

PROMISE YOURSELF

To be so strong that nothing can disturb your peace of mind.

To talk health, happiness and prosperity to every person you meet.

To make all your friends feel that there is something in them.

To look on the sunny side of everything and make your optimism come true.

To think only of the best, to work only for the best, and to expect only the best.

To be just as enthusiastic about success of others as you are about your own.

To forget the mistakes of the past and press on to the greater achievements of the future.

To wear a cheerful countenance at all times and to have a smile ready for every living *creature* you meet.

To give *so much time to the improvement of yourself* that you have no time to criticize others.

To be too large for worry, too noble for anger, too strong for fear, and too happy to permit the presence of trouble.

To think well of yourself and to proclaim this fact to the world—not in loud words, but in great deeds.

To live in the faith that the world is on your side so long as you are true to the best that is in you.



Fleischmann's Yeast

is in big demand by the public as a blood purifier, and a simple laxative.

Keep your stock fresh.

Ask our salesman for a supply of booklets telling about the medicinal value of yeast.

THE FLEISCHMANN COMPANY
CHICAGO NEW YORK

CANDY The Universal FOOD

Who's Candy?

"Double A"

Putnam's



CANDY

Made by

Putnam Factory Grand Rapids, Michigan



A Bigger Profit on Sugar

The grocer who confines his sugar sales to

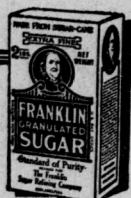
Franklin Package Sugars

gets as profit what is ordinarily *lost* in the cost of bags, twine, wrapping, overweight and waste.

The Franklin Sugar Refining Company
PHILADELPHIA

"A Franklin Cane Sugar for every use"

Granulated, Dainty Lumps, Powdered, Confectioners, Brown



Judson Grocer Co.

Wholesale Distributors

of

Pure Food Products

Grand Rapids, Michigan

DEAL 1814

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, MAY 7, 1919

Number 1859

MICHIGAN TRADESMAN

(Unlike any other paper.)

Each Issue Complete In Itself.

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
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E. A. STOWE, Editor.

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GERMAN SALES METHODS.

Not only the strength but also the weakness of German foreign trade methods is shown in some recent statements by Professor Maurice Miloud of the University of Lausanne. He calls attention to the fact that the commercial travelers of individual firms are enrolled as government officials and are not only provided with funds when they need them, but are also given most detailed instructions. They are told to find out and exploit the weaknesses of a customer, to "feed him; pander to his passions and provide material for his lust; offer him his favorite wine; give him a good dinner; take him to the theater; spend money on him and his friends and on all who can advertise you and your wares." The German Department of Commerce will refund any outlays which the individual employer will not, and the nearest German Consul will provide funds if the traveler runs short of money. The department also keeps a register of possible customers in neutral countries. This contains all manner of personal details concerning them, their families, their tastes, opinions, and hobbies, and slips with this information are furnished to the travelers. In an instance cited concerning a Swiss merchant, the information runs thus:

This person is difficult. Take no notice of his wife, whom he treats as a servant. He likes hunting and is fond of dogs. His eldest daughter is a painter, living at —, who has written a book on hygiene. In politics he is very conservative. Has a fine collection of hunting trophies, of which he is very proud.

This is typically German. It assumes a total lack of gumption on the part of the salesmen and provides detailed directions as a substitute. The tendency is to destroy initiative and make of the men mere automata, incapable of accommodating themselves to any new shift in conditions. Its main fault is the stress that is laid on pandering to the customer and playing on his weaknesses rather than

in stressing the merit of the wares to be sold.

This is in keeping with the German character from the cradle to the grave. The typical German is a beast, pure and simple. His only thought is his stomach and baser passions. He regards woman as a slave, created solely to contribute to his comfort, convenience and enjoyment. She is never treated as an equal or as worthy of anything but his contempt. Whenever a German appears on the street with his wife, he always stalks ahead, leaving the wife and children to follow along the best they can. No regular place is ever assigned her at the dining table at home and she is not expected to take a seat at the table until the gastronomic wants of her husband are fully supplied. This explains why the German traveler is an object of universal disgust and abhorrence when he appears in the dining room of an American hotel or an American home.

Army education is to be extended, if not broadened, as a result of the experiences gained during the war. Special instruction, for instance, is to be given in chemistry, with particular reference to poison gases and the like, at a school for officers. While the authorities are about it, it might be well to consider the matter of training men for the Quartermaster's Department. That was one of the weak spots in the Government's equipment. It was responsible for the needless expenditure of hundreds of millions of dollars in providing material and supplies out of all proportion to what was required. It functioned well enough with regard to munitions, of which there could not be too much. But it failed when it came to supplies of food and clothing, especially the latter. The officers in charge were apparently determined that no one should be able to accuse them of not ordering enough, and so they overdid it. They evidently went on the assumption that the factories would cease to exist after the year 1918. That much of this was due to ignorance seems beyond question. There were instances where orders were put in, away ahead of possible needs, for delivery in sixty or ninety days, which called for quantities greater than a year's production of all the plants in the country. Blame for this need not be placed on the officers in charge. They knew no better. But it would seem as though, in the future, special technical training should be given to men who are to have charge of supplies. It would prove a paying investment.

You cannot make a crow white by washing it.

LOOKING AHEAD INTO 1920.

The advance in cotton goods has been so sharp that several buyers are no longer interested. They propose to govern their future action in the matter of contracts extending to the end of the year by the development in retail channels in the next sixty days. If it appears that retailers are coming to buy liberally they will move ahead again. If the retailers buy cautiously and are unwilling to anticipate a large fall business, converters and jobbers will wait for further developments before going fully in all spring lines.

Thus far the advices from the retail trade indicate a very full trade and a very good cleaning up of many high priced stocks. At the same time, these retailers will be called upon in many instances to pay higher prices than they have yet paid for some goods they will need. Those of them who anticipated their wants a year ago and have since cleaned up their stocks in the face of peace time readjustment in primary markets of a most radical character may hesitate about operating in a large way, and may even delay early spring buying for a long time. The converters have been doing a much better spot business and they have secured considerable advance business. The jobbers are now out selling fall lines and also taking orders that will not be delivered in time to have much effect upon fall sales.

The manufacturers have begun work in a large way on many spring lines, especially on shirtings and on fancy cottons. Many goods of gingham construction now under order will form a substantial part of spring 1920 distribution at retail. These things will show why a quiet period to give the retailer a chance to catch up with the expected conditions can do no serious harm, if the calculations of merchants concerning future business prospects are correct. The reasons given for assuming that trade will be good have their foundation in the employment conditions at continued high wages, the good crop prospects and the conditions of supply following curtailed production. Prudent merchants recognize that there are many grave uncertainties ahead in the broad financial position of the world and they much prefer to see prices held at as low a level as may be consistent with moderate and steady manufacturing profits.

Quiet warnings have been given in the trade against a continuation of much of the wild talk of irresponsible speculators in gray and other cloths. Much injury can be caused, the trade bankers say, by permitting prices to rise too fast, until it is more positively known what actual purchasing con-

ditions are to be. Revulsion against high prices of an inflationary character can cause in infinite deal of harm in a short time, and so long as manufacturers can see a profit sufficient to warrant them in resuming full production, as they are now doing, a correction of the peace time uncertainty can come about in a manner that will ensure a full distribution for a long time. The potential bullish elements in the outlook include a purely estimated great foreign trade, but the certainty of a maintenance of relatively high prices for a long time is a sufficiently strong influence to sustain the hopes of any careful merchant who knows the volatile properties of merchandise values.

COMBINE DEFIES THE LAW.

The Tradesman heartily commends the action of the mercantile mutual fire insurance companies of Michigan in unanimously deciding to stand by the State Insurance Commissioner and refuse to charge the 10 per cent. surcharge insisted upon by the stock fire insurance companies on and after May 1.

The stock companies stand in the position of the I. W. W. in defying the law and refusing to obey the mandates of the duly constituted officers of the State. They have never been known to obey any law except such statutes as they force through the Legislature with their own corrupt lobbies, the enactment of which is solely in their interest. Such laws are the so-called (misnamed) anti-discrimination law and the statute giving the inefficient and unscrupulous Michigan Rating Bureau the recognition of the State. The latter organization is about as huge a joke as was ever concocted. Pretending to establish rates on a scientific basis, it is a matter of common knowledge that the rates of influential insurers are made by the insurers themselves. The man with the biggest club gets the lowest rate, while the man who accepts the rate made by the Bureau without comment or controversy finds himself the target of frequent advances at the whim or caprice of the district manager.

It is now up to the insuring public to show their appreciation of the voluntary action of the mutual companies by transferring all their fire insurance policies in the cohorts of the combine to the companies which deal fairly with them in writing policies; which use riders which are not loaded with traps and subterfuges; which make honorable settlements with their patrons in the event of the latter meeting losses by fire.

Fortunately for the average man, his brain is not on exhibition.

THE MILK IN THE COCOANUT.

Creasey's Annual Income Sixty Thousand Dollars.

L. L. Creasey, promoter of a chain of co-operative wholesale grocery houses in which retail grocers are the stockholders, evidently is waxing rich off of the one-half of 1 per cent. on sales which he receives, as he now has twenty of these concerns in operation while eight others are in process of organization. Based on \$500,000 sales per house the revenue derived as his rake-off should be in the neighborhood of \$60,000 a year, although it may run less or more according to the volume of sales.

Most of Creasey's concerns are located in the Middle Western and Southern states, although from present plans he is working to the Pacific coast as houses are reported being formed in Seattle and Spokane, Wash. He is also working through agents to start wholesale grocery branches at Houston, Texas, Shreveport, La., Wichita, Kansas, Memphis, Tenn., Toledo, and Youngstown, Ohio. The latter city is the farthest East he appears to have gone up to the present time.

Among the established twenty-four concerns, the L. C. Mercantile Co., at Chicago, is a sort of headquarters, where much of the buying is done for the branches in other cities. Each branch, however, is separately organized and officered by retail grocers in their respective localities, although it is understood Creasey exercises considerable influence in their operation. The Amboy Products Co., also located in Chicago, is a sort of manufacturing plant where the private brands are put up for the different concerns under the "Brite Mawnin" trade mark. Both concerns occupy a small, insignificant building in an obscure part of Chicago, not far from the stock yards. There is no indication anywhere in or about the building that it is the headquarters of a chain of twenty-four wholesale stores.

The names and locations of twenty-two of these various branches are as follows:

Brite Mawnin Co., Cleveland.
Brite Mawnin Co., St. Louis.
Brite Mawnin Co., Kansas City.
Brite Mawnin Co., Oklahoma City.
Brite Mawnin Co., Dallas.
Inter-State Grocer Co., Cairo, Ill.
Inter-State Grocer Co., Little Rock.
Grand Rapids Wholesale Grocery Co., Grand Rapids.
Ohio Valley Grocery Co., Louisville.
National Grocer Co., Louisville.
Merchants Wholesale Grocery Co., Louisville.
L. C. Mercantile Co., Ft. Wayne.
L. C. Mercantile Co., Decatur, Ill.
Twin City Wholesale Grocer Co., St. Paul.
Neb. and Iowa Merc. Co., Omaha.
International Grocers Co., Indianapolis.
Des Moines Wholesale Grocer Co., Des Moines.
Tri-City Wholesale Grocery Co., Davenport.
Columbus Wholesale Grocery Co., Columbus.

Merchants Grocer Co., Evansville.
Merchants Grocery Co., Nashville.
Creasey Corporation, Grand Rapids, Wis.

Creasey first began his operations in Louisville about seven years ago, going from there to Evansville and then to St. Louis. The latter concern subsequently failed, but in the last year another was started. All of the stores have had varying success, and most of them have been beset with difficulties in the way of lack of capital, inability to buy from many of the manufacturers with national distribution and because of the widely scattered stockholders to be able to supply the diversified demand.

In other words, the goods handled by each stockholder vary so greatly that it has been impossible to carry a stock to meet those requirements, which is responsible for the scratching of many items from orders. Playing a lone hand, these co-operative companies are in no position to "buy out" as is the custom with the old line jobbers as the latter do not exchange those courtesies with the co-operative companies. Another disadvantage has been the necessity of taking on unfamiliar brands with which the retailers' trade is not acquainted and which it is impossible to sell except at a tremendous disadvantage and the expenditure of much time and effort.

Despite these obstacles the Creasey companies appear to have struggled through them, although none of them are in a flourishing condition. The plan of these companies is to sell drop shipments on a basis of 1 per cent. gross profit, while goods shipped from stock are alleged to be billed out at 3 per cent. profit. The ridiculous feature of this claim is the showing that it is costing many of the houses 10 per cent. or more to do business. It is to be doubted whether any of the houses do business on as small a ratio of expense as the average wholesale grocery house conducted on good business principles.

Some grocers claim they have made money by their affiliation, while others claim that scratching items and submission to crude methods because of inexperience does not justify the investment of \$300.

Outside of the one-half of 1 per cent. which Creasey receives as the promoter it was charged by retail grocers that most of the initial fee of \$50 which stockholders are asked to pay goes in the pockets of the solicitors. With twenty-four houses averaging \$500,000 sales the total volume of the Creasey houses is \$12,000,000 a year and figuring one-half of 1 per cent. on that total of sales would mean a net income to L. L. Creasey of \$60,000 a year.

Late News From the Cloverland of Michigan.

Sault Ste. Marie, May 6—Ed. Mosure, who recently entered the employ of A. H. Eddy as manager, has resigned to accept a position as traveling salesman. Mr. Mosure found that army life had disqualified him for inside work and he has taken to the road in view of regaining his health. Mr. Mosure's many friends here regret his departure, but wish him every

LOYALTY AND CO-OPERATION

Never have these words meant so much as to-day.

If it had not been for loyalty and co-operation the great victory would not have been won and "liberty" would have ceased to have much meaning to a defeated and enslaved world.

Because men and nations were loyal and the Allies co-operated with each other, the world was made safe for democracy.

Because of our loyalty to the best interests of the retail grocer we believe we merit your co-operation and patronage:

Quaker goods outsell other brands because they excel other brands in quality and in selling ability.

Quaker goods are the advertised brands and this makes it easy for grocers who sell them to hold their business in the face of cut price competition, for the consumer call is for Quaker.

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO

THE PROMPT SHIPPERS

success and an early restoration of his former good health.

G. P. Jordan, well-known tobacco merchant in the Adams building, has been making many improvements in redecorating the interior of his place of business. He is now ready for the opening of the tourist season.

L. T. Powers, who owns a big ranch in Brooklyn, Iowa, has shipped the first three carloads of steers to his ranch in Cloverland, near Ralph. He will be followed by many other cattle men of the Southwest in the near future who are looking for better feeding grounds such as offered in Cloverland.

John Bone, our former Sheriff, who for the past year has been doing his bit for Uncle Sam, building ships in Tampa, Florida, has returned to spend the summer at his home here. John denies emphatically that the "bone dry" law was named after him. While it is a well-known fact that he is a dry bone, he doesn't want the honor of being the "bone dry" originator.

The new bakery of the Soo Co-operative Co. opened for business last week under the management of John Bluebaker, who is considered one of the best bakers in the city. The bakery is located in the Malmberg stand, corner of Bingham and Easterday avenues, and much favorable comment is being heard as to the quality of the baked goods being turned out.

H. A. Williams, proprietor of the Chippewa Meat Market, reports a very successful trade for the past year and what he did not put into Victory bonds, he put into the lot and store corner of Ann street and Bingham avenue which he purchased from Mrs. Barkell. The Chippewa Meat Market occupies one of the buildings, the Gospel Hall one of the adjoining buildings, and the third is used as a grocery store. Whether or not Mr. Williams intends to branch out or re-rent his newly acquired property is not stated.

The auto thieves who recently started operations at the Soo will not be able to compete with that line in Chicago, as our Chief of Police got into the game early and broke up the gang.

Mrs. Pullar, owning the valuable land on Deep River Channel, has offered to donate this valuable site, so favorably situated for water transportation purposes, for the location of industrial institutions here. This is not open to speculators unless they wish to pay the price of \$3,000. This is a move in the right direction and, undoubtedly, the opportunity will be seized should the right industry be informed.

August Olson, formerly in the grocery business in Manistique, has left with his family for Chicago, where they expect to make their future home. Mr. Olson has many friends in Manistique who wish them every success in their new abode.

The Canadian Soo has organized an Auto Club with a charter membership of seventy-five. They are full of pep and determination to aid in the good roads movement. Their success will be watched keenly from this side of the river.

E. J. Barry, proprietor of the Barry Cleaning and Dye Works, has commenced excavation for a new business block. This will be 60 x 60 feet and two stories, with a basement. Mr. Barry will occupy the first story and the basement, while the upper floor will be made into two apartments. The structure will be brick, with copper front, and will be a credit to Portage avenue.

The new rest rooms provided by the Connolly Manufacturing Co. opened to the public last week. The furniture was donated by the Raymond Furniture Co. and the Leader.

Frank Oster, one of the pioneer restaurant men, has moved from his present location to his new quarters

at 121 Portage avenue. The change was made without any interruption to his regular business and in the new location he will have much larger and better quarters and will be able to give the public better service than ever before.

S. G. Wilson, of Pickford, has bought the Pickford-Rudyard and Pickford-Soo stage outfit of V. L. Lipsett. Mr. Wilson now controls the four stage routes out of Pickford, the others being known as the Goetzville and the Cedarville routes. Mr. Wilson has had years of experience, having run the Soo stage for a number of years until about five years ago when he sold out to Mr. Lipsett. The public will be pleased to note that Mr. Wilson is again at the head of the stage business, which will assure the best of service.

John McPhee, former manager of the W. H. Murner store, at Raber, moved last week with his family to Kalkaska, where they will make their future home.

The Burroughs Adding Machine Co. has established a factory headquarters for the Upper Peninsula at Marquette. E. H. Bussing, formerly in charge of the Burroughs branch at Sioux Falls, So. Dakota, will be manager at Marquette, while the service department will be in charge of R. A. Harding. This will mean an additional monthly pay roll of over \$1,000 in the commercial growth of Marquette.

E. Fleming, well-known grocer, has sold his stock and fixtures to C. E. Moore, who will continue the business at the old stand. Mr. Fleming has made many friends while in business here. He has not as yet decided on his plans for the future. It is hoped, however, that he will remain in the Soo, as we can ill afford to lose a man of this type.

"The man of to-day is not the man who waits, but the one who finds the new price facts and acts."

We are doing business with an increased number of counters and while wages and materials and prices are high yet, the selling price is, or will be, in proportion.

"The way to start a performance of prosperity and to continue the performance is for all of us, the manufacturer, the farmer and the housekeeper, to buy what we need and all we need, now."

William G. Tapert.

Old men often give advice to young men and they also give money to confidence men.

The Big Coffee CAMPAIGN

STIRRING times coming! The coffee campaign started in the newspapers the week of April 21st. It will break into the big magazines in July. Everybody—get ready!

This is the opportunity for the Coffee Trade to co-operate heartily with this advertising in order to boost coffee sales all "up and down the line". Make a strong concerted effort to "hook up" with this campaign.

Coffee is the big thing just now. People are reading about coffee—thinking about it—and inquiring about it. Now is the moment for everybody in the Coffee Trade to centralize and specialize on coffee.

Wherever possible, retailers should feature coffee prominently. Coffee window displays and store exhibits should be encouraged and installed everywhere. Distributors and merchants generally should unite in this big coffee drive.

Cut out the coffee advertisements from the newspapers and from the pages of the Saturday Evening Post, and use them as placards. Send out all the printed matter obtainable on coffee. It would be well wherever practical, actually to serve coffee at certain hours. Anything and everything you may do will help to boost your coffee sales.

GET BEHIND IT *and* PUSH!

Copyright 1919 by the Joint Coffee Trade Publicity Committee of the United States



Don't Let High Coffee Prices Scare You

Don't ruin your coffee business by recommending cheaper grades. You're lost the very moment you start to recommend cheaper grades of coffee to your customers. People WILL pay the price for good coffee. Nero Coffee will always be of the same high uniform quality regardless of what the "other fellow" does. Nero quality WILL be maintained. Nero is shipped to you the very day it is roasted. The best coffees grown go into every package. You can keep your customer's confidence and increase your coffee business despite high prices by recommending Nero.

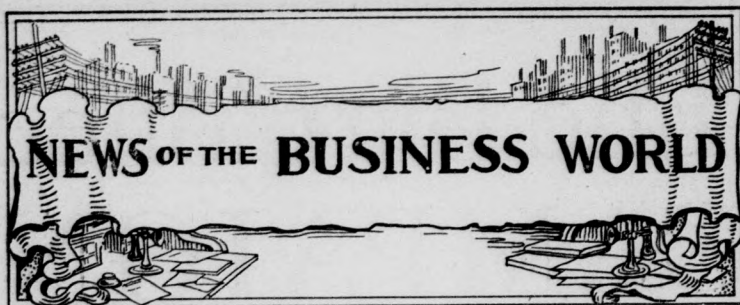
Cash in on This Advertising Co-operation

A 22 week newspaper advertising campaign is now running in Bay City, Saginaw, and other Michigan cities. More to come. Write us today for details of our plan that will help you to maintain and increase your coffee business regardless of high prices.

Royal Valley Coffee Company

321 East Larned St.

Detroit, Michigan



Movements of Merchants.

Grant—Peter Brink, Jr., succeeds Paul Brink in general trade.

Rodney—C. A. Wood succeeds E. F. Ketchum in general trade.

Saranac—Byron J. Friend succeeds H. S. Harris in the grocery business.

St. Johns—A. G. Jones has sold his grocery stock to Clark A. Putt, who has taken possession.

Battle Creek—E. H. Spear succeeds C. E. Messenger in the wall paper business at 753 Maple street.

Owosso—Arthur Bridegroom has engaged in the wholesale fruit business on South Water street.

Gladwin—Rudolph Heth has returned from Detroit and will re-open his meat market about May 15.

Kingsley—Frank Koepel has sold his stock of general merchandise and furniture to John Steineback, who has taken possession.

Sebewaing—The Farmers and Merchants State Bank of Sebewaing has been incorporated with an authorized capital stock of \$25,000.

Battle Creek—C. H. Benson has purchased the store building at 572 Maple street and will occupy it with a stock of groceries in the near future.

Jackson—W. F. Bossong has sold his meat stock and fixtures to Collins & Golden, who will continue the business at the same location on East Main street.

Morenci—The Morenci Warehouse Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Homer—M. H. Tompkins, who has conducted a restaurant and cigar store for the past eight years, has sold his business to Dan Pattiger, who has taken possession.

Mason—Paul Cross has purchased the interest of his partner, Grover Dean, in the hardware stock of Dean & Cross and will continue the business under his own name.

Battle Creek—J. E. Jones has sold his bakery to Charles B. Ballard, who will add lines of groceries and cigars and continue the business at the same location, 260 East Main street.

Sturgis—A. H. Perfect & Co., wholesale grocer at Fort Wayne, Ind., has opened a branch house here in order to better handle its growing business in Southern Michigan.

Lansing—Hiram Hodges, who has conducted a drug store at 214 East Franklin avenue for the past forty-six years, has sold his stock and store building to Francis Taft, manager of the store for the past three years, and H. H. Raycraft, who have formed a copartnership under the style of Taft & Raycraft and taken possession.

Charlotte—Charles Lindon and Louis Litzis, of Chicago, have formed a copartnership under the style of Linden & Co. and purchased the Crout restaurant and cigar stand.

Fountain—F. J. Boehm has sold his store building, stock of general merchandise and feed mill to his son, John Boehm, who has just been honorably discharged from the service.

Freesoil—E. W. Trimmer is building an addition to his store building and installing a plate glass front and cement foundation and will add a line of meats to his grocery stock.

Detroit—The Eastern Wall Paper Co. has been incorporated with an authorized capital stock of \$1,000, all of which has been subscribed and paid in, \$300 in cash and \$700 in property.

Baroda—The C. & G. Canning Co. has been incorporated with an authorized capital stock of \$25,000, all of which has been subscribed, \$2,000 paid in in cash and \$14,000 in property.

Howell—Edward Gregory MacPherson, of William MacPherson & Sons, dealers in general merchandise and of the MacPherson State Bank, died May 3, following an illness of several years.

Galesburg—Earle S. Wilson, for the past four years manager of the furniture and undertaking business of Aldrich & Moreau, has purchased the stock and will add lines of house furnishing goods.

Jonesville—A. & A. Lambert, who have conducted a meat market here for the past forty years, have sold their stock and store building to Lewis Cozzens, recently of Hillsdale, who has taken possession.

Lansing—Karl P. Shubel has purchased the shoe stock of his father, Charles G. Shubel, 210 North Washington avenue. The business was started before the Civil war, by Fred W. Shubel, the grandfather of the present owner.

Morley—Thomas F. Pettie, formerly engaged in the meat business at Charlotte, has purchased a half interest in the agricultural implement and produce stock of James B. Pettie, and the business will be continued under the style of Pettie Bros.

Charlevoix—J. L. Crane has merged his dry goods business into a stock company under the style of J. L. Crane, Inc., with an authorized capital stock of \$20,000, of which amount \$13,500 has been subscribed and paid in, \$300 in cash and \$13,200 in property. Lines of draperies, carpets, rugs and clothing have been added to the stock.

Detroit—Elkhart, Sturgis, Hillsdale and Coldwater will be visited on the

third trade promotion trip of the Wholesale Merchants Bureau of the Detroit Board of Commerce, beginning Monday evening, May 26. The merchants of all the towns visited will be entertained with luncheons and dinners. Returning the party will arrive in Detroit Wednesday evening. The first night of the trip will be spent aboard a private Pullman car, and for this reason the party on this trip will be limited to twenty-seven men. The special car will be at the disposal of the Detroiters for the whole trip.

Manufacturing Matters.

Fountain—Rocco Nicosia is building an addition, 18 x 32 feet to his cheese factory.

St. Joseph—The Wilson Bros. Paper Box Co. is building a large addition to its plant.

Benton Harbor—The Chicago Stove & Range Co. is building an addition 36 x 78 feet to its plant.

Owosso—The Independent Stove Co. is building an addition, consisting of three different buildings, to its plant.

Kalkaska—The Kalkaska Handle Co. will build an addition to its plant which will enable it to double its capacity.

Lansing—The Fox Garment Co., manufacturer of petticoats, has sold its plant to Cortland Stebbins, who will continue the business along the same lines.

Detroit—The United Broach & Machine Co. has been incorporated with an authorized capital stock of \$50,000, all of which has been subscribed and \$5,000 paid in in cash.

Owosso—It is announced that the Owosso Sugar Co. will soon begin the erection of twelve houses for workmen, on its property in the northwestern part of the city.

Charlotte—Marple Bros., bakers and confectioners, have purchased a new building and will remove to the new location as soon as it is remodeled to suit their needs.

Jackson—The Central City Paint Manufacturing Corporation has been organized with an authorized capital stock of \$30,000, of which amount \$151,000 has been subscribed.

Detroit—The Butt Welding & Manufacturing Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and \$1,500 paid in in cash.

Pinckney—H. J. Norton, formerly of Detroit, is establishing himself in the baking business at this place. Orders for the ovens and other necessary equipment have been placed.

Cheboygan—The plant of the Union Bag & Paper Co. is expected to be ready for resumption of business within a few days. More than 100 men have been busy in making repairs.

Grass Lake—O. M. Way, formerly of Flint, has engaged in the wholesale and retail baking business at this place, having recently purchased the Redding block which will be used for his new venture.

Owosso—The Owosso Elevator & Lumber Co. has been organized with an authorized capital stock of \$75,000, of which amount \$40,000 has been sub-

scribed and paid in, \$2,500 in cash and \$37,500 in property.

Daggett—The Daggett Farmers Co-Operative Cheese & Creamery Co. has been organized with an authorized capital stock of \$7,000, of which amount \$3,600 has been subscribed and \$1,000 paid in in cash.

Owosso—William A. Wright, owner of the Owosso Truck Co., has purchased the brick feed barn on South Water street and will open a garage and automobile supply store in connection with his other business.

Detroit—The Crescent Pump Co. has been organized with an authorized capital stock of \$200,000 common and \$50,000 preferred, of which amount \$225,000 has been subscribed and paid in, \$25,000 in cash and \$200,000 in property.

Pontiac—The Briscoe Devices Co. will soon have work started on its new factory building. It will be a one-story building, 60 x 200 feet, and in addition to the general offices will provide space for rest rooms, a lunch room, and other employees' accommodations.

White Pigeon—The White Pigeon Paper Mills has been organized to manufacture a general line of cartons and butter containers, with an authorized capital stock of \$75,000. The company is erecting a modern plant and expects to occupy it about July 15.

Charlotte—Frank D. Marple & Son are installing an ice cream plant in the store building which they recently purchased of the E. H. Bailey estate and will manufacture ice cream for the wholesale as well as retail trade in connection with their bakery and confectionery store.

Sturgis—Wheels for baby carriages will be manufactured in Sturgis by a concern now being organized by John Waters and Elias Portman. The Tanner building is said to have been obtained for the plant. Machinery has been purchased in Chicago. Work will be started within a short time.

Detroit—The Sanders Baking & Confectionery Co., which is now building a three-story addition to its plant at 381 Woodward avenue, has leased a store on Woodward avenue, near the Grand Boulevard, and will shortly open a retail branch. This is in line with the policy of the company to establish retail selling branches in the neighborhood of residential sections, supplying all goods, however, from the main plant at 381 Woodward avenue.

Menominee—The Lloyd Manufacturing Co., which makes Lloyd baby carriages, enjoyed its best year in 1918 when its business aggregated \$1,200,000, as against \$500,000, the total during its previous best year. The record is considered the more remarkable, considering that during the last three months of 1918 production was reduced 50 per cent. by the Government. The company has now decided to erect an addition to its plant which will cost about \$100,000 and when completed will provide room for 300 additional workers. The concern started in business in the city thirteen years ago with almost no funds and only a handful of employees.



Review of the Produce Market.

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

Asparagus—\$2 per doz. bunches for Illinois grown.

Bananas—\$7.75 per 100 lbs.

Butter—The market on creamery is slightly easier, following a decline of about 3c per pound on the different grades, due to an increase in receipts. There is a fair demand for all grades of creamery at this time and we look for continued good trading in the immediate future. The average quality is fair for this time of year. Local dealers hold fancy creamery at 55c in tubs and 57c 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.

Cocoanuts—\$1.25 per doz. or \$10 per sack of 100.

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

Eggs—The market is very firm, due largely to large quantities going into cold storage plants. There is a fair consumption of eggs at this time and receipts are good for this time of year. The quality of most of the eggs is showing up well. We do not look for any material change in the immediate future. Local dealers pay 44c per doz., loss off, including cases, delivered.

Garlick—60c per lb.

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

Green Onions—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, \$4 per crate of 3 to 5 dozen heads; hot house leaf, 22@28c per lb.

Onions—Home grown, \$4.25 per 100 lb. sack; Texas, \$4.50 per crate for yellow and \$6 per crate for white.

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

Pieplant—12c per lb. for Illinois grown.

Pineapples—\$5@6.50 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—Stock is now coming from Tennessee and is very good in quality. Price ranges from \$7.50@8 for 24 qt. crate.

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

Turnips—65c per bu.

The Grocery Market.

Return to the operation of the law of supply and demand as before the war and establishment of the control of certain products by the Government was demanded last week at the meeting of the Chamber of Commerce of the United States at St. Louis by A. W. Douglas, chief statistician. In the face of this is interesting the announcement that Julius H. Barnes, president of the grain corporation, has taken a hand to stop speculative tendency in white flour.

The white flour advance is heavy because holders of grain are charging high prices for the material for flour. This is the operation of supply and demand. On the other hand the Government threatens trouble if the speculation is not stopped. Here are two horns of the dilemma, the Chamber of Commerce man asserting that if the law of supply and demand operated prices would go down, and the grain corporation man using federal power to stop advances of flour prices right in the face of this law.

Mr. Douglas holds that with the law in operation prices would find their level, although flour has been advancing rapidly and wheat is high under operation of this same law, practically unchecked until this week. It offers some food for thought to note that prices continue to advance although Government control has been withdrawn gradually and the normal supply and demand law is beginning to operate again in foods.

There has been divergence of opinion as to the efficacy of the food control and the flour and wheat situation seems to bear on the subject.

Business has been good the past week with the wholesale houses. Grocers have got to the point that it is about time to put prunes in their safes along with other valuables. A wholesale department manager put it jocularly this way. Scarcity of stocks makes the stuff valuable.

Attention is being called again to the necessity of watching perishable goods at this time. Smoked fish, salt fish in stock a long time, dried fruits, should not be left in the sun or under the counters where they will be forgotten, or left to any sort of deterioration on account of weather conditions.

Sugar—The influence of seasonable weather on the demand for refined

sugar is now beginning to be manifested, and while measured by standards applying to trade in normal conditions at this time of the year the market is dull, a fair amount of sugar is moving into domestic consumption while there are indications that the larger distributors here and there are making preparations to accumulate a surplus in anticipation of the approaching summer season, when, unless there is a complete failure of the fruit crop, the consuming demand should be heavy.

Tea—Cable advices state that the market in Japan for new crop teas will open about May 10 and will be 25 per cent. above last season's opening prices. The Formosa market for the new season's crop is expected to open within a few days. There is a much better feeling in the local tea market, which is attributed in part to the lessened pressure to sell spot Formosas at low prices, but mainly to a general increase in demand from the retail trade.

Coffee—The market has apparently set out to break all previous records. Both Rio and Santos grades advanced about 1c more during the week and sales of Rio 7s, green and in a large way, have been made during the week at more than 18c per pound, which is as much as this grade of Rio roasted sold for at retail not a great while ago. Santos grades have also advanced for the week and Santos 4s, the standard grade, is up around 23c. Mild coffees are very firm also and scarce on spot. Bogotas, green and in a large way, are quoted around 26c, which is about 10c above normal. Java and Mocha unchanged. There seems to be no indication of any break in coffee in the near future.

Canned Fruit—California canned fruits are in the same position they have been for some time—very scarce and very high. Small Eastern staple canned goods unchanged and dull.

Canned Vegetables—Retail demand for tomatoes is said to be improving in some quarters. Spot peas, as the result of a number of sales, are reported now pretty well cleaned up. Little new is reported regarding future peas. A letter from an Ohio packer says that canners in the Southern part of that State had none of them over 50 per cent. of a normal acreage contracted for and many had much less than that.

Canned Fish—The market for canned fish presents no features of interest departing from the prevailing dullness of the past week.

Cheese—The market is very firm. Receipts of the different styles are light, as the make in the country is not as heavy as previous years at this writing. The quality shows some improvement and we do not look for any change in the next week or so.

Sugar Syrups—A steady demand absorbs offerings at prices within the quoted range.

Corn Syrup—The firmness of the market based on high cost of raw material and a good demand is sustained.

Dried Fruits—The market continues its advancing tendency. Prunes, apricots and peaches continue very high on account of scarcity, with

prices very nervous and uncertain. No radical change has occurred anywhere this week.

Flour—Notice sent out by the grain corporation of trouble in case speculative values do not cease entering into white flour is expected to hold the prices, but opinion differs as to whether it will reduce figures from present basis. Grain is held by concerns which sell at certain prices and buyers have to pay that price. Mills which held wheat of course must make their money on this stock, if it is correct, as it is said, that there is no profit in the flour.

Rice—The tone of the market is steady, prices remaining as heretofore quoted.

Tobacco—The situation offers the retail merchant a chance to make more money in large orders. Leading firms are offering drop shipments, which is delivered, of 60 to 100 lb. quantities. The gain is said to be 3 to 5 per cent. on these deals on stock selected from staple selling brands with the freight paid in addition.

Paris Green—Dealers who are going to handle this line may profit by the experience of the past two years, when they were heavily handicapped, if they make their orders known now. This is a short run article and when it is needed it is wanted bad. For this reason, from the manufacturer down to the dealer, it should be known early how much of the toxic is expected to be used against bugs.

Provisions—The market on pure lard is very firm, there being a good demand at this time. The receipts at present are light and we look for continued high prices. The market on lard substitute is unchanged, there being a good supply on hand at this time and an active demand. The market on smoked meats is very firm, the different styles having advanced on an average of 1/2c per pound over previous quotations, due to an increase in the demand and higher prices on hogs. The market on dried beef is firm and unchanged. There is a fair supply on hand, with a good demand. The market on barreled pork is steady to firm, there being ample supply to meet all requirements. We do not look for any change within the next few days. The market on canned meats is firm, with quotations unchanged.

Salt Fish—Irish mackerel is moderately active at prices that show no improvement. The market is still heavy.

Norman Odell has sold his grocery stock at 405 Jefferson avenue to Abram Shook and his two sons, Robert and Harry, who will continue the business under the style of A. Shook & Sons. The purchasers have all had experience in the mercantile business at Coral.

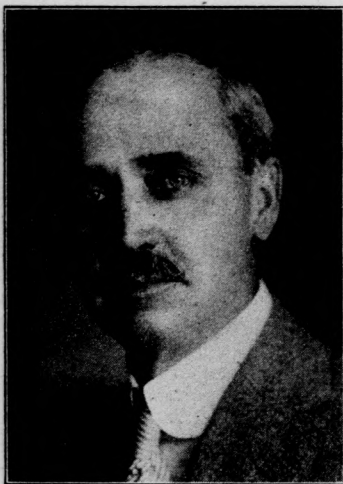
Milford Decker, who conducts a bazaar store at Bangor, has added a line of groceries. The National Grocer Co. furnished the stock.

F. H. Auble has engaged in the grocery business at Otia. The National Grocer Co. furnishing the stock.

MEN OF MARK.

J. E. Hammond, Manager Michigan Retail Dry Goods Association.

Jason E. Hammond was born in Ransom township, Hillsdale county, May 17, 1862. His education, begun in the district school, was continued in both Hillsdale College and at the Michigan Agricultural College. Graduating from the latter in 1886, he entered the teachers' ranks, utilizing the long vacations by work in summer schools or by reading law. In 1888 he was elected member of the Hillsdale county examining board; in



J. E. Hammond.

1891 was made county commissioner and in 1893 he was chosen as Deputy Superintendent of Public Instruction. His successful conduct of the important duties devolving upon him in this position four years later elected him to the head of this department. As chief he employed the same vigor, zeal and practical methods by which he had made his work noteworthy in other lines. He turned his attention largely to the betterment of the rural schools. The various publications issued from the department during the four years he was in this office are universally commended as among the most helpful ever sent out by the department. The revised State Manual and Course of Study has been in especial demand, both among rural and village teachers, on account of the practical devices and helpful outlines it contains.

Since retiring from public office in 1900, he has organized the Hammond Publishing Co., in Lansing. This company has combined with the publishing business of the late Henry R. Pattingill, under the name of the Michigan Education Company, publisher of the Moderator-Topics and school books; also a general printing business and a retail book store. The active management of the business is now in other hands, although Mr. Hammond retains a financial interest. From 1909 to 1915 he was a trustee of the Kalamazoo State Hospital by appointment of Governor Warner. Since 1916 he has been the manager of campaigns for the elimination of the liquor traffic, serving as campaign manager in Grand Rapids, Lansing, Springfield, Illinois, Chicago and St.

Louis, Mo., and since January of this year in Bay City and Saginaw in the so-called beer and wine amendment campaign which terminated on April 7, 1919, with a majority of 207,000 for the "dry" cause. As a public official and as campaign manager Mr. Hammond has had a wide experience in organization work and, while he has never been identified with the dry goods business his experience in public work was regarded by the board of directors as a valuable asset for the work of promoting the interest of the Michigan Retail Dry Goods Association, which has engaged him to act as General Manager. Headquarters have been established at 311 Capitol National Bank building, Lansing, and the Manager's entire time and energy will be devoted to making the Association a large and influential organization.

Men Are Men.

Business is business, but men are men.
Working, loving and dreaming;
Toiling with hammer, brush, or pen,
Roistering, planning, scheming.

Business is business, but he's a fool
Whose business has grown to smother
His faith in men and the golden rule,
His love for friend and brother.

Business is business, but life is life,
Though we're all in the game to win it.

Let's rest sometimes from the heat and strife
And try to be friends a minute.

Let's seek to be comrades now and then
And slip from our golden tether;
Business is business, but men are men,
And we're all good pals together.
E. M. Zimmerman.

Wise men lay up knowledge in their minds. Wiser men also keep it handy on the shelf.

The Book That Takes the Risk Out of Buying

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

Butler Brothers

Exclusive Wholesalers of
General Merchandise

New York Chicago
St. Louis Minneapolis
Dallas

You People Who Eat Bread---

Hear to the Trick That Has Been Played on You at Lansing

In the closing days of the legislature, an obscure amendment was passed as part of a bill dealing with another subject, which will prevent bakers from taking back unsold bread from grocers.

This means that the grocer will have to sell his customers stale bread—or pocket a big loss on what is unsold each day.

His profit is actually too small for him to stand this loss.

Therefore he will be compelled to offer his customers this old bread.

It means that, in many cases, the people of Michigan who buy bread will have to take bread that is several days old.

We know that this bread is not fit to eat, that it is not nourishing or appetizing, but we will have to sell it if this bill becomes a law.

We believe that if the facts are properly presented to our Governor, and he is assured that the people of the state are against this bill, he will veto it.

Therefore, wire or write a

Protest to Governor Sleeper

Let our executive hear the voice of every man, woman and child in the state who eats bread.

This bill was passed by trickery. A bill containing this feature was introduced early in the session. The grocers of the state prepared to fight it.

The bakers, who are the men behind this bill because they would profit greatly if they do not have to take back the stale bread, assured us that we would have a hearing.

They did not dare bring the matter up openly, because they knew we would show that they were backing the measure to add to their profits.

But so secretly that it could hardly be found even after we knew that it had been passed, this law—in the form of an amendment to another bill—was sneaked through the legislature.

We believe that only a handful of the legislators knew that it went through; for we believe that if a majority had known, the bill would have been defeated.

Repay this trick by protesting to Gov. Sleeper.

Let him know that the people of the state are opposed to such methods.

Urge the Governor at once to veto the bill.

Wire or Write Your Protest Today Before It Is Too Late

DETROIT RETAIL GROCERS' ASSOCIATION

Brite Mawnin Gang Get Another Set-Back.

Brite Mawnin activities received another black eye in Oklahoma courts last week, when the district court of Kingfisher county ordered the Brite Mawnin people to refund to States & Fisher, grocers at Hennessey, the \$50 which they had paid in on a Brite Mawnin contract.

In the Hennessey case, the Brite Mawnin agent approached States & Fisher and undertook to get them to buy \$300 worth of stock, with the understanding that on payment of the \$300 for the stock, the subscriber would be entitled to a credit for \$300 in goods. States & Fisher declined. Then the agent offered to let them pay \$50 down on the stock, and have the \$50 credited on the first bill of goods ordered, after getting the goods. The agent also agreed that if States & Fisher were not satisfied with the situation they could drop out at any time, or could go ahead and take the remainder of the Brite Mawnin stock on the same terms. This offer of the Brite Mawnin Co. was accepted.

After paying the \$50, States & Fisher ordered groceries of the Brite Mawnin Co. to the amount of \$66. When the goods came, they tendered a check for \$16 in payment, being the difference between the \$50 paid in and the amount of the order. The Brite Mawnin refused to accept the check, repudiated the agreement of the agent, and would do nothing toward a settlement.

States & Fisher then placed the case in the hands of Robert W. Wylie, an attorney, who brought suit against the Brite Mawnin Co. for the recovery of the \$50, and for the cancellation of any further obligation on the part of his clients.

The Brite Mawnin came back by filing a copy of the stock certificate which it claimed had been issued to States & Fisher, and with a cross petition for a judgment of \$250, the balance due on the stock.

The copy of the stock certificate filed by the Brite Mawnin Co. showed that the stock was in an Illinois corporation, with Lew. Creasy as president and general manager, and not in the Oklahoma Brite Mawnin Co.

The attorneys for the defendants asked for a judgment on the pleadings, setting up that the agent of the Brite Mawnin had evidently sold his client stock in an Illinois concern, after promising him stock in an Oklahoma concern. It was also claimed that the signature of States & Fisher was obtained by false and fraudulent statements and misrepresentation.

The court sustained the motion, and gave States & Fisher a judgment for \$50 and cancelled the stock.

Proposes an Antidote for Bolshevism.

Manistee, May 4—In your magazine of April 2, on page 12, column one, Paul Leake says in his article on Bolshevism: "Here is an opportunity to form a counter organization of impenetrable strength, constitutional and law-abiding, backed by the force of Government and orderly matured public opinion which democratic Government represents."

Fellow worker, Leake's words have sunk way down deep into my very soul, there to ever remain. However,

his words are a challenge to enlightened action; that is, to action along right lines. Accordingly, at 3 o'clock to-day my friends will meet over the express office to form the organization which comrade Leake says ought to be started. The committee to draft a constitution was elected last Sunday and they are ready to make their report to-day.

Meanwhile I submit a formula for a cough medicine which represents all that medical science can do in that line and which your many subscribers in the drug business will appreciate:

Ammonium Bromide	11 parts
Eucalyptol	1 part
Fl. Ext. Hyoscyamus	4 parts
Fl. Ext. Scilla Comp.	5 parts
Oil Cinnamon	1 part
Oil Cubebs	8 parts
Potassium Stibouyl Tartrate ¼ part	
Elixir Ammonium Valerat. 100 parts	

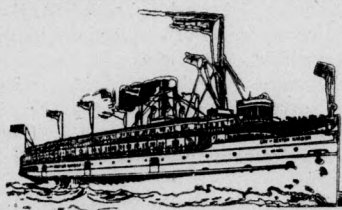
A teaspoonful every 2 or 3 hours.

The latest theory of disease is that all disease is due to run-down-ness. How to avoid run-down-ness is therefore of maximum importance to the human race. The I. Won't Works are not suffering from run-down-ness, due to presence of fatigue poisons, so we can ignore them in our theories of social stability. The law takes run-down-ness into account by regulating child labor and female labor in the interest of public policy.

The gist of the whole matter is summed up in a card hanging on the walls of most business places: "It is none of our business what you do after business hours, but if you can't do your work next day, that is our business and your stay with us will be brief."

From the point of view of the efficiency expert run-down-ness can be avoided by a weeks' vacation every three months. A longer vacation should only be taken when some disease like tuberculosis has gained a lodging.

The name of the anti-bolshevik organization is the Ancient Altruistic Aristotelians, in memory of Aristotle, who first prepared the syllogism for the enlightenment, edification and entertainment of mankind. Anarchists do not think in syllogisms; neither are they capable of inductive reasoning. They are a lot of poor, blind, driven cattle, driven by Lenine, Trotsky & Co., sired by bolshevism and damned by kaiserism. You say it is none of my business if these people are on the road to insanity. I shall show in a subsequent article that it is not only my business but your business to call a halt. T. A. Major.



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

Customers Must Now Be Sought

Spring, with its opportunities, finds the country more prosperous than ever before. Following the lull which came immediately on the heels of the armistice and with war out of the way, normal business is now pushing forward under increasing momentum, and the merchant who is ready can look forward to a spring and summer business of unusual achievement.

Because January and February were somewhat inactive, it naturally follows, because it is the law of action and reaction, that spring and summer business must be bigger than ever before. People have the money to spend—more money than a year ago—and they are going to buy more.

To meet the demands of customers for spring and summer business the merchant must not overlook the importance of being prepared with the right kind of merchandise. Customers have long been content with the simple excuse of "we are out on account of the war," but no longer will customers be satisfied when you are out, as they have been during the war period. They will expect you to have the merchandise and so the retail merchant who reaches out for business or expects to hold his own for 1919 must be sure that his stock is kept up and that he has few "outs," if any.

Then the merchants must realize fully that we are now in a buyer's market rather than a seller's market. During the period of the war customers sought the merchandise. It was short of the demand. Now customers must be sought. Merchandise must be displayed and pushed. Advertising campaigns must be worked out, developed and intensified. Customers must be sold.

So, very clearly, there are two things which a merchant who expects to get his full share of the 1919 prosperity must keep in mind—he must be prepared with the merchandise and he must advertise as never before—he must push sales intensely all of the time.

NATIONAL GROCER COMPANY

Grand Rapids

Lansing

Cadillac

Traverse City

THE VICTORY LOAN.

Of the appeal which the Victory Loan makes to the pride, the patriotism and the honor of the thrifty American citizen, and on which Secretary Glass places emphasis, it would seem almost superfluous to speak. The war has been won. What is in many respects the most brilliant chapter in American history is reaching its culmination. American delegates at Paris are to-day laying down the terms of reparation to the defeated enemy, with an authority never possessed by any statesman or group of statesmen at an international council, and with a freedom from all selfish claims which has never been paralleled in history. While the eyes of the American citizen are fixed on this memorable achievement, our soldiers are still guarding the Rhine front and the agents of our Government are directing to the famine-stricken districts of Europe the shiploads of food which are hurrying out from American ports; thereby not only averting the appalling misery which had overhung these millions of men, women, and children, but averting also the spread of anarchy which distress had seemed to be fixing upon the world.

It is an inspiring moment; one in which it is good to be alive and to be an American citizen. But these things must be paid for, and the loan which is to ensure the payment is offered when even the Stock Exchange is giving emphatic testimony to the immense National prosperity which the war has left in the United States. That so much as a suggestion of the people's failure to take the loan should be called for, under all these circumstances, ought to nerve every individual to do his own part towards bringing the country through this last exacting test with flying colors.

If the Victory Loan involved a sacrifice as compared with other opportunities for investment, the appeal would, in our judgment, be quite as strong. But as a matter of fact, the investment aspects of this loan are not only extraordinary as compared with other securities, but are such as may never return. Free of the normal 12 per cent. income tax and bearing 4¾ per cent. interest, these bonds or notes (the term is interchangeable) give a return equivalent to more than 5 per cent. from any taxable investment.

The depreciation from subscription price, which has occurred in the earlier war bonds, is not likely in the pending issue. A 4¾ per cent. bond with thirty years to run may easily have considerable ups and downs of price in the long period before its redemption at par; but a loan with only four years to run is a different matter. A very slight decline from the subscription price would increase so greatly the average annual yield to the purchasing investor, when the increment of value in the next four years was allowed for, as to create a demand which would make the depreciation improbable.

With the history of United States loans in the longer past, most people are by this time familiar. The 6 per cents. of the Civil War, subscribed for

at par or higher, went below 92 in 1863; but they sold at 123 on the Stock Exchange a few years later, and even the 4 per cents., issued later to refund the war debt, brought a market price of 130 nearly two decades before their maturity. These are the practical considerations which apply to the Victory Loan purely on the investment side. They might very well be conclusive in themselves. When combined with the inspiring motive of upholding the public credit and the public honor at a time when this loan completes the record of American war-time achievement, even these inducements must take second place.

PREACH MORE DISCRETELY.

All assassinations are shocking, but those with direct political prompting, however fanatic or mistaken, are less fiendish than putting bombs in the mails with no more regard to consequences than might be shown by a blind man shooting a machine gun into a crowd, and fancying that in some way he might thus assist some cause or other. Nothing can be surer than that any cause found to be connected with the recent bomb plot will suffer for it, and that is an object more desirable than the punishment of individuals.

We are properly shocked when a score of bombs are distributed among American public men by means endangering many other lives, but we might have spared ourselves much that is dangerous in our present politics if we had been as shocked as the case called for when worse outrages were done in other lands by funds and organizations directed from here. A single journal raised here what was called an "Emergency Fund," whose declared object was to aid a foreign organization in a campaign of violence against England. Protests from a friendly foreign government were lightly treated.

We now are experiencing what we were indifferent to when others suffered by what we permitted. If we had checked the dynamiters of that now distant day we should have been less likely to experience the series of similar crimes which began with the dynamiting of Governor Steunenberg by murderers employed by the trades unions. We fatuously thought that that explosion was foreign in its nature, and nothing more than might be expected in a labor war. We now are investigating the Bolsheviks among us, and it is premature to say how many there are. But it is sure that the sentiments underlying Bolshevism are less novel than the name, and that there are among us defenders of their views in the name of the freedom of our institutions.

We would be none the worse for a little intolerance of such notions leading to such acts. Every effort should be lent to punishing the guilty miscreants, but attention should not be directed solely to them. If there is a proper horror of the doctrines preached in the manner of which there are many examples, it will be prudent for the preachers to preach more discretely.

WELCOME TO NEW BISHOP.

Men may come, and men may go, but the succession of bishops will go on until the end of time.

And so the Right Reverend Edward Dionysius Kelly has come to us as Bishop of Grand Rapids.

He was born of God-fearing Irish parents in Southwestern Michigan in the land of the sky blue waters, the land of the Pottowatomies which was reigned over by Big Chief, Simon Pokagon.

The Bishop-to-be was reared in the atmosphere of the simple religion of our Saviour, under the guidance of his good parents and the spiritual advice, word and example of that quiet, urbane French gentleman, the late Father Barroux, who ministered to the early settlers and converted Indians in that locality.

Father Barroux was splendid in example, and strong, but tolerant in the faith; and his influence on all the young of his flock was far reaching. It was very influencing in guiding young Kelly in his future holy calling. No wonder, under such influence, he choose to seek the high office of priesthood in the faith of fathers; and well he has succeeded.

And the Diocese of Grand Rapids over which he has been called to preside can be thankful of the choice of the Vatican.

The Bishop of Grand Rapids is first of all a high-minded Christian gentleman. He is very human and a lover of his fellowman, approachable by the humblest for whom he has the kindest feeling and sympathy and able to meet the greatest of whom he is the peer.

In his relations with mankind "the scarlet threads of his life touch appear everywhere in the fabric."

At the personal solicitation of the late lamented Bishop Foley, of Detroit, he was made his assistant, and elevated to the high office of Auxiliary Bishop with the full approval of that distinguished churchman and American citizen, Cardinal Gibbons, of Baltimore, and the commendation of that no less distinguished clergyman, soldier and commoner, the late John Ireland, Archbishop of St. Paul.

For more than twenty years he was a resident and citizen of our great university town, Ann Arbor, where he served the people of that vicinity and ministered to the wants of students from all parts of the civilized world.

His associates there were men of the highest intellectual attainments in the arts, sciences and literature, he having the confidence and esteem of all these gentlemen.

With such endorsements and prestige he comes to Grand Rapids not only as a minister of God, but as a citizen to be with us and of us to aid us, spiritually, morally and in good citizenship.

Welcome to you, Reverend Sir, from all our citizenry, American and Celt, Anglo-Saxon and Slav, Latin and Hun, for all these are in your flock and send you their heartfelt greetings.

You come to us at a most critical time in the history of the world and

mankind; with bolshevism and socialism rampant and threatening the very foundation of civilization in many nations.

Fortunately, you represent an organization which in every land under the sun stands squarely against this mind-diseased condition of deluded people, individually and collectively.

Thank God, there is little of this element in your diocese. With your strong mind and personality, we feel that should any of your flock become inoculated with this deadly germ, you, as spiritual physician, would use the most heroic remedies, by the right advice and example, to cure the poor mental invalid.

So you see, Bishop Kelly, much is expected of you, but you will not fail your country or the people in any crisis or at any trial. God grant it may never be necessary for you to act in any emergency and that peace on earth and good will toward all men may hereafter prevail until time is no more.

NO DELIVERY GUARANTEE.

"We can guarantee no delivery date" is written on a hosiery order placed by a local dry goods jobber this week, and indicates the situation that is ruling in the hosiery market. Business has been good and it is beginning to be a question where the merchandise will come from. Many mills have been shut down for some time, and this will materially reduce their output, which, of course, cannot be made up.

On the other hand, mills that have not been closed are finding it hard to get girls and women. The mill in question which added the above phrase to one of their orders has not closed a day, but has been working as near capacity as possible. Their trouble is in getting girls and women, and until they are able to remedy this phase of the labor situation it is doubtful whether the delivery end of the market will be remedied.

The past week has seen a further increase in the business placed, and prices as a result are holding firm. There is talk that if the situation continues to improve prices may have to be re-adjusted to take care of the situation. In most cases they have been calculated on nearly capacity production, and unless that production can be obtained it is evident that revision is at least probable.

SWEATERS IN DEMAND.

There is a little more interest in sweaters developing from week to week. Buyers are operating on fancies and staples, showing very little preference for either as opposed to the other. The tendency to take only enough to take care of the business that the buyer had in hand is fast disappearing, if it has not already disappeared, and instead buyers are anticipating a little.

Ladies' sweaters are reported to be stronger and in better demand throughout the market than men's lines are, and some quarters that have quite a stock of men's sweaters are still selling them within the trade, as they have been doing for some time back.



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.

Better Advertising For the Shoe Dealer.

Advertising has been the keynote of industrial, civic and social progress for so many years that one might truthfully say it has extended as far back as there is authentic history of man.

Present day advertising is a development of the olden days when the herald with his trumpet, and the town crier with his bell, were the accepted methods of advertising. In those days the man who could make the loudest noise, and the reach the largest number of auditors, was considered the best advertiser, and received the greatest compensation for his efforts.

In this respect there has been little if any change. A deplorably large percentage of advertisers still think that by making the loudest noise and the most bombastic statements they are doing the most successful work. In reality, nothing could be farther from the truth, for in these days of sophistication there is a certain "show me" state of mind on the part of the buying public that does not enable any merchant to exist long on bombast and "bull" alone.

The starting point in reaching the buying public is the store and merchandise and service make a store. Prices are included in merchandise, and advertising is part of the service. Merchandise without fair, legitimate prices is not good merchandising, and service without honest advertising is not good service. The reading pages of a newspaper are filled with news, and the advertising pages should be filled with facts. Facts can never change, they are as unchangeable as the laws of nature, so in writing advertisements begin with the facts and adhere to facts all the way through.

We have found that individualizing the advertising prepared for the Pitts Shoe Co. has paid big. By individualizing I mean the getting up of the copy in a certain uniformly attractive style, with an individual name cut, and advertising one single item at a time. I have seen a broad roomy comfortable shoe for a middle aged man, and a dainty high heel narrow toe pump for a society bud advertised at the same time, and in a single advertisement. Now, how could this copy be illustrated to appeal? If the appeal is made to young women, the force of the item for middle aged men is

lost, and the same is true if the other shoe is featured. Advertising one item at a time, copy appearing often, has been more successful with us than the older method of spasmodically inserting a big advertisement in which many styles were shown and talked up.

The individual style as compared with the general might be likened to the difference between the scattering fire of the shot gun as compared with the direct hit and smooth bore of the rifle. The one goes at it in a hit or miss fashion in the hope that the reader will be struck by the force of the copy. The other is carefully prepared, and directly calculated to reach some particular class of people with an article that is especially attractive or timely.

So in building good advertising copy for shoes the talk should be terse and constructive. Never try to tell your readers what your goods are not. Tell them the good points and display the price prominently. Make your advertisement tell its story in the least possible space and the fewest words. And once again let me dwell on the subject of truthful advertising. The purpose of advertising is to help the reader of the advertisement, not the merchant who has the goods to sell. Advertising is part of the service you give the public. You do not guarantee patent leather, and the average merchant does not misrepresent his goods when trying to sell them. If this is good policy it is also wise to be absolutely truthful in your statements in the newspapers over your signature. A business built on a solid foundation is at all times and in all ways honest with its patrons, and the most potent manifestation of this honesty is truthfulness in advertising as in everything else.

L. R. Thompson.

Shows Up Old Shoes Without Insulting.

A shoe dealer placed a mirror in the panel beneath his show windows. This gave the man before the window a view of his old shoes and made a contrast between them and the new ones in the window. The idea was to impress on him the advisability of getting new shoes.

None of us realize the number of friends we have lost handing out advice.



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

BLACK KID OX. WELT

\$3.85



- | | |
|--|--------|
| 3559—Black Vici Kid Ox. Military heel, Int. Tip, Welt, $\frac{3}{8}$ A. | |
| B, C, D..... | \$3.85 |
| 3561—Tan Calf of above..... | 4.35 |
| 3562—Chocolate Kid Vici, Int. Tip, Military heel, Welt, $\frac{3}{8}$ A. | |
| B, C and D..... | 4.35 |

Hirth-Krause Company

Tanners and Shoe Manufacturers

Grand Rapids

Michigan

On Wednesday, May 14th

We Start

Our City Day

Which means that on City Days we shall have special offerings "on the floor" that will make it worth while (pay in dollars and cents) for shoe dealers to come in and visit us on that day.

Try us out and see how you like it.

Specialty Shoes—Hood Rubbers and Tennis—Raincoats

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

Trade Commission Makes New Departure.

These are great days for smashing precedents. Most of our Government is in Europe, and Burleson appears to be running what's left of it on this side of the ocean—and making a sad mess of it, too.

Now comes the Federal Trade Commission, which is doing astonishing stunts these days, with a ruling that a manufacturer or merchant shall not give away merchandise "for advertising or for any other purpose."

Here is the exact text of the announcement as made by the commission:

The Federal Trade Commission has ordered the Ward Baking Company, New York City, one of the largest bakery concerns in the United States, to discontinue the free distribution of bread to its customers for advertising "or for any other purpose."

The commission found that the Ward Company, "with the intent, purpose and effect of stifling and suppressing competition" conducted "free bread campaigns," particularly in New Bedford and Fall River, Mass., and in North Tiverton and Stone Bridge, R. I., during which customers purchasing Ward bread were given free an amount of bread equal to their purchases. The commission found that "because of its large financial resources" the Ward Company was "able to operate its business at a loss for a long period of time and by this means undersell and eliminate most of its competitors."

Of course, no fair-minded person would justify cut-throat competition, however it might be carried on; but to say that goods cannot be given away "for advertising or for any other

purpose" is certainly going some! The Supreme Court is likely to have something to say in this connection about that much-neglected document, the Constitution of the United States, which for the past year or two seems to have been tucked away in a forgotten corner, rolled up in moth-balls.

The talking machine people are again the object of the Commission's attacks. According to an official bulletin, the Columbia Graphophone Company and the Aeolian-Vocalian Company have been cited by the commission "on charges of attempting to force dealers to maintain standard, fixed resale prices on their machines and records and of refusing to sell to dealers who insist on reselling to the public at their own prices."

This action is based on the ruling of the United States Supreme Court in the Victor talking-machine case and is likely to be sustained should the manufacturers decide to test the issue. However, this is only another reason for the passage of the Stevens bill.

\$10,000 Government Bonds in Treasury.

The Michigan Shoe Dealers Mutual Fire Insurance Co., of Fremont, subscribed for \$2,500 of the Victory loan, which gives it \$10,000 Government bonds on hand as a surplus to protect the policy holders of the company against any unusual or unexpected conflagration loss. Secretary Bode has the oldest mutual mercantile insurance company in Michigan and proposes to make it one of the strongest organizations of the kind in the country.

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



R. K. L.

R. K. L.

In Stock for
Immediate Delivery



2856—Black Kid Lace, 8½ inch Top, Flexible McKay, 2½ to 8, B C D.....Price \$4.75
2859—Havana Brown Lace, 8½ inch Top, Flexible McKay, 2½ to 8, B C D.....Price 5.45
2851—Mahogany Calf 5 Eye Oxford McKay, 12-8 Heel, Int. Tip, C and D.....Price 3.35
2855—Black India Calf 5 Eye Oxford McKay, 12-8 Heel, Int. Tip, C and D.....Price 2.75

ORDER NOW WHILE OUR STOCK IS COMPLETE

Rindge, Kalmbach, Logie Company

Grand Rapids, Mich.

R. K. L.

R. K. L.

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.

**HONORBILT**

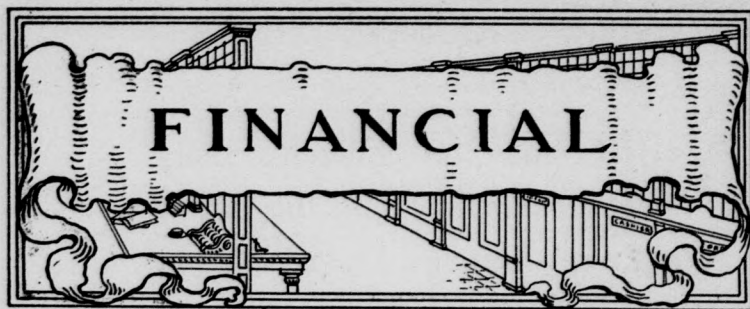
No. 201 — Gun Metal Button New Process Stitched-Down, Imitation Tip, Loxole, D to E, Big Girls' 2½ to 6, Misses' 11½ to 2, Child's 8½ to 11, Infants' 5 to 8. **No. 206** — Lace, same as No. 201.

YOUR trade on children's shoes will grow rapidly with this line of New Process Stitched-Down Shoes in stock. The line is thoroughly complete and includes handsome shoes for dress as well as for rough play days.



MADE in buttons and laces, in regular heights, oxfords and strap sandals, in black, tan, chocolate and patent leather, and in big girls', misses', child's and infants' sizes. Send for Booklet showing entire line and offering advertising suggestions that will be of service in selling the shoes.

F. MAYER BOOT & SHOE Co., Milwaukee, Wis.



Regarding a Future of Interest Rates.

The question of the future of interest rates is not a simple one in itself, nor one without important implications in connection with all our plans and programmes of industrial and commercial reconstruction. Observers of long experience have predicted that, in the reconstruction period, interest rates will have a very decided effect in determining the direction and the scope of production, in stimulating productive energy or the reverse, and in increasing or diminishing the economic efficiency not only of particular industries and branches of trade but of entire nations.

The price paid for capital and credit always has enhanced the advantages or deepened the disadvantages of particular nations in meeting international economic competition. Should it transpire, for example, that in the peace period a high level of interest rates prevails the world over, that condition will at once automatically check the more ambitious plans for National and international ventures intended to rehabilitate the nations undertaking them. If, on the other hand, a low level of interest rates prevails, plans for rebuilding will be readily financed, but at the same time we may have to reckon with a period of international competition made possible by the ready availability of capital and credit, the consequence being a considerable degree of trade disturbances the world over.

A discussion of the prospective level of interest rates is timely now, because of the sharp divergence of opinion on the subject that has manifested itself. Among our best bankers there are those who believe that the peace period will be attended by a worldwide demand for funds, both for rebuilding and replenishing the devastated districts of Europe, and for producing commodities which are now in limited supply owing to the interference of the war with normal production in industry and commerce. On the other hand there are capable bankers who confidently look for a plethora of free capital and credit, accompanied by sharply lower interest rates. These men base calculations on the newly developed wealth of nations—particularly our own—on the enlarged productive capacity of many industries, on the curtailment of war demands and war loans, on the gold accumulation in the United States that can serve on a basis of a great expansion of credit, and on the abandonment altogether of gold re-

serve against bank credits in many foreign countries.

Without seeking to distinguish too finely between capital available for fixed investment and credit available for commercial use, there are those who argue the points for a period of cheap money with a considerable degree of force, holding that the consuming and purchasing power of populations has been enormously reduced by the hardships of war, and will continue to be reduced by very severe taxation, while the world's capacity to produce goods on which credit can be based has been greatly enlarged by the very circumstances of the war.

Plausible as the reasoning for cheap money may be, there are at the same time offsetting considerations which indicate a maintenance of rates for a long time to come, and every banker and business man is closely observing these to-day. One of these considerations is that of the single item of wealth destroyed in the war, which argues a restriction of available capital and therefore high interest rates. Another consideration is that the war left the world with such an enormous amount of outstanding Government obligations that the minimum level of interest on all investment capital for a long while ahead, as well as the minimum on banking credit, must almost certainly be the rate of return yielded by those obligations.

For some time to come, the yield on United States Government bonds, as well as those of Europe, will be determined by the recurring need of their holders to sell. These bonds are still far from absorbed by investors, and it can be expected that in months to come many present holders, pressed by necessity, will seek to turn them into liquid funds, the practical effect of their sales being to keep up the rate of investment capital, and so maintain the rates on banking credit. The upward tendency of interest rates will be reinforced by the influence of long-continued income and excess profits taxation. Moreover, it must be remembered that it is not alone what goes on in a single country that will determine all that is to occur. Of ourselves, we in the United States will not determine what the future movement of interest rates shall be, for it is abroad that the keenest competition for both capital and credit is likely to ensue.

A good business man may make a mistake once, but if he makes the same mistake again he is not a good business man.

The Friendly Interest

and co-operation of this bank have followed hundreds of successful men and women clear thru from the first dollar deposited here,



Established 1853

up to the establishment and maintenance of a successful business. There are many good things about this bank's system which you would find of value to you.

YOURS WHEN YOU SAY SO.

THE OLD NATIONAL BANK

MONROE AT PEARL



GRAND RAPIDS

Do Not Trust to Chance

No man can afford to take a chance on life itself. It is too uncertain. And failure to make proper provision for the care of your property upon your death means that the results of your labor and effort may be but poorly conserved, and your family lose thereby. Administration charges are fixed by law and are low.

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

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.

Regulating the Money Market.

No attempt has been made during the progress of the Victory Loan to regulate the disposition of credit accommodations by means of a central governing committee of bankers like that appointed for the purpose during preceding loans. A certain control over the granting and calling of loans has nevertheless kept the money market on an even keel, and it is likely to bear good results after the immediate subscription period is ended and the financing of the country's general business receives undivided attention again. It is impossible to forecast the volume of money that will be needed to finance the domestic and foreign trade of the country this year, or to move the crops. So much depends on volume, for one thing, and on price for another. For the present the outlook for trade is that the volume will be improved upon as the year advances, while for crops the prospect is excellent. If the present winter and spring wheat promise is fulfilled the total outturn of wheat for the United States this year will be 1,200,000,000 bushels, an unprecedented record. Prices for our wheat crop are being directly influenced by the world shortage of foodstuffs, so that the amount of banking accommodations needed for that cannot be determined very far in advance. Prices for wheat—as well as prices for other commodities necessary to sustain life—are on a high plane, but prices for many of the other commodities are lower than they were, and, with business diminished from its pell-mell war pace, it would seem that the amount of banking accommodation required for business and for the crop movement will not be so great as last year, when the war was at its height.

Nevertheless, there are so many extraordinary factors contributing to shape events in the future that we cannot say confidently just how money rates will move. The country's large gold reserve and the smooth functioning of the Federal Reserve

system are elements in favor of an easy money market. But on the other hand the burden of financing our export trade henceforth will more than ever be borne by the money market. The Victory Loan financing will carry right through until autumn. Presumably the Government will undertake further borrowing from the banks, at an interest rate that will automatically establish a minimum level for the employment of funds. In addition, it would appear from present indications that the railroads will be compelled to rely for further temporary financing on the money market. And beyond all these things, the upset credit conditions in the old world, and the uncertainty as to what will come out of the efforts to right these conditions, further confuses the situation.

The clothes may not make the man in business, but they go a long way toward showing what kind of a man he is.

OFFICE OUTFITTERS
LOOSE LEAF SPECIALISTS*The Tisch-Hine Co.*

137-219 P. O. Box 5 near the bridge, Grand Rapids, Mich.

Kent State BankMain Office Ottawa Ave.
Facing Monroe

Grand Rapids, Mich.

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

Resources

10 Million Dollars

3½ Per Cent.

Paid on Certificates of Deposit

The Home for Savings

Fourth National Bank

United States Depository

WM. H. ANDERSON, President
J. CLINTON BISHOP, Cashier**Savings Deposits****Commercial Deposits**

3

Per Cent Interest Paid on
Savings Deposits
Compounded Semi-Annually

3½

Per Cent Interest Paid on
Certificates of Deposit
Left One YearCapital Stock and Surplus
\$580,000LAVANT Z. CAUKIN, Vice President
ALVA T. EDISON, Asst Cashier

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

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

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

GRAND RAPIDS TRUST COMPANY

OTTAWA AT FOUNTAIN BOTH PHONES 4391

Safe Deposit Boxes at Three Dollars Per Year
and Upward**GRAND RAPIDS NATIONAL CITY BANK
CITY TRUST & SAVINGS BANK
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**

Mercantile Mutuals Decide to Obey the Law.

Detroit, April 29—The stock fire insurance companies are contesting in court the legality of the order of Insurance Commissioner Frank H. Ellsworth directing the discontinuance of the 10 per cent. war emergency increase on all policies taking effect on and after May 1, 1919.

The Circuit Court of Ingham county has issued an injunction suspending the said order of the Insurance Commissioner until final determination of the case.

It is, therefore, proper under the law that you continue to collect the 10 per cent. war emergency increase until further notified by this Bureau, and we so recommend.

George W. Cleveland,
Manager Michigan Inspection Bureau.

A meeting of the four mercantile mutual insurance companies was held in this city last Thursday. The meeting was called by George Bode, of Fremont, and was held at the office of Wm. A. Haan in the Houseman building. The following gentlemen were present:

George Bode, Secretary Michigan Shoe Dealers Mutual Fire Insurance Co.

William N. Senf, Secretary Michigan Bankers and Merchants Mutual Fire Insurance Co.

William A. Haan, Secretary Grand Rapids Merchants Mutual Fire Insurance Co.

C. H. Hare, Secretary Michigan Mercantile Fire Insurance Co.

The editor of the Tradesman was present by invitation.

The meeting proceeded to organize by the election of William A. Haan as chairman. Discussion immediately ensued on the action of the stock fire insurance companies in attempting to override the action of Insurance Commissioner Ellsworth in prohibiting a continuance of the 10 per cent.

surcharge which has been in effect during the past year. It was conceded by all that the necessity for the surcharge—if any necessity ever existed—had been removed by the termination of the war. The summarized reports of the insurance companies for 1918, showing that they returned Michigan policy holders only 53 cents for every \$1 paid them for protection, shows very plainly that the retention of the surcharge any longer is a gouge game, pure and simple, with no excuse except the avarice of the stock companies.

It was also conceded that the unfortunate and illy advised action of the stock companies in defying the Commission in order to secure an extension of the time they could enjoy their ill-gotten gains would do much to add to the public distrust and disgust of stock company methods already in evidence and tend to build up I. W. W. and Farmers' Alliance propaganda, of which the stock insurance companies pretend to stand so much in fear. As a matter of fact, disregard of the law and ignoring the mandates of officers of the law places the stock insurance companies in identically the same class as the I. W. W. and Farmers' Alliance, thus feeding the flames of socialism and anarchy which have already been permitted to gain too strong a foothold in this country.

Mr. Haan related the details of a conversation he recently had with Insurance Commissioner Ellsworth, in which the latter expressed the hope that the mercantile mutuals would stand by the Commissioner and obey the law, instead of flouting the legally constituted officers of the State and undertaking to prolong a career of plundering the public under the guise of war necessity by the employment of legal subterfuge and

The National Mutual Automobile Insurance Co.

Bay City, Mich.

This company was organized under the laws of the State of Michigan and in compliance with all the requirements of the insurance laws governing such companies. It gives

Ample Protection at Minimum Cost

Our Safety First Policy Protects Against
Fire, Theft, Tornado, Cyclone and Windstorms,
Injury to Persons, Damage to Property,
Defense of Suit

We Also Write Collision Insurance

If you feel interested in this company we will be pleased to give you further information about our policy.

Our agency contracts are attractive and we have good open territory. You can profit by representing us.

Address: R. W. FLETCHER, JR., Secretary
Phoenix Bldg., Bay City, Mich.

The Shoe Dealers Mutual Fire Insurance Company

Fremont, Michigan

(The Pioneer) Organized in 1912

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

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

ALBERT MURRAY,
President.

GEORGE BODE,
Secretary.

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.

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.

technicalities which the crafty and unscrupulous attorneys of the insurance combine can concoct and put into operation. Mr. Ellsworth is confident that the action of the stock companies is taken with no idea that they will be successful in winning their contention; that they are actuated solely by mercenary motives to prolong their career of public plunder as long as possible by delaying the action of the courts in handing down their findings.

Local stock company agents condemn the surcharge as unnecessary, from a financial standpoint, and as productive of irritation and disgust. Of course, they do not dare to express themselves openly when agency managers and inspectors are within hearing, but to their friends and fraters they condemn the methods of their companies as unfortunate, high-handed and extortionate.

After a full and free discussion of all the points involved, it was unanimously decided to stand by the Commissioner and abolish the surcharge on and after May 1. Mr. Haan was requested to write the Commissioner, acquainting him of the action of the mutuals.

The matter of adopting a uniform ratio of discount by all the companies was discussed and laid over until the next meeting, which will be held in the course of a month or so.

Mr. Bode brought up a matter which was discussed at some length and laid over for action at the next meeting. It contemplates the voluntary contribution of 1 or 2 per cent

of the premium receipts of each of the mutual mercantile companies to a safety fund to be drawn on only in the event of any member company happening to meet an extra heavy conflagration loss; such contributions to be remitted monthly and vested in some bank or trust company as trustee, reports of the condition of the fund to be made to each member of the trust fund once a year. Mr. Bode suggested that the accumulated interest on the fund be added thereto, instead of being divided pro rata among the member companies. Such a safety fund would be a source of much satisfaction to the officers of the companies and afford additional protection to their policy holders. This suggestion strikes the Tradesman as a most excellent one, because it creates an additional source of protection and would tend to weaken the nasty talk the stock insurance agents frequently resort to, reflecting on the responsibility of the mutual companies.

Objection to certain features of the rider recently prepared by the Tradesman for use in fifth and sixth class towns was registered by Mr. Hare. The points at issue were discussed thoroughly by all present and the writer, in behalf of the Tradesman, cheerfully accepted a slight change in the phraseology of two paragraphs which in no way impairs the interest of the assured.

The conference lasted nearly three hours and was marked by the utmost harmony and good will. Not an un-

pleasant word was spoken by any present and no sinister suggestions were in evidence at any time during the meeting. Each Secretary present appeared to be actuated solely by a desire to build up his company as

rapidly as possible, consistent with good business principles and with due regard to the rights of his policy holders, whose interest was uppermost in the minds of all the gentlemen in conference.

Maximum Protection at Minimum Cost

The best authorities tell us that 84 per cent. of all Stock Fire Insurance Companies organized in the United States have either failed, retired or re-insured, while only 24 per cent. of the Mutual Fire Insurance Companies have been eliminated.

THERE IS A REASON FOR THIS

Stock Fire Insurance is a profit making business. Mutual Fire Insurance, in distinction, is insurance in its purest form. The chief purpose of Mutual Fire Insurance is maximum protection at minimum cost.

Solicitors and collectors cost big money, and this must come out of the premiums paid.

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

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

Announcement to the Insuring Public

Notwithstanding the fact that the Stock Companies will continue the 10% Surcharge on and after May 1, 1919, having commenced a legal fight in order to test the legality of the order of the Commissioner of Insurance of Michigan, which ordered the discontinuance of the Surcharge May 1, 1919, the undersigned Companies will **DISCONTINUE** the Surcharge beginning May 1, 1919, and will in addition give the same discount or dividend as they did before.

We believe that the Insurance Department of Michigan has been eminently fair in allowing the additional revenue during a time of stress, but we also feel now that affairs are coming back to normal again, we owe it not only to the Insurance Department, but most of all to the people of the state to return to the rate charged previous to the war. It has always been our aim to sell our insurance at the lowest possible cost consistent with safety and security.

Grand Rapids Merchants Mutual Fire Ins. Co.

Michigan Shoe Dealers Mutual Fire Ins. Co.

Michigan Bankers & Merchants Mutual Fire Ins. Co.

Michigan Mercantile Fire Ins. Co.

Reconstruction Work Makes Good Progress.

Merchants talked with a great deal of interest about the notice sent to the trade by the Amoskeag Company, saying that its possible product of leading lines and indeed almost all lines was under order through the summer and into the fall months. Having in mind the fact that this very large unit of textile production was engaged at one time to more than half its capacity in essentially Government work, most of which was different in character from anything it had previously done, the recovery of its trade in its well-known staple lines indicates the course of the advance in reconstruction in the textile field. While its prices did not go down to the levels touched by some print cloth manufacturing units, they were reduced substantially from the war time levels and are now on a very firm basis for several months to come.

Developments in other parts of the textile field show that production is being increased and that manufacturers are receiving price encouragement sufficient to warrant them in looking some months ahead. The woolen goods trade is undoubtedly in a strong position, despite the still unsettled matter of wool control by the governments of the world. The need for clothing seems great and the clothing manufacturing industry as well as the garment making industry seem to be well supplied with business for some time ahead.

The recovery of trade in the yarn markets is noticeable. The worsted yarn trade is active, with prices very high. The cotton yarn trade has begun to show broadening based upon requests for yarns from many miscellaneous users.

The silk trade is beginning to show true form in a feverish demand in some specialties like silk hosiery and brocades for linings, and this is being strengthened by requests for many of the staples in linings, crepes, satins, foulards and taffetas. The cotton manufacturers who use silk have been receiving large orders and are factors of importance in the raw silk markets.

The knit goods trade has been rather slower than some other textile divisions in recovering from war-time conditions. A large part of the difficulties arose from the low prices at which Government work was taken, and the imperative demands of jobbers that knitters should cut down their peace-time prices to a level that was much too low to warrant hopes of profitable mill production under existing conditions. The trade is surely working out of its troubles and renewed demand for yarns indicates an improvement that is positive.

Trade is quieter and some large factors are inclined to anticipate a little slowing down compared with the active buying of the past four weeks, especially in cotton goods lines. This would be a healthy development but it is one no one may safely predict when so many de-

mands from irregular sources are coming into sight.

Offers of business are coming in from some European countries, provided selling agencies will assist in financing the sales. Many relief organizations are buying from day to day. Reports from export organizations abroad indicate that prices here are relatively lower than they have ever been, because some foreign countries' costs are abnormally high, with every prospect of remaining so for some time. "The world is short of merchandise," is a common expression among dry goods merchants.

Raw Silk Prices Not Speculative.

The steady advancing tendency of the raw silk market together with the strength that appears to be ruling the situation at each step of the way is giving the local trade much to consider. Advances in the raw silk market have been considered the result of Japanese manipulation and speculation in most cases in the past, and while some are still of the same opinion, it is evident that other reasons are being advanced.

It is generally felt that mills are very poorly supplied with raw material at this time. The demand that is coming in from week to week and the talk of buyers for mills would seem to verify that fact. Also, the local market is almost if not quite bare of stocks and this indicates a keen demand for immediate delivery, especially in view of the fact that buyers are continually asking for spot delivery even to-day.

In addition nearby stocks are receiving more attention than later delivery, and later delivery is being taken only where nearer by delivery is not available. These facts would seem to indicate, if they indicate anything, that there is a steady and more or less constant demand for raws for immediate delivery.

This conclusion, which is the conclusion of many in the trade, is felt to point to the reason for the present price levels. A continual demand with limited stocks is bound to cause an advance in price and it is this that the trade feels has happened in the raw silk market. Talk of speculation and manipulation is heard less in the trade now than at any other time. There is a growing belief that it is a legitimate market movement, caused by demand and supply.

How Laundering Affects Cloth.

After thirty washings with hard soap, soda, sodium silicate and perborate, respectively, linen and cotton textiles showed higher strength values with hard water than with soft water. With soft water sodium silicate showed a distinct injurious action on cotton, and perborate was still more harmful. Goods washed with soap improve in luster and show a brilliant white color by reflected light; goods washed in soda show a strong yellowing in transmitted light with a slight shade of pink; by reflected light they appear slightly gray. After washing with silicate the goods are white, but quite without luster, being dull and chalky.

CITY DAY

Don't Forget to Visit Us Next Wednesday

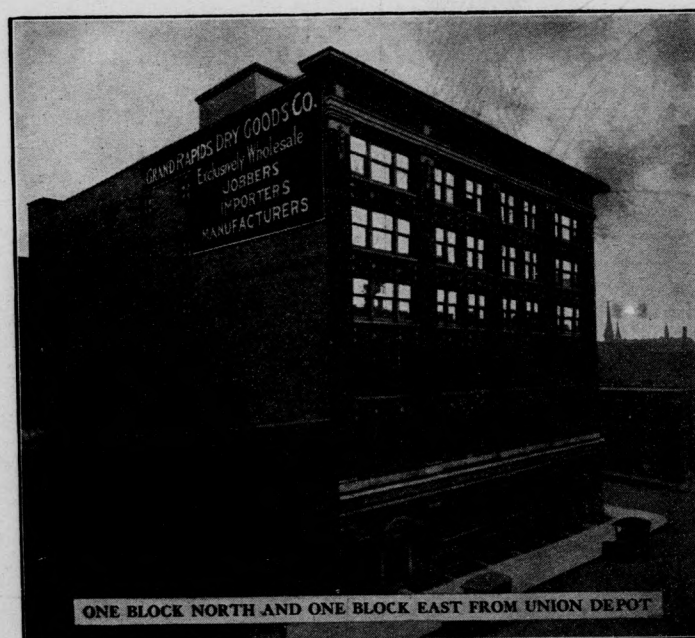
Every merchant who has ever been here on WEDNESDAY will tell you that our CITY DAY is all that we say it is. It is *not* a temporary proposition; we are in the market continually for merchandise which we can offer on EVERY WEDNESDAY at SPECIAL prices. Our purpose in having CITY DAY is to have you come and see us and get better acquainted. What we sacrifice in profit on CITY DAY is more than compensated to us by the good-will and acquaintance that comes from it. Our challenge is still open but no one has yet taken us up on it.

Our BARGAIN BASEMENT is open every day, where you will find short lengths and jobs of all kinds at SPECIAL prices. A few of these along with your regular merchandise will prove a wonderful tonic to your trade.

Some merchants have asked for samples or list of special prices on merchandise in the BARGAIN BASEMENT or on sale EVERY WEDNESDAY (CITY DAY). We are forced to decline these requests because the very purpose of the BARGAIN BASEMENT and CITY DAY is to get you to come into the House and get better acquainted.

The market generally is advancing every day and in all lines. Some Mills have withdrawn their lines entirely. We have tried to hold our prices down, although we have had to advance a little here and there. You had better cover your needs for the next 60 or 90 days NOW.

DON'T WAIT; SEND US YOUR ORDER BY MAIL OR PHONE US NOW.



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.

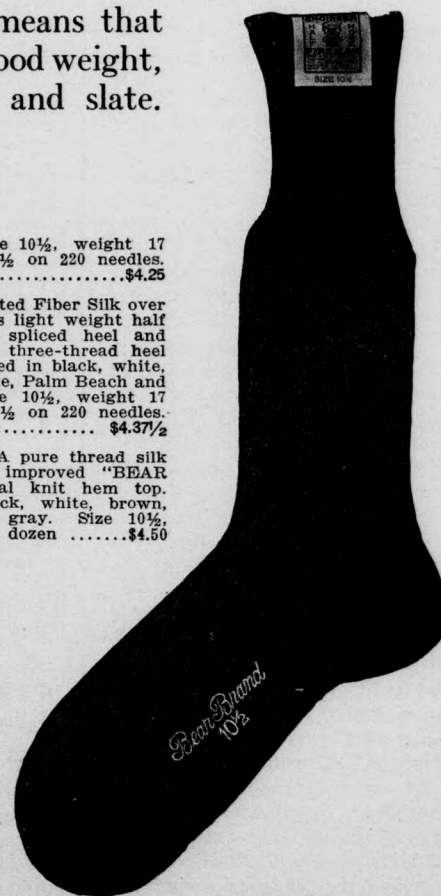
WRITE FOR NAME OF JOBBER NEAREST YOU

PARAMOUNT KNITTING CO.

Hunter Bldg.

MANUFACTURERS

CHICAGO



Situation in Wool and Woolens.

All the wool offered the other day at auction by the Navy Department was sold at good prices. It was a rather carefully selected lot. Other sales have shown an especially brisk demand for the finer grades, while many of the coarser ones had to be withdrawn. It is confirmed that A. W. Elliott, chief of the wool, yarn, and tops branch of the Quartermaster's Corps, has been authorized to sell abroad the undesired wools which amount to about 35,000,000 pounds. They are of the kind which were formerly used in France, Germany, and Belgium in making blankets, coarse overcoatings, and similar fabrics. Whether Mr. Elliott is also empowered to conduct negotiations to induce the British government to retain the large amount of Australian wools contracted for by this country is not known. Stopping this material from coming here would undoubtedly help in keeping up wool prices to some extent, but the great quantity available all over the world is a continuing menace which is liable to cause a break at some time or other. The whole price situation for the article is in the hands of the British, who control the Australian and New Zealand clips. When once tonnage is available for moving them, it will require skill to prevent a collapse in prices. The goods market seems to be in good shape for the mills, which have been making revisions upward. What quantities they are turning out is a matter of doubt, but, owing to labor troubles, it is evident that the output is not excessive. The consumption of wool in the mills in March, which is the most recent to be given out, was only about 50,000,000 pounds in the grease. Considering the time of year, this is hardly up to the average in pre-war times.

Cotton and Its Fabrics.

Weather has played quite a part recently in helping to boost the quotations on cotton, but the violent fluctuations shown betoken a rather sensitive condition. Comfort is taken in the fact that the discrepancies between spots and contracts are becoming smaller, which is regarded as an indication of greater stability. Contradictory reports come in as to the supposed restriction of acreage, but it is already clear that the planters will not cut down anything like the amount that was planned. One reason for this is that many of them are convinced that fairly high prices will be obtained for the crop, even though it prove fully as large as the one just getting marketed. The growers have a good talking point at present, in urging a high price for their product, in calling attention to the levels at which cotton fabrics have been placed. With goods in the gray selling at over 70 cents a pound, even 35 cents a pound for the raw material cannot be regarded as exorbitant. But the market seems willing to absorb large quantities of the fabrics at the high prices prevailing, and the tendency during the last week has been toward further

increases. Finished goods have risen in sympathy without apparent check in buying. An increase in exports is also noted, which adds strength to the market. In underwear the buying is rather spotty, but it keeps on improving, and hosiery continues in good demand.

The German Toy Industry.

Prices of German toys have been raised on an average 100 per cent., and in special instances even as much as 300 and 400 per cent., but the unfavorable rate of exchange on the mark has counterbalanced the increases to a large extent in the neutral countries. Toys made of textiles are wanting, their place being taken by others manufactured almost exclusively of wood. A German trade journal warns wholesalers not to expect any reduction in prices this year. It points out that the adoption of the eight-hour day, the advance in wages, and the scarcity and cost of all raw material will continue to operate in maintaining the present or a higher level of prices.

Now It Is the Husband's Turn.

The merchandise manager of a specialty shop handling women's wear is quoted as saying that frequently of late the old process of the wife accompanying her husband to buy a suit has been reversed. It is no strange sight now he declared, to see a man sitting in judgment of his wife's selection. And in cases like this, he added, the man, instead of looking for a bargain, seems always willing to go more to the better grades of merchandise.

Some of Them.

First Clerk—How many people work in our office?

Second Clerk—Oh, I should say, roughly, about one-third of them.

It would be pretty tough on some men if others did the right thing by them.

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.

The United Agency System of Improved Credit Service

UNITED AGENCY

ACCURATE - RELIABLE
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CREDIT INFORMATION

GENERAL RATING BOOKS

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

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Made by the

Paramount Knitting Co.

We sell the following NUMBERS:

Sandow Bearskin
Engineer and Fireman Rider and Driver
Paramount Record

Quality Merchandise—Right Prices—Prompt Service

Paul Steketee & Sons

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

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

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SURPLUS TO POLICY HOLDERS \$477,509.40

For Men Too

Outeralls, the long wearing one piece garment, are made in a complete range of styles and fabrics for men, and for children in sizes, age 2 to 14.

Thousands of factory and machine shop workers, garage and railroad men and day laborers, are finding Outeralls more comfortable, and longer-wearing.

Every man should have an Outerall for a quick slip-on around home.

Wise mothers save clothes, save washing and mending, by having the children wear Outeralls after school, Saturdays and every vacation.

Over a thousand Michigan dealers are selling Outeralls. A sample assortment will be shipped you on approval. Return if not satisfactory. It costs you nothing to investigate. Write today.

Michigan Motor Garment Co.

Factories:

Greenville and Carson City, Mich.

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



Outerall

REG. U.S. PATENT OFFICE

"The Economy Garment"

WE ALL AGREE THAT

**Victory Liberty Loan Bonds are the Best Security on Earth,
and the quickest seller ever created.**

But, must we not all admit that the patriotic response was made possible by the possession of great wealth, created by commercial progress and industrial development, and NOW
The sale being over, our attention should again center on more commerce, greater progress and larger expansion, so we submit

FIFTEEN VALID REASONS Why an Investment in the Stock of the Petoskey Portland Cement Company

is a wide and opportune purchase, distinctly different in strength and character from many other stock offerings.

Each reason is **CONSPICUOUS AND WE BELIEVE CONVINCING**, substantiating the claim that this Company's offering presents an unusual opportunity to secure virtually ground floor handlings that should prove exceedingly profitable.

1. It is a Company scrupulously careful in every particular detail of organization and management, eliminating in every sense the many objectionable features that might hinder success, retard progress or prevent equal profits to its stockholders. This fact is recognized and commended by many conservative people who are purchasing this stock on its merits, realizing also the Company's present and future possibilities in the **COMMERCIAL FIELD**.

ASSURANCE TO SHAREHOLDERS

2. It is a going and thriving concern with years of success to its credit, having established itself permanently by efficient management, continually selling its product at good profits, **producing real dividends to stockholders.**

PROVEN WORTH

3. Its present source of earnings is through the sale of shale and crushed stone, which is used for many commercial purposes, and in great demand. **This is a substantial and profitable business**, constantly expanding, and with many recently added facilities for handling this commodity in greater quantities, will continue to produce larger earnings each year. **NOW PAYING EIGHT PER CENT PER ANNUM IN DIVIDENDS TO ITS STOCKHOLDERS.**

AN ESTABLISHED INCOME

4. It is estimated that the earnings alone on crushed stone and shale will return sufficient profit to pay good dividends on the entire capitalization of \$1,500,000 (which capital also represents the cost of the cement mill). This income is independent of the added cement earnings when the mill is completed and in operation.

THIS IN ITSELF CONSTITUTES A SOUND INVESTMENT

5. The great quantity of raw material owned by this Company permits the continuation of unlimited sale of crushed stone and shale without interfering with the raw product required for the **making of cement**, there being an ample supply for both purposes for an indefinite period.

INEXHAUSTIBLE SUPPLY

6. The personnel of the management of this Company are of the highest standing in the industrial and financial community, publicly commended by men of local and national reputation.

MANAGEMENT IS THE FOREMOST FACTOR

7. The company's plan of financing is clean and wide open to the scrutiny of anyone interested and has fully complied with the laws of the State of Michigan.

NO DECEPTION IN METHOD OF FINANCING

8. It does not owe a dollar in debts other than minor current expenses.

A CONDITION OF STRENGTH AND ASSURANCE OF ABLE MANAGEMENT

9. Its stock is bone dry, free from water or promotion gifts, which depreciate values. It has no bonds or preferred stock upon which to pay interest to reduce or divert earnings on the common stock.

NO HANDICAP

10. Its assets in raw marketable material equal over three times its capitalization. The purchase of a share of this Company's stock

represents assets of a market of over three times its purchase price. Therefore each dollar invested in this stock secures property value greater than the investment.

STOCK WITH INTRINSIC VALUE BEHIND IT

11. The stock is exchanged for money only, and the money secured from the sale of its capital stock is for the specific purpose of expansion and building a large cement mill to have a capacity of 2,400 barrels per day.

CLEAN FINANCING FOR EXPANSION AND BETTERMENTS ONLY

12. The quality of its calcium limestone and shale for the manufacture of high grade cement is indisputable. It is now used exclusively by an established cement company producing the best grade of cement and **paying good dividends** by the use of the Petoskey Company's raw product.

QUALITY OF RAW MATERIAL

13. The employment of cement for **GOOD ROADS ALONE** will result in such a tremendous demand for this commodity that it must overtax the capacity of every factory for years.

THE UNLIMITED MARKET

14. Potash as a residue recovered from the production of cement will be an additional earner to this Company not to be forgotten, although that, with many other possibilities, is not considered in earning calculations.

MORE PROFITS

15. It is not a "quick rich stock which may or may not return great wealth at the promised and scheduled period. It is a stock in a going concern, fortunately possessing a huge deposit of valuable cement requisites (shale and calcium limestone) to permit its manufacture and sale at a substantial profit. **It is not a doubtful investment**, but a well defined plan to secure by honest presentation and legitimate means, the necessary capital required for the purpose stated, and through the aid of this capital reap financial returns to investors in the production of a commodity governed by an established art **WHICH IS NOW FACING AN UNPRECEDENTED MARKET.**

With proposed mill completed and in operation on its splendid site, with new dock built and machinery installed, providing greater facilities for producing and shipping its material, together with the many other advantages herein mentioned, characterizes this stock not only as a good dividend earner to retain permanently but as a security always salable (if need be) in the open market at a profit to original investors.

Check each reason and determine whether or not the information given does not substantiate all claims that the **investment stands out prominently and convincingly as**

HIGH CLASS IN EVERY PARTICULAR

It is a stock anyone can buy with full confidence in their own judgment that the **investment is safe, well guarded** and sound-proof in every corner, having all the qualifications any of the best legitimate industrials possess to achieve **great success and earn big dividends in its particular field.**

The price of this stock until further notice is \$13.50 per share and it is a good buy at double this amount, but a better one at its present price.

For Further Information Apply to—

Petoskey Portland Cement Company Petoskey, Michigan

A. B. KLISE, Pres. HOMER SLY, Vice-Pres. JOHN L. A. GALSTER, Sec'y and Treas.

Authorized Capital \$1,500,000.00

No Preferred Stock. No Bonds.

All Common, Full-Paid, Non-assessable Stock.

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

F. A. SAWALL & CO., Inc.

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

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

Name.....

Address.....



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.

Substitutes for Almost Every Commodity in War.

Why German aeroplane wings crumpled up and machines came tumbling out of the clouds, why people fainted in the street owing to lack of nutrition—one reason why Germany was beaten—I learned in an interview with Professor Wiedenfeld, chief of Germany's ersatz (substitutes) service.

Professor Wiedenfeld said that when the blockade first began to make itself felt the Germans had to begin to use substitutes in small quantities for important articles such as ferro-manganese. A manufactured substitute called speigel iron was ersatz for this commodity. Then began the lack of copper—Germany only produced 10 per cent. of her needs.

Iron and steel became the national worry a little later, and they had to be replaced by zinc and aluminum. The latter was manufactured before the war from clay imported from France. Chemical experts were also called on to produce a substitute for aluminum, but unsuccessfully.

Rubber was the next perplexity, and the famous synthetic rubber was manufactured. The professor declared that it is better than the real article. Rubber was badly needed for storage battery cases in submarines, and the Germans made synthetic rubber from chemically treated wood.

When there was no more nickel, ersatz aluminum had to be made in its place. Nickel steel was replaced by manganese steel. Then the question of sulphur—formerly imported from Chili—began to worry the munitions manufacturers, and again the professor's staff of expert chemists was called into action and ersatz sulphur was manufactured from air.

Textile experts were called in to operate on wood and camphor. The first ersatz textiles were made from paper—wood was changed into paper, then the paper into thread, and lastly the thread into material.

Paper thread, the professor said, made a good substitute for jute, but now wood pulp was made direct into thread, which was woven into undergarments. It is fairly good for the purpose, but workmen were unable to work in damp rooms while wearing ersatz underclothing. The garments thus made can be washed if warm water be employed.

Ersatz underclothing has been worn by the professor's servants for more than two years, while the same material has been used for technical purposes as well as for household use, such as curtains, tablecloths and the like. Real curtains had to be given up to the state and paper materials were granted in exchange. The curtains were torn up and rewoven into more useful articles.

Pine cones and rushes were also used by the textile manufacturers, and nettles were found to be excellent because they produced material as soft as wool. The people were ordered to grow nettles, but when food began to fall short the ground was required for growing foodstuffs. Nevertheless, for more than two years the Germans grew both their food and clothes.

When the suffering became more acute, even artificial wool was torn up and rewoven. Soldiers' uniforms and overcoats during the last two years of the war contained two and a half pounds of real wool, and the rest of the material was a substitute. Leather was the most difficult article to replace. The Germans tried to produce substitutes from paper and wood, but the resultant products were not quite successful, and at the same time very expensive.

Food for cattle was made from wood and straw ground to powder and pressed into cakes. Sheep and oxen lost weight rapidly on this diet, and there was no nourishment in their meat.

Tea was made from apple peelings and the leaves of trees; tobacco was obtained from chestnut and oak leaves. The tobacco was first (ersatz) cousin to the coffee, which was manufactured from acorns. Cigars had to contain 5 per cent. of real tobacco, otherwise they were not allowed to be called cigars.

I have only touched on a few of the infinite quantities of substitutes made and used by the Germans. For four months I have been living on ersatz foodstuffs, and the effects of it are ghastly. Restaurant desserts look appetizing enough, but they nearly all have their foundation in coal tar. Germany tried to fight nature and the Allies but it never pays to combat nature." H. J. Greenwall.



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.

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WHOLESALE PRODUCE SHIPPERS
Potatoes, Apples, Onions

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Branches: Muskegon, Lansing, Bay City, Saginaw, Jackson, Battle Creek, Kalamazoo, Benton Harbor, Mich.; South Bend, Ind.

OUR NEAREST BRANCH WILL SERVE YOU

Make the United States Safe For Democracy.

Grandville, May 6—The recent attempt at wholesale assassination by Reds in this country by sending infernal machines through the mails serves to give pause to many of the wild ideas promulgated by certain visionary reformers who would set out at once to make over the world.

One of the most senseless declarations was that we made war on the Hun for the sole purpose of making the world safe for democracy. Of course, men in their right minds knew this to be only a figure of speech meant to enthrall the populace. It could have no real bearing as regarded our position on the field of battle. Some of the less intelligent actually construed this to mean that the war was waged to make the world safe for the Democratic party!

Of course, that might enthrall some good patriots and depress others. In any event the United States was safe enough for the party of Woodrow Wilson so long as he kept within bounds, but his assertion that a man could not be a good citizen and oppose the Democrats running for Congress proved of boomerang effect in the elections immediately following.

Nevertheless and notwithstanding all this talk about making over the world into a loving democratic household—emanating as the idea does from some of the leading lights of the 20th century—it is chimerical in nature, as recent events prove.

The United States would do well to look closer to home before attempting to evangelize the world on democratic lines.

We have so long regarded the red peril as existing only in other lands it comes as something of a shock when our own newspapers record on the morning of May 2, riots in several large cities of the United States, and even a touch of such diabolism lifts its slimy head in the goodly city of Grand Rapids.

Bomb shippers, bomb throwers, secret plottings of assassination of prominent men in this country, under the very shadow of the Capitol. Meetings of an anarchistic nature and the flaunting of the red flag in this land of the free all remind us that it would be a good idea to take stock of our own condition, perhaps see to it that the home of Uncle Sam is made safe for democracy before we set out on a crusade to give democratic government to other nations of the world.

Among those who were honored by receiving a bomb through the mail was Mayor Hanson, of Seattle, whose offense consisted in rigidly enforcing the law against the mob of I. W. W. and trades unionists at the time of a strike that threatened to tie up all business and cripple the very machinery of Government itself. All honor to the plucky mayor of Seattle. His latest word comes to us from Kansas City, where he addressed an appeal to all United States mayors to close all I. W. W. halls, imprison the leaders and suppress the red flag.

Mayor Hanson's is that sort of democracy that talks to some purpose and does not fear to act when the emergency arrives. Let it be known that we of America propose to make the United States safe for democracy by suppressing everything of an anarchistic nature, trying and punishing the leaders and breeders of assassination, sending them either to the gallows or the electric chair.

The time for palaver has gone by. Every red-handed Bolshevik caught in the act of attempting the lives and property of a citizen, be that citizen high or low, should be at once dealt with in a manner to put the criminal out of the running forever. In this land of democratic institutions there is no room for any flag but the Stars and Stripes, no

citizens but those who swear allegiance to our Constitution and our flag. When once it is known that condign punishment awaits the man who even prates of treason and assassination, there will be less of I. W. W. defiance of law and order.

The sneaking low-down assassin has no fear of anything but capital punishment. The authorities have too long played with fire. The time has come for a show of force that means more than a few weeks or months' imprisonment. Free speech need not be restrained, but license to do those things that stab at the very heart of our free institutions must be outlawed.

The red rioting that is going on over seas has become as a contagion, stirring into venomous life all the malcontents in America. Making the world safe for democracy is easily advised, but to carry such much-to-be-wished-for consummation into effect is wholly another proposition—one that will, doubtless, engage the attention of statesmen for ages yet to come, not to be realized during the lifetime of any person living to-day.

The caldron of discontent started boiling within our borders even before the great war. With the Nation in the throes of a tremendous world conflict the anarchists under the disguise of socialism, unionism and I. W. W. broke loose and began to make Rome howl with their incendiary meetings.

Make the world safe for democracy? Yes, that will perhaps be well enough sometime, but at present we shall have our hands full making the good old United States safe for decent, law-abiding men and women. Old Timer.

Most photographers would have to shut up shop if people could see themselves as others see them.

COLEMAN (Brand)

Terpeneless LEMON

and Pure High Grade
VANILLA EXTRACTS

Made only by
FOOTE & JENKS
Jackson, Mich.

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

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



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

INDEPENDENT BAKING CO.
DAVENPORT, IOWA

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.

These Bright Spring Days



when customers are looking for something new to coax back worn-out appetites, tell them about

Mapleine

The Golden Flavor

It makes dainties daintier and imparts a delicious "mapley" taste to all sweets and desserts.

It is as essential on your shelves as lemon or vanilla. Order of your jobber or Louis Hiffer Co., 1205 Peoples Life Bldg., Chicago.

Crescent Mfg. Co.,
(M-407) Seattle, Wash.



Bel-Car-Mo Peanut Butter

The demand for this elegant
product is already created

8 oz. to
100 lb.
Tins

The "Bel-Car-Mo" advertising campaign reaches every corner of Western Michigan. Show your customers that your store can supply them.

Order from your Jobber

Money Saved by Buying Your

EGG TESTER

of

S. J. FISH & CO.,

Write for catalogue. Jackson, Mich.

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

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



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

Flies May Be Plentiful—Help Swat Them.

Written for the Tradesman.

Tradition is that after a comparatively mild winter, insect pests of all kinds are exceptionally active. Heavy snows and extreme cold are supposed to kill them off, or at least, the larger portion of them; while mild weather favors their survival in larger numbers.

The past winter has in most places been somewhat milder than usual, and as a result—if the old belief is correct—the common housefly should be more in evidence this year than for a long time. It is generally admitted, and serves to help corroborate the prevalent belief, that last summer, after a severe winter, flies were not so thick as usual.

If you have not put on a Swat the Fly display so far this season, now is a good time to do so. True, the fly pest does not reach its worst and most vexatious stages until far on into the summer; but in this connection the hardware dealer's slogan should be "Prevention is better than cure." It is better to sell fly screens and garbage cans than it is to sell fly poisons and fly swatters.

We can most of us remember when the fly was regarded in a rather lenient light. As children, that familiar story of "Will you walk into my parlor, said the spider to the fly" used to thrill us with terrific antipathy toward the spider. Now, we realize that the poor spider, in the callous pursuit of a livelihood, is a benefactor of mankind; and that the fly is a miniature Zeppelin loaded with microbes instead of bombs.

It will be worth while, in designing your "Swat the Fly" display and the incidental selling campaign, to have before you a few of the familiar scientific facts regarding this pest. For one thing, it pays to kill the first fly. Flies breed rapidly. A female fly lays 150 eggs in 10 days. According to the law of probabilities, 75 of these 150 new flies are females, each with the identical egg capacity and production in the same space of time. Figure it out, and you will find that in 40 days the one female fly has provided herself with 64,136,401 descendants. And she, herself, is still alive and reproductive. Thus it is that the few flies of April and May produce the many of August and September.

You can use these figures on a show card in your window. Use them as the justification for Swatting the Fly now—to-day—at once. A little bit of verse on a show-card might help to drive home the idea of Do It Now.

If you'd rather live than die

Roll up your sleeves and Swat the Fly.

Now, how can the hardware dealer contribute to this campaign? What has he to sell?

To begin with, prevention is better than cure. The one way to prevent flies from breeding is to wipe out their breeding places. Hence, the regulations in many cities demanding covered garbage cans. Flies breed in garbage. Garbage cans can be a feature of your display.

Cracks in walls, and rotten woodwork, also provide refuges for flies, and breeding places. They breed, too, in out of the way, neglected, dirty corners. Hence, the Swat the Fly campaign becomes a phase of the Clean Up and Paint Up Campaign. You can work in interior paints and floor finishes with a card explaining why they are there.

So, too, paint brushes and white-wash brushes dovetail into the campaign.

Good preventive work can also be done by the treatment of manure piles to kill the eggs and prevent the flies from breeding. Paris green in solution is stated to be good for this purpose, and kerosene, or kerosene with water, is also recommended. Both these are items in the hardware stock.

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

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



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

TANGLEFOOT

The Non-Poisonous Fly Destroyer

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

Sand Lime Brick

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

Brick is Everlasting

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

Signs of the Times Are Electric Signs

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

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

THE POWER CO.

Bell M 797

Citizens 4261

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.

Foster, Stevens & Co. Wholesale Hardware

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

Grand Rapids, Mich.

Next to preventing the flies from breeding, comes the matter of preventing them securing access to the house. For this purpose in the warm weather, good fly-tight screens are necessary. Now, while the windows and doors can still be kept closed, is the time for the prudent householder to see that his windows are all equipped with screens, and that his screen doors are fly-proof.

Every Swat the Fly display will naturally include screen wire, as well as screen doors and ready-made window screens. It is important to have the screens on before the first flies appear, as otherwise they will get into the house and breed there. Hence, the hardware dealer is justified in urging the early purchase of screen equipment of all kinds.

Finally, there are fly swatters, fly papers and fly pads. Many hardware dealers now handle the sticky fly papers and the poison pads, although usually people look for these articles in the drug stores. Fly swatters are always good sellers, and are probably the most effective form of fly exterminator. A lively boy can use his spare time to good advantage in wielding a fly swatter. Swat the first fly that appears in the house. Swat him at once. This should be one of the slogans of your window display.

In addition to fly swatters, there are several kinds of fly traps on the market, and these are also good sellers; although the cheap little swatter is probably the best seller of the lot.

It will be good policy for the hardware dealer to give these lines a display quite early in the season, in the accompanying show cards laying stress on the idea of prevention. Later, another display can be put on when the flies begin to get really busy. And, of course, at the height of the fly season, these lines will sell like hot-cakes—particularly the "cures." By that time, prevention will be too late.

One hardware dealer went to some trouble to contrive an effective window display, but it had the advantage that it drew the crowds. The center of attraction was a figure of a man with a swatter in one hand, the arm with the swatter being worked up and down by means of an attachment to a small motor placed above the window. To accentuate the idea, a

tin fly from the top counter was so placed that the swatter hit it every time. Across the top of the display, at the back, was spread a big banner with the words

"Swat the Fly—Get Your Equipment Here."

The background contained screen doors and windows, garbage cans, and other items essential to a Swat the Fly campaign.

Naturally, on the principle of "Physician, Heal thyself!" the hardware store should live up to the principles it preaches. Fortunately, flies are not so much attracted to the hardware store as they are to soda fountains and fruit stores. But it will be worth while to clean out and disinfect the dark corners, and to demonstrate the swatters you sell upon such flies as manage to get inside your screen doors.

The presence of flies in a store is a bad advertisement, even if the store does not handle edibles.

Victor Lauriston.

When the Customer Has a Grouch.

When a customer has a grouch, what then?

In the first place, listen. Don't talk. Pay attention to the grouch. Let the customer tell the whole story to the last word.

Let him find fault. Let him abuse your firm. Let him swear. Let him explode, if he insists upon it.

Let him get the grouch out of his system. Then—

In the second place, begin gently to put some pleasant ideas into him, to take the place of the grouch.

Appreciate his troubles; talk to him from his own point of view.

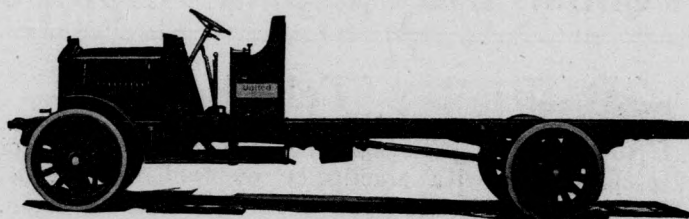
This will surprise him. He has come at you as an enemy and, presto!—you are transformed into sympathetic friends.

At once he begins to regret his bad temper. He makes some stumbling apologies—you have won him over.

Fine clothes do not make the woman, but they sometimes break the husband.

McCRA Y
SANITARY REFRIGERATORS
For All Purposes
Send for Catalog
McCRA Y REFRIGERATOR CO.
944 Lake St. Kendallville, Ind.

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

Who Likes Roast Beef?

Everybody! Yes, and every woman who tries Red Crown Fresh Roasted Beef is enthusiastic because it is just as tender, juicy and delicious as her butcher's beef; because it's a lot more economical; because it's ready-to-serve.

Red Crown Ready To Serve MEATS

are the highest quality meats, trimmed of skin and superfluous fat, cooked by our exclusive process in a vacuum right in the can. No parboiling—all the natural juices and flavor are kept right there in the can.

Read our roast beef advertisement in May Good Housekeeping. Link your store with our monthly full-page advertisements by a strong Red Crown display in your window and store.

If you do not sell Red Crown Meats, ask your jobber *now* for prices and samples.

ACME PACKING COMPANY
Chicago, U. S. A.



Food for the Nation

The grocers are the great distributors of the Nation's food. The Nation depends upon the efficiency and integrity of these distributors. During the war they made great sacrifices and stood for all sorts of regulation. They could not supply the normal demand for

Shredded Wheat

but all restrictions on its manufacture are now removed and you should have no difficulty in supplying the demand for this product. It is the same Shredded Wheat you have always sold—made of the whole wheat grain—clean, pure, wholesome, nutritious. National advertising is now being resumed on a large scale.

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



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

Gabby Gleanings From Grand Rapids.

Grand Rapids, May 6—The U. C. T. meeting for May was called to order Saturday afternoon at 1:30 with all officers present. The meeting was christened D. E. Keyes' day in honor of D. E. Keyes, the first full term Senior Counselor of No. 131. After the regular business and initiation of candidates, a pot luck feed under the management of Chef Borden and his assistants was spread before the hungry mass and full justice was done the bountiful feed. Following the supper a programme was carried out under the management of O. T. Heinzelman, the entertainer De Luxe of 131. The programme was started off by Private De Kraker, who has just returned from France, having seen service with the railway artillery on the various fronts. He told his experiences in his own way and made a big impression on his audience. He represented one of the seventeen stars on our service flag. Following the address by Private De Kraker, Lora and Dorothy Wells presided at the piano in a duet, which brought words of applause. Little Helen McLaughlin gave a solo dance with Mrs. R. A. Waite presiding at the piano. John D. Martin, toastmaster, introduced Secretary A. F. Rockwell, who presented Mr. Keyes with a gold emblem of the order, a gift from 131 to show their appreciation and love for a member who has been a faithful worker for the order. Mr. Keyes responded with a nice talk, interlined with good sound advice to the younger members of the order. These words were appreciated by the younger brothers, as Mr. Keyes, or Ed., as he is known to many of the boys, is in his 70th year and has traveled the trails for forty-five years. He knows and we appreciate him. The next number was a reading by Mrs. R. E. Aylworth, followed by Miss Maurice Joslyn in a selection of vocal solos. Pep songs were sung by the bunch throughout the programme, with Mrs. R. A. Waite at the piano and "Ottie" Heinzelman directing. To complete the stage programme, Chef Borden's nationality was questioned and he gave an Italian story about his coo zin Sylves. We are voting for him. No U. C. T. programme is complete without a little informal dance, so the floor was cleared and old and young did the light fantastic. Those who did not attend will be the regretful ones and all who attended were happy and glad that old 131 is still up and doing.

Listen, we are going to let you all in on this: The manager of the ball team happened to overhear the conversation that Mr. Wilcox was holding with some of his brother travel-

ers Saturday night after the big feed and he was informing them the way he used to get in the circus, down in his old home town by carrying water to the elephants. It has been put to a vote, seconded and carried, that Wilcox be elected official water boy for the coming ball season. No doubt the good Quaker coffee Chef Borden made, started Mr. Wilcox on this rampage.

The big packers held a convention at the yards Saturday and we are informed Charley Perkins was called in to Chicago to pass out some information in regard to the soap business. We hope Mr. Perkins will not have to eat at the White Kitchen after this trip.

Perry Larabee, while out driving in his big new Studebaker last Sunday, was going out the Division road about 89 miles per hour. Hearing a commotion he thought he had lost his tool box. After going back the road some steen miles, he found Clyde Hart coming along in his new ford. This, no doubt, was the big noise. Some gas wagons, these 131 boys are getting.

Ed. Wykkel, our popular tea and coffee salesman, is having his troubles trying to control the eccentricities of a perfectly new and docile gas buggy. Ed. is a persevering cuss and we have no doubt but what the horseless vehicle will soon be eating out of Eddie's tender hands. Luck to you, Ed., as we sympathize with your patience.

A reminder: The Grand Council meeting will be held at Kalamazoo June 6 and 7 with a big dance on the night of June 6 and entertainments for the ladies during the two days. Those who contemplate going please notify Jim Bolen, who is chairman of the hotel, transportation and parade committee, as he wants to know in time to make reservations at the hotels. Let's all go and show 'em 131 is a regular bunch of fellows. Jim's phone number is Citiz. 35389.

GOODRICH BOATS

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

FROM CHICAGO — Tuesday, Thursday and Saturday Nights and Monday 10 a. m.

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.

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

Bell Phone 596 Citiz. Phone 61366

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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

CODY HOTEL



IN THE HEART OF THE CITY
 Division and Fulton

RATES { \$1.00 without bath
 { \$1.50 up with bath

CODY CAFETERIA IN CONNECTION

New Hotel Mertens

GRAND RAPIDS

Union Station

ROOMS
 WITHOUT BATH \$1.00
 WITH BATH (shower or tub) \$1.50
MEALS 60 CENTS



75 Steps East

Fire Proof

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

Did you ever try landing in the lap of time? Eh?

Hear ye! Hear ye! Bill Sawyer off of church for life. While attending services one night last week some big cop had the audacity to pin a white card on Bill's car. Bill went down and said, "Good morning judge." We do not know how big the fine was and Bill's not telling. The cop informs us if he had seen the size of our Bill he would never have taken the chance.

A big minstrel show composed of members of No. 131 will be pulled off in October. Look out, talent, as A. W. Borden, Ot Heinzelman and L. E. Stranahan are on your trail.

Holmquist Bros. have opened a new grocery store at Cadillac. E. A. Crandell, of the Worden Grocery Company, sold them their stock.

Here's a good one on our worthy Senior Counselor, L. V. Pilkington. Trying to save expense, he took his ford to his room the other night and the blamed thing kicked on it, very near putting him out of commission. Now the ladies know why L. V. was not there with the bear hug in the fox trot.

Senior Counselor L. V. Pilkington has appointed the writer as manager of the U. C. T. ball team to go to Kalamazoo June 6 and 7. Those who are interested please get in touch with the writer Citizens phone 32240. We want ball players.

A meeting of the U. C. T.'s is called for Saturday, May 31, at 7:30 sharp. Every one should be on hand who can, as important matters regarding the Grand Council meeting will be brought up. Don't forget the date, Saturday evening, 7:30, May 31.

We want ball players. Mrs. Harvey Gish is on a short business trip to Pioneer, Ohio.

Just as soon as we can get the Grand Rapids band together they are to lead the committee which has been appointed to present Floyd Thompson with the blue ribbon as champion egg dodger of No. 131 and I dare say we are not taking in too much territory when we say the State. Mrs. Thompson knows something about this little stunt.

John Hach, Jr., Southern Michigan and Northern Ohio representative for the shoe manufacturing house of the Val. Duttonhofer Sons Co., Cincinnati, Ohio, was in Grand Rapids one day last week. He was mourning over the defeat of the amendment to the Henry law, which he says was accomplished by Boyd Pantlind, working in unison with Representative Geo. Welsh.

Frank T. Quinn, formerly engaged in the stationery business here, later Secretary of the Board of Trade of St. Joseph, is now Secretary of the Board of Trade of York, Penn. Frank is a hustler from Hustlerville and will furnish the staid old Pennsylvania city an inspiring example of Western push, pep and progressiveness.

Thomas B. Carlisle (Worden Grocery Company) has purchased the handsome residence property at the Northwest corner of Paris avenue and Logan street and has already taken immediate possession. Mr. Carlisle is an energetic and hard-working young business man who is achieving success early in life. His new home is in that locality of the city designated as the "home of the idle rich." It is reported that someone asked him the other day how far he resided from ex-Senator William Alden Smith and that he replied: "Smith, oh, yes. He lives just back of me."

Smith & Lake, the Petoskey grocers, are off on a month's trip to Washington and New York via automobile. They are accompanied by their wives.

Only twelve Grand Rapids grocers have joined the Retail Grocers and Merchants' Association of Michigan since the membership was changed

from a per capita to an individual basis. There ought to be 300 members in this city, especially as the next annual meeting will be held in this city next February.

Edward Telfer, founder of the Telfer Coffee Co., Detroit, has sold his stock in the corporation to his sons and will retire from business altogether. He will be succeeded as President by Eugene Telfer, who has heretofore served the company as Secretary and Treasurer. The new President has been identified with the business from the time it was established and knows all the ins and outs of the coffee game.

Ladd J. Lewis, President of the Adrian Knitting Co., proposes to be in Grand Rapids Oct. 11, which will be the fiftieth anniversary of his landing in the Second city. He is coming to note the changes which half a century has wrought. Mr. Lewis was first associated with the late Henry S. Smith in the manufacture of saleratus and agricultural implements. He later formed a copartnership with A. D. Plumb and engaged in the manufacture of carpet sweepers under the style of the Plumb & Lewis Manufacturing Co. The business developed rapidly, but was finally absorbed by the Bissell Carpet Sweeper Co. Mr. Lewis was a member of the Board of Education for many years and was President of that organization during the crucial period in the educational history of this city.

Thomas B. Ford, who has been connected with Y. M. C. A. work in France and this country for the past year, has doffed his war clothes and gone on the road for a patent roofing house in Cleveland. Tom is a hustler and is doing well in his new position.

A widower who was married recently for the third time, and whose bride had been married once before, wrote across the bottom of the wedding invitations: "Be sure and come; this is no amateur performance."

It is quite natural that the trade paper should endeavor to be constructive, to do its part in the promotion of community welfare; but how this can be done most effectively and most successfully is a problem. It must be remembered that no publication can hope to live on this earth if it fails to interest its subscribers; and trade papers throughout the country have had a remarkable growth in recent years because they have not only interested their subscribers, but have rendered them a special service not to be obtained elsewhere. The trade papers of to-day are highly specialized—they seek not only to cover the news of their line, but they tell their subscribers the how and the wherefore of their own business.

The last year and a half has been notably a sellers' market in practically all lines, and, in the jargon of the trade, it has been the buyers' turn to buy. In reality, while the keys and the freedom of the city have not been turned over to the salesman, yet he has received fairer treatment in this period than he can remember as ever having been his lot before. He has even been able to go "right up to the boss," show his samples, and make his sale instead of having to sneak up the back stairs, answer the questions of an innumerable host of supernumeraries, and turn sadly on his heel when that same "boss" sent word, or purported to send word, from some inner sanctum to the effect that he "was busy with a customer." Of course, there are plenty of lines where the salesman is treated with all due courtesy, where days are scheduled for his coming and he is always seen and his samples politely examined. Notably the retail buyers have improved their methods in the last few years, under pressure from the heads of departments who had the fact impressed on them that they were missing some good things

in the market because of the Prussian-like methods of their buying staffs.

L. E. Stranahan.

Changes at Foster, Stevens & Co.

W. E. Beason, who for more than twenty years has been manager of Foster, Stevens & Co.'s sporting goods department has been obliged to resign his position on account of ill health, and expects soon to leave for Montana and the West.

Henry Tepper, who for more than fifteen years has been connected with Foster, Stevens & Co.'s sporting goods department, has been appointed manager of same to succeed Mr. Beason, who was obliged to give it up on account of ill health.

Ora A. Gibson, who for several years was in Foster, Stevens & Co.'s retail hardware department, and who later went to Central Lake to engage in business for himself, has sold out and returned to Grand Rapids and accepted a position in their sporting goods department.

Lawrence Pettengill, who was with the Bump & McCabe Hardware Co., of Petoskey, and later with the Page Hardware Co., of Grand Rapids, has taken a position in Foster, Stevens & Co.'s retail hardware department.

"Your reference to the early day merchants of Lowell in the last Tradesman," remarked Richard J. Prendergast, "reminded me of my first visit to Lowell in the capacity of traveling salesman while in the employ of the late John Caulfield, who was then engaged in the wholesale grocery business at the corner of Canal and Erie streets. Whenever one of our regular salesmen was ill, Mr. Caulfield was in the habit of sending me out to cover the territory. This is how I happened to go to Lowell. We had done business with Charley McCarty for years and I was confident I would secure a good order from him, so I made my first call at his store. He was as bland and effusive as I could ask. He showed me over his store and took me through his bean warehouse and his produce department, pointing out features I might be inclined to overlook. The first thing I knew I was dismissed at the front door, without the order I had expected to receive. My next call was on John Giles, who welcomed me with the quiet dignity characteristic of the man, gave me an order for twenty-five barrels of sugar and a long list of other articles he had on his want book and then took me back to his office and gave me the finest talk I ever received in my life. The words of encouragement and advice he gave me are as clear to me to-day as they were thirty-five years ago. That talk and that order gave me a new vision and I went back to McCarty with a soul full of determination. I went out of the store a second time with a long order in my side pocket and I have never ceased to think that the generous act of John Giles was the turning point in my career. He was a wonderful man and his memory is worthy of the hearty tribute you paid him as a man and a merchant."

Plea For Greater Unity of Action.

Kalamazoo, May 6—"Meeting up" with two of our nobly-made U. C. T. brothers, they both expressed themselves as thoroughly pleased with the "work," as given by No. 156, as well as being thoroughly in accord with the ritualistic work and especially with the obligation. It would seem that the commercial travelers as a whole are treading paths along higher planes than ever before and certainly the United Commercial Travelers are proving a wonderful help and safeguard to many, as well as being a strictly first-class financial investment. What a power for good and what a wonderful drawing magnet this splendid organization is? How much greater it might be if every one of us would clasp hands in our purpose to attain yet greater and grander things? Let every U. C. T. bethink himself of how he can help. The ways are many. A kindly word for the order, a thoughtful suggestion, a kindness shown, the warm hand grasp and the genial smile. The year for the Grand Council of the State is about to close. Draw near, stand close, stand firmly at the shoulder of these generous and hard working officers who have guided our fraternal craft so successfully during the year just past. Let the setting sun's last rays silhouette us together against a background of good deeds—kindness in word and deed to our fellow man—betterments for each of us and reflect a year spent in unselfish work, for our order and its individual numbers.

The "get together" at Kalamazoo this June promises to be not only the most enjoyable but most helpful and instructive of any like meeting we have ever held in Michigan.

We hope 1,000 members will be present. The invitations will be out May 10.

John D. Clement.

New Voice Discovered at Saginaw.

Saginaw, May 6—No doubt the friends of L. M. Steward, the popular salesman for the D. A. Bentley Co., also correspondent for the Michigan Tradesman, will be glad to learn of his sudden springing into prominence as a singer. Being asked to sing before a small but appreciative audience in Elkton last week, it developed that he has a voice which shows careful training and very wide range. It is to be hoped that the entertainment committee of Saginaw Council will get in touch with Mr. Steward and make arrangements for him to sing at our next regular entertainment.

Canners Not Happy.

Private letters from State canners complain of delay in starting the planting season for such crops as peas and spinach, by the long continued rains which have soaked the ground, making it unworkable. It is feared that the spinach pack will be curtailed, and that the output of fancy peas will suffer on account of the delay, as it will force the maturing season into hot weather.

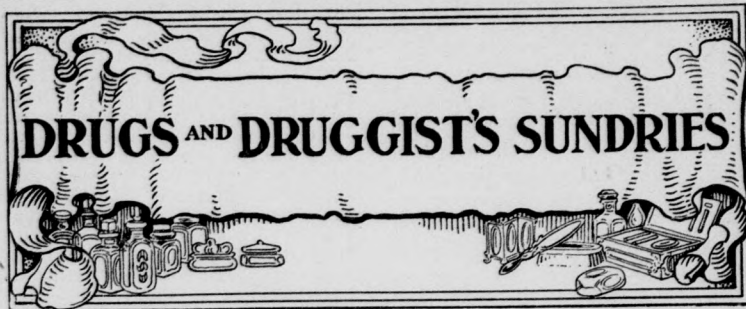
Caplon & Morgan have engaged in the grocery business at Glendora. The National Grocer Co. furnishing the stock.



Vogt's Rebuilt Cash Registers

Get our prices. All makes and styles. Hundreds of satisfied customers brought to us through Michigan Tradesman. Ask for information.

J. C. VOGT SALES CO.
Saginaw, Mich.



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

Drug Stores in Transition.

Drug stores are gradually being transformed into cafeterias, toilet-article emporiums, fountain pen and stationery dispensaries, cigar stands, soda fountains, etc. cetera. Liver pills and pain killers are occupying less and less space on the shelves. The old time apothecary shop that looked like a rogue's gallery, with its formidable array of photographed medical quacks on the dollar boxes of the famous "cure-alls," is now a thing of picturesque memory. The mortar and pestle that used to advertise magic compounds for the alleviation of human ills has been pulled down from its swinging eminence above the front door. Except in certain sections of the country drug stores would have to go out of business if they depended wholly upon their incomes from the sale of patent medicines.

Reputable newspapers no longer accept alluring advertisements of master remedies and patent compounds with their extravagant claims and spurious testimonials. Postal laws have also eliminated to a large extent the circulation of advertising hand-books and almanacs of the once familiar type with their lurid accounts of miraculous cures and instantaneous reliefs. More stringent regulations are needed to protect a highly susceptible public against wholesale fraud and deception.

Most of the southern states are extremely lax in their regulation of this evil. The patent medicine business flourishes there to an extent unknown in the North. In one issue of a prominent Nashville daily the writer clipped thirty-three of the rankest possible medicine advertisements. Imagine the effect of these nefarious appeals upon the crude, superstitious minds of ignorant colored people and the less intelligent whites. It is to be hoped that in time public opinion will force the issue and put an end to the wretched business.

Did you ever visit a typical negro drug store in the South? If you have you will never forget that curious array of motley colored bottles displayed on the rickety, dust-covered shelves of a tiny room on one of the side streets in the negro section. No other apothecary shop in all the world is quite like this. Here is individuality of a distinctly novel sort. We might call it a symphony in colors, without any punning allusion to

the light and dark hued gentry drawn to this medical rendezvous by an implicit faith in the curative properties of its wierd preparations. The color we have in mind is on the shelves in the zigzag row of oddly assorted bottles, each filled with a different colored liquid according to the nature of the disease it is meant to cure. Scarlets, deep blues, and pinks usually predominate amid a rainbow setting of more neutral tints.

A glance at the labels tells a story of ignorant credulity difficult to match in the annals of chicanery. Here is a cure for snake bite, there an infallible remedy for rheumatism, ague chills, worms and other maladies too gruesome to mention. The maximum price for health and long life at this pharmaceutical joint is 50 cents. Temporary relief from the most distressing physical disorder may be had for the small sum of two-bits.

The Robin's Song.

Written for the Tradesman.
 When adawn the eastern sky
 Ere the shades of night do die
 Early through my window pane
 Often prophesying rain
 Comes the robin's song.

More than bird I know thou art!
 Thou revealest there a heart
 Overflowing with its joy
 Seeking sadness to destroy
 With your robin-song.

Dreams dispelling from my bed
 I enjoy your note instead
 And the livelong day you cheer
 If on waking there I hear
 Then the robin-song.

Thus in spring you sing to me
 Yonder from your nesting tree
 More than bird! Thou surely art
 Wing-ed joy! Thou playedst the part
 At daybreak with your song!
 Charles A. Heath.

The Store of 10,000 Items.

In these queer days, when the druggist sells package handkerchiefs, the book store trades in seeds and garden tools and the hardwareman stocks razors and shaving soaps, the poor public is somewhat perplexed as to which way to turn.

A Kentucky pharmacy, recognizing the shifting boundary lines, recently ran an advertisement listing odd kinds of merchandise he sold, such as collar buttons, fishing tackle, flashlights, garters, etc. Needless to say, the sales of such articles picked up considerably.

An optimist has been defined as a man who goes into a restaurant without a cent in his pocket and orders up a plate of oysters, expecting to pay for the meal with the pearl he hopes to find in the oyster. Most eating-house proprietors would be content to lose a plate of succulent bi-valves for the tonic effect of meeting a man of such sublime faith. Just in passing it may be observed that in the mind of the average hotel or restaurant waiter a pessimist is one who orders a plate of oysters, finds a pearl, and kicks because the coffee is cold.

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

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.

Biggest Profit in Staples

The successful grocer knows this—that's why he keeps stocked up on Fels-Naptha Soap—has kept stocked up on this fast-selling staple for years.

FELS-NAPHTHA SOAP

is the housewife's first choice because she knows that with Fels-Naptha Soap she does not have to boil the clothes unless she really wants to. She uses Fels-Naptha continuously as little rubbing is required. The known usefulness of Fels-Naptha means repeat orders to the dealer.

Stock up on FELS-NAPHTHA at once.

Fels &
Co.

Philadelphia,
Pa.



Fieglers

Chocolates

Package Goods of
Paramount Quality
and
Artistic Design

Arctic

QUALITY

ICE CREAM

MADE IN GRAND RAPIDS

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

1919

Guarantee Iceless Soda Fountains

Wilmarth Show Cases and
Store Fixtures

Fountain Supplies of Every Nature

We are taking this last opportunity to remind the trade that it is not too late to make the purchase of that new fountain, or those new show cases, prescription cases, or store fixtures. However, any who may have such inclinations or desires would do well to put them into execution in the near future before the demand for such commodities too far exceeds the supply.

Do not forget that there is every indication of the biggest soda fountain trade that this section of the country has ever seen for this COMING SEASON. It is only fair to yourself to get in touch with our Mr. A. W. Olds at once, and to let him put you in line to take advantage of this unprecedented trade for the 1919-1920 season.

Hazeltine & Perkins Drug Co.
Grand Rapids, Michigan

WHOLESALE DRUG PRICE CURRENT

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

Acids		Cotton Seed 2 05@2 20	Capsicum @1 95
Boric (Powd.) .. 18@ 25		Eigerson 6 50@6 75	Cardamon @1 50
Boric (Xtal) 18@ 25		Cubebs 11 50@11 75	Cardamon, Comp. @1 35
Carbolic 21@ 25		Eigerson 7 50@7 75	Catechu @1 50
Citric 1 35@1 45		Eucalyptus 1 25@1 35	Cinchona @1 80
Muriatic 3 1/4@ 5		Hemlock, pure 2 00@2 25	Colchicum @2 40
Nitric 10@ 15		Juniper Berries 16 00@16 25	Cubebs @2 60
Oxalic 53@ 60		Juniper Wood .. 3 00@3 25	Digitalis @1 60
Sulphuric 3 1/4@ 5		Lard, extra 1 50@1 70	Gentian @1 20
Tartaric 1 12@1 20		Lard, No. 1 1 30@1 50	Ginger @1 60
Ammonia		Lavender, Flow. 9 00@9 25	Guaiac @2 65
Water, 26 deg. ... 10@ 20		Lavender, Gar'n 1 50@1 75	Guaiac, Ammon. @2 40
Water, 18 deg. ... 9 1/2@ 18		Lemon 2 25@2 50	Iodine @1 50
Water, 14 deg. ... 9@ 17		Linseed, boiled, bbl. @1 75	Iodine, Colorless @2 00
Carbonate 19@ 25		Linseed, bld less 1 85@1 90	Iron, clo. @1 45
Chloride (Gran.) 17 1/2@ 25		Linseed, raw, bbl. @1 75	Kino @1 35
Balsams		Linseed, raw less 1 83@1 90	Myrrh @2 25
Copaiba 1 20@1 40		Mustard, true, oz. @2 95	Nux Vomica @1 35
Fir (Canada) .. 1 75@2 00		Mustard, artifil. oz. @1 60	Opium @8 00
Fir (Oregon) 50@ 75		Neatsfoot 1 30@1 50	Opium, Camph. @1 50
Peru 4 75@5 00		Olive, pure 4 00@7 50	Opium, Deodor'd @8 00
Tolu 2 00@2 25		Olive, Malaga, yellow 3 75@4 00	Rhubarb @1 80
Barks		Olive, Malaga, green 3 75@4 00	Paints
Cassia (ordinary) 40@ 45		Orange, Sweet .. 4 00@4 25	Lead, red dry 13@13 1/2
Cassia (Saigon) 90@1 00		Origanum, pure @2 50	Lead, white dry 13@13 1/2
Sassafras (pow. 50c) @ 45		Origanum, com'l @ 75	Lead, white oil .. 13@13 1/2
Soap Cut (powd.) 35c 26@ 80		Pennyroyal 2 50@2 75	Ochre, yellow bbl. @ 1 1/2
Berries		Peppermint .. 12 00@12 20	Ochre, yellow less 2 @ 5
Cubeb 1 75@1 80		Rose, pure 38 00@40 00	Putty 4 1/2@ 7
Flsh 1 00		Rosemary Flows 2 00@2 25	Red Venet'n Amer. 2@ 5
Juniper 10@ 18		Sandalwood, E. l. 18 50@18 75	Red Venet'n, Eng 2 1/2@ 5
Prickley Ash @ 30		Sassafras, true 3 50@3 75	Vermilion, Amer. 25@ 30
Extracts		Sassafras, artifil 90@1 20	Whiting, bbl. @ 2 1/2
Licorice 60@ 65		Sperm 12 00@12 25	Whiting, bbl. 3 1/2@ 5
Licorice powd. .. 1 25@1 50		Tansy 5 50@5 75	L. H. P. Prep. 3 00@3 25
Flowers		Tar, USP 45@ 60	Miscellaneous
Arnica 1 20@1 25		Turpentine, bbls. @ 88	Acetanilid 65@ 75
Chamomile (Ger.) 70@ 80		Turpentine, less 93@1 00	Alum 17@ 20
Chamomile Rom. 1 50@1 60		Wintergreen, tr. 800@8 25	Alum, powdered and ground 18@ 21
Gums		Wintergreen, sweet birch 7 00@7 25	Bismuth, Subnitrate 4 00@4 10
Acacia, 1st 65@ 70		Wintergreen, art 90@1 20	Borax xtal or powdered 10@ 15
Acacia, 2nd 55@ 60		Wormseed 6 50@6 75	Cantharides po 2 00@6 50
Acacia, Sorts 35@ 40		Wormwood 7 50@7 75	Calomel 2 20@2 30
Acacia, powdered 45@ 50		Potassium	Capsicum 38@ 45
Aloes (Barb. Pow) 30@ 40		Bicarbonate 70@ 75	Carmine 6 50@7 00
Aloes (Cape Pow.) 30@ 35		Bichromate 52@ 60	Cassia Buds 50@ 60
Aloes (Soc Pow) 1 30@1 35		Bromide 70@ 75	Cloves 57@ 65
Asafoetida @ 6 50		Carbonate 1 00@1 10	Chalk Prepared .. 12@ 15
Pow. @ 6 75		Chlorate, gran'l 70@ 75	Chalk Precipitated 12@ 15
Camphor 3 20@3 30		Chlorate, xtal or powd. 45@ 50	Chloroform 53@ 60
Guaiac @ 2 15		Cyanide 32 1/2@ 50	Chloral Hydrate 1 80@2 00
Kino @ 85		Iodide 4 29@4 36	Cocaine 12 30@12 85
Kino, powdered .. @1 00		Manganate .. 1 50@1 75	Cocoa Butter 65@ 75
Myrrh @1 40		Prussiate, yellow 1 20@1 30	Corks, list, less 40% @ 2 1/2
Myrrh, Pow. @1 50		Prussiate, red .. 2 00@2 50	Copperas, bbls. @ 2 1/2
Opium 25 50@26 00		Sulphate @ 85	Copperas, less .. 3 1/4@ 8
Opium, powd. 27 00@28 00		Roots	Copperas, powd. 4 1/2@ 10
Opium, gran. 27 00@28 00		Alkanet 4 50@4 75	Corrosive Sublim 2 00@2 10
Shellac 65@ 75		Blood, powdered 1 10@1 20	Cream Tartar 65@ 75
Shellac, Bleached 75@ 85		Calamus 60@2 50	Cuttlebone 95@ 1 00
Tragacanth 4 25@4 50		Elecampane, pwd. 22@ 25	Dextrose 8@ 15
Tragacanth powder @4 00		Gentian, powd. 25@ 30	Dover's Powder 5 75@6 00
Turpentine 15@ 25		Ginger, African, powdered 25@ 30	Emery, All Nos. 10@ 15
Insecticides		Ginger, Jamaica, powdered 32@ 35	Emery, Powdered 8@ 10
Arsenic 15@ 20		Ginger, Jamaica, powdered 32@ 35	Epsom Salts, bbls. @ 3 1/2
Blue Vitriol, bbl. @09 1/2		Golden seal, pow. 8 00@8 20	Epsom Salts, less 5@ 10
Blue Vitriol, less 10 1/4@15		Ipecac, powd. .. 5 00@5 50	Ergot @4 00
Bordeaux Mix Dry 23@ 38		Licorice, powd. 40@ 50	Ergot, powdered @4 00
Hellebore, White powdered 38@ 45		Licorice, powd. 40@ 50	Flake White 15@ 20
Insect Powder 45@ 70		Orris, powdered 40@ 45	Formaldehyde, lb. 27@ 30
Lead, Arsenate Po 32@ 48		Poke, powdered 20@ 25	Gelatine 1 75@1 90
Lime and Sulphur Solution, gal. .. 20@ 35		Rhubarb @1 85	Glassware, full case 58%
Paris Green 46@ 52		Rhubarb, powd. 2 00@2 25	Glassware, less 50%
Ice Cream		Rosinweed, powd. 25@ 30	Glauber Salts, bbl. @ 3
Piper Ice Cream Co., Kalamazoo		Sarsaparilla, Hond. ground 1 25@1 40	Glauber Salts less 4@ 8
Bulk, Vanilla 1 00		Sarsaparilla Mexican, ground 75@ 80	Glue, Brown 25@ 35
Bulk, Chocolate 1 10		Squills 35@ 40	Glue, Brown Grd. 20@ 30
Bulk, Caramel 1 10		Squills, powdered 45@ 65	Glue, White 30@ 35
Bulk, Grape-Nut 1 10		Tumeric, powd. 25@ 30	Glue, White Grd. 30@ 35
Bulk, Strawberry 1 20		Valerian, powd. .. @2 00	Glycerine 24@ 38
Bulk, Tutti Frutti .. 1 20		Seeds	Hops 65@ 75
Brick, Vanilla 1 20		Anise 42@ 45	Iodoform 5 50@5 90
Brick, Chocolate 1 60		Anise, powdered 47@ 50	Iodoform 5 50@5 90
Brick, Caramel 1 60		Bird, ls 13@ 19	Lead, Acetate @ 25
Brick, Strawberry 1 60		Canary 28@ 35	Lycopodium 2 1/2@ 2 25
Brick, Tutti Frutti .. 1 60		Caraway, Po. 80 70@ 75	Mace 35@ 40
Brick any combination 1 60		Cardamon 1 80@2 00	Mace, powdered 95@1 00
Leaves		Celery, powd. 1 00@1 00	Menthol 8 00@8 20
Buchu @3 00		Coriander powd. 30 22 1/2@25	Morphine 14 30@15 00
Buchu, powdered @3 25		Dill 30@ 35	Nux Vomica @ 30
Sage, bulk 67@ 70		Fennel 1 00@1 20	Nux Vomica, pow. 25@ 35
Sage, 1/4 loose 72@ 78		Flax 10@ 15	Pepper black pow. 53@ 55
Sage, powdered .. 55@ 60		Flax, ground 10@ 15	Pepper, white @ 50
Senna, Alex 1 40@1 50		Foenugreek pow. 22@ 30	Pitch, Burgundy .. @ 15
Senna, Tinn. 30@ 35		Hemp 11 1/4@ 15	Quassia 12@ 15
Senna, Tinn. pow. 35@ 40		Lobelia 70@ 75	Quinine 1 09@1 59
Uva Ursi 25@ 30		Mustard, yellow .. 45@ 50	Rochelle Salts 55@ 60
Oils		Mustard, black .. 30@ 35	Saccharine @ 56
Almonds, Bitter, true 18 50@18 75		Poppy @1 00	Salt Peter 30@ 40
Almonds, Bitter, artificial 7 00@7 20		Quince 1 50@1 75	Seidlitz Mixture .. 43@ 50
Almonds, Sweet, true 3 50@3 75		Rape 15@ 20	Soap, green 20@ 30
Almonds, Sweet, imitation 75@1 00		Sabadilla @ 35	Soap mott castile 22 1/2@ 25
Amber, crude 4 00@4 25		Sabadilla, powd. 30@ 35	Soap, white castile case @25 00
Amber, rectified 5 50@5 75		Sunflower 22@ 30	Soap, white castile less, per bar. @2 65
Anise 2 50@2 75		Worm American .. @ 25	Soda Ash 4 1/2@ 10
Bergamont 9 50@9 75		Worm Levant .. 1 65@1 75	Soda Bicarbonate 3 1/4@ 10
Cajeput 1 75@2 00		Tinctures	Soda, Sal 1@ 5
Cassia 4 50@4 75		Aconite @1 70	Spirits Camphor ... @2 00
Castor 2 60@2 80		Aloes @1 20	Sulphur, roll 4 1/4@ 10
Cedar Leaf 1 75@2 00		Arnica @1 50	Sulphur, Subl. 4 1/4@ 10
Citronella 90@1 20		Asafoetida @3 90	Tamarinds 25@ 30
Cloves 3 00@3 25		Belladonna @1 40	Tartar Emetic 1 03@1 10
Cococnut 40@ 60		Benzoin @1 80	Turpentine, Ven. 50@6 00
Cod Liver 5 60@5 75		Benzoin Compo'd @3 00	Vanilla Ex. pure 1 50@2 00
Croton 2 00@2 25		Buchu @2 70	Witch Hazel 1 35@1 75
		Cantharides @2 90	Zinc Sulphate 10@ 15

GROCERY PRICE CURRENT

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

ADVANCED

Cheese.
Mazola.
Rolled Oats.
Some Soaps.

DECLINED

Green Peas.
Split Peas.
Canary Seed.

AMMONIA
Arctic Brand
12 oz. 16c, 2 doz. box 2 80
16 oz. 25c, 1 doz. box 1 75
32 oz., 40c, 1 doz. box 2 85

AXLE GREASE
Mica, 25 lb. pail 1 60

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

BATH BRICK
English 95

BLUING
Jennings'
Condensed Pearl Bluing
Small, 3 doz. box 2 55
Large, 2 doz. box 2 70

BREAKFAST FOODS
Cracked Wheat, 24-2 4 60
Cream of Wheat 7 50
Pillsbury's Best Cer'l 2 50
Quaker Puffed Rice 4 35
Quaker Puffed Wheat 4 35
Quaker Brkfst Biscuit 1 90
Quaker Corn Flakes 2 80
Ralston Purina 4 00
Ralston Branios 2 20
Ralston Food, large 3 30
Ralston Food, small 2 30
Saxon Wheat Food 4 80
Shred Wheat Biscuit 4 50
Triscuit, 18 2 25
Kellogg's Brands
Toasted Corn Flakes 4 20
Individual 2 00
Krumbles 4 20
Krumbles, Indv. 2 00
Biscuit 2 00
Drinket 2 60
Peanut Butter 3 65
Bean 3 60

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

BRUSHES
Solid Back, 8 in. 1 50
Solid Back, 11 in. 1 75
Pointed Ends 1 25

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

Shoe
No. 1 1 00
No. 2 1 30
No. 3 1 70
No. 4 1 90

BUTTER COLOR
Dandelion, 25c size 2 00

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

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

Blackberries
2 lb. 12 50
Standard No. 10 12 50

Beans
Baked 1 25@2 25
Red Kidney 1 25@1 25
String 1 00@1 50
Wax 1 80@1 50

Blueberries
Standard 1 00
No. 10 11 50

Clams
Little Neck, 1 lb. 1 00

Clam Bouillon
Burnham's 1/4 pt. 2 25
Burnham's pts. 2 75
Burnham's qts. 7 50

Corn
Fair 1 85
Good 2 15
Fancy 2 30

Hominy
Standard 1 25

Lobster
1/4 lb. 2 10
3/4 lb. 3 25
Picnic Flat 3 75

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

Mushrooms
Buttons, 1/2s 30
Buttons, 1s 50
Hotels, 1s 44

Plums
Plums 2 50@3 00
Pears in Syrup
No. 3 can pe rdx. 2 25@3 75

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

Peaches
Pie 1 00
No. 10 size can pie 6 00

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

Pumpkin
Good 1 30
Fancy 1 65
No. 10 4 50

Raspberries
No. 2, Black Syrup 3 00
No. 10, Black 12 50
No. 2, Red Preserved 14 00
No. 10, Red, Water 14 00

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

Sardines
Domestic 1/4s 6 75
Domestic, 1/2 Mustard 6 50
Domestic, 1/2 Mustard 6 80
Norwegian, 1/4s 15@18
Portuguese, 1/4s 30@35

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

Shrimps
Dunbar, 1s doz. 1 80
Dunbar, 1 1/2s doz. 3 40

Strawberries
Standard 2 50
Fancy 2 90

Tomatoes
No. 2 1 45
No. 3 1 80
No. 10 6 75

CATSUP
Van Camp's, 1/4 pints 1 80
Van Camp's pints 2 70

CHEESE
Peerless 37
Brick 33
Laiden 30
Limburger 30
Pineapple 40
Madam 30
Sap Sago 30
Swiss, Domestic 30

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

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

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

National Grocer Co. Brands
Antonella Cigars, 50
foil 37 50
Antonella Cigars, 100
foil 37 50
Antonella Cigars, 25
tins 37 50
El Rajah, Diplomati-
cas, 100s 7 00
El Rajah, corona, 50
per 100 7 75
El Rajah, Epicure, 50
per 100 74 00
El Rajah, Epicure, 25,
per 100 8 30
El Rajah, Ark, 50,
per 100 7 30
El Rajah, President,
50, per 100 10 00
Gdin, Monarch, 50,
wood, per 100 5 00
Odin, Monarch, 25 tin 5 00
Mungo Park, 2500 lots 67 20
Mungo Park, 1000 lots 68 87
Mungo Park, 500 lots 70 56
Mungo Park, less than
500 73 00
Mungo Park, 25 wood 73 00

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

Worden Grocer Co. Brands
Boston Straight 45 00
Trans Michigan 45 00
Court Royal 50 00
Hemmett's Cham-
pion 48 00
Iroquois 47 00
Qualex 48 00
La Qualatencia 73 00
Worden's Hand Made 37 50
B. L. 45 00
Royal Major 47 00
La Valla Rosa 38 00
La Valla Rosa, Kids 49 00
Valla Grande 49 00
Kuppenheimer, No. 2 45 00
First National 33 00

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

COCOA
Baker's 39
Bunte, 10c size 38
Bunte, 1/4 lb. 2 20
Bunte, 1 lb. 4 00
Cleveland 41
Colonial, 1/4s 35
Colonial, 1/2s 33
Epps 42
Hershey's 1/4s 32
Hershey's 1/2s 30
Huyler 36
Lowney, 1/4s 38
Lowney, 1/2s 37
Lowney, 1/4s 37
Lowney, 1/2s 37
Van Houten, 1/4s 18
Van Houten, 1/2s 18
Van Houten, 1s 65
Van-Houten 36
Webb 32
Wilbur, 1/4s 23
Wilbur, 1/2s 23

COCOANUT

1/4s, 5 lb. case 38
1/4s, 5 lb. case 37
1/4s, 15 lb. case 36
1/2s, 15 lb. case 35
1/4s & 1/2s, 15 lb. case 35 1/2
6 and 12c pails 4 35
Bulk, pails 28
Bulk, barrels 25
70 8c pkgs., per case 4 25
70 4 oz. pkgs., per case 4 80
Bakers Canned, doz. 1 20

COFFEES ROASTED

Rio
Common 27 1/2
Fair 28 1/2
Choice 29 1/2
Fancy 30 1/2

Santos
Common 32
Fair 33
Choice 34
Fancy 35
Peaberry 34

Maracaibo
Fair 36
Choice 38

Mexican
Choice 36
Fancy 38

Guatemala
Fair 38
Fancy 40

Java
Private Growth 38
Mandling 40
Ankola 40

San Salvador
Good 36

Mocha
Short Bean 50
Long Bean 50

Bogota
Fair 40
Fancy 42

Package Coffee
New York Basis
Arbuckle 32 00

McLaughlin's XXXX
McLaughlin's XXXX pack-
age coffee is sold to retail-
ers only. Mail all orders
direct to W. F. McLaugh-
lin & Co., Chicago.

Extracts
Holland, 1/2 gross bxs. 1 30
Felix, 1/2 gross 1 15
Hummel's foil, 1/2 gro. 85
Hummel's tin, 1/2 gro. 1 43

CONDENSED MILK
Carnation, Tall, 4 doz. 6 60
Carnation, Baby, 8 doz. 5 95
Pet, Tall 6 35
Pet, Baby 4 30
Van Camp, Tall 6 25
Van Camp, Baby 4 30

MILK COMPOUND
Hebe, Tall, 6 doz. 5 00
Hebe, Baby, 8 doz. 4 75

CONFECTIONERY
Stick Candy Pails
Horehound 25
Standard 25
Jumbo 26

Mixed Candy
Broken 25
Cut Leaf 25
Grocers 29
Kindergarten 25
Novelty 26
Premio Creams 35
Royal 24
X L O 22

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

Chocolates Pails

Assorted Choc. 32
Amazon Caramels 30
Champion 28
Choc. Chips, Eureka 35
Klondike Chocolates 35
Nabobs 35
Nibble Sticks, box 2 25
Nut Wafers 35
Ocoro Choc. Caramels 34
Peanut Clusters 40
Quintette 32
Regina 27

Pop Corn Goods
Cracker-Jack Prize 5 00
Checkers Prize 5 00

Cough Drops
Putnam Menthol 1 50
Smith Bros. 1 50

COOKING COMPOUNDS
Crisco
36 1 lb. cans 10 35
24 1 1/2 lb. cans 10 35
6 6 lb. cans 10 35
4 9 lb. cans 10 35

Mazola
Pints, tin, 2 doz. 8 00
Quarts, tin, 1 doz. 7 50
1/2 gal. tins, 1 doz. 14 25
Gal. tins, 1/2 doz. 13 80
5 Gal. tins, 1-6 doz. 20 50

CREAM TARTAR
Barrels or Drums 78
Boxes 80

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

Apricots
California 23
Citron
California 45

Currants
Imported, 1 lb. pkg. 17
Imported, bulk 17

Peaches
Muir's-Choice, 25 lb. 19
Muir's-Fancy, 25 lb. 19
Fancy, 48 11 oz. pkgs. 6 60

Peel
Lemon, American 30
Orange, American 32

Raisins
Cluster, 20 cartons 11
Loose Muscatels, 4 Cr. 11
Loose Muscatels, 3 Cr. 11
L. M. Seeded 1 lb. 18@19 1/2

California Prunes
90-100 25 lb. boxes 12
80-90 25 lb. boxes 12
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

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

Farina
25 1 lb. packages 2 55
Bulk, per 100 lbs. 2 55

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

Hominy
Pearl, 100 lb. sack 6 1/2
Macaroni
Domestic, 10 lb. box 1 10
Domestic, broken bbls. 8 1/2
Skinner's 24s, case 1 37 1/2

Pearl Barley
Chester 4 65
Portage 4 65

Peas
Green, Wisconsin, lb. 8
Split, lb. 8

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

Taploca
Flake, 100 lb. sacks 16
Pearl, 100 lb. sacks 16 1/2
Minute, Substitute, 8
oz., 3 doz. 8 55

FISHING TACKLE
Cotton Lines
No. 2, 15 feet 10
No. 3, 15 feet 11
No. 4, 15 feet 12
No. 5, 15 feet 13
No. 6, 15 feet 14
No. 7, 15 feet 15

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

Floats
No. 1 1/2, per dozen 13
No. 2, per dozen 15
No. 3, per dozen 20

Hooks-Kirby

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

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

FLAVORING EXTRACTS
Jennings D C Brand
Pure Vanilla
Terpeneless
Pure Lemon

7 Dram 15 Cent 1 25
1 1/2 Ounce 20 Cent 1 80
2 Ounce, 35 Cent 2 70
2 1/2 Ounce 35 Cent 2 85
3 Ounce 45 Cent 3 10
4 Ounce 55 Cent 3 20
8 Ounce 90 Cent 8 50
7 Dram Assorted 1 25
1 1/2 Ounce Assorted 2 00

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

FLOUR AND FEED
Valley City Milling Co.
Lily White 14 35
Graham 25 lb. per cwt. 6 20
Rowena Bolted Meal
25 lbs., per cwt. 6 70
Golden Granulated Meal
25 lbs., per cwt. 4 80
Rowena Pancake 5 lb.
per cwt. 6 20
Rowena Buckwheat
Compound 6 20
Rowena Corn Flour

Watson Higgins Milling
Co.
New Perfection, 1/4s 14 35
Worden Grocer Co.
Quaker, 1/4s paper 11 75

Kansas Hard Wheat
Worden Grocer Co.
100%
American Eagle, 1/4s 14 40
American Eagle, 1/2s 14 20
American Eagle, 3/4s 14 20

Spring Wheat
Worden Grocer Co.
100%
Wingold, 1/4s Fcy Fat 11 85
Wingold, 1/4s Paper 14 00
Wingold, 1/4s Paper 13 80

Meal
Bolted 4 60
Golden Granulated 4 80

Wheat
Red 2 60
White 2 58

Oats
Michigan Carlots 74
Less than carlots 78

Corn
Carlots 1 80
Less than carlots 1 82

Hay
Carlots 38 40
Less than carlots 40 42

Feed
Street Car Feed 67 00
No. Corn & Oat Fd. 67 00
Cracked Corn 70 00
Coarse Corn Meal 70 00

FRUIT JARS
Mason, pts., per gro. 7 60
Mason, qts., per gro. 8 00
Mason, 1/2 gal. per gr. 10 35
Mason, can tops, gro. 2 80

GELATINE
Cox's, 1 doz. large 1 45
Cox's, 1 doz. small 90
Knorr's Sparkling, doz. 1 90
Knorr'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 50
Waukesha 1 60

HERBS
Sage 15
Hops 15
Laurel Leaves 20
Senna Leaves 45

HIDES AND PELTS

Hides	
Green, No. 1	20
Green No. 2	19
Cured, No. 1	22
Cured, No. 2	21
Calfskin, green, No. 1	31
Calfskin, green, No. 2	33½
Calfskin, cured, No. 1	38
Calfskin, cured, No. 2	36½
Horse, No. 1	7.50
Horse, No. 2	6.50

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

Tailow	
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.

HORSE RADISH	
Per doz.

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

JELL-O	
Assorted Case, 3 doz.	3 40
Lemon, 3 doz.	3 40
Orange, 3 doz.	3 40
Raspberry, 3 doz.	3 40
Strawberry, 3 doz.	3 40
Cherry, 3 doz.	3 40
Chocolate, 3 doz.	3 40

Weight 11 lbs. to case.	
Freight rate, 3d class.	

Jell-O Ice Cream Powder	
Assorted Case, 3 doz.	3 40
Chocolate, 3 doz.	3 40
Vanilla, 3 doz.	3 40
Strawberry, 3 doz.	3 40
Lemon, 3 doz.	3 40
Unflavored, 3 doz.	3 40

Freight 15 lbs. to case.	
Freight rate, 3d class.	

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

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

MINCE MEAT	
Per case

MOLASSES	
New Orleans	
Fancy Open Kettle	68
Choice	58
Good
Stock

Half barrels 5 extra	
Red Hen, No. 2	2 75
Red Hen, No. 2½	3 35
Red Hen, No. 5	3 25
Red Hen, No. 10	3 15
Uncle Ben, No. 2	2 75
Uncle Ben, No. 2½	3 35
Uncle Ben, No. 5	3 25
Uncle Ben, No. 10	3 15
Ginger Cake, No. 2	3 10
Ginger Cake, No. 2½	4 00
Ginger Cake, No. 5	3 90
O. & L. Open Kettle,	
No. 2½	5 60

MUSTARD	
¼ lb. 6 lb. box

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

Shelled	
Almonds	55
Peanuts, Spanish,	
10 lb. box	1 85
Peanuts, Spanish,	
10 lb. bbl.	16½
Peanuts, Spanish,	
200 lb. bbl.	16
Pecans	1 50
Walnuts	90

PETROLEUM PRODUCTS	
Iron Barrels	
Perfection	12.7
Red Crown Gasoline	23.7
Gas Machine Gasoline	24.2
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	32¼@33
Compound Lard	24 @24½
80 lb. tubs	advance ¼
60 lb. tubs	advance ¼
50 lb. tubs	advance ¼
20 lb. pails	advance ¼
10 lb. pails	advance ¼
5 lb. pails	advance 1
3 lb. pails	advance 1

Smoked Meats	
Hams, 14-16 lb.	35 @36
Hams, 16-18 lb.	34½@35
Hams, 18-20 lb.	33 @34
Ham, dried beef
sets	41 @42
California Hams	26 @27
Picnic Boiled
Hams	35 @40
Boiled Hams	61 @62
Mince Hams	22 @23
Bacon	39 @43

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

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

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

Tripe	
Kits, 15 lbs.	90
¼ bbls., 40 lbs.	1 60
¾ bbls., 80 lbs.	3 00

Casings	
Hogs, per lb.	50@55
Beef, round set	13@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	57½
Deviled Meat	57½
German Deviled Ham	3 00

Onions	
Corned Beef Hash	1 70
Cooked Brains	3 10
Cooked Lunch Tongues	3 35
Cooked Ox Tongues	15 55
Chili Con Carne	1 80
Sliced Bacon, medium	3 35
Sliced Bacon, large	5 55
Sliced Beef, 2½ oz.	1 80
Sliced Beef, 3½ oz.	2 25
Sliced Beef, 5 oz.	3 00
Sliced Beef, 7 oz.	3 90
Sliced Beef, tin, 3½ oz.	2 25
Sliced Beef, tin, 7 oz.	3 90

RICE	
Fancy	@10½
Blue Rose	9½@ 9¾
Broken

ROLLED OATS	
Monarch, bbls.	8 00
Monarch, 90 lb. sks.	8 25
Steel Cut, 100 lb. sks.	5 00
Monarch, 90 lb. sks.	4 00
Quaker, 18 Regular	1 85
Quaker, 20 Family	5 30

SALAD DRESSING

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

SALERATUS

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

Cod	
Large, Whole	@14½
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.	18 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.
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SEEDS

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

SHOE BLACKING

Handy Box, large 3 ds.	2 50
Handy Box, small	1 25
Bixby's Royal Polish	1 20
Miller's Crown Polish	90

SNUFF

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

SOAP

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

Lautz Bros. & Co.

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

Proctor & Gamble Co.

Lenox, 6 oz.	5 50
Ivory, 6 oz.	6 25
Ivory, 10 oz.	10 40
Star	5 00

Swift & Company

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

Tradesman Company

Black Hawk, one box	3 75
Black Hawk, five bxs.	3 70
Black Hawk, ten bxs.	3 65
Box contains 72 cakes. It	
is a most remarkable dirt	
and grease remover, with-	
out injury to the skin.	

Scouring Powders

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

Washing Powders

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

Soap Powders

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

SODA

Ri Carb. Kegs	3¼
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SPICES

Whole Spices	
Allspice, Jamaica	@12
Allspice, lg. Garden	@11
Cloves, Zanzibar	@42
Cassia, Canton	@30
Cassia, 5c pkg. doz.	@35
Ginger, African	@15
Ginger, Cochon	@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

Fun and Mutual Benefit That Some Bachelors Miss.

Written for the Tradesman.

Uncle Dan never could make me believe he did not look forward just as much as the boys did to the coming of the circus. Or to the county fair. He just had to go every time, whether business was pressing or not. And how he did enjoy it! He confided to me that he rather preferred the old-fashioned one-ring circus; it was so hard to keep track of what was going on in all three rings of the modern mammoth affair, with the clowns besides, going round all three on the big ring. And he got almost as much fun out of the boys that he took with him—they were as funny as the clowns.

For weeks in advance Uncle Dan and the boys planned for the circus and the fair in turn—whom they would invite to go with them, what they would take along for lunch, and when and where they would eat it. And for weeks afterward they would all enjoy it in retrospect:

"Oh, Uncle Dan, don't you remember the clown in the baggy red pants? The one who did this?" And amid roars of laughter the boy would perform the well-remembered "monkey trick" or acrobatic "stunt."

Uncle Dan was a rare man. Gray-haired and really-serious-minded, he nevertheless had kept his youthful spirits and enjoyed nothing more than being playmate with his young nephews, who adored him and made him chum and playfellow and confidant.

How can uncles afford to miss the fun of just taking one boy, even, to a ball game or to the Zoo, or for a long tramp in the woods? You, uncle, prematurely old, tired and discouraged, didn't you ever enjoy the things that boys do? Were you always a solemn, stiff-faced old owl? Why don't you try getting out in the woods with two or three of your nephews, or somebody else's nephews, if you haven't any of your own; cook some bacon and eggs over an open fire, and swap experiences? Don't you know anything; didn't you ever do anything or go anywhere that would make a tale worth telling? Try it, and see how much younger you will feel when you get home.

Yes, you do owe these boys something besides things. Christmas present, jackknives, footballs, tops, or even bicycles, once a year, are all very well, but you can do very much more. You can give your nephew something of yourself. He is watching you a great deal more than you realize, and the door is open for you to enter if you will.

Did you ever wish you could live your life over, up-to-date, improving it in many respects and profiting by experience? Well, you can't, but you can live it over in the lives of your young friends. It can't be done as a job, or in an artificial way; you have to do it systematically. You have to know your boy and keep near him. Just before Christmas last year I heard a boy say:

"Gee, I do hope Uncle Ned gives me a decent present this Christmas.

Yes, he gives me nice things that cost a lot of money; but they are such baby things—doesn't he know that I'm a big boy now?"

I happened to know that boy and his Uncle Ned. The uncle was very fond of the lad in an absent-minded way, but saw little of him and was too much engrossed with his business and his golf—especially golf—to spend any time with him except on stated occasions, like Christmas.

Mothers can co-operate in this matter and bring things to pass, as they are adepts in doing in other directions. Father is a wonderful man to his sons—or might be if he chose—but uncles have their function too. Mothers can invite the uncles to the house a bit more frequently, and incite their interest and help, not in the giving of things, but in bringing out what is in the boys.

The mere interchange of ideas is of benefit. The give-and-take of conversation is educational; and uncle, if he amounts to anything and really does anything worth while in the world, brings in a new fund of information and opens new vistas of real life.

There are so many things a bachelor uncle can do with a boy. Have you a good, wholesome fad or recreational interest? Do you fish, for instance? Has it never occurred to you that you could take one of these nephews with you, teach him the ways of the woods, imparting to him as a treasured Masonry the secrets of Nature's life that have meant so much to you? I know a boy, a pretty big boy now, who went along instead of one of the guides with his uncle. That middle-aged man looked rather askance at the idea at first; but now you couldn't induce him to make his annual Canadian fishing trip without his nephew Jack. He confessed to me a while ago that Jack had become a better fisherman and camper than he!

The boys would like to go through Uncle's factory, or go with him to the Huseum, or to see some wonderful thing in the life of the world. If uncle is wise he will open his heart to the lads, and take them really in. Then he will find that they have done the same for him. You older men can hardly realize how tremendously interesting to an open-eyed boy or trio of boys would be the thing that has become commonplace and humdrum to you. Imagine yourself saying to the lads:

"Come down to-morrow and I'll show you how the coffee comes in in bags from Brazil, and what we do with it."

The processes of a woolen mill, a chemical laboratory, a watch-factory, a newspaper office, a great grocery house, will be full of absorbing interest to these young minds.

Who bothered with you when you were a kid? No one? Well, are you any the better for that? Suppose a jolly uncle had interested himself in you; helped to fill in the gaps in your life, written you letters when he was traveling or when you were at school. Wouldn't you be thinking gratefully of him now?

Look the nephews over, and see if you aren't missing an opportunity to help some worth-while lads along—and open up your own life at the same time.

Prudence Bradish.

[Copyrighted, 1919.]

For You and Me.

If you and I—just you and I—
Should laugh instead of worry;
If we should grow—just you and I—
Kinder and sweeter hearted,
Perhaps in some near by-and-by
A good time might get started;
Then what a happy world 'twould be
For you and me—for you and me.

A Wrong Idea

Some grocers are expecting drops in prices that will not come in all cases for a long time.

It was our idea, when the price of

Jell-O

went up to meet advanced costs, that when the war ended the price would go back immediately.

Now we find there is no prospect of anything of the kind and the price of Jell-O will remain unchanged so long that grocers do not run any risk in placing their orders for all the Jell-O they can handle.

THE GENESEE PURE FOOD COMPANY,

Le Roy, N. Y.



Wilmarth show cases and store fixtures in West Michigan's biggest store

In Show Cases and Store Fixtures
Wilmarth is the best buy—bar none

Catalog—to merchants

Wilmarth Show Case Company
1542 Jefferson Avenue Grand Rapids, Mich.

Made In Grand Rapids

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.

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

Wanted to hear from owner of good general merchandise store for sale. Cash price, description. D. F. Bush, Minneapolis, Minnesota. 172

Wanted—Tinner. Steady employment. One capable of drafting patterns, warm air heating and plumbing. C. C. Bruscke and Son, Good Thunder, Minnesota. 260

GET MY TANKS—Make big money developing films. Particulars free. GILLET, Boscobel, Wisconsin. 261

FOR SALE—Blacksmith property and business stock, power and machinery; full line of stock with equipment; good business and prices; lots of work. See me at once for particulars and prices. F. S. Clegg, St. Louis, Michigan. 262

For Sale—Well-established business in general merchandise located on the Gladwin branch of the Michigan Central. Stock will inventory about \$4,000, exclusive of fixtures, which are not expensive. Prefer to sell store building also. Have handled about \$7,500 worth of cream per year. Correspondence solicited. Address No. 263, care Michigan Tradesman. 263

FOR SALE—One Bowser Long Distance gasoline pump and tank, in first class working order, tank capacity 170 gallons. Worth to-day \$250. We offer same at \$125. Beck's Store, F. O. B., Hillsboro, Kansas. 264

Young man, age 32, good habits and energetic, wishes to make a change. Salesman 12 years of clothing and furnishing goods and men's tailored garments. Has general knowledge of merchandise. Would consider position to travel for dry goods house or other reliable line. Address No. 265, care Michigan Tradesman. 265

Salesman Wanted—Man capable of selling ladies and children's dresses, skirts, etc. Salesman with territory established in either Iowa, Illinois or Indiana, with proper references, can make profitable connection on a commission basis. RICHARDSON GARMENT CO., Kalamazoo, Michigan. 266

FOR SALE—Hotel in good town on main corner, 30 rooms, all steam heated, hot and cold water, absolutely new furniture throughout. Large dining room and lobby with plate glass front. Doing a large business. Lease \$60 per month. Owner must quit on account of health. For particulars ask Decker & Decker, Paw Paw, Michigan. 267

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

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

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

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

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 Weller, Olney, Illinois. 250

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

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—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

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

Big Opportunity—In Saginaw, Michigan. To purchase a thriving general store business in the very heart of factory district. Surrounded by P. M. R. 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

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

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

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.

Increase Your Net Sugar Profits

The less it costs you to handle sugar, the greater your net sugar profits. Sell

Domino Package Sugars

The sturdy machine-packed cartons and strong cotton bags save time in handling and prevent spillage losses.

American Sugar Refining Company

"Sweeten it with Domino"

Granulated, Tablet, Powdered, Confectioners, Brown, Golden Syrup, Kanelasses

Why Not Do Away with Posting Those Accounts?



LISTEN!

The Metzgar Account System does away with all posting and gives you just the results you need and have always wanted.

THIS IS HOW IT IS DONE

The accounts are kept in separate duplicate or triplicate books. These books fit into metal back containers. The upper ends of these metal backs are arranged with slots to hold index bristol-board name-cards (Preferably yellow and blue, alternating for the different letters of the alphabet). The names of your customers are printed on these name-cards, and alphabetically arranged in the register. The purchase is itemized directly in the customer's book (either in duplicate or triplicate) and added to the present purchase right while you enter the order while it is fresh in your mind, and fresh in your sight. The serial numbered duplicate slip goes to your customer (which slip agrees exactly both with book number and slip number with the original that is left in the book for your record) and you have given your customer an itemized bill and statement to date, and your bookkeeping is all done with one writing.

Write for catalog and full information.

Metzgar Register Co., Grand Rapids, Mich.

CANNED GOODS MARKET.

Canned corn is evidently destined for a sharp advance, due to the decreased acreage and the fact that canners are refusing to accept any orders which they are not satisfied they can handle at a profit.

Tomatoes are still in the dumps, both spot and future. The trade is not buying and the entire situation is about unchanged. As to the acreage in tomatoes, it looks good, so far as can be told now. If there is a 75 per cent. acreage, as compared with last year, the pack will be large enough.

Peas are wanted to some extent and the sale of futures has been rather large.

All sizes of grated and No. 2 sliced pineapples still may be had from the winter pack of Hawaiian mills. No 2½ sliced pineapple is off the market.

Salmon is very dull and inclined to be weak. The mooted question is still whether the Government intends to release any of the large stock of salmon which it holds. The trade are afraid of it and do not seem to be able to get any definite statement on the subject.

Domestic sardines are dull. The new season has opened, but there has been little or no packing as yet, because the fishermen are asking too much for their fish.

MORE UNDERWEAR DEMAND.

The underwear market is still better off than it was a week ago, and while the new developments are few and far between there is a steady increase in interest throughout the market. Buyers who were in town some little time ago are now sending in their duplicate orders, and so far these are coming along in good volume, with indications that they will continue to increase as jobbers' traveling representatives continue to find business improving.

On cotton lines, especially those that were priced at levels that were low are in for some advances. Mills reduced them in order to attract business and now that it is coming in in good shape a re-adjustment is felt to be necessary to bring prices up to a warranted level. The steady trend of cotton is giving mills a basis for such a revision.

The talk of the mills and selling agents of a shortage of underwear is beginning to be the talk of the buyers as well and some anticipation is being shown. Business seems to be good throughout the country and with mills fairly well taken care of as far as orders are concerned it begins to look as if some of the hesitating buyers might have to hustle to locate merchandise, especially for delivery at the time that it is wanted.

MISSES' LOW END HOSIERY.

Misses' low end hosiery is selling in a most satisfactory way and several selling agents are considering advancing their prices next week. One representative of a fairly large mill whose line is now priced at \$1.25 a dozen, remarked a day or two ago that his prices would most likely be advanced to \$1.35 a dozen next week, in order to put them on a proper

basis, and others are working along the same line.

The demand for women's low end stockings is improving and the upswing in demand that was reported about a week ago looks as if it would develop into some real business. Buyers are showing some caution in their purchases but there is a wider call than has been the case for some little time back.

LOYALTY.

Loyalty is the finest fiber in the human breast. It awards alike the humble and the great. It makes a small man big and the big man bigger.

The greatest thing in life is man's loyalty to man—that heart quality of true manhood—that innate stamp of fair play that prompts us to hand out a square deal instead of the double cross. Take loyalty from the heart of a saint and you have the likeness of the devil.

When a man is loyal to himself, to his country, to his home or to his employer, he believes in that which he is loyal to. He boosts for it. He is true to it. He gives his whole-souled efforts. Loyalty makes you happier in your endeavor and helps you to produce your best results.

Loyalty to your company, likewise, produces a better man, a happier being, and puts a man on the sure road to promotion. A disloyal man cannot get a responsible position and cannot remain in the position he holds. Loyalty is a stepping stone to success.

Reports from mercantile agencies, bankers, and credit bodies show that business conditions throughout the country during the last month were quite favorable. The number of failures in the period were the lowest in more than a quarter of a century, and the evidences of unemployment are growing fewer with the coming of better weather for outdoor work. All portions of the country, however, are not alike in business activity. The East and the South lead in volume of purchases. The Credit Clearing House reports as to the latter section that indications point to a splendid merchandising campaign during the summer and fall. Indebtedness is very low there, and purchases are better than at any comparative period, while payments are also better than at any such excepting last year. Things are a little slow as yet in the North agricultural, mountain, and Far West sections, but the trend is upward. Merchants continue to meet their obligations promptly, but are still buying with great caution. Retail business in the larger centers, especially in the lines of women's wear and house furnishings, continues quite satisfactory.

The atrocious crime of being middle-aged or elderly will never be forgiven to the statesmen in Paris by our leaders of ultra-radical opinion. It is enough to make one tremble for the future of democracy when one thinks that the average age in the Peace Conference is sixty-one. By contrast we need only look to the

ideal state of things in Soviet Russia, where commissaries aged eighteen or thereabouts are waging the war against the bourgeoisie and building up a new industrial system. The advantage of being eighteen years old in constructing a new world order is that one has, say, thirty years in which to make the generous mistakes of youth before the criminal impulses of old age set in. If anything were needed to clinch the case it would be the appearance of an Italian Senator 101 years old among the manifestants in favor of the occupation of Fiume. The only apparent inconsistency is that ultra-radicals always reject our own Constitution as a doddering instrument 132 years old, but persist in quoting from a Declaration of Independence that is eleven years older still.

During 1918 sixty-seven persons were lynched in the United States, four of them being white. This is slightly below the yearly average for the past eighteen years, the total from 1900 to 1917 being 1,427. Neither of these figures accounts for the victims of mob riots like that in East St. Louis in 1917. Of the negroes only a small proportion were accused of crimes ordinarily cited as justification for lynching, the other charges including murder, shooting, aiding mob-victim to escape, quarrel with employer, creating disturbance, and stealing hogs. Two of the whites were accused of murder, the other two of disloyalty. In only a few of the cases was guilt conclusively shown. Five of the victims were women. A mother and her five children were lynched by one mob, the mother being shot as she was attempting to drag the bodies of her four sons from their burning cabin.

Flint—As the result of the activities of the General Motors Co., Flint is enjoying a building boom that promises to increase as the season advances. In order to accommodate its thousands of employees, the General Motors Co. has found it necessary to embark upon an extensive housing scheme and a programme of building has been inaugurated that will result in the erection of not less than 1,000 homes by this company alone. The General Motors Co. is doing this building itself and as it believes in boosting the business of the town in which it is located, its purchases of material are being made through the local retail lumbermen and building material dealers. The homes are five and six room modern houses, each with full basement and all modern conveniences. They are to be sold to the employees of the General Motors Co. on a monthly instalment plan. It is thought that this housing scheme will utilize not less than 10,000,000 feet of lumber. In the buildings now under construction hemlock and southern pine are being used very largely, with redwood siding and hardwood interior finish.

As long as the average woman's instinct is in good working order she doesn't have much use for brain power.

Dry Goods Dealers Oppose Surcharge.

Lansing, May 6—Here is a matter which concerns every fire insurance buyer in the State. Hon. Frank H. Ellsworth, Commissioner of Insurance, has instructed the insurance companies to discontinue the surcharge of 10 per cent. on policies on and after May 1.

The Insurance Companies, for no good reason except that they wish to continue the charge, have obtained an injunction prohibiting Mr. Ellsworth from carrying out his order. The hearing on the case will be in the Ingham County Circuit Court May 16.

This is a matter concerning every business in the State. Since the charge is unjust, I suggest that you write Hon. Frank H. Ellsworth, Insurance Commissioner, and ask him to stand pat and commend him for the splendid stand he has taken in this matter.

Records of earnings of insurance companies in the State in the past year disapprove the necessity of the 10 per cent. surcharge. Michigan was one of the first states which permitted the insurance companies to add the 10 per cent. surcharge and even now there are states in the Union in which companies are not collecting the surcharge because the insurance departments of those states would not authorize the increase. There is no reason why our insurance buyers should be penalized.

The Commissioner states that the extra amount collected by the companies during the past year exceeds \$100,000 per month, or more than one and one-fourth millions during the year. Please communicate with Mr. Ellsworth at once and extend your encouragement and support.

Jason E. Hammond,
Manager Michigan Retail Dry Goods Assn.

Building Up Your Home Town.

If you like the old town best,
Tell 'em so!

If you'd have her lead the rest,
Help her grow
When there's anything to do
Let the fellows count on you—
You'll feel bully when its through,
Don't you know.

If you want to make a hit,
Get a name;

If the other fellow's it
Who's to blame?

Spend your dollars in the town
Where you pull your dollars down.
Give the mail concern the frown,
That's the game.

If you're used to giving knocks,
Change your style,
Throw bouquets instead of rocks
For awhile.

Let the other fellow roast,
Shun him as you would a ghost,
With a smile.

When a stranger from afar comes along,
Tell him who and what we are,
Make it strong.

Needn't flatter, never bluff;
Tell the truth, that's enough.
Join the boosters. They're the stuff,
We belong.

BUSINESS CHANCES.

FOR RENT—At Dodge City, Kansas, two adjoining 25x125 2-story brick store buildings, fronting on two streets. Fine basement and elevator in each building. Will rent singly or together. Good location for any kind of business. Big wheat prospects. For full particulars write or wire T. F. Garner, owner, Dodge City, Kansas. 268

For Sale—Or exchange for 200 account McCaskey account register. One Macey invoice file, 2 drawer golden oak, also one 200 account Champion account register. Both nearly new. W. F. Hunter, Rosebush, Michigan. 269

For Sale—Profit making retail cash clothing and men's furnishing goods store located in a live manufacturing town surrounded by finest farming community in Michigan. Business should increase 50 per cent. this year. Expenses low. No indebtedness. Will sell at inventory about \$15,000. Full investigation invited. Address No. 270, care Michigan Tradesman. 270

For Sale—Chain of four stores, men's and boy's clothing, furnishing goods and shoes; all located in live Michigan towns. Doing a cash business of about \$400,000 a year. Can be bought for less than inventory about \$130,000. This is a splendid opportunity with a big future. Books open to inspection. Address No. 271, care Michigan Tradesman. 271

The Master Cigar



Manufactured only by the

G. J. Johnson Cigar Co.

Grand Rapids, Michigan

"Hilco" Profit Sharing System



The Perfect Premium Plan

for merchants everywhere

The one sure method of—

Increasing Profits and Sales,
Beating the Mail Order House,
Building up Cash Sales,
Securing new business from friends
and neighbors of your customers.
Cost will not exceed the cash dis-
counts you are able to save be-
cause of it.

As "HILCO" Plan is on a redemption basis you don't have to buy a single premium until you have received in cash trade 33 $\frac{1}{3}$ times its cost. We will send to any merchant upon receipt of request a copy of our handsome new Catalog containing over 600 high quality Premiums, also a pamphlet relating the experience of Mr. C. Albert Garver, the merchant prince of Strasburg, Ohio, who has built up a half million dollar business in a town of 1,000 population.

Hinkle-Leadstone Co.

180 No. Wabash Ave.

Chicago, Illinois

To Be Healthful Food Must Be Uniformly Cooked

The good cook slices the potatoes so that all pieces will be of equal size and cook uniformly.

Otherwise some portions of the potato would be cooked to pieces while others would be underdone.

This principle is one of the most important to consider when buying flour.

If the flour is unevenly ground, the granulation will be uneven and consequently will not bake uniformly, which is bound to result in poor success.

Bake day has no terrors for the cook using

Lily White

"The Flour the Best Cooks Use"

because it is so uniformly good that success is assured in advance.

By placing LILY WHITE FLOUR under a powerful magnifying glass you will be greatly impressed by the absolute uniformity of the granulation.

This evenness of granulation insures positively uniform baking qualities which means the best possible results with the least effort.

Besides the uniformity of the flour, please note in particular the flavor of everything baked from LILY WHITE.

Right there is another pleasant surprise for you.

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.

They Always Come Back for More

DEL MONTE Canned Spinach is just what every housewife is looking for. Delicious—healthful—convenient—economical—every can sells another. Get your share of this easy, profitable business. Make a DEL MONTE Spinach window display when our big color page Spinach advertisement appears in the Saturday Evening Post, May 17, 1919.

Ask us for a free
Spinach hanger.

CALIFORNIA PACKING CORPORATION
San Francisco, California



And remember, too, that in the Women's Publications of largest national circulation our advertising is making business for you on the whole Del Monte line.