 2 50	
Wax ..... 1 80 @ 1 50	

BLUEBERRIES	CHEESE
Standard ..... @	Peerless ..... @36
No. 10 ..... @ 11 50	Brick ..... @33
	Limben ..... @
	Limburger ..... @
	Pineapple ..... @
	Edam ..... @
	Burnham's 1/2 pt. .... 3 25
	Burnham's 1s ..... 3 75
	Burnham's qts. .... 7 50

CLAMS	WILBUR
Little Neck, 1 lb. ....	Wilbur, 1/4 s ..... 3 3
	Wilbur, 1/2 s ..... 3 3
	Wilbur, 3/4 s ..... 3 3

COCOANUT	Chocolates	Pails
1/4 s, 5 lb. case ..... 38	Assorted Choc. .... 32	Size 1-12, per 100 ..... 8
1/4 s, 5 lb. case ..... 37	Amazon Caramels ..... 30	Size 1-0, per 100 ..... 9
1/4 s, 15 lb. case ..... 36	Champion ..... 28	Size 2-0, per 100 ..... 10
1/2 s, 15 lb. case ..... 35	Choc. Chips, Eureka 35	Size 3-0, per 100 ..... 11
1/4 s & 1/2 s, 15 lb. case 35 1/2	Klondike Chocolates 35	Size 4-0, per 100 ..... 14
6 and 12c pails ..... 4 35	Nabobs ..... 35	Size 5-0, per 100 ..... 15
Bulk, pails ..... 28	Nibble Sticks, box .. 2 25	
Bulk, barrels, per case 4 25	Nut Wafers ..... 35	
70 8c pkgs., per case 4 80	Ooco Choc. Caramels 34	
70 4 oz. pkgs., per case 4 80	Peanut Clusters ..... 40	
Bakers Canned, doz. 1 20	Quintette ..... 32	
	Regina ..... 27	

COFFEES ROASTED	Pop Corn Goods
Rio	Cracker-Jack Prize .. 5 00
Common ..... 22 1/2	Checkers Prize ..... 5 00
Fair ..... 23 1/2	
Choice ..... 24 1/2	
Fancy ..... 25 1/2	

COFFEES ROASTED	Cough Drops
Santos	Boxes
Common ..... 26	Putnam Menthol .... 1 50
Fair ..... 27	Smith Bros. .... 1 50
Choice ..... 29	
Fancy ..... 30	
Peaberry ..... 29	

COOKING COMPOUNDS	FLAVORING EXTRACTS
Crisco	Jennings D C Brand
36 1 lb. cans ..... 10 35	Pure Vanilla
24 1 1/2 lb. cans ..... 10 35	Terpenless
6 6 lb. cans ..... 10 35	Pure Lemon
4 9 lb. cans ..... 10 35	Per Doz.
	7 Dram 15 Cent ..... 1 25
	1 1/2 Ounce 20 Cent ..... 1 80
	2 Ounce, 35 Cent ..... 2 70
	2 1/4 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

COOKING COMPOUNDS	FLAVORING EXTRACTS
Mazola	Moore's D U Brand
Pints, tin, 2 doz. .... 7 75	Per Doz.
Quarts, tin, 1 doz. .... 7 25	1 oz. Vanilla 15 Cent 1 25
1/2 gal. tins, 1 doz. .... 13 75	1 1/2 oz. Vanilla 25 Cent 2 00
Gal. tins, 1/2 doz. .... 13 30	3 oz. Vanilla 35 Cent 3 00
5 Gal. tins, 1-6 doz. .... 19 75	1 oz. Lemon 15 Cent 1 25
	1 1/2 oz. Lemon 25 Cent 2 00
	3 oz. Lemon 35 Cent 3 00

CREAM TARTAR	DRIED FRUITS
Barrels or Drums ..... 78	Apples
Boxes ..... 80	Evap'd, Choice, blk @ 17
	Evap'd Fancy blk. @

CREAM TARTAR	DRIED FRUITS
	Apricots
	California ..... @ 23
	Citron
	California ..... @ 45

CREAM TARTAR	DRIED FRUITS
	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

CREAM TARTAR	DRIED FRUITS
	Raisins
	Cluster, 20 cartons ...
	Loose Muscatels, 4 Cr.
	Loose Muscatels, 3 Cr. 11
	L. M. Seeded 1 lb. 13 @ 13 1/2

CREAM TARTAR	DRIED FRUITS
	California Prunes
	90-100 25 lb. boxes .. @ 12
	80-90 25 lb. boxes .. @ 10
	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 .. @ 19 1/2
	30-40 25 lb. boxes .. @ 19 1/2

CREAM TARTAR	FARINACEOUS GOODS
	Beans
	California Lima ..... 10
	Med. Hand Picked .. 9
	Brown, Holland .....
	Meal
	Bolted ..... 4 60
	Golden Granulated .. 4 80

CREAM TARTAR	FARINACEOUS GOODS
	Wheat
	Red ..... 2 40
	White ..... 2 37
	Oats
	Michigan Carlots ..... 75
	Less than carlots ..... 78

CREAM TARTAR	FARINACEOUS GOODS
	Corn
	Carlots ..... 1 72
	Less than carlots ..... 1 75
	Hay
	Carlots ..... 38 40
	Less than carlots ... 40 42

CREAM TARTAR	FARINACEOUS GOODS
	Feed
	Street Car Feed ..... 65 00
	No. Corn & Oat Fd. 65 00
	Cracked Corn ..... 67 50
	Coarse Corn Meal ... 67 50

CREAM TARTAR	FARINACEOUS GOODS
	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, gr. 2 80

CREAM TARTAR	FARINACEOUS GOODS
	GELATINE
	Cox's, 1 doz. large ... 1 46
	Cox's, 1 doz. small ... 90
	Knox's Sparkling, doz. 1 90
	Knox's Acid'd doz. ... 3 00
	Minute, 1 doz. .... 1 25
	Minute, 3 doz. .... 3 75
	Nelson's ..... 1 50
	Oxford ..... 75
	Plymouth Rock, Phos. 1 55
	Plymouth Rock, Plain 1 55
	Waukesha ..... 1 60

CREAM TARTAR	FARINACEOUS GOODS
	HERBS
	Sage ..... 15
	Hops ..... 15
	Laurel Leaves ..... 30
	Senna Leaves ..... 45

CREAM TARTAR	FARINACEOUS GOODS
	FLOORS
	No. 1, per dozen .... 13
	No. 2, per dozen .... 15
	No. 3, per dozen .... 20

HIDES AND PELTS

Hides
Green, No. 1 ..... 20
Green No. 2 ..... 19
Cured, No. 1 ..... 22
Cured, No. 2 ..... 21
Calfskin, green, No. 1 35
Calfskin, green, No. 2 33 1/2
Calfskin, cured, No. 1 38
Calfskin, cured, No. 2 36 1/2
Horse, No. 1 ..... 7.50
Horse, No. 2 ..... 6.50

Pelts

Old Wool ..... 75@2 00
Lambs ..... 50@1 00
Shearlings ..... 50@1 00

Tallow

Prime ..... @09
No. 1 ..... @08
No. 2 ..... @07

Wool

Unwashed, med. .... @45
Unwashed, fine .... @37

HONEY

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

HORSE RADISH

Per doz. .... 90

JELLY

10lb. Kanakin, per pail 1 40
30lb. pails, per pail .. 2 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 18

MOLASSES

New Orleans

Fancy Open Kettle .... 68
Choice ..... 58
Good .....
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 ..... 30

NUTS—Whole

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

Shelled

Almonds ..... 55
Peanuts, Spanish,
10 lb. box ..... 1 85
Peanuts, Spanish,
10 lb. bbl. .... 16 1/2
Peanuts, Spanish,
200 lb. bbl. .... 1 50
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. Naphtha 23.7
Capitol Cylinder, Iron
Bbls. .... 39.8
Atlantic Red Engine,
Iron Bbls. .... 24.8
Winter Black, Iron
Bbls. .... 14.3
Polarine, Iron Bbls. .. 44.8

PICKLES

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

Small

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

Gherkins

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

Sweet Small

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

PIPES

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

PLAYING CARDS

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

POTASH

Babbitt's, 2 doz. .... 2 75

PROVISIONS

Barreled Pork
Clear Back ..... 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 3 1/2@3 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 Balled
Hams ..... 35 @40
Balled 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

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

Tripe

Klts, 15 lbs. .... 90
1/4 bbls., 40 lbs. .... 1 60
3/8 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 Loaf ..... 1 40
Vienna Style Sausage 1 40
Sausage Meat ..... 3 65
Potted Meat ..... 57 1/2
Deviled Meat ..... 57 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 30
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 1/4
Blue Rose ..... 9 1/2@9 3/4
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 80
Quaker, 20 Family .. 5 20

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 45

SALERATUS

Packed 60 lbs. in box.
Arm and Hammer .. 3 25
Wyandotte, 100 1/2 s .. 3 00

SAL SODA

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

SALT

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

SALT FISH

Large, whole ..... @14 1/2
Small, whole ..... @14
Strips or bricks .. 20@23
Pollock ..... @14

Holland Herring

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

Herring

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

Trout

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

Mackerel

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

Lake Herring

8 lbs. ....

SEEDS

Anise ..... 45
Canary, Smyrna ..... 28
Caraway ..... 85
Cardomon, Malabar 1 30
Celery ..... 65
Hemp, Russian ..... 13
Mixed Bird ..... 12 1/2
Mustard, white ..... 40
Poppy ..... 90
Rape ..... 15

SHOE BLACKING

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

SNUFF

Swedish Rapee, 10c 8 for 64
Swedish Rapee, 1 lb. gts 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, 100 and 120s 5 00
Queen White, 100 cks. 5 00
Oak Leaf, 100 cakes .. 5 00
Queen Anne, 100 cakes 5 00
Lautz Naphtha, 100s 5 90

Proctor & Gamble Co.

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

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

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

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'Clocks ..... 4 25
Lautz Naphtha, 60s .. 3 45
Oak Leaf Soap Powder,
24 pkgs. .... 4 75
Oak Leaf Soap Powder,
100 pkgs. .... 5 00
Queen Anne Soap Powder,
60 pkgs. .... 2 90
Old Dutch Cleanser,
100s ..... 4 00

SODA

Bi Carb. Kegs ..... 3 1/4

SPICES

Whole Spices

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

Pure Ground in Bulk

Allspice, Jamaica .. @16
Cloves, Zanzibar .. @50
Cassia, Canton ..... @32
Ginger, African ..... @25
Mace, Penang ..... @1 60
Nutmegs ..... @45
Pepper, Black ..... @28
Pepper, White ..... @52
Pepper, Cayenne .. @30
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. .... 2 40
Silver Gloss, 16 3lbs. .. 9 1/4
Silver Gloss, 12 6lbs. .. 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 1/4

SYRUPS

Corn

Barrels ..... 75
Half barrels ..... 81
Blue Karo, No. 1 1/2,
2 doz. .... 3 20
Blue Karo, No. 2, 2 dz. 3 70
Blue Karo, No. 2 1/2, 2
doz. .... 4 80
Blue Karo, No. 5, 1 dz. 4 80
Blue Karo No. 10 1/2,
doz. .... 4 55
Red Karo, No. 1 1/2, 2
doz. .... 3 35
Red Karo, No. 2, 2 dz. 4 15
Red Karo, No. 2 1/2, 2 dz. 5 10
Red Karo, No. 5, 1 dz. 5 00
Red Karo, No. 10 1/2,
doz. .... 4 75

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
White Wine, 100 grain 29

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

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 Pins
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

Window Cleaners

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

Wood Bowls

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

WRAPPING PAPER



### Many Things Contribute to the Condition Called "Malnutrition."

Written for the Tradesman.

Malnutrition means bad feeding—not necessarily under-feeding. Don't get the idea that malnutrition is confined to the homes of the poor. In the slums it is more or less compulsory, practically unavoidable and chronic, and pardonable so far as blame upon the parents is concerned; in the homes of the well-to-do and rich it is amazingly common the result of ignorance or easy-going stupidity; avoidable—and criminal.

I have recently seen this statement by Dr. William R. P. Emerson:

"A survey of the younger boys in two famous preparatory schools noted for the wealth of their patrons has recently been made. More than 30 per cent. of these boys are 10 per cent. to 20 per cent. under weight for their height—nearly double the proportion found in a public school in the East Side of New York."

Even among the very poor it would be possible greatly to improve the situation by a well-informed use of very slender means in the selection of food, but there are psychological factors in the way which it would take long and careful education to dispel. I cannot discuss that aspect of the question just now. I am speaking to those who have sufficient means to purchase proper food in sufficient quantities, and who may be presumed to have sufficient common-sense to rectify the conditions which interfere with the proper nutrition of their children.

First of all, you want to know the conditions in your own family. For that you need scales, a tape-measure, and a weight-and-height chart; also some common-sense and mental elasticity. You can buy the scales or use those at the corner grocery. It is vastly better to weigh the children at home without clothing; for then your comparisons will be reliable. Probably you have a tape-measure in the house. The weight-card you can get from the Child Health Organization at 289 Fourth avenue, New York. That shows the proper relation between weight and height for boys and girls from five to eighteen. It is harder to get the common-sense and mental adaptability, but you can accomplish wonders in that direction if you will drop the idea that you know everything and the feeling that you don't like to bother.

Your child at a certain age, of a certain height, ought to weigh a certain amount. If he doesn't, the probability is that he is not properly nourished. He may appear perfectly well,

his vital organs may seem to function normally; you can't detect outwardly anything the matter with him except that he is under weight. Along with under-weight you are likely to find him falling behind in his studies, unable to bear any unusual pressure of work or responsibility, he may be called lazy and inattentive, may be nervous, may be constantly "catching cold" or having other sorts of physical ailment. Other things being equal, these are all signs probably of malnutrition; they are serious indeed and call for attention and wisely directed remedy.

"Many children," says Dr. Emerson, "besides habitually taking too little food, have serious faults in their food habits, such as the omission of cereals and milk from their diet, the use of tea and coffee, eating candy before meals, and fast eating habits that in themselves are entirely adequate to cause malnutrition to a serious degree. Yet only rarely are these habits noticed."

I know one mother who supervises her children's eating at the table so much that they never really eat or enjoy a good meal: they pick at this and that and have not been permitted to form the habit of eating heartily and unconsciously as they should. It would be almost a physical impossibility for this mother to put good, wholesome, nourishing food before her children and then let them eat it without fussing or nagging.

A little girl that I have in mind got into the habit, while her mother was absent for several weeks, of pushing away her plate of soup, saying, "I don't like soup." Her mother upon her return met the situation, I thought, very wisely, saying to the child:

"Let us play to-day that you are my guest at luncheon. I will treat you just as I do my friend Mrs. Gates; when you come home from school I will meet you in the parlor; we will discuss our summer plans, and how many of your doll-children you will be able to take with you. Of course, you will accept without question what we have for luncheon—well-bred people do not sniff or find fault with the food, especially if they are guests."

The little plan worked liked a charm; they played the game many times. When they sat down at table mother at once started in with some interesting topic of conversation: the food took its proper place in the unconscious background, and was eaten as a matter of course. All the time this wise mother was studying the matter of proper food, well cooked, in right proportions and quantities;

but it was never the subject of fault-finding conversation or fussing at the table.

Speaking of games—in one school they exhibited the age-height-weight charts and produced a spirit of competition among the children so that they took home the question of getting up to weight and insisted upon the co-operation of their parents. This has its tragic side; the poor little tad whose supper always consisted of one banana was hopelessly handicapped in the struggle. That brings up the question of school lunches, which I haven't space to discuss in this article.

Food is not the only element in the subject of malnutrition. Very good and proper food doesn't get a fair chance if the rest of the child's life is badly arranged. Play, study, exercise, sleep—all are tremendously important. The late Dr. Luther Gulick, who was one of the wisest men I ever have known in this field, once said to me:

"Up to the age of fourteen or so, the principal business of a child is to be healthy and happy, and to tell the truth."

I sometimes think it isn't possible for a child to be any of these things unless he is all of them. And it is a pretty large order to bring all of them to pass together.

One of my friends cannot understand why her daughter "breaks down" every winter. I think I know why, but her mother thinks I am a mere theorist. This girl is in school every day until 1:30 and then has a late and hurried luncheon; at three she has a music lesson, dancing school, or French; two or three evenings a week she is out at parties of some sort, and other evenings she studies until late; every Saturday afternoon she is at the opera or matinee; usually she has company over Sunday. I do not remember ever seeing that girl relax; she gets real physical exercise only in the summer and even then in the intervals of a programme of "social events." She is said to be "very delicate," to have "weak lungs," to be, in fact, constantly on the verge of tuberculosis. Most of all, she suffers constantly from "digestive disorders"—in other words, malnutrition.

"Health first and education later," says Dr. Emerson. "The existence of malnutrition in children indicates ignorance, inefficiency, failure." The ignorance, inefficiency, failure of which he speaks are attributes of parents who are consciously or unconsciously neglecting their job.

Prudence Bradish.

[Copyrighted, 1919.]

#### Felicity.

Written for the Tradesman.

Knitting, knitting, knitting  
Patiently there sitting  
Fingers ever going  
Loop on loop o'er-throwing!  
Oh could I learn to be  
As faithful, true as she  
Nor mind though late the hour,  
Intent—with all my power  
Thus serve my fellow-man  
And give him joy as can—  
I'm sure that life to me  
Would dearer grow, and she  
My pattern still would be  
In pure felicity.

Charles A. Heath.

"The thoroughfare to success is not on Easy Street."

### To Pick Oranges More Carefully.

Mail advices from Porterville, Calif., say indications are that before the opening of the navel orange season plans will have been worked out for a complete change in orchard handling of fruit. Packing house men are practically a unit in the belief that a very large percentage of the decay in transit to Eastern market centers, which under some conditions is commercially important, is due to careless picking. This carelessness, they maintain, is directly to be traced to the present system of paying by the box. This leads to speed contests, in which the primary consideration is the number of boxes turned in, with their indifference to the quality of the work. In general, it is proposed that hereafter the work be done under association direction, with pickers and haulers paid strictly on an hour basis, and with all stages of the work under constant supervision of the packing house management.

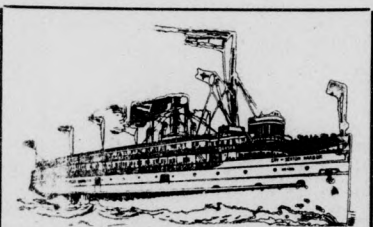
### Grocers Generally Are Interested in Selling I. B. C. Bran Cookies.

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



GRAHAM & MORTON  
Transportation Co.

CHICAGO

\$3.50 Plus War Tax

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



**House-Cleaning by Federal Trade Commission.**

The Federal Trade Commission is working over-time with its spring clean-up of the business morals of the country. In the course of a very busy week it has jumped on one concern for fixing resale prices, lambasted another for running a line of too sanguine advertising, and has come to grips with a mail-order lumber concern for a variety of alleged misdeeds. In getting after a mail-order house the Commission is evidently desirous of convincing the business man of the country that it is not the friend and ally of the catalogue concerns, as so many of its recent decrees would indicate.

The manufacturers of a well-known cream separator have been cited to answer a charge of attempting to force dealers to maintain standard resale prices on their products and of "making contracts with several thousand dealers throughout the United States containing the stipulation that the contract dealers will not sell the separators of competing manufacturers." Two specific charges of "unfair competition" are involved in this case and the defendants have been given until May 16 to explain and justify their business policy.

Four concerns, distributors of rebuilt automobile tires, having been called to book, have agreed to the issuance of an order by the Commission "requiring them to cease and desist from circulating advertising calculated and designed to create the belief and impression among consumers of automobile tires that rebuilt and reconstructed tires, re-stamped with new names and brands, are new tires manufactured from new and unused material, unless the advertising clearly, definitely, distinctly and unmistakably shows that such tires are not composed of new and unused material and not manufactured in accordance with the methods and processes employed generally by manufacturers of standard automobile tires."

Readers of the Tradesman will note that the commission is giving much attention these days to misleading advertising, a line of endeavor that was not contemplated by Congress when the Federal Trade Commission act was passed but obviously ought to be pursued by some governmental agency. Most good lawyers will be apt to think that such activities can only be constitutionally prosecuted under the police powers of the several states and the issue is likely to be finally ruled upon by the good old United States Supreme Court.

**Cheap Chess Outfit.**

The introduction of a pocket checkers outfit a short time ago and the success it made have led to the origination of a similarly constructed chess board and players by a novelty house. This edition, as it may be called, is sold to retail at 25 cents. It consists of a board that folds in half and fits into an envelope cover with a strip of cardboard on which the chessmen are printed in circular disks that can be pushed out with the thumb when the game is started.

**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.**

**TO THE MERCHANT**

Our special sales leave "no bad taste," as one big firm aptly expresses it. We just opened three sales, rainy weather and muddy roads, with following results:  
Michigan, town of 4,000, first day, \$2,400. First three days, \$5,000.  
Missouri, town of 2,500, first day, \$2,859.81. First three days, \$7,218.05.  
Illinois, town 400, first day, \$1,311.

All Cash — and you should hear the nice things these merchants have to say about our work. We can do this for you, too. References, leading wholesale houses and prominent merchants.

**MERCHANTS' NATIONAL SERVICE CO.**  
National City Bank Building Chicago, Ill.

**AGENTS WANTED**

New Gum Vending trade machine, and trade cards. Good commission, 2/3 (two-thirds) in advance, balance on delivery, nothing to carry. Write Dept. G. M., Agents Brokerage Co., 4940 Vincennes Ave., Chicago.

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

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

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. State age, experience, salary, etc. Address Larsen Brothers, Inc., Manliest, 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

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

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

WANTED—Reliable man, with some capital, to take charge of established business in several Michigan cities. We guarantee 25 per cent saving of fuel, big profits, business unlimited. Van Wagoner & Davis Co., Jackson, Michigan. 246

For Sale—Best drug store in Flint. Will sell at inventory of stock. Five year lease of building and fixtures at rental of \$125 per month. Ill health of owner forces sale. Geo. T. Rickerby, 314 1/2 S. Saginaw St., Flint, Michigan. 247

For Sale—A well-established department store in a town of 1,200. Stock, \$20,000, doing \$60,000 per year. One of the best little towns in Indiana. Strictly cash-and-carry business. For information, address No. 248, care Michigan Tradesman. 248

Big Opportunity—In Saginaw, Michigan. To purchase a thriving general store business in the very heart of factory district. Surrounded by P. M. R. shops and offices, big ship yards, Carlisle tannery, new Grey iron foundry and General Motor Auto Parts factory. Will sell stock at inventory. Will sell or lease building, which is on main paved thoroughfare. R. W. Kynast, Saginaw, Michigan. 249

Wanted—A complete set of office and store fixtures for cash, such as cash registers, account registers, scales, coffee mills, refrigerator, etc. I have an adding machine for sale. Address Joseph Weiler, Olney, Illinois. 250

FOR SALE—ONLY BAKERY IN A TOWN OF 5,600. DOING CASH BUSINESS OF \$30,000 ANNUALLY. A-1 OPENING FOR A LIVE BAKER. MUST SELL ON ACCOUNT OF SICKNESS. WILL SELL REASONABLE AND ON SATISFACTORY TERMS. ADDRESS, BRUNO JAEGER, MENOMONIE, WISCONSIN. 251

For Sale—Fine fruit farm, 55 acres; 1/2 mile from town; 2,100 fruit trees, best varieties; 11 room farm house and basement; barn and sheds; best water; one tenant house; five other needed buildings; 30,000 Ginseng roots, 17,000 Goldenseal roots and shading. G. L. Dressel, Frankfurt, Michigan. 252

For Sale—Well-equipped restaurant in good farming town of twelve thousand inhabitants. Big resort and automobile business. Owner has other business. Address Lock Box 43, Traverse City, Michigan. 253

For Sale—Well-established meat market in Kalamazoo, Michigan. Fine location. Oak and tile fixtures. Doing good business. Reason for selling, sickness. A. W. Howell, 210 W. Main St., Kalamazoo, Michigan. 254

I buy, sell and trade real estate and personal property, all kinds; I always have the money for the bargain. I always have the bargain for the money; my specialty, farms, timber and mineral lands, merchandise, automobiles, motor trucks and money. I will pay one thousand dollars reward for any financial difficulty you get into that I cannot get you out of. John A. Wade, 219 E. Front Street, Traverse City, Michigan. 255

For Sale—Fine brick hotel. Only one in factory town of 3,500. Contains 45 rooms completely furnished; steam heat and electric lights; three stores bringing in good rent and garage. Reason for selling, old age. Address No. 256, care Michigan Tradesman. 256

For Rent—Store building, that was always rented for a drug store and was closed on account of the war. Best location in town of 3,500. Only one other drug store in town. Has fine soda fountain. Would sell cheap. Address No. 257, care Michigan Tradesman. 257

For Exchange—\$25,000 equity in high-class Grand Boulevard, Chicago, apartment building, rent \$5,200, for stock furniture, dry goods, clothing or shoes. C. L. Young, Benton Harbor, Michigan. 258

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

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 Richton, 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—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

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

For Sale—Meat market in good location in center of city. Will give purchaser a good deal. R. D. Cona, 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—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 KEATING'S, 220 Hogan Street, Jacksonville, Florida, or 2520 Broadway, New York City. 220

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.

**WANTED**

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

**Grand Rapids Dry Goods Co.**  
Grand Ra ids

**BRITE MAWNIN ECLIPSED.****Further Facts Regarding the Oklahoma City Verdict.**

The Brite Mawnin Co., which, as reported in last week's Tradesman, lost its case brought in Oklahoma City to compel a grocer to pay for stock which he had been induced to pledge himself to buy, is preparing to appeal to the Oklahoma Supreme Court.

Through the courtesy of one of the attorneys for the defendant, A. H. Frank, the Tradesman is able this week to present complete statement of the legal issues involved, which will be of interest to Michigan merchants who have had dealing with the Brite Mawnin concern. The statement follows:

The Brite Mawnin Co. had brought suit in the County Court against various subscribers to recover the balance due on subscription contracts executed about January and February, 1918. Several of these suits were consolidated in effect and tried as one. Each subscriber had subscribed for \$300 in stock and paid a cash payment of \$50. Mr. Frank had made a second \$50 payment. The plaintiff sued to recover balance due on the \$300 contract. The defendants in each case filed similar answers, denying that the stock was legally issued and setting up flagrant misrepresentation by the agents of the plaintiff company. The defendant claimed that the salesman assumed to represent a big Illinois corporation with large buying powers; 7,500 retail merchants united in the buying power, and that the company would undersell the established wholesale house here; that the money invested could be taken back in the form of goods and that the stock would be negotiable and as good as Government bonds. Much of the literature and pamphlets introduced contains flattering promises which the jury held were false and misleading to such an extent that they constituted false pretenses. Sixteen witnesses were sworn by the defendant, besides the testimony of others by dispositions. The plaintiff had a large array of legal talent, including their selling agents up from Dallas and also K. H. Murray, field organizer and general attorney, who took part as witness and as attorney for the Brite Mawnin Co., together with other counsel. The Brite Mawnin produced some fifteen or more witnesses from Oklahoma City and surrounding points to sustain its claims of no misrepresentation and low prices. A vast amount of reports and documents were offered in evidence going to the question of cost, purchasing power, purchasing methods and invoiced prices. It was shown that the plaintiff company had done a volume of business during 1918 of about \$280,000, but its expense accounts showed that the cost of doing business at the Oklahoma City house was \$22,000. A part of the general representation was that the cost of distribution at Oklahoma City would be less than 3 per cent., but according to the figures presented in Court the cost of distribution was nearly 10 per cent.

There was also proof going to show that about April, 1918, the company had 434 accounts, which number had dwindled to 165 by the end of the year, showing a net loss of customers during nine months of 269. This fact was presented as showing lack of interest in the project by those who had subscribed for stock and found they had secured a gold brick, instead of a gold mine, as they were promised. According to the charter and contract there were to be only 333 subscribers, \$300 each, but throughout the business they have taken more subscribers than they were legally authorized to do, thus showing how they violated the law without any compunction.

The verdict of the jury was considered by the defendants as a vindication of their rights.

**Manufacturing Matters.**

West Branch—Fire destroyed the plant and contents of the West Branch Flour Manufacturing Co., April 25. The loss is partially covered by insurance.

Menominee—The Lloyd Manufacturing Co., manufacturer of baby carriages and reed furniture, is building an addition to its plant, doubling its capacity.

Mt. Pleasant—The Transport Truck Co. will commence work on its new plant May 15 and hopes to have it completed and in running order before the end of 1919. The plant will cost \$150,000.

Muskegon—Unless the Muskegon Knitting Mills pays a judgment of \$4,270 and interest at 5 per cent. within twenty days, a receiver will be appointed to operate the plant. This was the decision handed down last Monday by Judge F. S. Lamb, of Wexford county, in the case of P. Harnau, who had obtained a judgment of \$4,270 against L. P. Haight, manager of the knitting mill. The suit was the result of an automobile accident. Mr. Haight, it appears, maintained that he had no property. Mr. Harnau brought suit for a disclosure of property, his contention being that Mr. Haight had transferred property to his wife and daughter. On the witness stand Mr. Haight said that his only income was \$2,500 a year salary as manager of the plant, but the court held otherwise and rendered the decision as mentioned. Interest on the judgment runs for thirteen months.

**Experienced Hands at the Helm.**

Absal Guild at their fifth annual meeting, Saturday, April 19, elected officers as follows:

Great Ruler—John D. Martin.  
Viceroy—W. K. Wilson.  
Prime Minister—L. V. Pilkington.  
Clerk—J. Harvey Mann.  
Chief of Guides—W. E. Lypps.  
Captain of Guards—H. Fred DeGraff.  
Caliph—John Hondorp.  
Inside Gate Keeper—Homer R. Bradfield.  
Outside Gatekeeper—F. E. Beardslee.  
Master of Ceremonies—John H. Schumacher.

Delegates to Imperial Guild—W. S. Lawton and John D. Martin.  
Alternates—J. Harvey Mann and Homer R. Bradfield.

Blockheads are not the kind that produce burning thought.

**Live Notes From a Live Town.**

Owosso, April 29—We all of us down in this part of the territory are enjoying the nice sunny weather which, together with the improvements of the roads, makes life more enjoyable. The road makers down here are diligent in road improvement by dragging the roads and also, being an intellectual folk they combine pleasure with work or work with joy rides, as nearly every ford we meet has a drag hitched on behind.

Mrs. Rose Brubaker, of Ashley, has sold her ice cream parlor and dining hall to George Whitman, who will take possession about May 1. Mr. Whitman comes from Clare, where he has been engaged in the restaurant business and will run a good old home place.

A few weeks ago Fred Hanifin, our genial Uneeda biscuit salesman, purchased a building lot on which to build a snug little home. Considerable of Fred's spare time since has been used in drawing house plans. Numerous sheets of paper containing design of architecture are gathered up by Mrs. H. daily and deposited in the waste basket without a murmur. Last Sunday morning Fred, in a moment of mental aberration, drew several sketches on the kitchen table oil cloth with his fountain pen, but when the house maid served Sunday dinner with the imprint of a dormer window on the side of her nice white arm, there was something doing and Fred is now explaining. Don't worry, fellows, when it comes to telling how it all happened, Fred's good.

Fred Baker and Fred Dodge, a couple of old salts who have spent a good part of their lives as sailors, discontinued their lives on the ocean wave last season and purchased a hardware store in the thriving village of Perrinton and settled down to the existence of common everyday land lubbers. They are doing a fine business. This spring Baker got the ford fever and made the purchase of one of those animated vehicles. Fred has no trouble in keeping it in the road, as the steering gear is similar to that of a boat. What has bothered him most is stopping somewhere along where he wanted to, but we conclude he has overcome that difficulty, as we met him on the road this week with an anchor tied on the running board of his machine.

Had just sat down to write up some dope for the Tradesman when J. D. Rovce, of Corunna, called and wanted to know how to get the lime out of his teakettle. Kindly inform the brother in a future edition what you know about this. A recipe of this nature might be a benefit to most of us.  
Honest Grocerymen.

**Bottom Facts From Booming Boyne.**

Boyne City, April 29—Joseph Kozeny, the Water street shoe dealer, has installed a new shoe repair machine. Joe was the first man to install such a machine, but his old machine is out of date. He has also doubled his working force. If he does not look out, he will be a member of the capitalistic class before he knows it.

The business of the B. C., G. & A. R. R. has increased to the extent that the General Freight and Passenger department has been obliged to increase its personnel. Sherman says that he is good for twenty-four hours a day, but thirty-six is a little more than he can compass.

One of our citizens says that he had to buy a house, so that he might be sure that his bed should not be sold from under his head while he sleeps. Residence property in Boyne City is very active. The residents are also active, looking for new residences.

One of our business houses, from all reports, is a center of the Arm and Hammer brigade. Constructive criticism, properly directed, is of perma-

nent and positive benefit to any community, but indiscriminate knocking is harmful to the community and does no good to the business from which it emanates.

George Coplas, the New York Candy Kitchen man, has recently installed a lighting outfit which adds greatly to the attractiveness of his place of business. The general lighting in the majority of our business places leaves much to be desired, both for beauty and efficiency.

We will have to remind the Tradesman that a tinker's dam is a chunk of dough, not an anathema. Maxy.

**Late News From the Celery City.**

Kalamazoo, April 29—The old Traction Co. building, on Portage street, is being overhauled and will soon be occupied by the Klose Electric Co.

A. H. Upson has opened a grocery store at Recreation Park.

Scott Patterson, driver for the Kalamazoo Bread Co.'s North side route, was under the impression that he was playing foot ball with his bread basket at J. E. Pease's store one day last week and kicked his basket through one of J. E.'s show cases. J. E. called his kick off a foul and set Scott back about twenty loaves and a few dozen fried cakes.

August Schwalm, shipping clerk for the Worden Grocer Company, has returned from a week's sojourn to Western points, visiting Chicago on his return.

Glenn Sleight has accepted a position with F. C. Dutt, his father-in-law, at the West End grocery.

Harold Brakeman has returned from overseas and is assisting his father in the grocery on West Main street. Mr. Brakeman has decided to take a much-needed rest and will engage himself in recreation at his cottage at West Lake for the next few weeks.

Mr. and Mrs. B. R. Barber have returned from St. Petersburg, Florida, where they spent the winter months.

Felix Odehnal, of Chicago, has bought the stock and fixtures of E. Headrich, of Constantine, and will continue the business at the same location.  
Frank A. Saville.

The prediction is freely made that the ruling of Insurance Commissioner Ellsworth, directing the fire insurance companies to cease collecting the 10 per cent. surcharge in this State on May 1, will be contested. The Michigan law provides that either party affected by an order such as this one may commence action in the Circuit Court in chancery for Ingham County within thirty days to have it set aside. During the pendency of the suit the order is suspended, which would enable the stock companies to continue their hold-up game so long as they could prolong the hearing. Fortunately, the people hold a club which they can use on the grasping monopoly. A special session of the Legislature will be held in June. If the insurance combine undertakes to evade the ruling or defer the date of its going into effect, the Legislature can enact a law and give it immediate effect, prohibiting the plunderbug proclivities of the unscrupulous fire insurance combine.

When you are the one who made the mistake, don't try to place it on the shoulders of somebody else. It won't stay there.

**BUSINESS CHANCES.**

For Sale—Fifty-room hotel; rent \$360; four year lease; profits \$8,500 annually; price \$20,000. Powell-McCord, Wichita, Kansas.  
259

# DIAMOND CRYSTAL

*The Salt  
that's all salt.*

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

## 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.

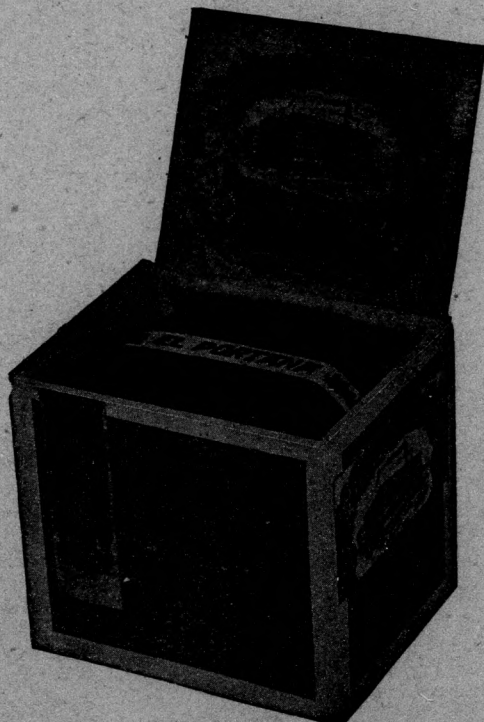
In fact the taste of everything baked from LILY WHITE, "The flour the best cooks use," is very favorably affected by its flavor.

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.

## El Portana Cigar



This is size No. 5  
THE POPULAR SHAPE  
Handled by all jobbers—sold by all dealers

G. J. JOHNSON CIGAR CO. Grand Rapids

## 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.

# Buy Near At Home

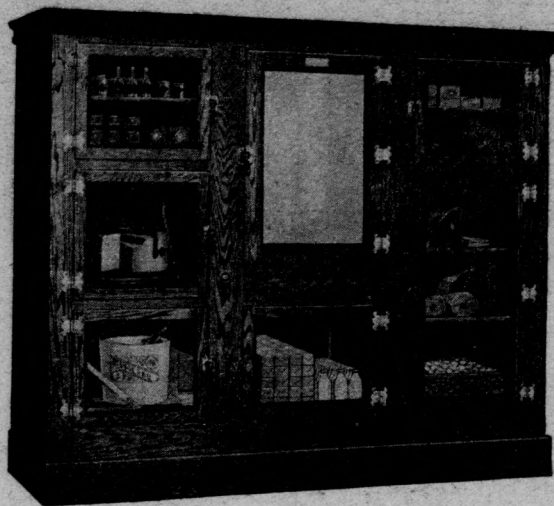
Two months ago we advised our friends of the grocery trade to buy near at home because prices were headed downward and it would not be good business policy to have goods long in transit when values were inclined to seek a lower level.

Since that time a marked change in both primary and secondary markets has taken place. Instead of being weak and tending lower, many staples in the grocery line are actually higher and nearly all have been stabilized, either by Government action or by the withdrawal of Government supervision.

In view of the general uncertainty, however, as to where we will ultimately land, we deem it the part of wisdom for the retail grocer to buy frequently and not too heavily, with due regard for freshness and having constantly in view an increase of his turn-over, which is destined to cut a large figure in all mercantile transactions from now on. The grocer who turns his stock ten times a year is twice as good a merchant as the grocer who turns his stock only five times a year. He makes five times as much money, because his overhead does not increase in the same proportion as his sales. Grocers who seek to increase their volume invariably buy near at home, so as to be able to keep their stock turning constantly and disappoint no customer through inability to obtain goods as required. This condition is intensified by the freight blockade now in existence on the railroads, which will continue to grow worse and worse until the railroads are restored to corporate control.

## NATIONAL GROCER COMPANY

Grand Rapids  
Lansing  
Cadillac  
Traverse City



## What Does Your Refrigerator Reveal?

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

## MCCRAY Sanitary Refrigerators

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

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

### Ask About Our Easy Payment Plan

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

*"Refrigerators for All Purposes."*

## McCray Refrigerator Co.

944 Lake Street

Kendallville, Ind.

