

IT COSTS YOU NOTHING



To Adopt Our

TICKET **RE-SIZER** SYSTEM

Ticket as it appears on garment.



No large Cabinet Card Index Complicated Machinery or Equipment

No Expense.

No effort to get your order together to complete your stock.

No large accumulation of unsalable styles or sizes.

No more shelf worn goods to dispose of.

Perfectly Simple—Simply Perfect

SERVICE

This ticket was designed to serve the merchant who is up-to-date and believes in a systematic stock-keeping method.

You know at all times exactly what styles and sizes have been sold from your stock.

RE-SIZER

Ticket ready to detach duplicate.



The tongue that tells.

Keeps your stock complete and up-to-date, without work or worry on your part.

The Ideal Clothing Co.

158-160-162-164 Louis St.

Grand Rapids, Michigan



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?

Putnam's

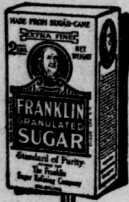
"Double A"



CANDY

Made by

Putnam Factory Grand Rapids, Michigan



A Bigger Profit on Sugar

The grocer who confines his sugar sales to

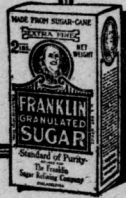
Franklin Package Sugars

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

MORE PROFIT

SNOW BOY WASHING POWDER 24s—Family Size

through the jobber—to Retail Grocers

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

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

Yours very truly,

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

MICHIGAN TRADESMAN

Thirty-Sixth Year

GRAND RAPIDS, WEDNESDAY, MAY 21, 1919

Number 1861

MICHIGAN TRADESMAN

(Unlike any other paper.)

Each Issue Complete in Itself.

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

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TRADESMAN COMPANY

Grand Rapids.

E. A. STOWE, Editor.

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

NAUSEATING NEPOTISM.

As an example of selfish statesmanship, the Tradesman commends the brief legislative career of James Mol, who was elected last fall to represent the West Side of Grand Rapids in the Michigan House of Representatives.

The first thing he did, on going to Lansing in January, was to secure the appointment of one of his sons as page in the House at a salary of \$28 per week.

His next act was to obtain an appointment for himself on a committee having to do with the Ionia House of Correction. Using this position as a leverage, he succeeded in securing the release of one of his sons who was serving sentence for a series of crimes committed some months ago. The boy's partners in crime, who followed the leadership of their now liberated ring leader, still languish in prison.

His next move was to secure the appointment of his daughter—a young miss of 20—as factory inspector of Kent county. He secured the endorsement of the Kent county delegation by methods which smack of false representation, but when some members of the delegation discovered they had been duped and called on the labor commissioner to protest against the appointment, they were told that under no circumstances would any woman under 40 years of age be considered for the position. Later, however, the exigencies of party politics and personal greed impelled the commissioner to recede from that position. The bill increasing the tenure of his office from two to four years was under consideration in the House. Dick Fletcher sent for Mol and solicited his vote for the measure. Mol agreed to vote for it on condition that his daughter be appointed factory inspector, which was done. Public clamor against so flagrant an outrage will prevent the young lady availing herself of the result of her father's pestiferous activities in behalf of the Mol family,

which activities and importunities are about as nauseating as anything which has developed during the administration which is made up almost wholly of residents of Bad Axe.

CREATING ANOTHER HAZARD.

Some one, doubtless with the best intentions in the world, has started a movement among the school children of the Nation which contains a serious menace to life and property. The suggested idea is that the pupils be urged to save waste paper and then sell it to the junkman, for the laudable purpose of raising funds with which to purchase books for the soldiers. It is proposed that the paper thus collected be carried to the schools for storage and baling and, it is said, the children of Cleveland have already begun to turn in their contributions.

An earnest protest must be interposed before this dangerous plan makes further progress. Many of the school houses of the country are notoriously unsafe from the standpoint of fire risk, and the added hazard of an accumulation of paper in basements must not be permitted.

The American Forestry Association, which appears to be connected with the scheme, said recently: "This is an easy and convenient method of collecting it (the paper) and has the added value of teaching the children the value of conservation. The use of old paper helps to save our forests and it saves coal, for every pound of paper represents from one to three pounds of coal used in its manufacture. It is hoped that many other cities will adopt the Cleveland plan of 'Save a Bale of Paper.'"

It may be true that the movement will save both forests and coal, but no such saving can offset the possible toll in the lives of our school children.

SWEATER MARKET ACTIVE.

Business is still coming in in the sweater trade and buyers are showing a keener desire to cover on their needs than heretofore. Business in the local market is keeping up and from other sections of the country the same reports are current. Jobbers are booking more business than ever, and this is giving them more confidence of the future than has been the case heretofore.

The price situation in the sweater market is very strong and the firm tone that is ruling in the yarn market is giving mills a very bullish idea of the future trend of the market. Already prices are up \$2@6 per dozen and selling agents have no assurance from the mills as how long these advances will be in force. Slight upward revisions are being made from

time to time and each new level seems to be holding firm.

Secretary Baker's explanation of the War Department's policy in the disposition of surplus food stocks shows the effect of widespread criticism aroused by the proposal to sell all such stocks abroad. We are now told that there is a possibility that substantial quantities of the accumulated war stores may be sold to institutions and other large food purchasers. The argument that most of the supplies are of a nature or in a form hitherto untried in the domestic market is not convincing. There is nothing about a seven-pound can of roast beef that is intrinsically alien to the American Constitution or the national appetite. Markets for new commodities are built up precisely by setting a price that invites experiment. The real question is whether the offer of the War Department's food stores in this country will actually bring about a reduction in the general level of prices. A vast amount of food must be sent out to the starving populations of Europe. If the supplies at present available are sold in this country, it may simply mean that Mr. Hoover and the numerous relief agencies will have to go into the open market for their needs, and the consequent increase in demand may leave us very much where we are now.

That our Government's food relief activities are in the final stage is shown by official announcement that its last food ship will sail for Europe in six weeks. Exportation of food will be kept up by shippers; philanthropic agencies will continue it—the Armenian and Syrian Relief Committee recently appropriated its largest sum, \$3,600,000—but its emergency dispatch by Mr. Hoover's Relief Administration will be no longer necessary. The reason is not solely the fact that the European harvest will then have begun. We have been able to pile up in Western Europe important reserve stores, and the channels of regular private commercial importation are fast being cleared in some of the neediest nations. Upon the promise or lack of it shown by European crops the correspondents might well expend some of the attention they have concentrated on political affairs. A Relief Administration official reminds us of what every one knows—that destruction of farm animals and machinery, displacement of labor, lack of fertilizer and in some cases of seed have reduced Europe's normal agricultural productiveness. But upon a good or bad season will depend the rapidity of economic recovery in wide districts.

SALE OF ARMY BEEF.

Once more the need is manifested of having a little educational work done with consumers and semi-traders—pre-eminently among reformers and "experts"—as to the facts and not the "pipe dreams" of the food supply. The news that the Government is contemplating the sale of its canned meat surplus abroad has brought to the surface the usual crop of people who know a great many things that are not so.

The one fact always escapes "food experts" that the American people "want what they want when they want it," and don't want something else at some other time. Men in the trade have long found it one of the greatest of American food problems. The meat which Uncle Sam owns was canned in his own way and in large multiples to meet the needs of armies, and not families. The average American family wouldn't eat the stuff if it were offered here, and it is in too large tins to be opened economically for family or even for retailing trade. Hence much of the clamor to have it offered at home is absurd.

On the other hand, there is a real desirability that some of the canned vegetables and fruits packed for the army be offered here to assist in what looks like a short acreage and pack, which must be stretched to meet also an expanded foreign demand next fall. However much the grocers and canners opposed such sale a few months ago, they are now convinced that the men who were expected to eat it in Europe will need it at home.

It ought to be pointed out to the more responsible members of the profession of burglary that unless production is allowed a brief respite, in which to catch up with consumption, the lack of raw materials will soon bring the industry to a standstill. Workmen in this line the world over have been disregarding the elementary principles of conservation. It is not as if there were rich new fields waiting to be opened up, for the same short-sighted policy is employed in Johannesburg and Montreal, on plantations and in the metropolis. Under this ruthless system of exhaustion no chance for growth, for recuperation, is given. Already the tragic deterioration of a once lucrative calling is apparent in the decision of many citizens to give up locking doors and windows because their houses have been abandoned as worthless by local thieves, and in the threats of solitary travelers to go unarmed—and unprovided with watches or cash. This is the logical result of the abuse of resources that were foolishly thought to be endless.

Experience of Commercial Travelers in Civic Affairs.

Because of the requirements of his profession the commercial traveler spends the major portion of the time away from his home city and often loses touch with its affairs, political and civic. Losing touch, he loses interest and so loses any feeling of responsibility for either the bad or the good conditions which may exist. This is not the case with all commercial travelers for many of them take an active interest in civic affairs and are instrumental in helping to carry out movements for betterment. We have in mind a city—and a mighty thriving and up-to-date one in which the president, secretary and four members of the Board of Directors of the Chamber of Commerce are commercial travelers, (and members of this Order) and that organization has no more active members than these commercial travelers.

Some one has said "the population of a city is made up of its residents and its citizens. Its residents simply living within its borders and its citizens taking part in its affairs and giving of their time and ability in an effort to make it a good city."

Accepting this definition, we, naturally all want to be "citizens" and do our part.

The question will naturally arise: "In what way may I do this most effectively?" It is in the hope that we may suggest a way that we are writing this article.

About a year ago the Board of Commerce of Parkersburg, W. Va., believing commercial travelers could be of assistance to it in carrying out many projects, created what it termed a "Commercial Travelers Department" and invited all commercial travelers of that city to become members of it. Its plan provided for the officering of the department; for its bringing before the Board of Control any matter in which commercial travelers as a class might be interested; for securing for it the influence and assistance of the organization in promoting any measure it proposed if approved by the Board of Control, and it also provided for the commercial traveler department, giving its assistance for any matters taken up by the organization. Realizing that commercial travelers, on account of absence from the city, would not have opportunity to use its club rooms nor attend its meetings as frequently as members whose business permitted them to remain in Parkersburg, the Board of Commerce made the dues of commercial travelers but half the amount charged other members. The Board of Commerce has also made it a practice to give one luncheon each month to the Commercial Traveler Department.

This offer of a special rate and monthly luncheon (it is evident the man who suggested "luncheon" knew traveling men) indicates the Board of Commerce believed commercial travelers would be valuable adjuncts to its membership and would be "worth the price of admission."

Its belief that this would be so does not necessarily prove it was

right. Many a man has had a profound belief in a proposition which has proven an absolute failure and, unless the commercial travelers of Parkersburg have "made good," unless that organization has reaped some benefit from its Commercial Travelers Department, its plan would not be worth considering.

We have before us the report of its secretary from which we quote:

"Since our last report a new department has been added to your Board, one that has lent it a new impulse and brought into many of its activities a great enthusiasm—the Commercial Travelers Department, comprising a large number of the commercial salesmen who make their headquarters in Parkersburg. Individually each member of this department has constituted himself an emissary of good tidings from Parkersburg to the outside world and has thus created a potent advertising force. The benefit of their co-operation and stimulus can hardly be overestimated. As a working body their co-operation has been not less important. The department has been one of the main-springs of effort and activity in your organization.

The effectiveness of this bureau was demonstrated in the matter of the Marietta highway improvement project and the Susquehanna Avenue improvement matter, both of which were largely their individual achievements. The Travelers Department investigated both projects and placed the weight of their approval behind them in formal resolutions in which they forcefully placed both matters before the Directors with the result of its successful presentation to the County Court.

The department has labored ceaselessly to foster sentiment for the proposed Parkersburg to Burnsville Railroad, and on behalf of the proposed Parkersburg-Wheeling improved highway."

A further evidence of the organization's belief in its statement that this department "is one of the board's and one of the city's greatest assets," a drive was made in February of this year for more members for this department, all commercial travelers were invited to a banquet (again some one knew how to attract commercial travelers) and the speakers urged those present who were not members to become so.

We believe the idea which this Board of Commerce has carried out opens one of the best opportunities to commercial travelers to take part in civic affairs that can be given and opens it not only to the individual but to the profession. Any commercial traveler can become a member of some civic organization, as an individual, but in so doing he sinks his individuality and his profession, and merely becomes one of a number of business men of diverse interests.

By becoming a member of a Commercial Travelers Department of a civic organization he can advance his own interests and at the same time advance those of commercial travelers as a class. By being identified with, and taking his part with such a

department in itself identified with an organization like a Chamber of Commerce he can be instrumental in improving conditions that will benefit himself, his fellow travelers and his community.

Who can better advertise a town than commercial travelers? Who can better promote movements for improved roads, increased railroad facilities and other community needs than commercial travelers? And if as individuals they can do this how much more successfully can they do so if organized.

If organized as a department of a strong civic organization, with the influence such an organization can wield, their power is multiplied many times.

We do not believe all the advantages of such organizations would accrue to commercial travelers either. We know their ideas, their aggressive work and their national optimism would bring to a city and community abundant return and to both a feeling of service that would be as valuable as would the other good results obtained.

Would it not be a good thing for councils to bring to the attention of the Chamber of Commerce in their cities the results that might be obtained by the co-operation of their members, organized into a Commercial Travelers Department of the Chamber of Commerce and would not those results accrue to the benefit of the Order?—W. D. Murphy in Sample Case.

Selling Goods Under False Pretenses.

The Grand Rapids Wholesale Grocery Co. threatens a certain local manufacturer with suit because he refuses to sell any more goods to the "co-op." He sold a quantity of goods to the house at 18½ cents with the understanding that they were to be re-sold to the trade at 20 cents. Instead of doing as it agreed, it sold the goods at 18 cents, thus demoralizing the market.

That such a suit would have no standing in court is shown by a recent decision of the United States Circuit Court of Appeals, which held that selling goods below cost constituted fraud, punishable by fine and imprisonment, providing an attempt was made to create the inference that everything was sold on the same low basis.

Three New Dry Goods Salesmen.

The Grand Rapids Dry Goods Co. has started three new men out during the past week, as follows:

R. M. Campbell, formerly with Butler Bros., will take Southern Michigan territory, with headquarters at Jackson.

J. T. Bookey, formerly with Mitchell Bros., at Jennings, will cover the trade of the Saginaw Valley, with headquarters at Saginaw.

J. B. Hagel, who has traveled in Indiana for the A. J. Brown Seed Co., will cover the trade of nearby towns, making his headquarters in Grand Rapids.

Nothing circulates so rapidly as a secret.

Jay D. Off on a Lark.

Mt. Pleasant, Iowa, May 19—We reached here Saturday and found Jess and Ada (his wife) busy at their business. This is a town of about 5,000 people, surrounded by a very fine country and it requires four banks to care for the banking business. I cannot tell how long we will stay, but next week the four will make some auto trips to different towns within a day's trip—towns that I have accounts in my furniture business I just drop in to say hello to the dealer. From here we will go to St. Louis, Mo., then Louisville, Ky., and while there will take in the derby races. Then on the trip toward home we will make stops at Cincinnati, Indianapolis and Richmond, Ind.

In Chicago the other day I ran on to our old friend, Charles Reattoir, the former Detroit cigar salesman who now represents the G. J. Johnson Cigar Co. in the Chicago market. Reattoir was driving his auto. As he was in a hurry, I did not have a chance to even ask him what he was doing or who he was doing.

While in Chicago I made arrangements with the Artistic Wood Turning Works for a line of pedestals, floor lamps and portable lamps to show at the market, also will show just one special suit (five piece bedroom suit) in walnut, manufactured by J. D. Freese & Sons Co. It is low priced and will make a good addition to the line I have from the Arcadia Furniture Co., they do not manufacture anything in walnut, but give me suits in oak, mahogany, birds eye maple and American quartersawed. I believe this extra suit will work out good.

Aside from doing just a little bit of business, we are having a dandy trip. The weather is fine and the country looks very beautiful at this season. We find we can take a very nice trip by boat down the Mississippi river, which we will certainly do, probably starting away from here about May 25 or 26.

John D. Martin.

May Morning.

Written for the Tradesman.

The little village sleeps
The mist up the hillside creeps
To escape the coming light
Beglowing yonder height.
A moon has waned a-west
The robin leaves her nest
And in her song I hear
"Awake! the dawn is near!"
And then from out the wood
I'm sure I understood
The loud discordant call
Of the raven; and yet without
I know he meant to say
His welcome in that way.
But a sweeter note! There—hark!—
From the meadow where the lark
With animated trill
Grows sweeter, sweeter till
I wonder could there be
A further joy to me.
I would I could but tell
The half which there befell
Preparing for the day
On that glad morn in May.
Charles A. Heath.

Hope Essays Will Keep Sales Home.

The Merchants' Bureau of Reading, Penn., in its campaign to induce the shopping public of the city to patronize the home stores, has instituted an essay contest among the pupils of the girls' and boys' high schools. The theme will be "Shop in Reading," and the prizes will be for the senior-junior winner in each school, a silver cup, and for the sophomore-freshman winner in each school, a set of books.

If you want to sell out your
Clothing, Dry Goods, Shoes or General Store write
Greene Sales Co., Jackson, Mich.

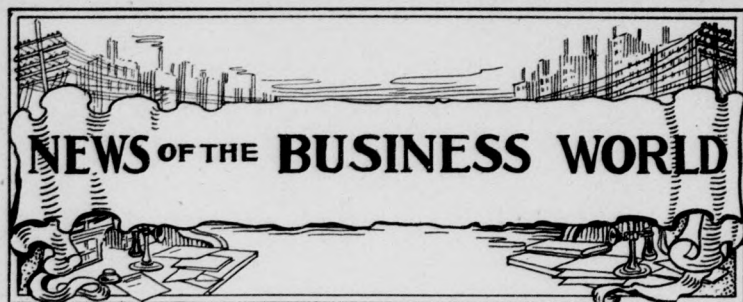
Why Is It

That the people of Western Michigan drink 368,400 cups of the WORDEN GROCER COMPANY'S freshly roasted coffee every day?

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO

THE PROMPT SHIPPERS



Movements of Merchants.

Owosso—Criss H. Gort succeeds M. G. Cathran in the grocery business.

Alma—D. G. Shreeve has opened a garage and automobile accessories store.

Shepherd—Joseph A. Haven succeeds J. W. Mathews in the grocery business.

Muir—Herbert Weston, recently of Saranac, will open a meat market here May 31.

Charlotte—Charles H. McCumber succeeds Geo. H. Tubbs & Co. in the grocery business.

Alto—The Alto Elevator Co. has sold its plant to Henry Slater, who will continue the business.

Ainger—Fred Lyons, of Charlotte, has opened a general store under the style of the Lyons Mercantile Co.

Vassar—George Stevenson has sold his stock of dry goods and groceries to Bert Clark, who will continue the business.

Hartford—Frank F. Warren has sold his stock of dry goods, clothing and shoes to P. & I. Joseph, recently of El Paso, Texas.

Cedar Springs—William Chaffee, of Vermontville, is installing a bakery in the store adjoining Howard Morley's general store.

Ashton—White & Tozer, general dealers, have purchased the general stock of Henry Swen and consolidated it with their own stock.

Charlotte—The Cleaver Construction Co. has engaged in the cement, all kinds of building material and dairy farm outfit business.

Eureka—James Daggett has sold his grocery stock and store building to M. W. Morrison, formerly of Lansing, who has taken possession.

Cedar Springs—Howard Morley, the veteran general dealer, who has been very ill with pneumonia, is apparently on the road to recovery.

Ovid—L. E. Tucker has purchased the Potter store building and will occupy it with a stock of musical instruments, music, talking machines, etc.

Ovid—William Montague has purchased the balance of the W. H. Potter implement stock and consolidated it with his stock of implements and vehicles.

Eaton Rapids—W. R. Higgins and Henry Stone have formed a copartnership under the style of Stone & Higgins and engaged in the grocery business.

Caro—H. R. Howell, hardware dealer and undertaker, has sold his hardware stock to Cryss England, who will continue the business under his own name.

Alma—Cushing & Benedict, who conduct a dry goods and bazaar store, have taken over the D. Welch stock of bazaar goods and will continue it as a branch store.

Jackson—The Stockbridge Elevator Co. has taken over the plant of S. M. Isbell & Co. and will continue it as one of the chain of elevators it has under its management.

Owosso—John F. Florin, formerly of St. Joseph, has purchased the grocery stock of A. F. Loomis & Co. and will continue the business at the same location, 526 Main street.

Holland—John A. Vanderveen has sold his hardware stock to A. P. Siersma and Edward Brouwer, who will continue the business under the style of the Holland Supply Co.

Port Huron—The Economy Coal & Dock Co. has been incorporated with an authorized capital stock of \$15,000, all of which has been subscribed and paid in in property.

Maple Rapids—C. D. Crook has let the contract for building a fire-proof brick store building, modern in every detail, which he will occupy with his stock of groceries and dry goods.

Lansing—The Universal Tire Co. has been incorporated with an authorized capital stock of \$8,000, all of which has been subscribed and paid in, \$6,000 in cash and \$2,000 in property.

Detroit—The Detroit Butter & Egg Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in, \$6,000 in cash and \$4,000 in property.

Jackson—J. O. Gilbert has sold his ice cream parlor and confectionery stock to H. L. Cox, formerly of Toledo, Ohio, who will continue the business at the same location in the Otsego hotel block.

Fenton—The Delton Co. has been incorporated to conduct a wholesale and retail general mercantile business, with an authorized capital stock of \$2,500, of which amount \$1,500 has been subscribed and paid in in cash.

Detroit—The Vital Sales Co. has been organized to sell household utilities of all kinds, with an authorized capital stock of \$5,000, of which amount \$2,500 has been subscribed, \$729 paid in in cash and \$271 in property.

Detroit—The J. G. Keywell Iron Co. has been incorporated to conduct a wholesale and retail scrap iron and metal business, with an authorized capital stock of \$2,000, all of which has been subscribed and paid in in cash.

Detroit—The Detroit Packing Co. has been organized to deal in all

kinds of meat and meat products, with an authorized capital stock of \$500,000, of which amount \$250,000 has been subscribed and \$115,000 paid in in property.

St. Johns—Leon Budd has sold the stock of the People's Grocery to L. J. Carpenter and son, Harry, who will continue the business under the same style, with Harry Carpenter as manager. Mr. Budd will still retain his grocery store on Mead street.

Fremont—J. Andrew Gerber, President of the Old State Bank of Fremont, has been granted an indefinite vacation by the board of directors, and he expects to go to Europe shortly. Mr. Gerber has been actively connected with the bank for the past twenty-five years.

Manufacturing Matters.

Greenville—The Standard Oil Co. has placed large orders with the Michigan Motor Garment Co. for Outeralls for its employees.

Ann Arbor—The Connor Ice Cream Co., of Owosso, will open a branch in the Michigan Brewing Co. plant which it has purchased and is equipping with machinery.

Hillsdale—The Chapman Alamo Light Co. has been incorporated with an authorized capital stock of \$6,000, all of which has been subscribed and paid in in cash.

Detroit—The Peninsular Steel Process Co. has been incorporated with an authorized capital stock of \$6,000, all of which has been subscribed and \$3,200 paid in in cash.

Marquette—The Cloverland Aircraft Co. has been incorporated with an authorized capital stock of \$5,000, of which amount \$4,000 has been subscribed and paid in in cash.

Detroit—The Otwell Tractor Equipment Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and paid in in cash.

Detroit—The Lehman Precision Grinding Co. has been incorporated with an authorized capital stock of \$15,000, of which amount \$10,000 has been subscribed and \$1,500 paid in in cash.

Negaunee—The Marquette County Milling Co. has been incorporated with an authorized capital stock of \$20,000, of which amount \$10,000 has been subscribed and \$2,000 paid in in cash.

Detroit—The Detroit Die-Cast Bearing Co. has been incorporated with an authorized capital stock of \$8,000, of which amount \$4,000 has been subscribed and \$1,000 paid in in cash.

Petoskey—The Petoskey Canning Co., which was recently organized, has elected L. S. Darling, President; George McManus, Vice-President, and John M. Shields, Secretary-Treasurer. The company is capitalized at \$25,000.

Lowell—The King Milling Co. has closed down its flouring mill preparatory to installing new modern machinery throughout. The new equipment will not only be of the very latest model but will increase the capacity of the mill from 200 to 250 barrels per day.

Detroit—The United Tobacco & Candy Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in, \$2,428.94 in cash and \$7,571.06 in property.

Allegan—E. A. Post and Emil F. Schmitz have formed a copartnership under the style of the Allegan Casket Co. and will engage in the manufacture of a new type of casket which they have invented.

Lansing—The Michigan Ice Cream Co. has been organized with an authorized capital stock of \$50,000, of which amount \$26,000 has been subscribed, \$4,000 paid in in cash and \$14,000 in property.

Detroit—The Standard Candy Co. has been incorporated to manufacture and sell confectionery of all kinds, with an authorized capital stock of \$100,000, all of which has been subscribed and paid in in cash.

Owosso—William G. C. Generke, who conducts a bakery at Ovid, has purchased the Ploch bakery, taking immediate possession. He has placed his bakery at Ovid under the management of Charles Covert.

Detroit—The Five Dollar Hat Shop has been incorporated to manufacture and sell hats, millinery, dry goods and notions, with an authorized capital stock of \$10,000, \$6,000 of which has been subscribed and paid in in cash.

Detroit—The Michigan Copper Products Co. has been incorporated with an authorized capital stock of \$250,000, of which amount \$171,000 has been subscribed and paid in, \$15,025 in cash and \$155,975 in property.

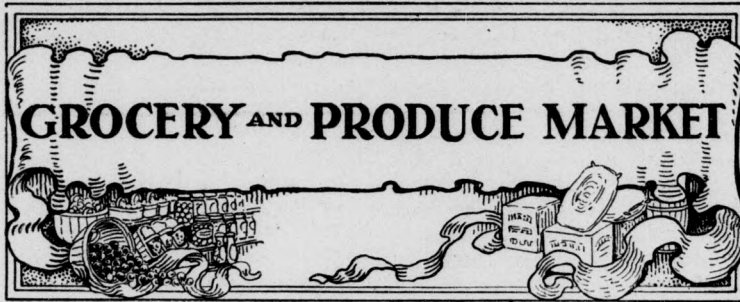
Detroit—The Aero-Cushion Inner Tire & Rubber Co. has been organized with an authorized capital stock of \$1,000,000, of which amount \$507,500 has been subscribed and paid in, \$7,500 in cash and \$500,000 in property.

Port Huron—The General Harvester Corporation has been organized to manufacture and sell tractors, engines, etc., with an authorized capital stock of \$100,000, of which amount \$50,000 has been subscribed and \$10,000 paid in in cash.

Ann Arbor—The Ann Arbor Boaching & Machine Co., which came to the city last September, has outgrown its quarters and has taken over the Ann Arbor Fluff Rug Co.'s former property, upon which a \$20,000 factory building will be erected.

Jackson—The Jury-Rowe Co. has been organized to manufacture and sell all kinds of furniture, store and office equipment, carpets, rugs, etc., with an authorized capital stock of \$60,000, all of which has been subscribed and \$6,000 paid in in cash.

Berrien Springs—Two concerns will be added to the industries of Berrien Springs. The Gary Waterproofing Corporation, which makes a liquid compound known as "Water Chaser" and which is claimed to render waterproof, tents, awnings, shoes, rope, umbrellas, etc., is one, and the other is a concern which will make the "Lightning Change Rim Auto." This rim was invented by C. B. Deeds and was shown at the Chicago automobile show this winter. A site 60 x 80 feet, has been obtained.



The Grocery Market.

Dealers who handle soft drinks on the premises are beginning to learn the run of the new revenue law. In the cities the fountains are supplied with a register which issues the extra cent charge tickets on 5 cent drinks. By this means the firms keep track of what they must turn over from their receipts to the Government Treasury. Regulations for administration of the 15 per cent. tax on "near beer" and other beverage made of cereals, and the 10 per cent. tax on manufacture of soft drinks provide that the assessment is against the original manufacturer in the case of near beer, even though he sells to another concern which bottles and sells the product.

If the beverage is subjected in the process to any remaking, sales by the second manufacturer also are taxable. The tax is on the manufacturer's price, not the retail price.

The tax on soft drinks, as differentiated from soda fountain products, is on unfermented grape juice, ginger ale, root beer, pop, artificial mineral waters, apple juice, loganberry juice and other fruit juices. The tax is paid by the manufacturer and these articles are exempt from soda fountain taxes.

Prune prices by the California Prune and Apricot Association are expected for the opening about June 1. It is said that the prices will not be held back until August, as had been rumored. The Association says opening prices will be based on a careful estimate of crop probabilities, and will avoid anything speculative in character. The estimate at the writing was more than 250 million pounds, and perhaps near 300,000,000.

The trade notices a heavy demand for grape juice, apparently the jobbers stocks being nearly cleaned out. Just what this means may be speculated upon freely. Anything in the picnic line is selling well just now, and it may be said the grape juice demand has to do with the season, rather than because alcoholic drinks are to go by the board July 1. Grape juice is said to be capable under circumstances to acquire quite a kick.

Raisin prices are said to be due when it is possible to calculate the tonnage with some surety. This may be about the middle of July. The waste reclamation service of the Department of Commerce finds about 2,000,000,000 cans are utilized a year for fruit, vegetables and soups, representing about 8,000 tons of pure tin, or altogether 800,000 tons of materials. Under the system the tin is recovered. Two per cent. of the thir-

teen tons of usable material sent to the dump in city centers for every 1,000 inhabitants is tin cans, or say 15,000 tons of tin cans are discarded annually.

Sugar—The movement of refined sugars into consumption during the past week has been on a larger scale and much more satisfactory in every way than for any similar period so far this spring. More settled weather is expected to bring a steady broadening of the demand, and while the distribution over any given period may not compare with some of the larger movements of former years, the probabilities are that over a long interval it will be found that as much, if not more, sugar will be bought and absorbed as in past seasons. The Michigan-Ohio beet sugar campaign of 1918-19 has been wound up, virtually, and the next movement in this department will be the withdrawal of Western beets from Indiana and Michigan markets.

Tea—The market shows no change for the week. There is a fair demand under the circumstances, but not large enough to rescue the market from the slough of despond into which it has fallen. Prices are the same as a week ago, with no immediate prospect of any change.

Coffee—The market for Rio 7 and other grades of Rio is a trifle weaker for the week, possibly 1c per pound, due to a general easier feeling in the coffee market. Santos, however, continues steady to firm. Operators appear to believe that the decline is only temporary. As a matter of fact, the market is in a very uncertain condition and buyers would do well to buy for reasonable wants only. With the market in its present very highly inflated condition nobody can intelligently forecast what is going to happen. Java grades are excited and tending higher.

Canned Fruits—California packers generally have sold so much in the way of canned fruit futures that they are now reported checking up orders against their estimated packs, and not active as sellers. Spot goods command constantly increasing prices, the highest ever paid in this market. California standard water apricots are quoted at \$4 for 2½s. Extra yellow cling peaches have sold up to \$4.75. Gallon apples have lately advanced 50c, and on Saturday were said to be hard to secure at \$5.75. In spots there is literally no "market," the price in any given instance being a pull between seller and buyer, with buyers generally ready to go the limit in order to get goods.

Canned Vegetables—Prices for

many canned vegetable futures, as for all sorts of canned fruits, are constantly advancing, and the general disposition of the market is out-and-out bullish. Some packers of Western fancy corn have advanced their prices 25c over their opening figures. All Wisconsin packers are reported sold out on future fancy peas, and confirmed orders on standards are said to be at an advance of 5c or more over the opening. California tomatoes are firmer, the demand on the Coast having been so active that the pack is very largely sold; prices are well in advance of the opening, \$1.35 for 2½s. California spinach is higher, \$1.35 Coast, and fancy is quoted at \$1.60, and not easily obtainable. Buying is said to have been heavy in Chicago. On Southern spinach packers are generally not naming opening prices.

Canned Fish—Salmon shows no change and the trade are still speculating as to whether the Government will unload some of its supply. Some of the trade think that part of the Government owned salmon should be released for the purpose of bringing down prices and those views have been communicated to the Government, but as yet results have not declared themselves. Sardines are unchanged. The market is still dull and ruling below the cost of production.

Later—New prices on Warren's salmon were announced to-day. They are exactly the same as one year ago.

Dried Fruits—To add to the activity in dried fruits, Coast wires report on what is said to be the best authority that the Federal Government will not put on the domestic market its holdings of Oregon prunes, estimated at 60 to 65 cars, but will sell them abroad. Brokers and buyers who had been looking for relief to the spot market from this source were not a little disappointed at this news. Prices on future prunes, October-November shipment, all districts, were advanced by the Packing Corporation 1c on 40s to 80s, ¾c on 90s-100s, 1c on 100s-120s and ½c on 120s up. The resulting new prices are flats, 50-pound boxes for 90s and up; bulk basis for 80s and larger sizes. Resales of Santa Claras, September-October shipment, were made at 12¼c, bulk basis for 40s to 90s; at 12½c, bulk basis, for 40s to 70s, with 1c premium on 40s. Spot Oregons were held at 30c for 40s, 27c for 50s, 23c for 60s. Future apricots were sold at about ½c over the association's opening prices.

Rice—Export demands are heavy and insistent, but owing to the shortage of supplies in the better grades the movement is by no means proportioned to the requirements of foreign buyers. Some large milling interests are reported to be practically out of the market, having sold about everything they had or could obtain. Domestic buyers are showing increasing anxiety to secure supplies of the more desirable kinds as the stocks diminish. The market is strong with a rising tendency, in which, however, the low grades, that are rather plentiful, do not as yet participate.

Molasses—There is the usual sea-

sonably dull market with no quotable price changes.

Cheese—The market is steady to firm, there being a moderate supply on hand at this writing. The receipts are gradually increasing but with the extra heavy demand we do not look for any material change in the very near future. The quality of cheese is gradually improving and we no doubt will have full grass cheese in a week or two.

Provisions—The market on smoked meats is very firm, prices having advanced about ½@1c per pound over last week's quotations. There is a good demand at this time and a fair supply. The market on barreled pork is steady, with quotations remaining the same. There is an ample supply to meet all current requirements. The market on dried beef is steady to firm, with unchanged quotations. There is a fair supply to meet the demand. The market on lard is very firm; quotations slightly firmer than previous quotations, having advanced about ½c per pound. There is a fair supply on hand and an active demand. The market on lard substitute is very firm, there being a regular demand for this commodity at this writing and a fair supply. The market on canned meats is very firm, due to a decrease in the supply and a good demand.

Salt Fish—Irish mackerel shows no particular change from a week ago. The situation is dull and with prices easy. Cod has taken a back seat for the season.

Dick Kimm, the Rockford hardware and furniture dealer, has under way plans which will make his newly-acquired hardware stock as complete and comprehensive as his furniture stock is. The entire upper floor of the building he occupies is devoted to furniture and it is arranged and displayed in a manner which would do credit to a metropolitan establishment. The experience Mr. Kimm gained in his long connection with the Winegar store in Grand Rapids serves him to useful purpose in his present location.

Lieut. Stephen Sears, son of S. A. Sears, has been discharged from the service and has returned to his home in this city. Mr. Sears was wounded in the right shoulder in France by a bursting shell and spent several months in hospitals in France and at Ft. Des Moines, Iowa. He has regained the use of his arm to a considerable extent, but will probably never be able to raise it above the level of the shoulder.

F. L. Baumaster has engaged in the grocery business at Hudsonville. The Grand Rapids branch of the National Grocer Co. furnished the stock.

Peter Hansen, grocer at Howard City, has added a line of dry goods. The Grand Rapids Dry Goods Co. furnished the stock.

Guy A. Cone has engaged in the grocery business at Ionia. The Judson Grocer Company furnished the stock.

WHEREFORE OF HIGH PRICES.

Many curious anomalies continue to show up in the buying by the general public. They are so different from what the ordinary kind of reasoning calls for that they mark a distinct break in accepted rules of political economy. Some quite learned men, for example, have wasted reams of paper in endeavoring to demonstrate that high prices must inevitably reduce the volume of buying and restrict it in great measure to staples and necessities. At the present time there is no question in the mind of any one that prices are extremely high. In the case of a number of articles the prices are from 100 to 200 per cent. or even more above those in normal times. Added to this, moreover, is the addition to the cost of living caused by the continued increases in house rents. Yet the results are quite contrary to what the conditions ought to call for. Price advances seem only to have stimulated the buying instead of having checked it. Articles of luxury, in spite of the extra tax on them, appear to be in great demand, and higher-priced goods are usually taken in preference to those of lower grade, while staples are frequently neglected for the fancier things. There is a reason why certain cheap things are not popular. Experience during the war period showed that they lacked the wearable quality and proved dearest in the end. But this is not sufficient to explain the course of the buying in other respects.

It must not be supposed that the high prices are not the subject of protest even while the buyers show eagerness to get what they want. Customers keep on asking why they should pay more after the war is over than they did while it was on for hats, clothing, shoes, and other things. There has also been recently more of an enquiring spirit as to the disposition of the vast stores of both food and clothing, as well as of the raw materials from which the latter is made, which had been accumulated by the Government in excess of its needs. It has been felt that too much consideration has been shown toward producers and too little toward consumers in the zeal to protect the high levels of prices. Persons have not forgotten that, during the war, manufacturers attempted to justify the high prices they asked and the large profits they were making by the plea that these would be an offset to the losses they expected to suffer when hostilities ceased and prices fell. And it is also remembered that, in the taking of inventories, there was a scaling down of the values of stocks in hand to prepare for the supposed inevitable declines and, incidentally perhaps, lighten the amount of taxation. The War Department has found it necessary to issue an explanation why it is trying to dispose of surplus meats abroad instead of putting them on the market here with the possible effect of cutting down domestic prices. But no quite convincing reason has yet been given why the wool stocks owned by the Government should be auc-

tioned off with price minimums fixed. Yet this latter circumstance has aided in keeping up the prices of all the woolen goods of the country. And so it is in other things.

While on the subject of prices, attention may properly be directed toward those of footwear. Perhaps nothing has been so great a cause of exasperation to buyers as the continued increase in the cost of shoes. They have been fed up with stories, general in character, of the scarcity of leather, and its consequent higher price, and of the added labor costs. Many of the statements are in the nature of propaganda intended to still the rising discontent. Not all of them are ingenuous, although many are ingenious. Thus, in some recently published arguments in one of the trade papers sent out for reproduction in regular newspapers, great stress is laid on the decrease in imports of hides up to a few months ago. But the other side of the story is not given. This is the decrease in the exports of finished leather and boots and shoes and, beyond this, the tremendously great production of domestic hides of one kind or another resulting from the slaughter of cattle and other food animals increased to supply the enormous amount of meats which have been gotten out. And, even when it comes to imports, it must be borne in mind that these have been recently increasing, especially those of goat and calf skins, where scarcity has been most pronounced. Some timely words of warning as to too much exploitation of the public came the other day from Fred A. Vogel, President of the Tanners' Council. He cautioned the members that recent rises in price have been speculative and that if they "allow the situation to get out of hand and see raw material advancing beyond all reason, there will come a sudden check to our business which will be detrimental and the effects of which will be felt for a year to come."

Cheap Postage to Be Resumed.

Postmaster General Bursleson has advised the Post Offices of the country that, beginning with July 1, the old rates on first-class mail matter, including postal and post cards, which were in effect prior to Nov. 2, 1917, will be resumed. Says the order: "Upon all matter of the first-class, postage shall be charged at the rate of 2 cents for each ounce or fraction thereof; and drop letters shall be mailed at the rate of 2 cents per ounce or fraction thereof, including delivery at letter-carrier offices, and 1 cent for each ounce or fraction thereof where free delivery by carrier is not established. Postal cards shall be transmitted through the mails at a postage charge of 1 cent each, including the cost of manufacture.

"It shall be lawful to transmit by mail at the postage rate of 1 cent a piece, payable by stamps to be affixed by the sender, and, under such regulations as the Postmaster General may prescribe, written messages on private mailing cards, such cards to be sent openly in the mails to be no

larger than the size fixed by the convention of the Universal Postal Union, and to be approximately of the same form, quality, and weight as the stamped postal card now in general use in the United States."

An additional order reads in part as follows:

"The letter rate of postage (2 cents for each ounce or fraction thereof) will be applicable to letters addressed for delivery in the Bahamas, Canada, Cuba, Barbados, British Guiana, British Honduras, Dominican Republic, Dutch West Indies, England, Ireland, Scotland, Wales, Leeward Islands, Mexico, Newfoundland, New Zealand, Panama, Trinidad, (including Tobago,) and Windward Islands, (including Grenada, St. Vincent, the Grenadines, and St. Lucia.)

"Postmasters are informed also that the provisions of the above-mentioned order are not to be understood as affecting the rates applicable to letters for foreign countries other than those named in the preceding paragraph, said rates remaining at 5 cents for the first ounce or fraction thereof and 3 cents for each additional ounce or fraction thereof.

"The rates of postage applicable on and after July 1, 1919, to postal cards and post cards (private mailing cards) addressed for delivery in Canada, Cuba, Mexico, and Panama will be 1 cent each."

Bring Insurance Policies Up-to-date.

Retailers throughout the country who own the property in which their stores are located should look into the matter of insurance with a view to keeping their property covered for an adequate amount. Policies taken out before the war, which at the time of underwriting covered probably 75 to 80 per cent. of the value, to-day will cover but 40 to 50 per cent. of the present value of the property insured, due to the increased costs of labor and materials.

Recent large fires have demonstrated the wisdom of keeping insurance policies up-to-date. In several instances, property has been destroyed upon which the insurance originally covered 75 per cent. of the value but which, when the face of the policies was paid, was found to cover less than half of the replacement cost under present conditions.

Building construction has increased 50 to 80 per cent. in cost, while in most cases the owners have not increased their insurance. In communications to clients regarding renewals, insurance men have sent brief notices hinting at the advisability of revaluation of buildings and replacement cost of other property, especially machinery.

Fire insurance companies, it is declared, fully recognize the increased value of buildings, owing to the costs of material, labor and other items entering into construction, and will accept additional insurance. Agents advise that before acting to increase insurance, property holders should consult builders or friends who understand values and the appreciation in buildings. As a general rule, however, any building not depreciating

too greatly from age is worth not less than 50 per cent. more to-day than three years ago.

Trend of Fur Styles.

From present indications a marked change from the fur styles now in vogue is due this fall. In other words, the small pieces that are now so popular in the trade will give way to more voluminous articles. Coats, dolmans, coatees, capes, and sizable scarfs are all expected to do well, this expectation being based on the early advance business taken.

Opinions differ as to whether coats or dolmans will have the stronger "pull" for fall, but there is a disposition on the part of buyers to regard medium length dolmans very favorably. Many attractive models in the latter have been worked out in Hudson seal, trimmed with squirrel, mink, and other contrasting furs. Some furriers think very well of the shorter coats and coatees for the new season, basing their belief in part on the higher cost of all furs and the fact that—all else being equal—the shorter garments will be the cheaper.

Bead Chain Necklaces Popular.

Among lines that are attracting interest among the jewelers at present are bead chain necklaces. These articles and other novelty jewelry are having an exceptional demand that keeps the manufacturers stocked well ahead with orders. A great many buyers are coming in, particularly those representing the jobbing trade of the South. Export buyers from widely scattered points are also reported to be well represented in the market.

Insurance men in Boston saw a novel motion picture last week, produced especially for their edification and written by the chief engineer of an insurance company. Entitled "The Outlaw," it was based on the theory that carelessness is responsible for most accidents. The villain was King Carelessness, surrounded by his demons, Inatenshun, Ishouldworry, Nevermind, Takeachance, Didn'tthink, and others, who are attacked and finally driven out of the factory by the hero, Safety Engineer.

Plane Men.

Written for the Tradesman.
Winged things made sport to-day
From earth unfettered they sailed away
Into a realm long since their own
Had but an entrance there been shown
But now within its mysteries
The overwhelming wonder is
That man so long was kept without.
Air-born he was without a doubt,
We were convinced on Victor Day
As then we watched the planes at play
More like the starlings when the sea
Is tempest tossed continually.
The habitants who claim the air—
Our city doves—were all despair
For oft they'd try—tho' languidly—
To join their new friends' company;
But quick returned to their old haunts
Out-flown, out-done by the aeronauts.
Men diving, swirling, whirling there
Were not of earth—their realm was air.
We wondered as we saw each flight
That man so long unclaimed his right,
For his dominion—'twas very clear—
Is earth and sea and atmosphere.
Charles A. Heath.

YOUR STOCK can be sold out right in YOUR TOWN. Let us show you what we have done for other Michigan merchants.

Greene Sales Co., Jackson, Mich.

Yes, Mr. Dealer!

Increase Your Cigar Sales

Have in Stock

Dime Quality

ODIN

7c

Contains Havana



Exact Size



10c Straight

Regular
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Mungo Park

The Wonder Cigar

New Havana Smoke

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LANSING, MICH.
CADILLAC, MICH.
GRAND RAPIDS, MICH.
SAULT STE. MARIE, MICH.
TRAVERSE CITY, MICH.
SOUTH BEND, IND.
PORT HURON, MICH.
LUDINGTON, MICH.
MANISTIQUE, MICH.
ESCANABA, MICH.
OWOSSO, MICH.
DECATUR, ILL.

LUBETSKY BROS. & KLEINER, Makers, GRAND RAPIDS, MICHIGAN

TRYING TO CHECK THE RISE.

The troubles that resulted from the high prices of war-time were due to an unwisely expanded margin of profit. It was this feature that caused the manufacturers most annoyance and made converters cease to order ahead long before the armistice came on. It is the feature of the immediate conditions that far-seeing merchants are most concerned about and dread. If it comes about that purchases for the converting and manufacturing trades are predicated upon a profit margin that is unduly wide, the mills can take a shrinkage without a loss, which can break the converter or the manufacturer using fabrics as his raw material. The only way that a weakening of the producing position can be avoided is to go slow on accepting forward business, however high the spot prices may go.

The demand for cotton goods during the past week has been phenomenal. Sales have been made in large volume at rapidly rising prices and bids were far more numerous than sales. Mills making fine combed yarn cloths have used greater discretion in accepting further commitments than has been true of mills and sellers handling print cloths and sheetings.

The colored goods situation in the dress fabric division continues very tense. Deliveries are wanted as quickly as they can be made and some cutters are quite willing to order spring gingham and fancy colored cottons now. Agents for some mills have been unable to make good deliveries owing to strikes and unsettled manufacturing conditions while others have preferred to withdraw their lines from sale pending a more settled condition in the purchasing end of trade.

Bleached cottons of all kinds have been more active. Wide sheetings, pillow cases and pillow tubings, and other domestics, have sold more freely and agents have been disposed to check the ordering at current prices by withdrawing certain lines and testing the extent of the buyers' needs by the suggestion of higher prices for nearby deliveries. Percales and prints have been sold so well that after having advanced prices agents have decided to limit orders. Some printers are not getting full deliveries from their works and are unwilling to sell to normal capacity. The price advances appear to have whetted the appetite of jobbers, and they are assuming little risk in view of the protection afforded on several lines of this character.

The improvement in silks has reached a place where much better employment conditions are assured if workers will accept the present wages and hours until the gap in the demand for merchandise is lessened. If threatened strikes materialize they will merely hasten the day of greater disorganization in production. The call for the expensive silks is very unusual and is typical of conditions seen in jewelry and other lines where a superabundance of money is leading to many extravagances.

In the wool division manufacturers have done all that is possible to curb

a hectic demand. They are unable to make many of the deliveries called for and could not improve the situation by price advances. Some of the more important factors are closely scrutinizing sales at second hands to put a check to the speculation that lifted prices last year to abnormal levels at a time when mills were making moderate profits from Government work. The strike in the garment making trades has caused less apprehension than any similar outbreak in the history of the business, so far as producers of fabrics are concerned.

AN ARTFUL DODGER.

Hon. Chas. B. Scully, of Almont, double crossed the Tradesman—acting in behalf of the insuring public of Michigan—in his capacity as chairman of the Insurance Committee of the Michigan Senate.

Judging by the communication from Hon. Milo D. Campbell, published in the insurance department of the Tradesman this week, he is by no means an amateur in the business of double crossing his friends or those who might be numbered among his friends if he was inclined to play fair, which he seems to be utterly unable to do. He makes statements which do not bear the semblance of frankness or truth and, when requested to particularize, he wraps himself up in a mantle of silence, like the ostrich which buries its head in the sand and imagines that by so doing it is concealing its entire body. Mr. Scully may prevent his critics reaching a just conclusion by his ostrich-like antics, but he simply diverts attention from others and centers it upon himself. The time has long passed when a legislator can surround himself with the glamor of eternal silence and ignore the questions and suspicions of his associates and constituents.

HOSIERY WITHDRAWALS.

The activity that has ruled the hosiery market of late has forced a tight situation and lines are being so well taken care of for the future that some are being withdrawn, while others are likely to be withdrawn at an early date. The Knoxville Knitting Mills announced last Saturday that its entire line had been withdrawn on account of having been sold up for fall and other similar announcements are expected from other quarters soon. These with the announcements that have already been made indicate a well sold market.

Silk hosiery of all kinds is unusually strong and it is difficult to locate anything like quick delivery. This applies to the pure and the artificial for both men and women. Mills are behind with their deliveries, despite the fact that in many cases enlarged production facilities have been obtained to keep pace with the demand.

The low end is coming along in fine shape and mills are rapidly being taken care of on fall production. Prices are stiff and it is anticipated that they will get stronger if the improvement continues.

Common sense is not so common after all.

WHIRLWIND COTTON MARKET

The whirlwind cotton goods markets during the past week led many important merchants to express grave anxiety lest the whole trade was riding for a fall. No such doubts are entertained by a great many cotton manufacturers, some of whom are Nationally known.

They predict that prices will continue to rise to and beyond the Government levels of October of last year, when wide print cloths were quoted at 15½c a yard, staple prints at 22c and Fruit 4-4 muslins at 30c. Those goods are now quoted at 13c, 15c and 21c, respectively.

The view they express of the market is substantially as follows: Production cannot reach pre-war proportions for at least two years because of the shorter working hours, the inability to secure operatives and the impracticability of adding new machinery to make up the loss resulting from the cutting down of working hours.

They do not consider that the price of cotton will cut any figure of consequence in cloths and they are undisturbed by the thought that cotton may go up or down. Nor do they give any serious attention to the suggestion of an impaired purchasing power interfering with distribution or demand.

If views of market conditions like these were being aired by speculators they would merit no attention from merchants and would receive none. They have been expressed within two or three days by some of the men who were pioneers in Southern cotton mill development, and by other men who are at the head of large New England manufacturing institutions.

One of these men writing to an agent here stated that the very thing he predicted a year ago has come about and can now be seen clearly. The market received a violent setback upon the advent of peace and is now recovering fast because there is a world exhaustion of merchandise that can best be treated by supplies from this country. He counsels his agents to sell nothing for more than four months ahead and to encourage no commitments from those who have at any time resold goods in the markets.

TO EXTEND USE OF LINEN.

Representatives of the Irish Linen Society are in New York City this week to aid in the movement for having more of their products used in this country. A publicity campaign for this purpose was launched some time ago. During the war the greater portion of the linen made was used in the manufacture of airplanes and, besides, the supply of flax was much curtailed because of the disturbances in Russia and the destruction in Belgium, the two countries from which a great deal of the raw material was obtained. There is to be a much greater production of flax in the near future, and it is said that the new quick processes for retting the fiber will enable quicker marketing. The greater use of linen will be a boon to many who have found the cotton

substitutes far from satisfactory, and nothing prevents such use except the higher price. If the flax can be prepared at reduced cost, as seems likely, a great problem will be solved, and the expression "a gentleman's linen" will again mean something. Consumers may once more become familiar with linen collars and cuffs, as well as shirts, instead of the contraptions made of cotton fabrics which have been of inferior construction while the price has advanced. Even at a somewhat higher price, linen articles, especially those for household use, have a place that nothing else has been found to fill adequately for a few thousand years or so.

THE JEWEL CONSISTENCY.

The grocery trade desire that the Federal Food law be modified to declare wrapped meats to be "food in package form" will be strongly urged upon the Food Inspection Board at Washington this week and, on that point, too, the grocers will probably find themselves arrayed against the packers on the merits of the controversy.

This issue has brought to light a peculiar inconsistency in the rulings of the Department of Agriculture. It has refused heretofore to regard wrapped meats as "food in package form" because so much of the wrapped meat is sold as a whole and not subdivided, but someone has discovered that in the matter of walnuts, which are almost identical in their relation to the shipping container and the ultimate consumer's purchase unit, the department has completely reversed itself.

In the latest lot of Service and Regulatory announcements, the department held that a lot of mouldy nuts were not only "adulterated" by reason of spoilage but also "misbranded" because "it was food in package form and the quantity of the contents (not the package but the contents) was not conspicuously and plainly marked on the outside of the sacks." Wherefore the Government in that case (No. 6238) condemned the goods.

Man after more than four hundred years of scheming and experimenting has learned to fly better than the eagle and the condor. All the books on the subject give Leonardo da Vinci, who was an engineer as well as a painter and sculptor, the credit of designing the first pair of wings by which biped man was to share the air with the birds; there is a print of the design dated 1500, and the books are full of queer contrivances that now excite laughter. But when the present century had dawned there were men still planning to fly by their own muscular power. Not until the invention of the gas motor was there any hope that the planes inventors were toying with could be converted into a machine available for useful flight. And the gas motor had to be vastly improved before long flight was possible. The land plane suggested the seaplane, but the development of the latter, which requires a very powerful engine to lift it from the water, was slower.

COMPETITION

THE GREATEST FACTOR AFFECTING YOUR "VOLUME"

The Compelling Factors in Meeting Competition are—

First; a modern refinement of appointments which enhance the merchandise and command a greater degree of respect for the store—its merchandise and its policies.

And coupled with this, a uniform and efficient SERVICE which audibly but subtly impresses the trade—a service which emulates in an automatic-like manner the PERSONALITY and IDEALS of the management.

Further: a combination of these and other trade-compelling forces produce "volume" at a minimum overhead cost—a reduction of the margin between "gross" and "net."

New Way Methods of Merchandising have met these needs—a fact which an inspection of many of the largest and most progressive stores in the country will verify. Many of these stores are illustrated in detail in our "New Way Story Told in Pictures"—a copy of which will be sent upon request.

Grand Rapids Show Case Co.

Main Office and Factory: Grand Rapids, Mich.

Branch Factory: Lutke Manufacturing Company, Portland, Ore.

Branch Offices:

NEW YORK
1465 Broadway
at 42nd St.

CHICAGO
316-318 W. Jackson
Blvd.

PITTSBURGH
996 Union Arcade
Bldg.

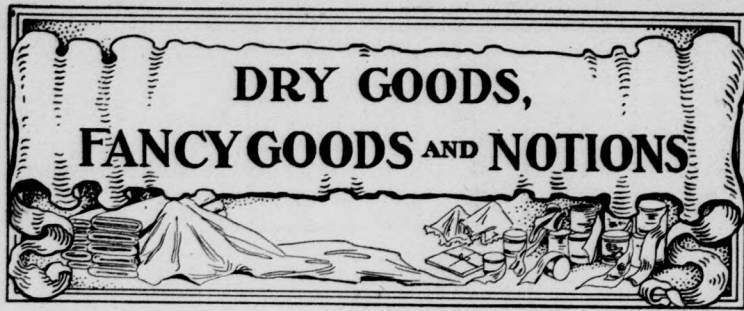
ATLANTA
431 Candler
Bldg.

KANSAS CITY, MO.
607-608 Ridge
Bldg.

DALLAS
506-507 Insurance
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Licensed Canadian Mfrs.
JONES BROS. & CO., Ltd.
Toronto, Canada





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

When the Dry Goods Market Is Unsafe.

A jobber in the State of New York, writing to a friend here this week protesting against the high price of gingham stated that in the interval between January 1 and March 15 he was obliged to rebate over \$40,000 to his customers on gingham he had sold and which he had supposed were going into consumption. Many of them had been paid for, in fact more than 70 per cent. of them.

The point sought to be made by references of this sort is that goods bought are not consumed. The goods that have been bought in the past two months in primary markets will pass into consumption rapidly, if all things come about as merchants hope they will and have reason to think they will. That need not deter any sane person from considering that merchandise values are volatile in these days of high prices and inflation, and thousands of merchants who have bought goods are giving very serious consideration to just that phase of the market situation of to-day.

There are thousands of others who have grown accustomed to working on wide margins of profit and who believe they can continue to do so for years to come. They have become speculative merchants, and on a rising market long sustained they make a great deal of money. The real merchants of the world are not in this class, and as it is those men who will remain in business through good times and bad, it seems to be the part of wisdom to know and speak of what they think, and allow the others to add to the gaiety of life, but not to divert men from sound lines of thinking and doing.

The most menacing fact in the dry goods world of to-day is that the jobber has come to know that the retailers as a class will not take the merchandise bought if market conditions in the primary division or if sales conditions in their own fields have gone against them. This statement is made upon the authority of three men, each of whom is nationally known as the head of great merchandising institutions with which they have been connected for years and two from boyhood. Whatever critics may hope or feel, that is a fact that must be reckoned with by every merchant who proposes to stay in busi-

ness for more than a year or two, or three.

There are many reasons why retailers no longer consider themselves obligated to pay for and hold goods they have bought, whatever future buying and selling conditions may be. The retailers are not alone in the blame that attaches to such a condition. Many traders force goods upon retailers, and for years some have done business expecting to take back any goods that cannot be sold. They have controlled retail selling organizations in many ways, one of them being by making a wide margin of profit for the retailer if certain goods shall be handled exclusively.

It has come to be a common practice for many sales organizations handling dry goods, either made up or otherwise, to fix retail selling prices and retail selling conditions. They have been able to do this by guaranteeing the retailer a certain measure of profit on the goods handled. Finding themselves able to secure guaranteed profits on some goods, retailers have come to demand that all who sell them shall guarantee profits, make markets, or take back unsold goods, for them.

One of the wisest merchants in New York made the statement last December that retail buyers have come to the state of mind where they feel that if they do not secure rebates or force back goods upon jobbers when market conditions are against them they are not doing their full duty by their employers.

But the real reason why so much mischief lurks in the possibilities of advance selling at the present time is the wide margin of profit existing between the producer and consumer. If competitive conditions demand a readjustment of prices in retail channels price slashing can go on to an extent that will cripple many small dealers before they know that the goods they are carrying are unsalable at their price. This year the retailer has been able to unload after a primary market shock. Some other year things may be entirely different. The jobber stood the strain of cancellations and rebates this year. In another year he may not be able to do so.

When shirts are offered at retail 100 per cent. or more in excess of the cost of production the merchandising basis is unsound. When a selling agent for a hosiery mill finds his goods being sold at retail for 110 per cent. above the agency price he knows that the distribution of his goods is being imperilled. When agents for gingham mills sell goods on a mod-

est basis of profit at 24 cents a yard and find the goods selling at retail in the same city for 65 and 69 cents a yard they know that the market is unsafe. The retailer sees nothing unsafe in this condition provided he can go on selling on this wide profit margin.

But when the margin suddenly shrinks, either because consumers rebel or find themselves unable to pay, the retailers of to-day try to throw the burden upon those from whom they bought. With that condition (not theory) before the trade there is good reason for caution on the part of merchants who think they have their goods sold because they have been ordered from mills and sold to jobbers. A few years ago a jobber worked on a margin of 10 per cent. Now he seems to need 15 per cent., and discounts are being allowed on that basis. The retailer used to require 25 per cent., now he seems to need at least 33 $\frac{1}{3}$ per cent., and many demand more than 50 per cent.

Values that are double those of 1913, or twice and a half that level, do not seem high to some merchants. But consumers who find values three and four times higher than they were six years ago and also find the quality of merchandise greatly deteriorated are certain to find their purchasing power overstrained at some time. At this moment the overstrain is felt by a comparatively small proportion of the people. But protests against the high price for bread, shoes, coal, rents and other things are cautionary flags to prudent and far-seeing merchants, and if others do not study nor heed them they will probably not be in the dry goods business in a few years from now.

Du Ponts are Going Into Wearing Apparel Trades.

The Nemours Trading Corporation, a du Pont organization with offices at 151 Fifth avenue, announce that they are going into the apparel business and will offer everything in textiles worn by men, women, children and infants. Undergarments as well as outer garments will be included.

The organization will be divided into thirty-two sub-departments, each of which will embrace one class of merchandise, kindred lines being grouped under one sub-classification.

Underwear, hosiery and sweaters, bathing suits, rain coats, clothing of all kinds for both men and women, hats and millinery, shirts and collars, handkerchiefs, gloves and neckwear for men and women are among the articles that are announced as forming the merchandise of the new corporation.

The new venture is expected to be ready for launching by June 1, although many lines are now ready at the showroom at 151 Fifth avenue. Foreign offices are maintained in fifteen cities at this time and eight other branches are being made ready for use. This will give the corporation representation in foreign countries which will prove a big aid in getting foreign merchandise for sale here. It is planned to offer both American and foreign merchandise.

A. Seideman is the general manager of the ready to wear department, and with him will be associated some of the biggest men in the mercantile field. Each sub-department will have an experienced man in charge who will be responsible for the merchandise that his department offers.

The Nemours Trading Corporation originally intended using the Grand Central Palace for this purpose, but the action of the Government in commandeering it as a base hospital put an end to that plan for the present. It is not expected that they will be able to locate in the Palace until some time next year, possibly soon after the first of January.

Branches are located in London, Paris, Manila, Buenos Ayres, Rio de Janeiro, Santos, Sao Paula, Demerara, Surinam, Jamaica, Trinidad, Barbados, St. Lucia, Grenada and St. Vincent.—N. Y. Commercial Bulletin.

The Retail Salesman.

The real salesman is the one who sees in every customer coming toward him a prospective sale. He doesn't lag back to see if some other salesman is closer to the customer, and will likely relieve him of the trouble of going through a lot of stock in order to make a sale. He is alert, wide-awake, knows his stock, where to find everything wanted, doesn't have to ask some other salesman to interpret the price mark, and is right there when it comes to displaying the goods.

Even with all this, without good nature, the salesman is badly handicapped, so it is up to him to keep in good trim physically in order that good nature may have full play. For true it is, no one wants to be shown goods by a "grouchy" man. The contrast is so marked between a good-humored salesman and a "grouch" that it means dollars and cents to the salesman as well as to the store, and spells success or failure to both.

If a salesman's vocation is yours, resolve now to make the most of your opportunities. Start in the new year with the determination of climbing to the top where you won't be crowded. Make a study of your work, and master it. And while you are doing this, master yourself, know when to talk and when to keep silent, and don't overdo either.

And above all, do a little more than is expected of you; thus open up a market for your services and the job ahead.

Long words, like long dresses, frequently hide something wrong about the understanding.



Rebuilt
Cash
Register
Co.

(Incorporated)
122 North
Washington Ave
Saginaw, Mich.

We buy, sell, exchange and rebuild all makes.
Not a member of any association or trust.
Our prices and terms are right.
Our Motto:—Service—Satisfaction.

== SERVICE ==

Is the foundation of our business. We have not always given you the service you ought to have had, but we are now prepared to do much better. All that we ask is a trial. We want to tell you of several **NEW REASONS** why you should trade with us.

1. Our **SHORT LENGTH DEPARTMENT** in the **BARGAIN BASEMENT** enables you to get a variety of patterns and not an excessive yardage in any one of them. This enables you to carry a variety of stock and get the business which naturally belongs to you.

2. We will break boxes or bundles and serve you in any way we can. This is directly contrary to our former policy but we realize what conditions you are up against; hence this announcement. We are running this institution to serve you and are perfectly willing to do what we can, regardless of whether it inconveniences us or not.

3. You will notice a new red slip in every package you receive from us. It gives the name of the checker and packer. This merely indicates to you how closely we supervise the filling of orders, so as to cut down claims and give you the best of service.

4. We have installed a new perpetual inventory in every department so that we know exactly what stock we have of every item of merchandise. Not only do we know what stock we have,

but we know what sizes we have, what colors, patterns or pattern sub numbers. You can see how this will enable us to gradually eliminate back orders and fill your orders complete, in the way that you want them. You can also see that it will enable us to see what merchandise is most wanted by the trade, so that we can carry what the trade wants. We have no favorite brands but are only desirous of carrying the merchandise the trade demands.

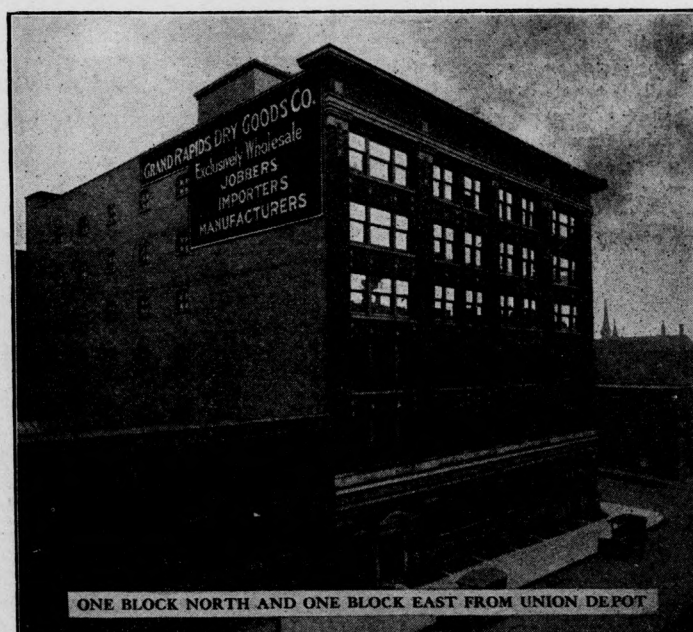
5. On phone or mail orders or orders taken by salesmen, we give you the current market prices, if they are lower than what you have agreed to pay on the order. In other words, you are perfectly safe in dealing with us at all times. One merchant told us the other day, that he sends his mail orders to us and not to others from whom he has bought the bulk of his business, because he always gets his mail orders from us at the right price. Try us and see.

6. Perhaps you have noticed lately that when you have a credit due you, you receive it without delay. We stand back of the merchandise we handle and are perfectly willing at any time to make any adjustments that are proper.

WHY DON'T YOU GIVE US A TRIAL?

We are pleased to say that we expect all of the Wholesalers of Grand Rapids will soon join in **CITY DAY**. On **EVERY WEDNESDAY** you will find **REAL BARGAINS** in **EVERY DEPARTMENT** of our House. This is not only for city, but out-of-town customers. Even if you do live a long ways from Grand Rapids, it will pay you to come and see us on Wednesday.

OUR CHALLENGE IS STILL GOOD. THAT IF YOU ARE NOT SATISFIED WITH THE BARGAINS ON CITY DAY WE WILL REFUND YOUR RAILROAD EXPENSES BOTH WAYS.



Prices are still advancing; send us your order **NOW** or tell us when you want our salesman to call on you.

Exclusively Wholesale

PROMPT SERVICE

No Retail Connections

PERPETUAL INVENTORY.

It gives the Merchant Key to Turn-over.

The stock-turn averages from over seven hundred stores in the United States have been figured from System's investigations to give the averages for the ten standard types shown in the table below. The averaged turnovers shown are for the complete stock and have no reference to either the character or the number of lines carried.

From the figures presented in the table shown herewith we can readily see how turnover is being neglected by many merchants in many lines.

Type of Store	Average Number of Turnover Secured Annually
Grocery	10
Department	7
Variety	6
Drug	4.5
Dry Goods	4
Hardware	3.5
Furniture	3
Shoe	2.1
Clothing	2
Jewelry	1.5

The information furnished to the merchant by the Perpetual Inventory gives the key to turnover, because it furnishes at a glance the record which shows the slow-moving lines and the fast-turning ones.

The lines that do not turn eat up the profit from the turning ones.

The more turns the merchant makes, the more satisfactory his net profit will be.

The merchant who has the cleanest stock and who keeps everything on the move will turn his capital more times in a year than his slower competitors, and the only way to keep an adequate check on the number of turns of lines in stock is to divide the stock into departments and keep a separate sales record for each department.

It is the number of turns of investment that keeps down the ratio of selling expense, and we all know, and I think fully realize, that the cost of doing business must come down.

Investigations made by many authorities show that cost of doing business is constantly increasing. In the last ten years at least 3 per cent. on sales has been added to the cost of selling goods.

One of the solutions for this problem of decreasing overhead is to develop a system that shows the turns and then use the facts intelligently. For on turnover rests the success of the retailer.

A merchant must have capital to run his business, and yet capital without turnover would mean loss rather than profit.

It costs much more to handle goods that sell but once a year, than it does to handle goods that turn from twice to a half a dozen times. A one hundred dollar investment turning six times in a year brings more net profit than one hundred dollars turning but once. One dozen each of six items will sell or should sell six times as fast as six dozen of one item, thus yielding six profits instead of one.

The volume of the sales does not always mean net profit but repeated turnover does, and should mean a satisfactory net, and the amount of net profit for any one year is determined by the turnover.

Again, lack of turnover depends not only on adequate records that point out the facts, but also upon intelligent buying. Over-buying is what keeps average merchants from making the desired net profit. The total amount of merchandise a merchant buys in a year need not be too great, but he may buy in too great quantities, and his success depends not on how much he buys in a year, but on how he buys and when he buys it. Over-buying does not always mean buying too much. Many times it really means buying at the wrong time, the wrong kind of merchandise, as well as in the wrong quantities.

I am convinced that the maximum of turnover cannot be reached in any store without a careful analysis of the trade territory, because turnover depends not only on buying goods in the right quantities, but it depends also on buying the right kind of goods and the right kind of goods are indicated very clearly by a careful, accurate trade survey.

Sometimes merchants reduce the number of possible turns by catering too strongly toward quality goods—goods a little too high grade and expensive for all of the trade. As a matter of fact, a stock of goods purchased with the idea of getting the most turns in a year must have a liberal sprinkling of popular-priced income of the average family in this country is \$16 per per week, and out this must come food, clothing and shelter. The rest is left for purchases along many lines to satisfy many wants, and the average housewife who is handicapped by the average income of \$16 per week must necessarily look to popular-priced goods to assist her in supplying the wants in her household. So the merchant who leans too strongly toward quality merchandise is overlooking a very important factor in turnover and one that will without question produce the desired results for him.

The table given above shows the variety stores, for instance, get six turns a year, where the hardware stores, carrying many of the same items, get a turn of three and five-tenths. The difference is not to the methods of the store so much as it is in the merchandise carried. The variety store sells popular-priced merchandise, and many variety stores get ten and twelve turns in a year, and I have known of such stores reaching as high as seventeen turns in a year, all because of selecting the right kind of merchandise. And so turnover, as one of the greatest problems in present retailing resolves itself first into the right kind of records which point out the goods that remain on the shelves, on buying the right kind of merchandise which can be arrived at through a trade survey, on buying goods in the right quantity and at the right time of the year.

It is a common error on the part of merchants to suppose that, for in-

stance, a given stock of \$5,000 divided into the gross sales for the year amounting to \$30,000, yields six turnovers. Inventory stands for what the goods cost, gross sales represent what the goods are sold for, and so a simple rule for finding turnover may be given in these words: From your gross sales for the year subtract your gross profit, into this divide the average amount of stock on hand through the year. To illustrate, the gross sales for the case referred to amount to \$30,000. This merchant's average gross profit was 40 per cent. Forty per cent. of \$30,000 is \$12,000. This leaves \$18,000 as approximate cost of the stock sold during the year for \$30,000. The average investment is given as \$5,000, divided into \$18,000, would give three and three-fifths turns.

Such facts would indicate a fairly satisfactory condition, and yet it is no doubt true that this stock might have lines in it that turned only once or twice or perhaps not at all during the year. So, to repeat, the only definite check on the number of turns of lines in stock is to divide the stock into departments and keep a separate record for each department.

It is not my purpose to go into details on this important question at this time, yet I wish to suggest the importance of the subject, one that I am sure is worthy of the attention of every retail merchant. E. B. Moon.

Associate a great deal with young people; take a lively interest in their hopes and ambitions, and enter into their sports with enthusiasm.

Device to Facilitate Overall Sales.

The Ideal Clothing Co. has been granted a patent on a new device which enables the retailer to keep his overall stock level at all times. Instead of having an accumulation of large and small sizes, he can confine his purchases to such sizes as are in constant demand, thus handling his trade on the lowest possible investment, yet keep his assortment of sizes so complete that he need never lose a sale. The device is fully illustrated and described on the front cover of this issue of the Tradesman. An examination of this announcement will be of interest to every merchant handling overalls.

Felt and Cloth Made From Spun Glass.

Il Sole, published at Milan, contains an article on the glass industry, in which it is stated that after a series of experiments made in Venice and Murano by Signor Luigi Bisigato, felt and cloth made from spun glass have now been successfully produced there.

A new society, the "Vitrum," has been formed, with extensive plants at Naples, for the manufacture of the felt and cloth for use as insulators in storage batteries.

Cultivate placidity, serenity, and poise—mental and physical. Do not allow anything to throw you off your balance. A centered life is a long life.

But few men can stand prosperity when it comes.

SELL Lowell Garments

and have satisfied customers

Our Spring Lines are now ready and we guarantee to fill all orders we accept

LADIES'

Gingham, Percale and Lawn Housedresses, Sacques, Wrappers, Kimonos, Aprons, Outing Flannel Night-gowns and P. jamas.

CHILDREN'S

Gingham and Percale Dresses, Outing Flannel Night-gowns and Pajamas.

MEN'S

Outing Flannel and Muslin Night-shirts and Pajamas. Out Size and Stouts for Men and Women a Specialty.

LOWELL MANUFACTURING CO. GRAND RAPIDS, MICHIGAN



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.

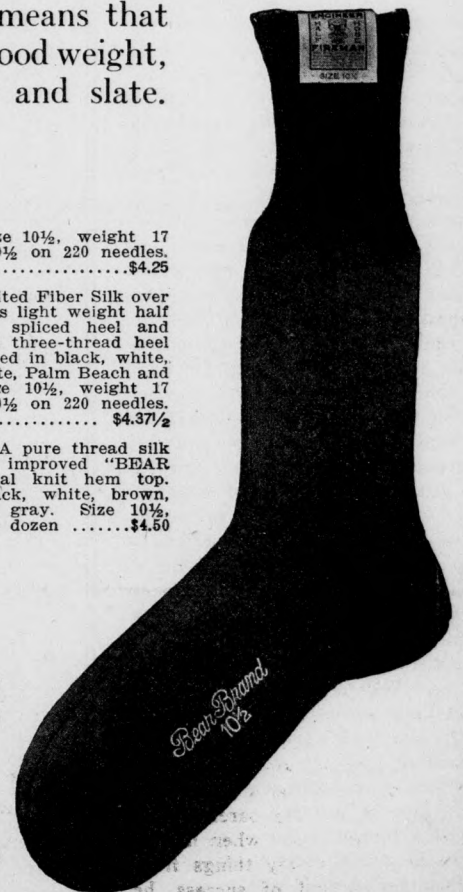
WRITE FOR NAME OF JOBBER NEAREST YOU

PARAMOUNT KNITTING CO.

Hunter Bldg.

MANUFACTURERS

CHICAGO



STORE MANAGER'S SALARY.

Two Per Cent. of Sales Is the Limit.

Men who have come to give this matter study, have tended to follow it out logically along lines of almost pure theory. From that we get the deduction, quite commonly met with, that "the proprietor is worth what he could earn as the salaried manager of another's store; otherwise, why should he not get out of business and into a position which would pay him a better salary?" But there are practical factors to be weighed in any balance of his character.

Many a man finds himself in business, with an investment which represents many years of accumulation—his own or somebody else's—which he cannot dispose of without severe loss, perhaps ruin, and which yet he has not been able to bring to a point where he can run into the expense what might look like a just salary—that is, not and take the money out. In this case, he might charge to expense what he considered the right monthly sum, then charge most of that into surplus, crediting expense, in the hope of being able to offset it by later surplus earnings; or he might carry it into capital account and have it pile up as additional investment to be considered as increased investment-liability afterwards. But that at best would be mere theory. If later, the business is made to pay, if circumstances change, or, best of all, if the difficulties develop new plans whereby he is able to make the business a real success, all those theories will take care of themselves.

The impact of the steel of character on the flint of circumstances and environment is what produces the fire of initiative in most of us. It is obvious that until we have thus developed we are not worth as much to our business as afterwards; so why should we get full pay until afterwards? Practically we won't, so that is where we stop in this blind alley.

Further, the man working on salary for another has no interest beyond that salary, while he who works for himself has the entire future development of the business to look to and center his hopes upon. A man is amply justified in working for himself for less than he'd charge another for his time. Conversely, when he has developed success out of his business, he is entitled to draw a salary vastly in excess of what he would have to pay another to run his business, even if that other be practically more capable than himself.

One very big merchant I know worked himself into huge success, beginning with \$500 after a disastrous failure some twenty years ago. With his then "record" it is doubtful if he could have got a job as manager of much more than a popcorn stand. He worked in his own store as only a man bent on success at any cost can work, and he got the barest living out of it himself. But when he got where he could survey things from the vantage ground of success, he remembered all that, and drew a sal-

WE UNDERBUY!

WE UNDERSSELL!

The Home of Leaders

The Cheapest House in Chicago

F. DESSAUER & CO.

Wholesale Dry Goods

Corner Market and Adams Sts. CHICAGO

We mention below a few items from our various Departments. Send us a TRIAL order. We send all goods on approval.

Get in touch with us and write for our "Bargain Sheet," issued bi-monthly (free of charge.) We can save you Dollars on Reliable Merchandise.

Terms 2% 10 days. 60 days extra.

- Lot G80—Children's rolled edge (overlock stitch) white Cambric Handkerchiefs, (strictly firsts) size 8 inch, in assorted pink, blue and lavender edge, 10 dozen packages, SPECIAL, per dozen 12½c
- Lot G81—BIG JOB, 3,000 dozen, Ladies' fine one corner, mercerized embroidered Handkerchiefs, hemstitched, scalloped, and mercerized embroidered edge, including fine Lace edges, embroidered in white, colored, and two tone effects, containing values up to 90c, sold in box lots of 25 dozen (half lots if desired) per dozen 50c
- Lot G83—5,000 dozen Men's Turkey red and Indigo blue Handkerchiefs, fast color (strictly firsts) size 18 inch, polka-dot pattern, 5 dozen boxes, BIG LEADER, per dozen 60c
- Lot G84—2,500 dozen Men's plain white, soft finish, hemstitched Handkerchiefs, (slight mill imperfections) ¼ and ½ inch hems, containing values up to 65c, in 10 dozen bundles, SPECIAL, per dozen 45c
- Lot G85—BIG JOB, 5 dozen lots, bleached hemmed Turk'sh Towels, (slight mill imperfections) values from \$2.25 to \$3.25, sold in lots only, SPECIAL, per dozen \$2.10
- Lot G86—BIG JOB, 10 dozen lots, bleached, linen finish, hemmed Huck Towels, (slight imperfections) plain white and red borders, containing values ranging from \$1.65 to \$2.25, sold in 10 dozen lots only, SPECIAL, per dozen \$1.50
- Lot G87—16-inch, heavy quality, brown Linen Weft, (part linen) Crash, (strictly firsts) fast color, blue striped border, 50 yards to piece, per yard 12½c
- Lot G88—36-inch, good quality, Manchester plain color Chambrays (short lengths) 10 yard pieces, 100 yards to bundle, assorted light and dark blue, pink, and tan, SPECIAL, per yard 13c
- Lot G89—21 inch wide, white Curtain Scrim, either Lace edge ruffle or wide Lace Insertion border, also printed floral border with Lace or hemmed edge, 5 different styles, about 50 yards to piece, BIG LEADER, SPECIAL, yard 8½c
- Lot G90—36-inch, hemstitched Curtain Scrim, wide hemstitched double border, in white or Beige, SPECIAL, per yard 12½c
- Lot G91—32-inch, double fold, plain white, Fish Net Curtain Goods, about 40 yards to piece, SPECIAL, yd. 12½c
- Lot G92—36-inch, good quality, fancy Filet Net, in white or Beige, neat figured pattern, per yard 23c
- Lot G93—Men's good quality, fast black or white, plain hem (not ribbed) Top, Half Hose, (strictly firsts) double heel and toe, 1 dozen boxes, Regular \$1.00 value, per dozen 65c
- Lot G94—Men's medium weight, black, genuine Durham brand, seamless Half Hose, reinforced heel and toe, 1 dozen boxes, Best value on the market, per dozen \$1.35
- Lot G95—Men's good quality, gauze weight, seamless Half Hose, (seconds) fine gauge, double heel and toe, black, white, brown, grey and navy, Regular \$1.50 quality, per dozen 95c
- Lot G96—Ladies' gauze weight, hemmed top, seamless Hose, black or white, (strictly firsts) double heel and toe, all sizes, 1 dozen boxes, SPECIAL, per dozen \$1.25
- Lot G97—Ladies' good quality, fast black, seamless Hose, (seconds) wide garter top, medium weight, \$1.25 quality, per dozen 95c
- Lot G98—Ladies' good quality, gauze weight, hemmed top, seamless Hose, (seconds) single and double sole, in black, white, Nigger brown, light or dark grey, and Copenhagen blue, per dozen \$1.25
- Lot G99—Infant's good quality, white, ribbed Hose, (seconds) sizes 4 to 6, 1 doz. bxs., sold in rounds, Special doz. 85c
- Lot G100—Ladies' good quality, fine ribbed Hose, (sec (seconds) full taped V neck, crochet armholes, sizes 36 and 38, 2 dozen boxes, \$1.50 value, per dozen \$1.10
- Lot G101—Ladies' good quality, bleached, gauze Union Suits, (firsts) V neck, full taped, Lace trimmed bottom, sizes 36 and 38, 1 dozen boxes, SPECIAL, per dozen \$4.00
- Lot G101—Same quality, in extra sizes (40, 42 and 44) per dozen \$4.25
- Lot G102—Infants' Bleached, gauze Wrappers, (firsts) wing sleeves, sizes 2 to 6, 2 dozen boxes, sold in rounds only, SPECIAL, per dozen \$1.15
- Lot G103—Men's good quality, ecru color, Balbriggan Shirts and Drawers, (strictly firsts) short sleeve (double seated Drawers to match) sizes 34 to 46, 1 dozen boxes, SPECIAL, per dozen \$4.00
- Lot G104—Men's "Elastic crotch" brand, Nainsook Athletic Union Suits, (seconds) small, medium and large checked patterns, sizes 34 to 44, one-half dozen boxes, SPECIAL, per dozen \$4.25
- Lot G105—Boys' good quality, ecru color, ribbed, Summer Union Suits, (seconds) short sleeve, knee length, sizes 30 to 34, 1 dozen boxes, SPECIAL, per dozen \$4.00
- Lot G101—Men's 1½ inch wide, good web Suspenders, fancy stripped patterns, nickel buckles, cast-off leather ends, full length, SPECIAL LEADER, per dozen \$2.25
- Lot G102—Men's Police style, Suspenders, full length, leather back and ends, made of good heavy web, per dozen \$2.25
- Lot G103—Men's extra heavy, cross-back, Police Suspenders cast-off ends, full length, extra good value, Regular 50c goods, per dozen \$3.75
- Lot G104—Men's fine quality all silk Shield Bows, full covered shields, made of Changeable Silk, in dark and medium patterns, Regular \$2.25 goods, per dozen 90c
- Lot G105—Same goods in Black Satin, per dozen 90c
- Lot G106—Men's all Silk Brocaded Four-in-hand Ties, full width, newest patterns, heavy silk, full cut bias Regular \$7.50 goods, per dozen \$4.50
- Lot G107—Children's pink and blue Linene Rompers, with white Pique collar and belt, sizes 1 to 3, per dozen \$4.50
- Lot G108—Ladies' Gingham Petticoats, Nursery stripe, full width, length 36 inches, assorted sizes to dozen, per dozen \$4.25
- Lot G109—Boy's dark striped Knee Pants, sizes 8 to 16, all Knickers, per dozen \$4.50
- Lot G110—Boys' blue Steifel Overalls, assorted sizes, 5 to 15, per dozen \$4.50
- Lot G111—1,200 dozen fine quality, full mercerized, bleached Napkins, hemmed 18 inches square, dozen \$1.12½
- Lot G112—SPECIAL: Hemstitched, mercerized, square Table Cloths, full bleached, new designs, size 58 x 58, @ 85c; 10-4 @ 95c; and 12-4 @ \$1.10 each.

(Will send on approval.) Yours for business.

F. DESSAUER & CO.

ary commensurate with his former work. To-day, with a big business he puts in only a few hours a week—when and as he likes—with absences of months at a time, and draws \$100,000 yearly salary which goes into the expense account before his managers can show any profit for the year. It is commonly said that the young men now are doing the work; that they are "smarter than the old man" and all that; but the Old Man did his share before any of those boys were in business, and he showed his superior metal by the fact that he went into his own business instead of working for others.

Here is another angle: The merchant who does a small business must pay himself much more than he who does a large one, or he could not keep alive. For example, the man who does \$6,000 of business a year cannot live on 1 per cent. or 2 per cent. on his sales; for that would be \$5 or \$10 a month. Even if he slept under the counter, had no family and did his own cooking, the \$10 monthly must be absorbed, figure it how you may, and probably he could not keep covered. But the man who sells \$500,000 annually can take good care of a big family and live in comparative luxury on 1 per cent, and get along better than most of us on one-half per cent.

One big cash grocer I know has three stores and does \$3,000,000 a year. He draws \$12,000, or four-tenths per cent. But, asked what would be a fair salary for a man to manage his business, he said "at least \$3,000," and conceded that probably he'd have to pay \$5,000 to get a really competent man. And you will note that \$5,000 would be one-sixth per cent. on sales. This man's business is one of full service, except credit.

Another cash grocer of the limited service kind, that is, one who neither charges nor delivers, sells \$510,000 in three stores. He draws \$4,200 a year or .8235 per cent.—a little over four-fifths per cent.

A cash grocer who renders the most exacting service permitted by present day customs, except giving credit, does \$260,000 a year and pays himself \$3,000 salary or a trifle more than 1.15 per cent.

A full-service grocer, whose business is 60 per cent. credit and whose

lines are of the finest, does \$75,000 a year and pays himself \$1,500, or 2 per cent.

One of the factors in this equation is limited by what the Government will let you take. One man ended up last year on his old-time plan of drawing a very small salary which varied with his needs—in fact, was only a drawing account. When he made his income returns, he asked what he might reasonably charge off for salary, and the amended figures which resulted saved him \$1,000 of income tax.

From all of this it may be seen that there is hardly any rule, and yet the facts and practices show the practical outworkings of a sound theory, that the proprietor of a small business is worth more to that business than it is possible for the owner of a big business to be. Follow it down to the man who runs a small stand all by himself. He wastes nothing avoidable. He does not steal from himself. He fills every minute of the day in useful work. That is why, although handicapped by limited capital, a small stock and poor location, he steadily works up against the competition of the largest merchants. So he is able to pay himself from 5 per cent. to 8 per cent. or even more, on his sales.

To sum up. It might be best to conclude that the proprietor's salary must begin, at the bottom of the scale of business, with what he can just live on. As the business grows, it should be reduced as rapidly as possible to, say, 2 per cent. on sales. Thereafter, reduction may not be so vital a matter and need not be so scrupulously carried out; and in any case, I do not think any merchant should fail to charge out 1 per cent. on sales for his own salary. I do not think, for example that the biggest merchant cited should draw less than \$30,000 salary. That would be 1 per cent. and his business should, in my opinion, show a profit over that.

It will be mighty instructive to have further discussion of this subject.

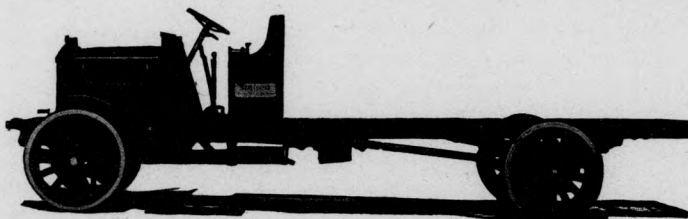
Paul Findlay.

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Grand Rapids, Mich.

MEN OF MARK.

Wm. R. Roach, Head of the Roach Canneries.

In the biographies of strong men of the United States one finds that in the majority of cases their origin was lowly and that the boyhood of each was one of hardship, deprivation and strenuous labor, generally for mere subsistence. In numerous instances the start was made on a farm, often in a new country where conditions were as hard, as laborious as can be conceived. In the older countries of Europe the boy reared to such a life is apt to become stupefied and ambitionless under the influence of his very surroundings, and some apparently have no motive to rise above these. In this country it is different—or was in respect to the generation that is now in the saddle. If one should spend a year or more in reading the biographies of the men of America who have made their mark in business and the professions he would find a monotony of origin on the farm, in the workshop or among the laboring poor who have no recognized status in the community at large.

The query then arises, What motive or impulse has made American boys of lowly origin so different in respect to aspirations from the youth of the corresponding class in Europe? Evidently the answer to this question can be found in the genius of our Government, which precludes class privileges and gives one individual as good an opportunity to forge to the front as another. No matter how humble one's origin, he can by education and the acquisition of wealth and the distinction and power that wealth confers reach the highest position in the land and take his place with the most exalted in the community. Our system of education, beginning with the free schools and ending in the universities, which encourage the ambitious young man or woman, is a strong incentive for the young to rise from a lowly to a higher and broader station in life.

Still, the privileges and opportunities of the young American would be of little avail in the development of character and career without an ambitious trait in the youngster, "bred in the bone" as it were, that impels him forward and upward. It is a noticeable feature that so many farmers' boys have early been seized by the notion that the first step in their coveted rise from physical drudgery must be by the means of education. That, they rightly think, is the way that leads to positions in which men live and thrive by practice in the professions, in trade and as engineers, architects and in the higher mechanical arts. No doubt the general prevalence of the common school has furnished the inspiration that has impelled thousands of our youth to get away from the humble life on the farm, with the object of reaching success in what they consider a higher and more refined calling.

William Robert Roach was born on a farm near Pierrepont Manor, Jef-

erson county, New York, September 5, 1862. His father and mother were both natives of the North of Ireland, but were married after becoming residents of America. William worked on the home farm until he was 24 years of age, attending district school at such times as he could be spared from the farm work, which included a three year course at Hungerford's Collegiate Institute, at Adams, N. Y. At the age of 24 he went to Iowa, locating in Powshiek county and engaging in the growing of vegetable seeds for himself. He continued this business five years with very satisfactory results, when he headed eastward and secured employment as traveling salesman for the Jerome B. Rice Seed Co., of Cambridge, New York. His territory included the entire United States. As soon as he struck his gait he increased his sales to \$500,000 a year, which was a larger volume than has ever been attained by any three seed salesmen up to that time.

About this time Mr. Roach conceived the idea of forming a gigantic combination of all of the pea canning establishments in the country. Forming an alliance with W. G. Rouse, of Bellair, Maryland, he secured options on 65 per cent. of the canning plants and also an option to purchase the Chisholm-Scott pea viner, which every packer had to have in order to carry on his business successfully. Mr. Roach succeeded in enlisting capital for this project to the amount of \$10,000,000 and would, undoubtedly, have carried his plans into successful execution but for an unfavorable decision in one of the Federal courts, throwing doubt on the validity of viner patents. Disappointed but not disheartened, he formed a copartnership with Robert P. Scott, of Cadiz, Ohio, and purchased from Seager Bros., of Hart, their canning factory at that place, paying \$30,000 therefor. He spent the winter of 1901 in Old Mexico and the following spring took charge of the business, which he has worked up to remarkable proportions. He is now the largest pea packer in the world and packs a full line of other goods as well. He purchased the interest of his partner in 1909 and still retains 70 per cent. of the stock in his company. He has branch factories at Kent City, Lexington, Scottville, Edmore, Croswell and Warrensburg, Ill. He also conducts a seed establishment at Northport, where nearly all of the seed supplied the patrons of the corporation are grown. It will require 26,000 bushels of seed peas alone for the season of 1919. These establishments employ an average of 2,000 people four and one-half months each year. Roach goods are known from ocean to ocean and are found in a conspicuous place on the shelves of the best grocers in the country. The headquarters of the company was at Hart until this year, when the executive offices were removed to Grand Rapids and located at 505-508 Murray building.

Mr. Roach was one of five canners who inaugurated the National Canners' Association. He has been high in the councils of the organization

ever since, having served one year as President.

Mr. Roach was married June 1, 1904, to Miss Olive Nott, of Adams, New York. The union has proven to be an exceptionally happy one. Mr. Roach has never held any public office, but he is a 32d degree Mason, a Shriner and Knight Templar, a Knight of Pythias and an Episcopalian from way back. He was elected a vestryman of the Episcopal church of Pierrepont Manor when he was a very young man and his interest in the church of his adoption has never waned.

Mr. Roach's hobby is the raising of Holstein cattle. In company with Dr. Armstrong, he owns a large stock farm near Watertown, N. Y. They possess the sire which bred the champion of the world, two-year-old Holstein heifers.

Mr. Roach attributes his success to hard work, close attention to duty and a disposition to give the other fellow a square deal.

The world is full of men bubbling over with big ideas who experience difficulty in holding down even the most inconsequential positions.

There are office men in plenty who seldom think in less than six figures—unless it be when they draw their pay—and complain continually because they are kept in the background while others less gifted mathematically pass them on the road to success.

None of these would prove world starters if they lived for a century. They have big ideas, but they are living refutations of the assertion quoted regarding those elements that have enabled Mr. Roach to gain the front rank in the business world.

Mr. Roach has big ideas, it is true; and it doesn't matter a particle whether it requires four or six or eight figures to represent what they involve.

But he is not content with thinking. He puts those ideas into concrete form, and stays with them until they have been carried out successfully or their incorrectness has been demonstrated. For unlike the Scotchman of the story, who asserted that he was always open to conviction but added proudly that he had never met a man who could convince him, Mr. Roach does not doubt the ability of others to demonstrate the error of his way if he is in the wrong.

This attribute has played no small part in winning the success which has been his portion in a life still young when counted by years. It also accounts in a large measure for his popularity among those with whom he comes in contact and the absolute loyalty pervading every nook and corner of the big institution whose destiny he shapes.

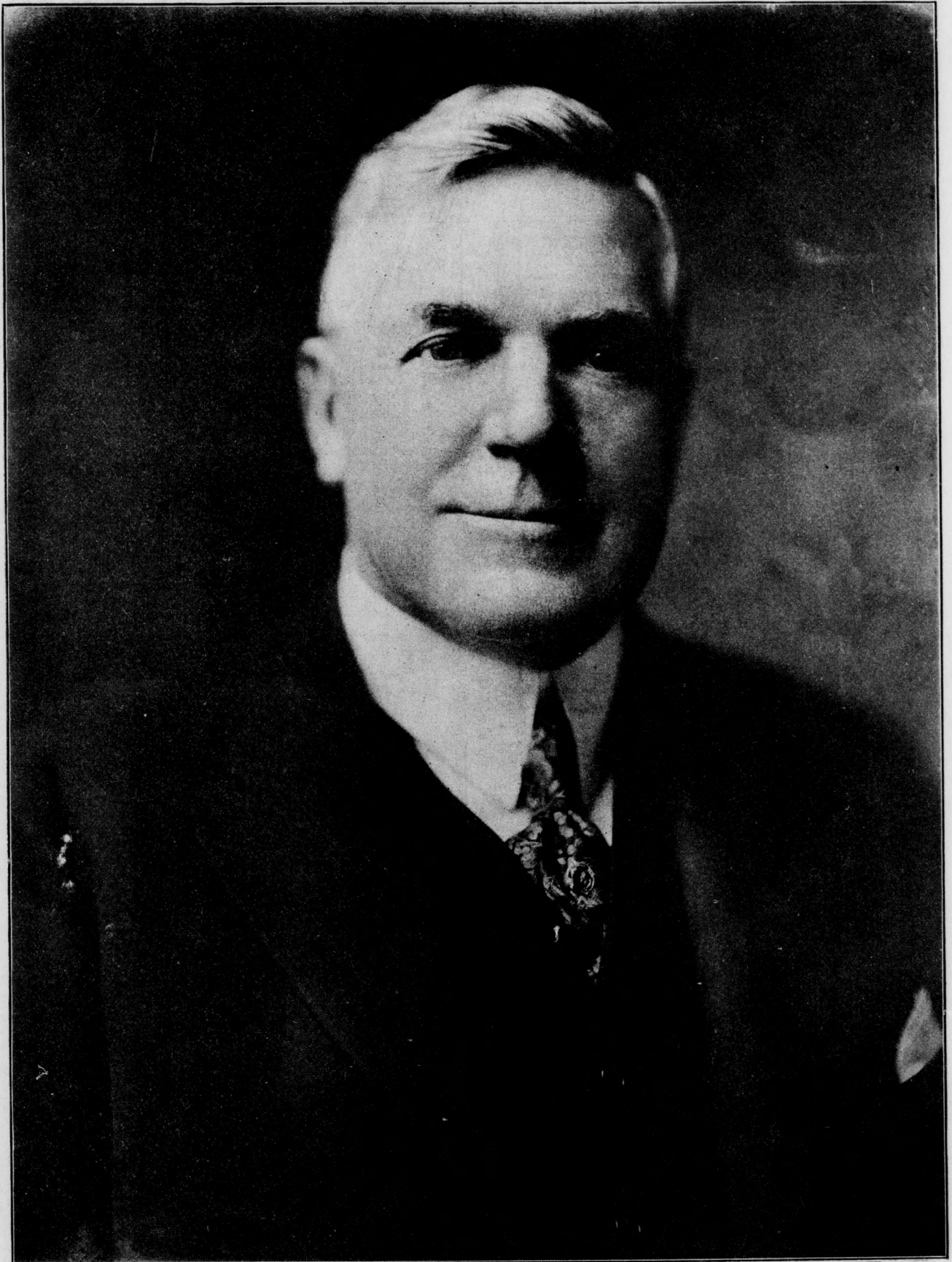
He realizes that all the brains are not monopolized by one man. A janitor in any of the Roach plants is just as free to stop the head of the concern wherever they happen to meet and suggest a change in his department or anything else having to do with betterment of service as the highest salaried expert about the

place. If it proves worthy of adoption he will be pecuniarily benefited through a system of awards prevailing in the factory, but above all else there will be a consciousness of having done something worth while. If the idea is not practicable he will probably be told why. For Mr. Roach is a shrewd Irishman who knows that the surest way to get the best out of those around you is to meet them as man to man, irrespective of rank.

He gets it—quickly, too. There is scarcely a man in authority in the big institution but can recall the time when, having received instructions from the head of the firm, almost before the door was closed Mr. Roach reappeared on the scene to enquire whether those instructions had been fulfilled. There is no nagging, no fault finding, no criticism—provided always that no unnecessary time has been wasted. The seemingly undue haste is occasioned not by a desire to figure as an industrial slave driver, but by the prodigious energy of the man and his ability to dispose of matters almost before others have begun their consideration. There isn't a man about any of the Roach plants—and this statement is made without fear of successful refutation—who can hit the terrific pace set by his chief. If he could he would not be in the employ of others, but would be heading an undertaking of his own.

Mr. Roach has little time or inclination for details farther than those involved in formulating a plan of action. He is chief of the strategy board, placing the conduct of a campaign in the hands of trusted lieutenants and holding them responsible for results. He picks a man for a certain duty because convinced that he is best qualified for that position; and, having once settled that point in his own mind, he keeps his hands off until it becomes apparent that he is wrong. Then there is no hesitancy about making a shift. Mr. Roach has plenty of sentiment without being sentimental. He has the kindest feeling for the men associated with him, and if one of them fails to measure up to the standard he is told so as much for his own good as for the welfare of the company. He pays liberally for results—but he insists upon getting results, and if the man entrusted with a task proves incapable of making good someone else gets his place, after he has been given every chance.

Mr. Roach never forgets. When a line of action has been decided upon and the work assigned he keeps track until it has been carried out. Of course, to trace every step in its entirety would be a physical impossibility even for a man of such unbounded energy. But his fingers are constantly on the pulse of this giant organization. He knows before anyone else whether results are what they should be, and if not where the weak link in the chain is located. There is no interference so long as matters are moving smoothly. Every department head is not only given full authority in regard to matters that come under his jurisdiction; he is required to work out his own sal-



WM. R. ROACH.

vation, always, of course, keeping in view the general policy in conformity with which he must shape his course.

"That is your problem," is the kindly but firm answer vouchsafed to one seeking assistance before he has exhausted every agency at his command—an answer that sends the man away with a new sense of responsibility, a knowledge that his judgment is being fully relied upon. He determines to conquer or die—and the mortality rate at the Roach plants is exceedingly low.

This ability to delegate work to others and while strengthening their friendship and loyalty make them understand clearly what is expected is not prompted by any desire to shirk responsibility or avoid labor. Mr. Roach has always had to do things for himself, to make his own way in the world, and he believes every man should do the same.

"I would rather have a man who makes mistakes than one who does nothing," is one of his maxims. "The man with energy enough to make mistakes, and sufficient intelligence to discover them, is bound sooner or later to stumble on something worth while, whereas he who does nothing is always a dead weight."

His intuitive power, either natural or cultivated through years of activity, is such that it enables him to grasp the full significance of a problem almost before it has been presented. He is usually about three laps ahead of the other party or parties to a conference and, before the last word has been uttered, the last argument advanced, has formed an opinion and is ready with an answer.

What Is His Business?

Business is warfare. It's a hard, constant fight to the finish. The moment a contestant enters the field of commerce he is challenged by a host of competitors. All his movements are disputed and opposed by those already in possession of the field. He must fight to live. He must conquer to succeed. So it is that a man of business is like a soldier of the regiment. And like the well-trained soldier who delights in the clamor of battle, the enterprising business man is eager for the struggle of competition. He delights to overcome those who oppose him, and he finds genuine pleasure in outwitting his rivals.

It is this spirit of rivalry that sharpens a man's intellect and spurs on his energy. And unless a man is possessed of this desire to overcome, to surpass, to stand first in this line, he can never hope to carry the day, he will never succeed in his fight. Profit, which is the reward of industry and ability in business, is not the sole object and consideration that actuates the really successful man. The love of gain cannot inspire him to the highest endeavor. There must be something more enduring to call forth his supreme efforts and satisfy his ambition. And that something is the same spirit that is possessed by men of war who go in battle to do or die—who fight to win and forget all else.

GARDEN INSECTS.

Some Are Injurious and Some Decidedly Beneficial.*

That insects are of benefit to man is seldom considered, for we are in the habit of thinking of these little creatures in quite a different light. Yet we are dependent on the silk worm and the honey bee for two very useful products. Other insects, useful in a commercial way, are certain scale forms from which shellac and China wax are made, and still others, from the dried and ground bodies of which cochineal is produced. In dealing with the subject assigned me, however, I am going to confine myself to our friends of the garden and not attempt to discuss the many insects which are useful to us in other fields.

Many people have the mistaken idea that all insects encountered in the garden are injurious, but such is by no means the case, for many are really decidedly beneficial. They are a help to use in two ways; first, by bringing about the pollination of most of our flowers; and, second, by assisting in the control of many insect pests.

Before fertilization can take place in a flower and the formation of seed be assured, pollen must be transferred from stamen to stigma. In many flowers self-pollination is prevented by various means, while others are of one sex only, although the two sexes may be born on the same plant. Sometimes the sexes are entirely separate, one plant bearing simply the pistillate flowers, while another bears only the staminate. It will at once be seen that in all such cases, pollination must be carried on by outside means. Botanists tell us that most plants which require cross pollination, depend upon insects as pollen carriers. The showy colors and markings of flowers and their odors are not for our benefit, as we are sometimes conceited enough to think, but are means adopted by the plant to attract insect visitors. Many insects depend wholly upon the nectar and pollen of flowers for their food. Such insects usually visit, during any given trip, only one kind of flower and, therefore carry but one kind of pollen. Many beetles, all butterflies and moths and most bees have bodies roughened with scales or hairs, and, as they visit flower after flower, they cannot help carrying pollen with them. The flowers have taken advantage of this and have so arranged their various parts that the pollen will not only come in contact with the insect caller, but that this pollen will be sure to be brushed off on the stigma of the next flower visited. Adaptations on the part of flowers are numerous, but probably none are more remarkable than those of the orchids. Bees are the most universal pollenizers, being highly specialized for this purpose. Butterflies and moths are next in importance, and in general, pollenize with the tongue while feeding.

As an illustration of the importance

*Paper presented at the April meeting of the Kent Garden Club, from the pen of Miss Grace Griswold, now residing at Cornell University (Ithaca), N. Y.

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of insects in pollination might be mentioned the experience of the growers of red clover in Australia. Although the plants seemed thrifty enough in their new home, they would not form seed, until finally European bumble bees were imported to act as pollen carriers. In California successful fig growing can only be carried on with the aid of a small insect. At certain times of year, branches of wild figs are cut off and hung on the trees of the cultivated Smyrna figs. Small bees then crawl from the male flowers of the wild fig to the female flowers of the cultivated fig and so the transfer of pollen is made and the development of the fruit assured.

To me, one of the most interesting cases of the inter-dependence of a plant and an insect is that of the yucca and the little white Pronuba moth. Among insects instinct is very highly developed, and it is quite common for the females to deposit their eggs where the young, when they hatch, will find a plentiful supply of food. The Pronuba moth makes such careful provision for her young that it seems as if she must be possessed of intelligence. When she is ready to lay her eggs, she alights upon a yucca flower, goes to the stamens and removes some pollen from the anthers. This pollen is rolled into a tiny ball, which she carries to the pistil, carefully placing it upon the receptive surface of the stigma. Then she turns her attention to egg laying, calmly placing an egg in the embryo seed pod. This process is repeated several times, first pollen is collected and placed upon the stigma, then an egg is laid. When the young caterpillars hatch they find the little tender new seeds which prove a most satisfying diet. It may occur to you to wonder how the plant benefits from all this. There are so many tiny seeds forming, however, that the small caterpillars cannot possibly eat them all, so plenty are left to mature and ensure the continuance of the species. The yucca is a common Kansas flower and one of our Cornell professors, who formerly lived there, tells me that he has often seen the little Pronuba moth at work early in the evening. It seems she is so busy with her own affairs that she pays no attention to a spectator, even if he holds a lantern.

Before discussing insects in their role as controllers of garden pests, perhaps something should be said regarding these pests themselves and why they have so greatly increased in recent years. Had they been as abundant in ages past as they are now, all vegetation would have disappeared from our globe centuries ago. It is man who has upset the balance of things. Before he appeared there had been gradually established a certain ratio between all existing forms of life, vegetable and animal. Each species had its enemies, but these enemies were never allowed to become so abundant as to wipe out the organisms on which they lived, else they would themselves have been exterminated for lack of proper food. When man came on the scene he changed all this, for he interfered

with natural conditions. He cultivated the land and cleared it of rubbish and stones, thus destroying the shelter of many tiny creatures who were the enemies of plant feeding insects. Also such insect-eating reptiles as toads, frogs and snakes have found life insupportable under civilized conditions, as have many small animals and birds.

Then, too, man has planted large areas to a single crop and by so doing has favored the increase of the insects feeding upon that crop. For instance, Colorado potato beetles were formerly confined to their own State, where they subsisted on a common sand bur, which happened to be a member of the potato family. Many did away with these burs and planted Irish potatoes instead. The beetles had to find a food substitute or starve, so they tried the potato plants, and, as these proved satisfactory, they transferred their feeding grounds from the roadside to the potato patch. They gradually spread until they are now found wherever the potato is grown in the United States or Southern Canada.

In recent years large numbers of plants have been brought to us from foreign countries. With these plants have come many of our worst insect pests, most of them in the egg stage. Unfortunately, their natural enemies have not been brought with them, the result being that these pests have increased in numbers tremendously in their new surroundings. The gypsy and brown tail moths, which have done such damage to our shade trees, are imported insects, as are the codling moth, the oyster shell and San Jose scales, the Mexican cotton boll weevil and the new European corn borer. The codling moth is said to cause the fruit growers of New York State an annual loss of \$3,000,000, while the Mexican cotton boll weevil is estimated to have caused losses of \$25,000,000 a year in Texas alone. Of our worst insect pests, nearly one-half have been imported from foreign countries. A strong quarantine is now being established but, even with this, injurious insects will continue to come into our country, and we must fight these to the bitter end.

But enough of injurious insects. Let us return to our friends. These injurious insects have among their own kind certain natural enemies, those that pounce upon them and eat them for food, and those that are parasitic, either upon the pests themselves or upon their eggs, and it is in these that I have become so interested during the past months.

Among the predaceous forms is the praying mantis, whose scientific name is "Mantis religiosa." The name comes from the attitude this insect assumes when at rest. The long front legs are bent and held in such a way that they suggest an attitude of prayer. This attitude quickly changes, however, when a nice juicy insect comes along. Then these same front legs are thrown out with incredible rapidity and, after the poor victim has been crushed, it is devoured at leisure.



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Grand Rapids, Mich.

The praying mantis is more or less common in New York State, but I do not know if it has yet appeared in Michigan.

Another interesting insect friend is the "lace wing" or "golden eyes," as it is often called. This is a beautiful little creature, with delicate lace-like green wings and bright golden-brown eyes. In both the larval and adult stages it feeds on other insects, and it is one of the most important enemies of the plant lice which swarm on so many valuable plants. A lace wing is said to eat several hundred of these plant lice during a summer. The female usually deposits her eggs in the middle of a colony of these lice. The eggs, by the way, are laid in a most peculiar manner, each being placed at the end of a long slender stalk. It is presumed that this is a means of protection, for as soon as a young larva hatches he at once begins to look for food and, if the other eggs were not perched on the ends of stalks, he "might eat his brothers and sisters without realizing it." Instead he turns his attention to a nice fat plant louse, grasping it between his long curving jaws and eagerly sucking its juices.

The little lady bird beetles, or lady bugs, also feed upon plant lice, as well as upon scale insects. They are small beetles, the giants of the family being less than one-half inch in length. They are usually oval in shape and very convex on top. They generally are red or yellow with black spots, or they are black with white, red or yellow spots. All of these beetles are beneficial except the members of one genus, and those are larger and are yellow with black spots. Some years ago the orange growers of California were greatly troubled by the cottony cushion scale, which became such a pest that it threatened to wipe out their industry unless something were done to control it. Finally some little lady bird beetles were imported from Australia and distributed among the orange groves. The result was that in a few years the scale had almost entirely disappeared and to-day it can be found only in very limited numbers throughout the state. Still another lady bird is used to prey upon certain melon aphids in California. These beetles are gathered in winter and kept in cold storage (a sort of forced hibernation) until the aphids begin to appear on the melons.

Our common black ground beetles are also beneficial. They have long legs and are swift runners, but seldom stir abroad until after dark, when the majority fly readily and are often attracted to lights. Some of these ascend trees in search of caterpillars on which to feed, while others spend much of their time digging about for the eggs of plant feeding insects.

More important even than these predaceous insects are certain parasitic forms. Scientists tell us that it is doubtful if man could live upon this earth were it not for these parasitic insects. Most of them are internal parasites, but a few are exter-

nal. As one would naturally suppose, the internal parasites are tiny creatures, many of them less than one one-hundredth of an inch in length, while the external members of this group are quite good sized. The majority of these parasites are members of the highest group of insects, the same group to which belong the bees, wasps, ants, whose instinctive powers are so remarkable that they border on intelligence. Some of these insects lay their eggs upon the backs of caterpillars and seem to grade the number of eggs according to the size of their victim. When the young hatch from these eggs, they pierce the skin of the poor caterpillar and suck its blood, remaining thus, with their heads buried, until they attain their growth.

Another member of this group lays her eggs within the body of a caterpillar or plant louse. This insect has, at the end of her abdomen a long wire-like appendage, by means of which the skin of her victim is pierced and her eggs placed. In this case the young attain their growth within the host insect, whose death they cause. Large numbers of cabbage and tomato worms and hundreds of plant lice meet their death in this manner. Still other members of this group are parasitic upon the eggs of injurious insects.

Almost all of these insects reproduce very rapidly, but to do this even more effectively some of the internal parasites have developed the ability of producing large numbers of individuals from one egg. The original egg divides into groups of cells, each of which develops into a number of eggs. Thus sometimes as many as fifty or more parasitic eggs may result. The young, which hatch are all of one sex, as determined by the egg originally laid.

Scientists devote much time to the study of predaceous and parasitic insects. In their efforts to work out some means of controlling a new pest, they attempt to learn what natural enemies this particular pest has, and if it is an imported pest, then investigations are carried on in the country from which the injurious insect came. If enemies can be found, an attempt is made to import these enemies, that the injurious insect may be controlled in its new surroundings by natural means. Work of this character has lately been carried on in the fight against the gypsy and brown tail moths, which have done such damage in New England and these pests are now gradually being brought under control.

Although it can hardly be said that we have as many friends as foes among the insects which visit our gardens, yet it must be admitted that the friends are, to us, of more importance than the foes, particularly when we consider how very necessary they are, both as pollenizers of our flowers and as allies in our fight against the destroyers of vegetation.

Grace H. Griswold.

Don't try to pet a fool or hornet. Neither one will understand you.

Using the Telephone to Good Effect.

Someone has become aware of the fact that courtesy pays, even in a telephone conversation. There are two ways of speaking into the telephone. Probably you are using the right method; at least you should.

All business men are agreed that the courteous salesperson is superior to the other kind. Courtesy is one of the most important assets of those who make good. Many a business has been stranded on the rocks of failure because the salespeople have been trade destroyers instead of trade conservers.

Some business men still are of the opinion that the telephone is merely an instrument that has but recently graduated from the toy class, and is not to be used except as a last resort. They have not yet realized that it is one of the most useful things in the store; that it is a door through which business may come, just as surely as through the front door of the store.

When a prospective customer makes enquiry by means of the telephone, such enquiry as a rule does not receive the same attention and consideration and courtesy that it would receive were the person to call at the store. And the business men, defending the policy of curtness that prevails in his establishment, says that most telephone calls are made merely to compare the prices with those of other competitors. This is true to a certain extent, but the business man seems to forget that quite a number of people call at his store in person for the very same purpose, yet they receive courteous treatment even though they do not purchase. Why, then, should the party that uses the telephone not be accorded like consideration?

There are three persons in every telephone conversation, and each should develop the proper attitude. The girl at the exchange is courteous. She must be. If she is not, she will not last long. That is the infallible rule of the telephone companies. The operator is quite human, no matter what the jokesmiths have to say, and you will get the best service if you treat her accordingly. Trying things are bound to happen occasionally, but they are not improved by making a show of temper. The man who roars into the transmitter like the Bulls of Bashan should be prevented from using the telephone. His ilk makes business a burden instead of a pleasure.

The right way to answer the telephone is to speak clearly and distinctly into transmitter. Speak in a low tone, and as pleasantly as you can. Don't imagine that the person at the other end can understand what you are saying if you are not within three feet of the transmitter, or if you are facing in another direction. There is an efficient way of doing all things, and the efficient person does them in that manner. The telephone is a modern business necessity, and it is being made to render indispensable business service. Its use is coming to be more properly appreciated every day.

Do your salespeople answer the telephone in this manner:

"Hello, who is this?"

"Yep, what is it?"

"Nope, not here yet."

"Call to-morrow."

This was a salesperson's part of a telephone conversation the writer happened to hear recently. The manager also heard it and made no comment beyond enquiring who had called, to which the salesperson replied, "Mrs. Jones is getting nervous because that stuff she ordered hasn't come in. You know we promised it for to-day." That closed the incident, and there is good reason to suppose that all telephone calls in that store are treated with the same lack of courtesy.

Suppose the salesperson had replied in the following manner:

"Empire Store; Miss Morris speaking."

"No, Mrs. Jones, that article has not been received, although we expect it at any moment. We are sorry that the delay has inconvenienced you. As soon as it arrives, we will inform you."

"Yes, indeed, Mrs. Jones. Good bye."

Courtesy and consideration for customers certainly create a better impression than curtness and the don't-bother-me attitude. The success of a business depends upon the service it renders. Only 1 per cent. of the customers who leave your store go to your competitors on account of the merchandise you sell, but 99 per cent. of them leave on account of the service you offer. To-day successful merchandising depends upon good service.

Each person should be required to make immediate memoranda of all phone calls that require further attention. If this is not done, they may forget, and forgetting is poor business.

There are many simple things about using the telephone that should be known to everyone. Telephone salesmanship and telephone tact are subjects in which every person should be interested.

When you call someone, and in reply you hear a clear, well-modulated voice, "This is Mr. Smith of the Empire Store," you know that you are speaking to a man who knows how to use the telephone. You feel satisfied. Why not adopt the same method yourself?

Make a list of don'ts for all the people in your store that use the telephone.

Don't chew gum or keep a cigar in your mouth while talking.

Don't mumble or shout. Speak distinctly.

Don't say, "Who are you?" and never, under any circumstances, "What do you want?"

Don't lose your temper. Be courteous.

Don't waste time. Make your private engagements after business hours.

Don't give a blunt, short reply. Use freely the words please and thank you.

Don't speak at the telephone. Speak into the transmitter.

Don't forget that you represent the firm and that people will judge us by your manner toward them.

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How a Credit and Ledger Interchange Worked Out.

[Concluded from last week.]

I might cite you a few instances of the way this bureau works both for good and for bad, I mean for the good and for the bad.

Within a week after it was finally opened we had an advice from a Chicago retailer that a certain party had arrived in Indianapolis whom they had had on their books as a C. O. P. account for some three years, but being familiar with the name the delivery clerk passed something like a sixty-dollar order and he had gotten out of Chicago and come to Indianapolis and they couldn't get a cent.

We immediately made a card out on it, knowing that he would arrive in Indianapolis and ask for credit. He did and I might say that of all the cases that we have had, this first case stands out as being the most unique. He was a man that had six daughters and each daughter had the taste of a Persian Princess. He had the taste of, I imagine, the late William Hohenzollern when it came to living but he didn't get by with one—not one, house. Each time he started out to buy we were called on the 'phone and we gave out this special report. Finally, not being able to get credit and live in the usual way, he came up to the office to see what was the trouble.

He looked very much like Ingersoll and I imagine was as frank as Ingersoll because he told me that he had a large family, a most expensive family and he didn't care a whoop who paid the bills, he wouldn't. He also said that it was the first city he had ever gotten into where he couldn't live on the stores—very frank and very honest in his statement but not in his paying habits.

Within the last three weeks we have had an instance that has been repeated a number of times in the past, of the woman in a domestic difficulty starting out possibly in the spirit of pique or spite to buy heavy before the final break came. There has been a number of instances like this but this is so good I want to tell it.

She inadvertently admitted to the credit man that she had entered suit for divorce and her attorney told her to buy heavy while buying was good. He refused her credit and immediately called our office. To make a long story short she went the entire line, suit and trade and department stores and was turned down politely but firmly. At last she asked the credit man, "Why is it that I can't buy? I have been turned down nine times this afternoon," and the credit man

(being a married man), told her: "Madam, the next time you sue for divorce, keep it to yourself. Don't tell a credit man."

Within the last two weeks, to show you the interchange of retailers between cities, we had a long distance call from Cleveland. An Indianapolis lady was seeking to buy something like \$400 worth of very fine furs at Hal'e's. It happened, however, that her husband was just being adjudicated a bankrupt with total liabilities of \$108,000 and total assets to pay a first lien and final dividend of 5.14 per cent. The real estate was jointly mortgaged for all it was worth. On statement made to us he had absolutely nothing and it is unnecessary to say that she didn't buy anything of Halle Brothers. She came home with the same furs she went away with.

Another instance showing the beneficial effect of a bureau of this nature rightly conducted is that of a young woman who came up to the office some two or three months ago very indignant because she had been turned down at the Pettis Dry Goods Co. on a \$40 garment. Her record showed she had taken nine months with Marrott Shoe Shop, eleven months with Wm. H. Block Co. and so on down the line, with five or six houses, but she said, "I was sick in a hospital at the time." The record also showed that her husband was on a salary of \$22 a week as book-keeper and I saw that the young woman really needed a lesson.

I asked her if the husband paid the bill while she was at the hospital. She said, "Of course he did." "Has your husband got an advance in salary since this unfortunate operation?" "No, he has not." "Has he gotten a new suit or a new overcoat?" "No, he has not." "Then," I said, "he has, figuratively speaking, glued his face to a ledger to pay your bill while you were at the hospital, he has done everything to fulfill his obligation to you and you are seeking to run him in debt. Don't you believe it would look better, more loyal, if you were to have that garment cleaned, the garment that you have on, and when he can afford to give you two or three dollars, save it up and then go pay cash?"

She said, "Mister, I don't know who you are, whether you are a preacher or not, but you have preached a real good sermon to me and I believe I will do it because he seems to be discouraged anyway."

There have been a thousand instances of the salutary effect for good

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and bad that this bureau has brought about and we sometimes think, as has been remarked a number of times, that aside from any report that has ever been given by the bureau the salutary effect it has had on the great mass of careless, indulgent credit seekers has been worth every dollar that it cost.

Some five years ago the jobbers of the city, conceiving that they were up against the same proposition, organized a similar bureau. That bureau was placed in our office. Consequently now after five years of constant service, we have fifty-six of the largest jobbers, highest grade houses in the town, who have practically their entire ledgers absolutely on a similar card system. This is served by a force of separate operators on another private switchboard. You are not interested in that but I can't help telling you that the annual "profit and loss" book that we get out for the jobber and retailer merely as an incident of this credit game. The book in 1913 showed with a total membership of thirty-one houses, a certain amount charged to profit and loss. In 1917, with a membership of fifty-eight houses, nearly double, the amount charged to profit and loss was less than the amount charged to profit and loss in 1913 by a sum equal to eleven times what it had cost to run the bureau in the five years, which doesn't take into consideration the tremendous profit which must have been made by the countless thousands who have no ratings in Dun or Bradstreet but who do have a record of their ledger transactions. Nor does it consider the countless thousands saved by not extending credit to those who have good ratings in the commercial agencies but adverse ratings on their actual transactions as shown on these ledgers.

The same bulletin service is gotten out for the jobbers as for the retailers. It is an ideal situation in that the retailers have access every minute of the day to the files of the jobbers on all those individuals buying in the retail district and as a sample of what good it does I am tempted to cite the one case of the Badger Furniture Company that received an order of something like \$1,100 from a grocer at Anderson. He had a bank rating in both Dun's and Bradstreet's, and a fair grade of credit.

We had one retail account of \$10 paid in thirty days but by handing the enquiry to the other side of the desk we had within a half hour, the record of twenty-four houses that were selling him showing him to be a discounter with no limit to his credit. As a result Mr. Badger passed the order and sold him another \$600 worth of furniture on the strength of the report.

The whole thing summed down is not secret. There is no secret to it. If there is a secret it is as old as the hills. It was told centuries ago if we believe in the legends of the (Indians as told in Longfellow's wonderful poem, "Hiawatha") when Gitchi-Manitou the Mighty in calling to the tribes of all the nations and

seeking to have them better their condition said:

"All your strength is in your union,
All your danger lies in discord;
Therefore dwell in peace together."

Gitchi-Manitou the Mighty meant, in the slang parlance of to-day, "get together." Realize that your competitor is just as good and just as honest and just as capable a business man as you are, that your problems are the same and that your losses must be the same if you stay apart. Get together. Give each other credit for being honest. Come into those things which you have kept yourselves out of. There isn't any question that any community, no matter how small or large, can have just the successful bureau, can save just as much money, can bind its members together as effectually as have the merchants of Indianapolis.

W. E. Balch.

Helping Someone.

Surely in the terrible days of the Civil War there was no busier person in Washington and not one who bore a heavier burden of care and responsibility than Abraham Lincoln. Yet we hear that he was always trying to help someone.

There's the story that is told of his son Tad.

It happened in a railroad station. The President was to take a trip, accompanied by Tad and others. A sightseer wanted to see Mr. Lincoln and decided that the best way to find him was to ask Tad.

"I don't know just where father is," said Tad, "but he's somewhere in there among the crowd. Just look around until you see someone helping someone else. That will be father."

The story does not tell whether the curious person found Mr. Lincoln or not. But it does tell a great deal about the President who could find temporary relief from his own troubles by assuming those of others.

In serving others self service is done.

There was the "jolly miller of the river Dee," for instance, who would not change places with the King of England. He discovered his happiness, you will remember, in working for "his wife and his children three." His unselfishness and content have become almost proverbial—because he served, not because he was waited upon.

Such a Man as Morgan—

- ☞ In the graver transactions of life, who would not copy such a man as J. Pierpont Morgan?
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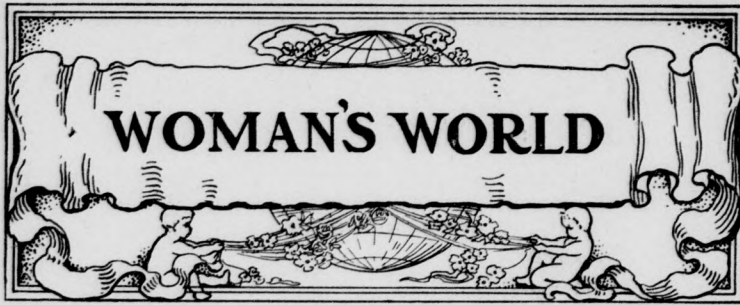
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Studying Natural History in Your Own Home.

Written for the Tradesman.

A person who knows nothing of science is not a well-educated person. Yet I know plenty of women, and a good many men, who pass as intelligent who know next to nothing in any scientific field, and are on the whole rather proud of that fact.

"Natural history? Oh, dear, no, not the slightest thing in the world do I know of it," a woman friend said to me in reply to my question. "It bores me." Yet that woman is the mother of children, and a member of at least two famous clubs, membership in which is supposed to be a badge of intellectual attainment.

She could not find the Great Dipper in the northern sky. She did not know what made the telephone work, or why it stopped working when one of the wires was disconnected; she did not know why or how baking powder or yeast caused bread to rise; she did not know the difference between the stamen and the pistil of a blossom; she did know the meaning of the word "fossil"—it meant an "old foggy." I had the feeling that she thought I was talking like one!

This woman is exceptional, you say, and I certainly hope she is. Most of us know more than that about the more obvious aspects of life about us; but I have been surprised to find how many women look upon the word "science" as representing a group of abstruse subjects to be taught by specialists in schools and colleges and studied mildly to the number and extent required to attain a diploma and then forgotten as having little practical relation to the life we really live.

One need not be deeply versed in any of these things, but a little knowledge in all of them not only is attainable by any person of ordinary intelligence, but is important for practical reasons, and adds greatly to one's enjoyment of the world in which we live. After all, these names are artificial, representing classifications of knowledge; but the facts and fields merge into each other. For example, geology tells us the origin of coal; but what it is made of, why it burns, and why it is necessary to have the oxygen of the air to make it burn and into what gases the burning changes it—this is in the field of chemistry. And the common-sense use of the dampers in the furnace—what branch of science does that belong to?

The work of yeast is in the field of chemistry, too; but yeast belongs to the plant kingdom, and the science of plants is called botany. Why does baking powder, a chemical, do the

same work as yeast, a plant? Does it bore you to think about that?

Your doorbell, electric lights, electric iron, sewing-machine motor, automobile spark, are all qualifications of electricity. Before the war, your boy's "wireless" was perhaps his most fascinating toy. You are surrounded on all sides by the applications of the sciences—do you know nothing of them? Are you content that your "education" was purely literary and philosophical? Perhaps so, but don't you want to open your children's minds to the wonders of the universe, and with them see the things that are there before you?

Some day take a piece of window-glass, smoke it with real smoke from a piece of burning wood or paper and look at the sun through it, and let your children do the same. You can see spots in the sun, watch them from day to day and see if they move or change. Would this bore you because it is "Science"—must a professional teacher take away this pleasure from you?

Take your opera glasses to-night and go out on your porch or on the street near your door and look at the stars; a new book is opened to you as you look at the moons of Jupiter, the mountains on the moon, and the Milky Way that shows its wonder of myriad stars making up the beautiful path of light across the sky. You can certainly look at these without a professor to tell you more than you can see; you will find, however, that your mind will open to all these new impressions and the small boy by your side will ask you many questions that may puzzle you. Are you ashamed to own that you do not know everything? You may know the Big Dipper and the North Star and even Mars, so red; that is a fine beginning; go to an encyclopedia or a book on astronomy for beginners and see what a good time you will have. This is science at home.

If you stop to pick up a stone and look at it, or stop to look at the foundation of a house being dug by some workman, and see the strata of sand, clay, and old pebbles, wondering how that all came to be, you are at once in the realm of science again—this time geology. Stones are full of stories, different stories of the long past told by those that are round and smooth, others that chip off in layers, others yet that seem to be fine sand very tightly pressed together, and others composed of coarse pebbles. Look closely at the jagged stones and see if you see any small crystals or garnets or fossils. Some stones contain beautiful fossil shells and even

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plants. You don't have to know all about geology just to see this much; it may open your boy's or girl's mind to read something worth while on the subject. You will learn much if there happens to be a street or State road in process of construction near your home, or a sidewalk being laid with blue flagstones from the mountains, or cement. Could you do a little extra reading on glaciers and tell your children about that curious, gravel-pit in your farm, how it probably came there ages ago?

Botany is another every-day science. Every farm or garden is full of delightful stories in science, just waiting to be told. Just because the big trees on your lawn are being mended and patched by a tree doctor you should not be afraid to go and ask questions because he is "scientific" and you "hate science."

And cooking—there is another; the kitchen is a regular laboratory full of the most interesting kinds of practical chemistry. To have your daughters cook messes in the kitchen might mean something to them besides just producing fudge, or cake, or bread. There is much there besides just finished product. Open their minds and yours at the same time by discussing the boiling and simmering point of water, the effect of soda, baking-powder, and yeast on your cake and bread mixtures; make it interesting, not a stupid lot of "facts."

"Great discoveries and inventions," says Dr. Alexander Graham Bell, "have originated from little things," and he goes on to emphasize "the importance of observing closely every little thing you come across, and reasoning upon it."

There is no training for the power of observation like the study of the natural sciences and the taste for them, and preparation of their study can be acquired—I nearly said can be acquired only—by those whose interest is awakened, spontaneously or by example and definite leading, in childhood. At the bottom lies an insatiable curiosity to know the why of things and their relations. Every normal child has this curiosity, and it should be encouraged. Consider the why and how of moving pictures, photographs, making of paper and glass and soda biscuits; farming, clouds, snow, thunder and lightning, electric bells, volcanoes, aeroplanes, coal, caves, sand-hills, and a thousand other things. Can you answer the children's questions about them? They are all in the field of science; are your eyes and ears shut? Must your children's be shut, too?

The Greek word for amber is "elektron." Two thousand years ago and more the Greeks noticed that when amber was rubbed it gained a strange attraction for other substances. "Electron" is one of the past words in electro-physics, and may prove one of the keys to the mystery of the ultimate nature of matter. So here is where your literary and classical education rubbed elbows with electrical science and passed by—unseeing?

Prudence Bradish.

[Copyright, 1919.]

Petoskey Portland Cement Company

Capital, \$1,500,000 Full Paid and Non-Assessable

NO BONDS OR PREFERRED STOCK

This Company is Now Offering for General Subscription the
Unsold Portion of Its Treasury Stock at

Thirteen Dollars and Fifty Cents per Share

It is a high-grade investment in an established Company, distinctly different in strength and character from many other stock offerings, PAYING GOOD DIVIDENDS, now adding a large CEMENT MILL to its business, which will greatly INCREASE PRESENT EARNINGS.

We all realize that manufacturing cement is a very substantial business, but we may not all understand what **good road construction means** to the cement market, and that this is the time to become interested in the larger profits that are bound to come.

We will present fifteen concise, valid reasons to guide those who may be interested in securing an investment in a sound industry with a greater future.

ONE REASON will be given each time in numerical order, but if you desire to know all the reasons immediately and BEFORE THE STOCK FURTHER ADVANCES IN PRICE, ask today, so that you will be enabled to secure the benefit of the PRESENT PRICE, AS IT WILL AGAIN ADVANCE JUNE FIRST.

REASON NUMBER TWO. 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.**

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.

Petoskey Portland Cement Company PETOSKEY, MICHIGAN

A. B. KLISE, Pres.
HOMER SLY, 1st Vice-Pres.

JOHN L. A. GALSTER, Sec. and Treas.
J. C. BUCKBEE, 2nd Vice-Pres.

F. A. SAWALL COMPANY, Inc.
405-6-7 Murray Building,
Grand Rapids, Mich.

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

Name.....

Address.....

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

The Slimy Hand of the Insurance Combine.

Coldwater, May 17—I notice by the Tradesman that the chairman of the Senate Insurance Committee has played you the same old game he played on me two years ago.

You will, perhaps, recall that after being denied a hearing by the Committees at that session, I prepared a pamphlet at my own expense for distribution in the Legislature, in which I called cards by their right name and told the remainder of the members of the situation in the Insurance Committees.

When this was prepared and shown them, they at once permitted the amendments to the bill that would give the assured a slight chance and permit the organization of companies in the State with some show of competition in the insurance field.

The Attorney General's office was made the custodian of the agreement and prepared the amendments.

The amendments were accepted by the House without a dissenting vote. They went over to the Senate and were held for several days in the Senate Committee.

I went to Lansing again to enquire about the matter and was again assured that they would go through all right if the chairman of the Senate Insurance Committee, Charles Scully, said so.

The Session was about to close. Mr. Scully assured me that he would attend to the matter.

He waited until the closing hours of the session and then arose in the Senate and asked the Senate not to concur in the amendments.

The session had closed before I learned of the perfidy and before I knew the treatment—the scrap of paper—he had made of the matter.

I wrote him for an explanation. I wrote the Governor and the Lieutenant Governor. From Mr. Scully I received exactly the kind of reply that you received from him this session—that there was so much sentiment against it that he was afraid it would endanger the bill.

I again wrote him asking the name of an individual or Senator in the State who opposed those amendments, outside of the insurance trust. He said my letter was disrespectful and would not tell me.

I challenged him to name a citizen of the State opposed to the amendments that had been endorsed by the Attorney General's department, by the unanimous House and by every man who knew anything about the same.

He has remained silent, except to be again appointed to the same job, by the same Lieutenant Governor, after full information in his hands concerning the same.

I asked the Governor to sign the main bill because there were some things in the measure better than before, but in very minor particulars.

Now, Brother Stowe, you and I know very well the kind of influence that does business in these matters.

We cannot prove anything, but it is too bad that the poor dupes, the people of Michigan, must go on year after year, paying their five or ten millions of dollars each year to this gang of cut-throats—just tribute without a penny of return or excuse.

This insurance combine is one with a billion dollars back of it and its methods are too well covered to be detected by the naked eye.

They elect and defeat candidates for any and all the offices where their interests are at stake.

They make the insurance committees or such part of them as will control matters. They do business with the tools they know how to use.

They have offices or places of rendezvous in every legislative capitol. They have here in the West also a central office at Chicago, where mem-

bers of important committees have frequent occasion to visit.

I do not know the purpose. It may be to get data which cannot be had at home.

Unless the people arise, sometime, and shake off some of these leeches, they may waken to see the Bolsheviks at the door of our own cities.

Much as we detest radical socialism, communism, Bolshevism, I. W. W. ism and all the other isms, the fact exists, that we are a lot of limp rags in the hands of the manipulators. The people of this and every other State will need some of their extra pennies to pay bills that the Federal and State collectors will call for in the years to come and it behooves us to convert these foreign tramps, for such most of them are, to open methods and square dealing.

I still wait for the names of reputable citizens or reputable legislators who backed our chairman of the Senate Insurance Committee in his treatment of the amendments suggested.

Milo D. Campbell.

Can Insure Against Loss From Rain.

The Excess Insurance Company of London has revived a project which was dropped because of the war, and will issue insurance policies against loss by rain during the summer months. The protection is intended for the benefit of managers of open-air fetes and sports and for the proprietors of country and seaside resorts, whose receipts are largely dependent upon the weather.

Applications must be made at least seven days before the insurance is to take effect. For a premium of 15 shillings a week, \$50 will be paid a week for each separate week in which there occur more than two days of rain amounting each day to two-tenths of an inch or over. Another form is issued providing compensation for the second and every additional rainy day in every separate week in which the rainfall amounts to .15 of an inch or over. The premium is one-fifth of the amount of compensation per day, and the policies can be effected for single days, specified days in each week, or for any number of consecutive days.

A widow has nothing but words of praise for her late husband, but it's different with a sleepy wife.



TO CHICAGO — Sunday, Monday, Wednesday and Friday Nights 7:15 p. m.

FROM CHICAGO — Tuesday, Thursday and Saturday Nights 7:45 p. m. 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.

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.

Bristol Insurance Agency

FIRE, TORNADO AND AUTOMOBILE Insurance

FREMONT, MICH.

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

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

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

Write us for further information. All letters promptly answered.

C. N. BRISTOL, Manager and State Agent.

What is Mutual Fire Insurance?

It is the principle of self-government of government "of the people, by the people and for the people" applied to the fire insurance business. Do you believe in that principle?

Then co-operate with the

Grand Rapids Merchants Mutual Fire Insurance Co.

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

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

Mutual Relation of My Business and Me.

On the whole my Business and Me are pretty good friends. Once and awhile we have a little disagreement when the weather is sour and people flock in through my front door more often to sell goods, to buy postage stamps, to ask the time, to leave a parcel, or to consult the directory than to have a prescription filled or to take advantage of some of my special values.

Sometimes I look at the doctor as he comes breezing in and think how fortunate he is that he can come and go as he pleases and do things which count and show that they count, but when he talks to me and I hear of the long tedious night vigils, the anxious hours, the heavy responsibility, I realize what it would mean to make a mistake, and think I would rather compound medicine than prescribe it.

In the same way I have found myself envying the traveling man until he told me of his heart hunger for home; and the manufacturer seemed particularly fortunate until I learned of strikes and the strange turns of the market which must be caught on the fly or heavy losses are bound to result. Oh, yes, some days I am on the "outs" with my business and then I think every one's lot is easier than mine, but when I come to trade my burden for others I always find that my own fits my shoulders better than the burden of any one else which I may try to carry.

And there are days when I grow restive because my sales are small and I say,

"What if the 10 cent sale of sulphur or epsom salts were all profit—what does it amount to? I want to deal in dollars, in sums which are a man's size. I seem to be endlessly gathering little sums in order to make up Big Ones with which to pay my bills—taking it in in drops and paying it out in gallons."

Last night a customer leaned dejectedly on the counter and told me that the mistake of an employe would cost him \$80,000 and that sum would bring him perilously near bankruptcy. Ten minutes later when little Tony Fiduccio came in with the tumbler for "Five cents worth of castor oil because the baby is sick," I served him with patience and thankfulness. At least if my sales are small at times they count, and that too, in the right way.

I see the big store with its splendid soda fountain, its glittering array of expensive goods, its attractive show cases, its perfumed atmosphere, and its light and warmth, and I say,

"If I could have a store like that I would be satisfied," and when some one tells me that the owner began as a clerk and has mounted the ladder steadily, I feel that fortune has been with some and against others. Then the next day I hear strange murmurings and a sense of satisfaction fills my soul that at least my business is mine and that I can look every man in the face unafraid.

Oh, yes, once in awhile my Business and Me have a little tiff but in the end we make up and are better friends

than ever and I know that even although I may not achieve great things or conspicuous success, that I am filling my part in my world and filling it in my own way, and that my days will be filled with quiet comfort, simple but sincere friendships, and many pleasures.

I know that beds of pain are eased because of my work, that comfort is brought to many in countless ways because I am here, and that when I am gone I shall be missed—my Business and Me.

Sometimes I have said that if I were beginning all over again I should not choose it, but as I look about every other occupation seems unfriendly and foreign and nowhere does the satisfaction fill my soul that I feel when I stand before my prescription scales weighing, measuring, and mixing with a fine accuracy and skill born of long experience and real love of the work. If I were back again would I choose the same calling again? Right down in my heart I know that I would, and that for me life, liberty, and the pursuit of happiness are bound up in the successful practice of my Business, so here's to wishing it usefulness, prosperity, and that full measure of community and national respect which it so richly deserves. I am proud of it and happy on the whole in it. It means a lot, more than words can tell. At heart and always in very truth we are friends—my Business and Me.

Russell Wilmot.

The Trolley.

Written for the Tradesman.

A rumble! A gong! One ding to stop;
Ding! Ding! again to go ahead;
Z-z-ink! Z-z-ink! two fares, a deadhead
Cop

This is the life a trolley led.

S-z-z-ZU! Bump! Bump! The pulley's off!
And dark as pitch is the trolley car.
Some sneeze, some sigh, some hack,
some cough

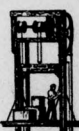
It's a guess from whom your flu bugs are.

The comforts tho' are quite a few
If one by chance can get a seat;
To a man who only walking knew
The trolley car is hard to beat.

So—early morn and every night
Work to; work from, I ride perhaps
For all depends upon the fight
Which I put up with the other chaps.

I often wait three cars or more
Before I really stand a show,
But nevertheless when work is o'er
I'm mighty glad that the trolleys go.
Charles A. Heath.

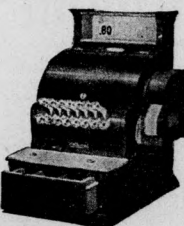
**SAVE MONEY by insuring in the
Michigan Mercantile Fire
Insurance Co.
Mich. Trust Bldg. Grand Rapids, Mich.**



SIDNEY ELEVATORS

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

Sidney Elevator Mfg. Co., Sidney, Ohio



**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.

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

Assets \$3,099,500.00



Insurance in Force \$55,088,000.00

MERCHANTS LIFE INSURANCE COMPANY

Offices—Grand Rapids, Mich.

Has an unexcelled reputation for its

Service to Policy Holders

\$4,274,473.84

Paid Policy Holders Since Organization

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

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

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

SURPLUS TO POLICY HOLDERS \$477,509.40

THE WHOLE COUNTRY IS AROUSED
AGAINST

Fire Loss

Automatic Sprinklers solve the question and provide a suitable and efficient remedy. Get in touch with us.

**Phoenix Sprinkler &
Heating Co.**

Grand Rapids Michigan

Detroit Office, 909 Hammond Bldg.



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.

Suggestions on Handling Automobile and Bicycle Supplies.

Written for the Tradesman.

The motor car has become a commonplace. As Mutt said to Jeff, almost everybody can afford a ford. Whether the hardware dealer will help to handle this year's and next year's motor cars is a problem dependent on individual and local conditions.

Quite a few hardware dealers handle motor cars. Others limit their activities to accessories. Others handle neither cars nor accessories. In deciding whether or not he should embark in this line of trade, the shrewd dealer will size up his field and his opportunities. There are several questions to be answered.

First, is the field already adequately covered. Second, are you—the individual retailer in a position to handle cars to advantage. This question in turn involves a consideration of your individual liking for this line of business, whether you have store space and floor space to handle cars, whether it is desirable to take on a garage and repair man to look after cars and demonstrate them. Thirdly, there is the question, what desirable motor car agency can you secure.

Individual hardware dealers and hardware firms have made a big success of the handling of motor cars. That firm is especially well situated to handle this line of trade which employs a good staff of road men and covers the country regularly. Thus, the motor car dovetails neatly into the handling of implements, for which class of business roadmen are required. "The one way to sell motor cars is to go out after the business," is the way a hardware dealer who had made a success of this line of trade put the proposition in a nutshell.

Keep a prospect list, and keep after your prospects until you land them—or until somebody else lands them. Of course, it is necessary to have someone capable of demonstrating the car. The dealer himself can usually do this, or a member of the staff can be specially trained for the work.

Even where motor cars are not handed, there are good opportunities for the sale of motor accessories; and many small town and rural hardware dealers close to main traveled roads have branched out into garage and repair work. What phase of the motor business you will cater to depends entirely on your locality and

your individual inclinations and capabilities. No set rule can be laid down for all hardware dealers.

In taking up the accessories business, it is not necessary to lay in an extensive stock at first; although as you become acquainted with your field and develop a clientele, your stock should be enlarged from time to time so as to take care of all prospective demands. There are some lines that can be sold from catalogue. From time to time new lines can be added. New things come out all the time, and the dealer should at all times be on the lookout for little specialties that will sell quickly. Quite a few dealers have developed this department from a small initial experiment with just a few quick-selling lines. One dealer who has to-day a big business is reported to have started with an initial investment of a little over \$50. The experience of many dealers is that even a small showing of accessories, properly pushed, creates an interest among motorists which leads to constant calls for other lines. Thus, the hardware dealer taking up motor accessories on a small scale can gradually feel his way.

In this line, circular letters can be used to good advantage in business building. It is a comparatively easy matter to get a list of the motorists in your town and vicinity, and to put them on your prospect list. One dealer sends out cards every month, each card featuring some seasonable article, with a general reference to other lines carried in the motor accessories department. Poster advertising is a good means of getting in touch with tourist and transient trade. Newspaper space and window display should be used from time to time.

The motorcycle is a newer line, but one which promises a considerable development. The early motorcycles were handicapped in a way; on the one hand there was the cheaper bicycle, and on the other the more commodious motor car. But now the motorcycle has made a place for itself. The demand for good motorcycles is steadily increasing. The hardware dealer who handles this line can do much to add to its popularity by intelligent and pushful advertising and salesmanship.

Thus, for the country doctor, or the town doctor handling country cases, the motorcycle is a splendid and economical means of responding to night calls. It is ready in an instant, and it is swift as an arrow, and can get over roads impassable by a motor car. It has its place also in commercial life—for messengers, collectors, canvases

Michigan Hardware Co.

Exclusively Wholesale

Grand Rapids, Mich.

Foster, Stevens & Co.

Wholesale Hardware

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

Grand Rapids, Mich.

TANGLEFOOT

The Non-Poisonous Fly Destroyer

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

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.

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

MORE POWER—LESS GASOLINE

McQUAY-NORRIS

LEAK-PROOF
PISTON RINGS

Increase Power—Save Fuel. Decrease carbon
trouble—cut down running expense.



Distributors, SHERWOOD HALL CO., Ltd.
30-32 Ionia Ave., N. W. Grand Rapids, Michigan

sers, and special deliveries. An important feature in the recent development of the motorcycle has been the tricycle attachment, converting the motorcycle when desired into what is practically a light car with capacity for one or two extra passengers or a considerable load of merchandise.

The retailer who handles motorcycles will do so to better advantage if he takes time to size up for himself the potential uses of the machine. In canvassing the individual prospect, it is not sufficient to demonstrate the mechanical perfections of the machine you are selling. Put yourself in the place of that individual prospect. Size up the business in which he is engaged, and point out just where the motorcycle would be of big assistance to him, as a time saver, a labor saver, a money saver, or a means of recreation. This matter of getting the other fellow's viewpoint, and showing him what results the goods will produce for him, individually, is a big thing in successful salesmanship.

The bicycle nowadays enjoys a steady popularity. Bicycles are sold every year in every store that handles them. The bicycle, in its different way is as stable as nails or rosin. Here, again, pushful effort on the part of the dealer will produce big results.

With paved streets in pretty nearly every community, easily passable at all seasons of the year, the bicycle has become an all-the-year-round necessary for a lot of people. Particularly in communities lacking street car service, it provides an easy means for the workingman in one part of the town to get to his work in another. It is the poor man's motor car. Except for minor repairs and tire renewals, the upkeep is practically nil. It is a line which will pay for pushing.

Incidentally, a new development has been the sale of high-grade juvenile bicycles for children up to sixteen, for use in going to and from school, as well as for pleasure purposes. This line paves the way to the sale of the ordinary makes when the children are grown up; and is in itself a profitable line to push. These little bicycles make popular birthday presents, and can be featured for that purpose.

The main thing in developing these lines of business is to push the goods—get a line on individual prospects wherever possible and follow them up, and by means of newspaper advertising and window display reach out constantly for new prospects. The hardware dealer who stocks the goods and waits for business to come is pretty sure to be disappointed. But aggressive effort is sure to produce satisfactory results where the right sort of lines are handled.

The way to get the business is to get after the business and keep after it.

Victor Lauriston.

Net or Nit.

Written for the Tradesman.

Shut up the desk the job is done
Its care, its stress we'll now forget
The race was hard: how well 'twas run
We have no means of knowing yet.

For now suppose you've made some cash
Which you could use when work is through

Just wait and see how big a gash
Some tax will cut in your revenue.
Charles A. Heath.

Make Things More Pleasant for Somebody.

A remarkable old lady I know is always trying to make things a little gladder for somebody, the world a little pleasanter for those about her. She does not see flaws in people as most of us do. She is always finding something good in every one, no matter how bad he may seem to others. She sees great possibilities in the most unpromising material and, of course, tends to bring these qualities to light. If she hears some one criticizing another, she will say, "Well, my dear, we cannot see the other side of the shield. We cannot tell what motives, what influences, what unfortunate experiences in rearing have been operating upon such a person."

She does not seem to have any enemies because he radiates so much love, so much helpfulness, and this returns to her. This habit of going through the world radiating joy and gladness, seeing the good in people instead of the bad, trusting people instead of suspecting them, giving constructive suggestions instead of destructive criticisms, is what gives enduring satisfaction. This is love's way.

Just think what it means at the close of life to be able to look back upon years of helpfulness and inspiration, years spent radiating joy and gladness about us instead of sorrow and depression! Yet, how many people are preventing such a future possibility by a habit of indulging in cruel criticism and gossip, of making unfortunate insinuations about others, harboring foolish jealousies, envious suggestions, grudges!

Business Jokes.

The clerk who thinks the house can't do without him.

The salesman who has his trade personally anchored.

The buyer who cannot be fooled.

The stenographer who knows best what the old man ought to say.

The creditman who can always trust his intuition.

The head of the firm who sticks to the way he always did it.

The customer who doesn't know what he wants.

The house that won't advertise, because its goods are "different."

Kent Steel Company

Grand Rapids, Mich.

**Structural Steel
Beams, Channels, Angles**

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

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

MCCRAY
SANITARY REFRIGERATORS

For All Purposes
Send for Catalog
McCray Refrigerator Co.
944 Lake St. Kendallville, Ind.

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.

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

Yes Sir! a whole meal ready to serve!

What man doesn't like juicy, tender beef steak, smooth, creamy mashed potatoes, rich savory gravy? What woman wouldn't want to serve such a meal often if it wasn't so much trouble? A can in boiling water—that's all the trouble if you serve Red Crown Beef Steak and Mashed Potatoes or any of the other

Red Crown Ready To Serve **MEATS**

Your choice of twenty-four delicious, economical meals at a few minutes' notice. Think of it! And that's the story we are telling to 550,000 housewives every month in our full-page Good Housekeeping advertising. No wonder these good meats are selling so rapidly!

Red Crown Meats are the best quality meats. Cooked by our exclusive process in a vacuum in the sealed can. That's why the real meat juices and flavor are retained. Try them. See how good they are—not only for your customers but also for your own family.



ACME PACKING COMPANY
Chicago, U. S. A.

DETROIT DETONATIONS.

News and Gossip from Michigan's Metropolis.

Detroit, May 13—Last week's building totals in Detroit amounted to \$1,033,691.

The recent frost given the brewing interests has permeated the very walls of the former hop squashers. The Stroh Brewing Co., of more hilarious days, will engage in the manufacture of ice cream.

An advertising service department for the benefit of its customers has recently been added by the Union Paper & Twine Co. Martin V. Brooks, formerly of Erie, Pa., and for years directly connected with large paper mills, has been placed in charge.

The demands of the Detroit ice men who went on strike were met by the ice barons who melted and agreed to a cool \$35 per week.

Charles Wilkerson, city salesman for A. Krolik & Co., has purchased the dry goods stock of J. M. Waddell, 568 McGraw avenue, and has taken possession. Mr. Wilkerson will continue his duties with A. Krolik & Co. His wife assuming the management of the newly acquired store.

That geographical lines should be considered in the selection of grand lodge officers is a mistaken fallacy, according to the sentiment of the rank and file of the United Commercial Travelers. Because one who holds office lives in a certain city is no valid reason why another eligible member eminently fitted for the work should not receive consideration simply because he happens to live in the same city where an office holder resides. Careful inventory should be taken of the qualifications of the contesting candidates and for the absolute good of the order the best man best fitted should receive the majority vote. Geographical lines have at times in the past taken precedence over talent, to the detriment of the organization. What the United Commercial Travelers need at this time are officers of executive ability, vision, energy and youth, regardless of whether they live in Owosso or Grand Rapids or whether Owosso or Grand Rapids have already officers or not. That Stanley J. Hitchings, who enters an open field of competition, is pre-eminently fitted to hold office in the Grand Council must be acknowledged by all. His nomination and election at the Grand Council meeting in Kalamazoo next month will be a boon to the order. His rejection will be committing a grave error.

Robert Ammon, department manager for the Quality Store, Ionia, was in Detroit on a business trip last week. Previous to becoming associated with the Quality Store, Mr. Ammon for twenty years was connected with T. A. Carten, of Ionia.

Brasch Brothers opened their eighth men's furnishings goods store on May 8 at 435 Woodward avenue. The firm originally conducted a dry goods business at 506-508 Baker street, disposing of the business a few years ago to confine their efforts to conducting a chain of stores that are now found in many parts of the city.

The sixteenth annual convention of the Michigan Manufacturers' Association will be held at the Statler Hotel May 15.

R. B. Cuyler, formerly with Beecher, Peck & Lewis, is now representing the Union Paper & Twine Co. in this city. He is specializing in wrapping papers.

Sam Mintz will open a first-class hardware store at 52 Monroe avenue, as soon as alterations in the store are completed.

Spatier & Walser, 8 Michigan avenue, will open a second men's furnishing goods store at 15 Cadillac Square.

The Detroit Hardware & Supply Co. has opened for business at 159 Myrtle street.

George Caplan, of Walkerville, and

Leonard Morgan, of Hart, have formed a partnership to engage in the general mercantile business in Glendora. Mr. Caplan was in Detroit last week and purchased the opening stock. The style of the new firm is Caplan & Morgan.

Joe Barkin, former representative for a local jobbing house, has taken over the line of Roggen Bros., New York, dress shirt manufacturers, and will represent the firm in Detroit and the State. Mr. Barkin is making his headquarters at 321 Medbury avenue.

The Fair Store, 68 Gratiot avenue, has secured the adjoining store at Gratiot and Randolph and will stock the new addition to the main store as soon as it has been refitted.

"Detroit," reads a glaring headline, is Prepared for Cleanup Week." Ebenezer Haymow, who visited Detroit once upon a time, recently remarked, "They clean 'em all the other fifty-one weeks, too."

Charles A. Bowen, Secretary of the National Lumber Dealers' Association, has opened an office at 923 Dime Bank building. During the war the headquarters of the Association were located in Washington.

W. A. Williams, whose natural merchandising ability could not result otherwise, has gravitated to Detroit, where he has purchased the dry goods stock of Mrs. D. Farmer, 14th and Antoinette. Mr. Williams for a number of years was engaged in the mercantile business in Sandusky and is interested in the dry goods business of R. C. & W. A. Williams on Chene street. He expects to dispose of the stock in Sandusky in the near future.

S. H. Hart who fell and broke a hip bone several months ago, is slowly recovering from the accident. Mr. Hart is one of the pioneers of the traveling fraternity in Michigan, becoming especially well-known when representing the Sypes Paint & Varnish Co., of Pittsburgh. He has been obliged, on account of his advanced age, to relinquish his road duties. Mr. Hart is a charter member and Chaplain of Detroit Council. He is the father of Mr. Hart, of the stationery firm of Hilton, Hart & Garrett.

Sam Rindskoff, district deputy of the United Commercial Travelers and Secretary of Detroit Council, visited Adrian council officially last week.

Percy C. Palmer, department manager for Burnham-Stoepel & Co., went to New York last week on a business trip for the firm.

Henry Ford's \$1,000,000 libel suit against the Chicago Tribune opened in Mt. Clemens Monday. Ford like, the trial is making a big noise.

F. P. Boemer has opened a dry goods store at 1807 West Fort street.

The Eagle lunch rooms will open at 882 Woodward avenue in a few days.

The Woodward Cafeteria has been opened at 314 Woodward avenue.

Sax-Kay will open a women's wear store on Washington boulevard, near Grand River avenue, May 15.

Regner & Gaef, proprietors of a chain of men's furnishing goods stores, have assumed charge of the stock purchased by them from J. C. Moloney, corner of Pennsylvania and Kercheval avenues.

Herman Weiss, veteran commercial traveler and charter member of Detroit Council, celebrated the 63rd anniversary of his arrival in Detroit on Saturday. Herman has been arguing continuously since that time and in nearly every instance has been able to floor his opponents through exhaustion. He refused point blank to tell where and how many years were previously disposed of before his Detroit residence began. As is judged by the number of years he has resided in Detroit, Mr. Weiss is well along in years—mathematically—but physically he is still a young man. When soliciting insurance for the Metropolitan Insurance Co., he shows general activity that greatly discounts the 63

BUY KAW'S BEST

It Is Noticeably Different



KAW'S it makes Noticeably Better Bread.

KAW'S it makes Noticeably Better Biscuit and Pastries.

KAW'S it makes Noticeably More Bread to the Sack.

Our Guarantee

If Kaw's Best flour does not make the best bread, biscuits and pastries that you ever made, return it to your grocer—the purchase price will be refunded.

ORDER A SAMPLE SHIPMENT TO-DAY

Don't just ask for flour.

ASK FOR KAW'S BEST



**Grand Rapids Grain & Milling
Company**

MICHIGAN DISTRIBUTORS

Grand Rapids

Michigan

years spent in Detroit and the other years wasted in other parts.

Another sky scraper is planned on the site of the McGraw building, Griswold and Lafayette. Continued construction of these sky piercers is going to make dangerous sailing for aviators hereabouts.

V. Laskowski, dry goods dealer at 2422 West Jefferson avenue, is recovering from an attack of erysipelas contracted six weeks ago. Mr. Laskowski has been confined in a hospital and is still in bed.

C. Weeks has tendered his resignation to Burnham, Stoepel & Co., to accept a traveling position with the Rice-Stix Co., of St. Louis, Mo.

L. G. Brennan, Hudson dry goods merchant, was a Detroit business visitor this week.

Kansas has a company in the State troops composed entirely of traveling men. In Michigan the traveling men have no time to soldier.

H. E. Lewis, St. Louis clothier, was in Detroit on business last week.

The Frank W. Kerr Co., wholesale druggists, now occupy the upper floors of the block at 184-188 Jefferson avenue, East.

E. S. Haffner, of Fort Wayne, recently released from army service, has joined the sales force of A. Krolik & Co. and will represent them in Indiana in the territory adjoining Fort Wayne. Mr. Haffner, previous to his induction in the army, represented G. DeWald & Co., dry goods jobbers of Fort Wayne, and established an enviable reputation in his territory. He will carry the piece goods lines and Joseph D. Kain will represent the hosiery, underwear and knit goods departments on the same territory.

A movement has been inaugurated by zealous U. C. T. members to request (or shall we say suggest) all employers of traveling men to grant the salesmen two weeks' vacation at full pay. The vacations to be given simultaneously. What's the big idea? Want to knock off some of those West Michigan commercial work horses who would collapse under a forced vacation comprising the infinitely great space of two weeks time.

The Michigan Bearings Co. has opened an office at 805 Michigan avenue under the management of Mr. Schumann.

Sam Meyers, general merchant of Tower, was in Detroit on business last week.

With the razing of the four-story building adjoining the Ernest Kern department store, the construction of the new ten-story addition to the store will soon be a reality. The Kern store has been making great strides in the past two years, its growth in the last four years being especially remarkable.

Guy Thompson, manager of the Thompson Co. department store, Cheboygan, was a Detroit business visitor last week.

The Barrett-Cravens Co., dealer in auto accessories, has moved to 976 Woodward avenue. L. W. Brogner is manager of the store.

If all the candidates for office appear at the Grand Council meeting of the U. C. T. in Kalamazoo next month a large crowd is assured the convention.

Noah Newman, who recently disposed of his general stock in Pinconning, is in Detroit and is said to be looking for a location to establish a dry goods business.

Mr. Howell, of the clothing firm of Lewis, Coe & Howell, Adrian, was in Detroit in the interests of the store last week.

The Detroit branch of the Gillette Rubber Co., of Eau Claire, Wis., has moved from 815 Second avenue to 751 Cass avenue. The local branch is in charge of R. I. Winterringer and is one of the largest tire service stations in the city.

A \$3,000,000 plant is under construc-

tion for the Detroit Seamless Tubes Co., at Warren avenue and Miller Road. The company also plans on building 150 homes for its employes.

Mrs. Leon Rosenfield, wife of Leon Rosenfield, dry goods merchant at 751 Porter street, has recovered sufficiently to leave the hospital, where she has been undergoing treatment for several weeks.

The Ignition Plug Co., of Louisville, has opened a branch office at 805 Woodward avenue.

Isn't there some way to incorporate the word "florist" into Mother's Day? All who bought flowers for mother paid tribute to the blossom dealers at the rate of 50 to 300 per cent. advance in the prices.

When you read a sign "Cut Flowers" remember, dear reader, it refers only to the stems.

Detroit Council holds its regular monthly meeting next Saturday evening in the hall at 298 Randolph street. Unusually interesting topics will feature the evening meeting with several candidates to be initiated. This being the last meeting before Grand Council gathering in Kalamazoo next week. The meeting will be largely attended.

I. Cohen, proprietor of Alpena's largest department store, was in Detroit on business last week.

Not that they hold any ill feelings toward the Detroit U. C. T. councils, but in behalf of 687 local members we admit untold envy of the Milwaukee brothers. Not because we consider it superior to ours but because it's where it is.

Three stories are being added to the building of Fred Sanders, confectioner at 381 Woodward avenue. In this building are manufactured the products sold by the store at this location and the main store at 141 Woodward.

F. W. Austin, of Albion, was in Detroit last week in the interest of his dry goods store.

James M. Golding.

A Losing Game.

Written for the Tradesman.

You can find them everywhere
Men who never can be square
When you think the way is clear
There is something yet to fear
I have seen one cheating where
He was playing solitaire.

There are some you come across
Who will get you on a loss
E'en can cheat you with their hay
Weigh it short—for over pay;
But you know they're well aware
More they'd have by being square.

Once I bought a load of grain
The farmer hauled it in a rain
And did gather all the mud
On his tires he ever could;
When I weighed his wagon back
Not a wheel but mud did lack.

Some men just will not be fair
Tho' they lose not being square,
Play their game of cheat so long
Cheat themselves in right and wrong,
Finally they get to where
They by trying can't be square.

What a world now this could be
If we all dealt honestly,
How much joy in passing through
If we gave each man his due;
But we never will get there
Playing anything but square.
Charles A. Heath.

Discussing the Matter.

A farmer said to his negro servant:
"Jim, have you fed the horses?"
"Yassir."
"What did you feed 'em?"
"Hay."
"Did you feed the cows?"
"Yassir."
"What did you feed 'em?"
"Hay."
"Did you feed the ducks?"
"Yassir."
"What did you feed 'em?"
"Hay."
"Did they eat it?"
"Nawsir; dey didn't zactly eat it,
so far as I saw, but they was talkin'
about it when I lef'."



**Our Grand Display of
Holiday Goods
Now Ready for Inspection**

We extend a most cordial invitation to all Merchants interested in our lines to visit our store at their earliest convenience.

Our buyers have scoured the markets for months to secure the most desirable, best selling and greatest profit producing lines available and the result is shown in the magnificent display now shown in our roomy sample rooms where the choicest products of more than one thousand American producers are temptingly displayed.

**Larger Variety and Better
Values than Ever in**

IVORY AND FANCY TOILET SETS, GENT'S BRUSH SETS, MANICURE SETS, LEATHER GOODS, SMOKER'S SETS AND STANDS, CUT GLASS, DECORATED CHINA, TOYS, BOOKS, GAMES, SILVERWARE, CLOCKS, ETC.

DOLLS OF EVERY DESCRIPTION AND PRICE, AN ALMOST ENDLESS VARIETY. COME EARLY AND SECURE THE BEST VALUES. We also show complete lines of SUMMER RESORT GOODS.

China, Glassware, Silverware, Toys, Etc.

Children's Wagons and Coasters, Automobiles, Etc.

Base Balls, Rubber Balls, Rubber Balloons, "Thermos" Bottles, "Icy-Hot" and "Vacuum" Bottles.

ALUMINUM KITCHEN WARES. The guaranteed brands at the lowest prices. LAWNMOWERS. "The Crescent," "Fairmont," "Baby Grand" and "Admiral." GARDEN HOSE. All the best selling brands such as "Competition," "Leader," "Tiger," "Boston Terrier," "Non-Kink," "Vim," "Favorite," "Good Luck," "Bull Dog."

Insect Sprayers, Lawn Sprinklers, Spades and Shovels, Garden Hoes, Rakes, Etc.

Screen Doors and Window Screens, Wire Screen Cloth, Etc.

Ask for prices and for a copy of our June trade price list. Let us add your name to our mail order list.

We are manufacturers of and Michigan Sales Agents for the World Famous

**Leonard Cleanable
Refrigerators**

Ask for catalog and discount. Secure the agency for your town and vicinity. Don't fail to visit us when in the city. The latch string is always out.

H. Leonard & Sons
GRAND RAPIDS, MICHIGAN

DOWN WINDWARD ISLANDS.

Description of a Winter Holiday in the Tropics.

Written for the Tradesman.

It is some job to make a voyage these days. There are very few ships and passport regulations are rather vexatious. One has to book weeks ahead to get a passage. To go to the English Islands your passport has to be filed with the British Consul in New York at least three days before sailing. You have to tell all you know and more about your father and mother and wife, your reason for wanting to go and how long you expect to stay, etc. After having this matter arranged, you have to go to the custom house and go through the rigamarole again to get permission from our Government to leave. We found here all the Italians in the country trying to get permission to go back. They have not less than \$1,500 to \$7,000 apiece that they have saved up working in the munition factories and they are going back to Italy for good. The applications have worked up to 1,500 per day. With no immigration, where is our common labor to come from? The man who introduced the late bill in Congress to shut out immigration for years ought to look into this and if he was in the mining business or railway construction or lumber business or any other business demanding a supply of unskilled labor, he might change his mind. Returning soldiers don't take to this kind of work. There had been a tug boat employes' strike on in New York harbor for some weeks, so we had to proceed to Newport News to coal our steamer. While here we saw four battleships come in loaded with khaki clad soldiers, returning from France—a very inspiring sight. New York is a back number in coaling. They have to coal all their ships from lighters, while at Newport and Norfolk they have the overhead system, with pockets like the Lake ore docks, enabling them to coal a boat in a short time. New York has got to be made all over again, so far as loading and unloading ships is concerned. They are years behind modern methods.

Passing down through Hampton Roads and between Cape Charles and Cape Henry, we set our course South Southeast for the Western passage between Porto Rico and St. Thomas, which are separated by a channel forty miles wide.

We strike the Gulf Stream some 100 miles off the capes and just above Cape Hatteras. The stream here is sixty miles wide and moves at about three miles per hour, sweeping off into the Atlantic just below New York. It may be interesting to know there is a counter current running the other way, between the stream and shore, and that it parallels it all the way down the coast and its twistings and turnings through the Gulf of Mexico and the Caribbean Sea.

Once inside the Gulf Stream is like putting on an overcoat on a warm day. It gets warmer very fast and

even at the latitude of Savannah it is about 71, rapidly changing to 75 degrees as you proceed Southward. The wind also changes from West points to East Northeast as you go South and unlike the temperate zone, the East winds mean clear weather. These trade winds blow the year round, calming down at night and starting up in the morning. You are out in your flannels and duck clothing in a few days and the temperature is absolutely even—74 to 75 degrees at sea and will hold at that to the equator, cooling off slightly at night. During the winter months from December to April, the skies are clear and the waters usually calm and the sky and sea most wonderfully blue. Under the influence of the genial weather you find it difficult to

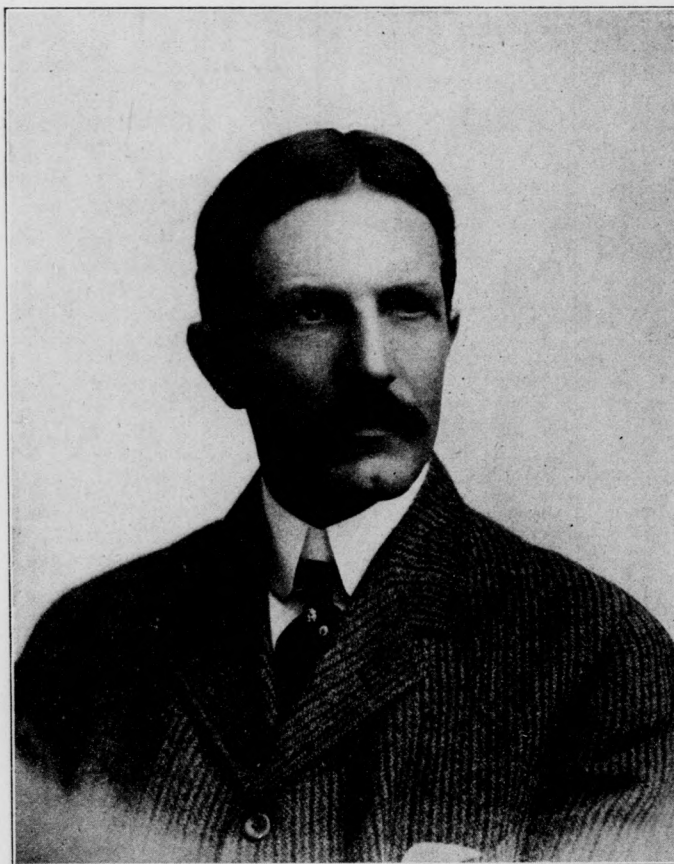
6:50 it is pitch dark and it is this way the year round. No need for advancing an hour to save daylight. When it is moonlight it pales the stars so much it is difficult to pick out prominent constellations. The phosphorescence is very marked in the water and great globules of light and stars float off in the wake of the ship and one would declare there was a light just behind the stern. Our ship is slow and has been plowing the waters for thirty years. We manage to pound along at ten knots on good days and nine on others, but time cuts no figure with us, for this is what we go for. Seven days after leaving New York we sighted the rugged mountains of St. Thomas on our left, while at our right in the distance are seen the mountains of

were in here every day and business was revived again for sleepy old St. Thomas. They had built several administration buildings and a club house, which were promptly closed when we went in. They could not show the coal and oil dock was German property, so they were allowed to continue business. Coal costs here now \$25 per ton. The United States made a fine acquisition when we secured this island. It has one of the finest harbors in the West Indies. The population of St. Thomas, St. John, near it, and St. Croix, sixty miles to the South, which was what we purchased from Denmark and what is known as the Virgin group, has a population of not more than 50,000. Our possession of Porto Rico, only forty miles West, has no good harbor, but has a population of a million and a quarter. We should take over Santa Domingo for keeps, for their negro government is no good and never has been. We are in control there now, collecting the revenue, and may we long continue. With St. Thomas for a base and Guantanamo, 100 miles West of the East end on the Southern side of Cuba, we have our Panama canal pretty well safeguarded.

No one ever speaks of the towns on these Islands. They always speak of the Islands. Charlotte Amalia, a neat town of cement and brick buildings, has a narrow business street a mile long. It is a very old town. I noticed a hotel building erected in 1829. There is a company of soldiers here quartered in tents and the war boats are coming and going. The people are wondering what Uncle Sam is going to do for them. They raise little or nothing. It has been a distributing station for 100 years. The British pulled out there in 1885 and made a free port of Barbadoes and drew all the business away. The Danes exacted heavy port charges and chased them away, making the same mistake that some American cities do in not being open handed when new enterprises are seeking a location or throttling those they have by peanut legislation.

As we drew up to the dock we were soon surrounded by boats loaded with naked negro boys, who were ready to dive for coins. You cannot cut a coin into the water but they will get it before it sinks. It must be borne in mind that our new brothers are about 90 per cent. colored and this ratio applies to all the Windward Islands. They all speak English. The Danes would not teach them Danish. While Porto Rico is only one-third negro and two-thirds Spanish and Indian, they all speak Spanish and the Americans there usually employ St. Thomas negroes as servants on account of the language.

We also inherited a little French colony here founded by refugees who came over during the French Revolution 125 years ago. Here they have remained, speak their own language, marry among themselves very young. They never mix with the negro and follow fishing for an occupation. They seem happy. They call themselves Cha Chass.

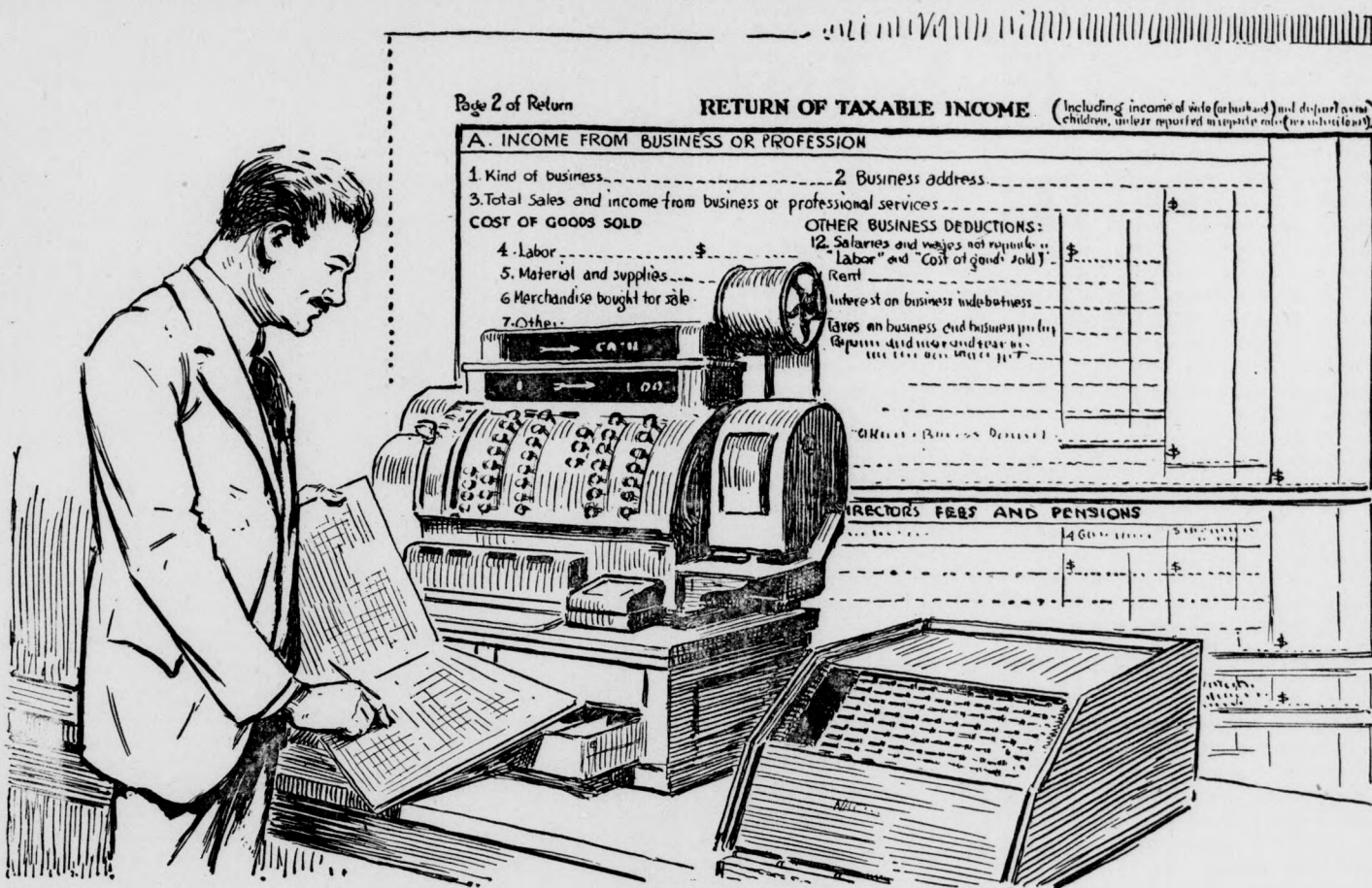


Walter C. Winchester.

do anything. I have always taken reading matter and never yet looked at it in the tropics. You are principally interested in the cold salt water bath in the morning and a hot cup of coffee at 6:30 and out on deck or back to your bunk for a nap, thinking of that 8 o'clock breakfast. Every one seems to be there at meal time, as well as 4 o'clock tea, and if by chance the boys are playing 10 cent poker for the steward's benefit (as he always wins), they are ready for sandwiches at 10:30 p. m.

The North Star is getting low down, only 18 degrees above the horizon as we are on 18 at St. Thomas. The Southern Cross shows up now at 10 o'clock and the stars are very brilliant. We are seeing those of the lower latitudes now added to those of the Northern. The moon, after a few days, is always overhead. The sun sets at 6:15 and rises at 6. At

Porto Rico. We soon come up to Sail Rock, which is known to all mariners and looks in the distance like a ship under full sail. We go round the Southern side of the Island, where the town of Charlotte Amalia is located. We pass through a narrow channel 300 feet wide and find the town straight ahead built on three hills. With the white houses and red roofs and the mountains for a background, the view is charming. The bay is a mile across and entirely land locked, except to the South. So this is the United States. We can see the stars and stripes from the administration buildings. There are a dozen torpedo boat chasers and submarines, with a mother ship at anchor. We go alongside the fine coal dock the Germans had built here before the war. They were making St. Thomas their principal port of call and their ships to and from Europe



Every merchant needs accurate store records for two purposes

- ① At the end of each year he needs a complete, accurate report of store transactions to help make out his Income Tax return.
- ② He needs these same figures every business day. He needs them to control his business.

He needs these figures to know how much money he is making, and what it costs him to do business.

Every merchant can get a record of his store transactions in two ways—the old-fashioned way, by hand, or he can get them by machinery.

A modern National Cash Register makes accu-

rate, unchangeable records. It classifies, adds, certifies. It saves work and reduces expenses.

No merchant should keep records by hand that can be kept so easily by a National Cash Register.

A post card will bring full information about what an up-to-date National will do to help you.

The National Cash Register Company
Dayton, Ohio

Offices in all the principal cities of the world

St. Thomas is 1450 miles from New York. The Windward Islands, commencing with St. Thomas on latitude 18, extend East and South in a crescent of 800 miles to the South American continent. There are twelve or fifteen principal Islands, from twenty to fifty miles long. The Quebec Steamship Co. has had the trade among them for forty years. It makes an interesting trip. When you reach the Islands they unload cargo during the day and plan to sail for the next island in time to reach it at daybreak. This gives you a chance to go ashore and get a native meal and see the sights, which are novel to the first tripper. With the little donkeys and carts, the market women and the tropical fruits, flowers and vegetables, not to mention the warm weather. You want your sun shade. It is 84 in the shade and 130 in the sun. One always enjoys the market if you chance to strike a market day. You see cocoa nut trees and bananas most anywhere. In the market oranges are plenty usually. We were late for them. They ripen in October in the tropics and are good for five or six months. Most delicious when in season. There are mangoes, perhaps the most common fruit, growing from trees as large as a maple. There are custard apples, star apples, sour saps, sapadillas, cocoa that the chocolate comes from, cassava, the root of a shrub from which they make cassava meal, and also extract starch and tapioca. It is called manioc in some countries. It is, perhaps, the most useful of any tropical plant, as they can always have flour and in many out-of-the-way places have nothing else. The bread-fruit tree with its great broad leaves and growing to good size is found anywhere and is an article of regular diet with the natives. The fruit looks like an exaggerated horse chestnut about five inches in diameter. It is eaten either roasted or boiled. You see coffee and nutmegs at some of the islands which the natives use, but they do not export them; also some vanilla beans. They have a great

variety of sweet potatoes, yams and root crops and raise a lot of ginger root. On St. John they raise the bay tree or rather it is indigenous to the only island. I do not know why they do not raise it. So we are all right on bay rum. The paw paw is a common fruit, not unlike a cantaloupe, only growing in great clusters on a single stalk tree from ten to fifteen feet high.

St. Croix is not so mountainous as St. Thomas. It is a sugar island, not especially interesting. It lies sixty miles South from St. Thomas and came with the purchase.

One hundred miles east of St. Croix is St. Kitts and almost connected with this is Nevis, the birthplace of Alexander Hamilton. St. Kitts is the most beautiful island of the Windwards. Its mountains, rising gradually from the shore to a perfect cone, with the slopes cultivated 2,000 feet up and the cane lands commencing at the sea extending up to and around the mountains on all sides make it look like a jewel from



Street Scene in St. Thomas.



Old Sugar Mill in Barbadoes.



Donkey Cart in Barbadoes.

the sea. We came abreast of it in the early morning, the sun striking the field of light green cane, the dark of the Virgin forest higher and the intensely blue sea in the foreground. They have improved here a good deal since I visited the place many years ago. They have up-to-date sugar mills and are doing quite a little in long staple or sea island cotton. Antigua, another English island, further East, is sleepy and not much doing, content to raise sugar, molasses and rum. Guadeloupe and Martinique are French and as French as France. Guadeloupe is the largest of the Windwards and Martinique almost as large. Both have good harbors and the French boats go to dock. All others have to anchor out and lighten all the merchandise. There are no beggars in the French islands. They all work. The natives are more slender and have more style. The women all wear turbans, which they tie very jauntily. The streets and buildings remind one of France. They are very prosperous these days

and fortunes have been made in rum. They were paying \$100 per ton to carry rum to France and the harbor at both islands was full of American schooners loading. Freights have dropped now to \$40, but they won't starve at that. France has a very high import duty on rum. British, French and American soldiers want it and France said, "This is my turkey, boys. We have the rum—at a price." It has trebled in value at the Islands or rather the French islands.

We sailed in very close to St. Pierre, Martinique, lying under the shadow of Mt. Pelee, and could see where the town was entirely blown off the face of the earth in the twinkling of an eye or like the shot from a huge cannon. It took them all—every man, woman and child and all the ships in the roadstead—except one man in prison underground escaped and they found him three days after. It wrecked all the buildings. I visited the place twenty-six years ago and it was a beautiful town then of 30,000 people, built around a circular bay on gently rising ground from the sea. It had tram cars and running water in the gutters and many churches. It was destroyed in May, 1902. They are just commencing to rebuild and as there is a good country around there, presume in time it will come to life again.

Ft. de France, the capitol, fifteen miles South of St. Pierre, has a fine harbor and was the place where Josephine, the wife of Napoleon, was born. They have erected a fine marble statue to her in the Savannah.

Dominica, the jumble of high mountains between Guadeloupe and Martinique, is English. They say it always rains there. It is not improved by roads, as it should be. They raise lots of limes and cocoa here and can raise anything in the tropical fruit line.

St. Lucia, further South, is a good sized island, forty miles long and fourteen wide. Its mountains are 4,000 feet high. At the South end two peaks, 2,700 feet high, break right out of the sea at an angle of 60



Be sure you get yellow and blue label on your purchases of Bel-Car-Mo.
None other are genuine.

Bel-Car-Mo Peanut Butter

Bel-Car-Mo, the highest quality Peanut Butter, is packed in 8 oz., 1-2-5-10-15-25-50 and 100 lb. air-tight yellow and blue pails—a size for every meal.

Friend Dealer:

The 8 oz., 1 lb., 2 lb. and 5 lb. Tins of Bel-Car-Mo saves you trouble and expense in weighing and packing, besides can be retailed at practically same price as bulk. Sanitary, air-tight packages are preferred by customers as they keep the Peanut Butter moist and sweet. The Bel-Car-Mo Nut Butter Co., Inc.

—Can be had in 8 oz., 1 lb., 2 lb.
—and 5 lb. tins. Also bulk sizes.

Ask Your Jobber

The Bel-Car-Mo Nut Butter Co., Inc
Grand Rapids, Mich.

The House of Quality



Rademaker-Dooge Grocer Co.
Wholesale Grocers
Grand Rapids



The House of Service

degrees. They are very picturesque and unlike anything I have seen. They are called The Pitons (Mule's Ears). St. Lucia has a fine little protected harbor and a coal dock. It is not well improved by roads and is backward. There used to be a garrison here, but England took away her garrisons in all these islands seventeen years ago. I know of six places where they had them. They leave it to the United States to do the policing.

We are on latitude 13 now, 780 miles from the equator. St. Vincent and Grenada lie directly South of St. Lucia and then comes Trinidad and the South American continent. How the English and French and sometimes the Dutch did fight over these islands in the seventeenth and



Creole Girl in Martinique.

eighteenth centuries! St. Lucia and Dominica belong to England, but they speak French.

Straight out into the Atlantic, eighty miles East of St. Lucia, is Barbadoes. It is only twenty-one miles long and fourteen miles wide and contains 106 square miles. But 100 of it is cultivated, mostly to sugar cane. It has one of the densest populations of any place on earth—750 to the square mile. You cannot get out of sight of the negro. It has a healthy climate and low death rate. It is warm—84 degrees in the shade and 130 in the sun. The roads are good all over the place. The land is rolling. No mountains. It looks like a great corn field. They have many of the old fashioned mills here yet and make molasses and rum. The up-to-date four roll process does not leave any molasses. The people are all very industrious here. They have to be or starve. There are so many of them. They have no markets worth mentioning. The women buy up the produce and peddle from their heads and you see them anywhere and everywhere selling potatoes, chickens, bananas and oranges. The men get a little money together and buy a little donkey as big as a good sized dog and a cart about the same size and they are all over, carrying all sorts of merchandise. You see

them with one cask of molasses or a few bags of sugar coming into the port from the interior. England made Barbadoes a free port, built docks (they have no harbor) and called shipping their way. Now all the prominent lines to and from Europe stop there and it is a great crossroads. You can catch a ship for the United States, Europe, South America or the canal zone, that is, in normal times, not in the last few years, thank you. Now you have to wait for weeks to get a passage anywhere. There are no ships or rather very few and very poor and rates are high and the thing that sticks is there is not enough to go round and people wait for weeks and weeks and accept any old thing, sofa or smoking room, if they can only get away.

They have some very comfortable hotels here and the sea bathing is fine. The water is 78 and the air warmer. Jumping into the sea in the morning before breakfast is a thing to remember. One could spend some time here very comfortably. There are many charming people and a large colony of English or colonials. The island was settled 100 years before they thought of Boston. The trade winds are always blowing. The mornings and evenings are fine. Keep out of the sun in the middle of the day and sleep after lunch, eat three or four square meals and forget you have any business and you get along fairly well. Flying fish are so common around here they have them



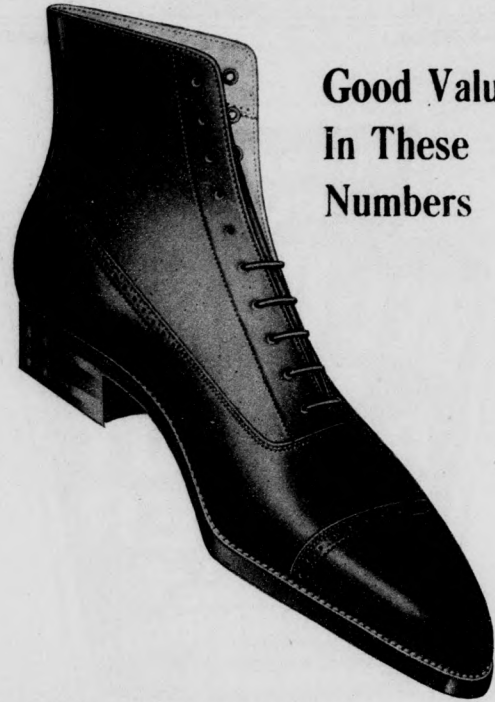
Statue of Josephine on Martinique.

served at the hotels most every day. Our hotel is out two miles from town and we went out by tram, mule cars. They go, too. The drivers and conductors receive \$3.75 per week. Common labor here is 30 cents per day. The planters are all getting rich on high priced sugar—\$5.20 raw, net.

You find automobiles in all the islands and, in spite of high priced gasoline—60 cents per gallon—they are

R. K. L.

R. K. L.



Good Values
In These
Numbers

- 8731—Men's Mahogany Calf. Whole Quar. Blucher Tip Price \$5.10
- 8743—Men's Mahogany Crystal Calf. Whole Quar. Blucher Tip Price 5.85
- 8741—Men's Mahogany Side Eng. Bal., Grain Inner Price 5.10
- 8751—Men's Mahogany Crystal Calf. Eng. Bal., Grain Inner Price 5.85

Rindge, Kalmbach, Logie Company

Grand Rapids, Mich.

R. K. L.

R. K. L.

---Keds---

Don't forget we are head-quarters for this popular line of Rubber soled canvas footwear.

Spring and summer weather are going to bring a big demand for them.



Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear

GRAND RAPIDS, MICH.

very reasonable. It is hard to think of getting back to the temperate zone where people work and fuss and strive to get money and show their clothes and imagine they amount to something and think the world would miss them if they were away long.

Go to the tropics for a winter and all these ideas fade away.

Walter C. Winchester.

Ideas Help the Shoe Store.

The busy man ordinarily thinks of his shoes only in terms before he buys them. He thinks of them only as something he will eventually have to buy from this or that store. He rarely thinks of the pair of shoes as being his before he spends the money for them. But in reality at least one pair of shoes in every window display are as good as his—if he really needs shoes, and of course he does need them all the time. The pair he has on are wearing out and losing their usefulness day by day, minute by minute, and there will come a time any day when he will say, "Well, I must step in and be fitted. My shoes are wearing out."

When he says this, the customer is thinking of shoes, your shoes, any store's shoes, for a pair somewhere is marked in his mind as his, as soon as he has time to buy them.

As it is with the customer, so it is with the store—one pair of their shoes is his. The window display focuses his want and the storekeeper's ability to supply it if it is an ideal window.

Ideas help both customers and store. Use them in the windows.

How Small Earth is by Comparison.

If the sun were in one corner of a schoolroom, in Massachusetts, and the earth were in the opposite corner, where would the nearest fixed star be? Most persons will be surprised probably to hear that one would have to travel out to Denver, Colo., to find it, while to reach the great cluster in the constellation Hercules would require a journey out into space 12,000 miles. The construction of a model of the universe, built accurately to scale, is thus out of the question, but Edward Tenney Brewster of Phillips academy, Andover, Mass., comes as near as he can to it by an amplification of such methods as those hinted at above.

"I am accustomed to start in one corner of my classroom with the sun," he says. "It's 866,000 miles of diameter points off about the size of a baseball. So I hang up the baseball at one end of the blackboard, or draw there a circle of the proper size. And since the sun is ninety million miles away, this carries our earth well across the blackboard to the other side of the room. The globe itself, a mere 8,000 miles in diameter, models as a dot, about the size of the shaft of an ordinary pin or of the periods in a typewritten text. The wandering moon appears as a still smaller dot, for size a pinpoint or the periods of fine print."

Refuse to allow the mind to stiffen the muscles by the suggestion of age limitation. Age is a mental state, brought about by mental conviction. You are only as old as you feel.

Making Salesmen Out of Shoe Clerks.

Coaching salespeople is a subject to which I have given a great deal of thought, in fact it is sort of a hobby with me. Years ago no one ever thought of coaching a salesperson, yet it was unconsciously done although it was not given serious study. When I graduated as a stock boy and became what I then thought was a full-fledged salesman, one of my first errors was in adding a check. I made a mistake of one dollar, and the manager quietly informed me that I would have to pay it. He assured me it was for my own good, and right there he was coaching a salesman.

To my mind salesmen are like artists and musicians, born not made. The inherent instincts of salesmanship must be there or all efforts will be in vain.

A highly important fact is that the policy of your store is reflected in your clerks. If you are honest, fair in your dealings, whole souled and cheerful they will invariably take the cue and be likewise, or vice versa. I might add that every opportunity should be given them to serve the public in the best possible manner.

I believe I can handle my subject better by telling you some of the methods employed with excellent results by the Potter Shoe Co. There is a weekly meeting of the clerks in every department conducted by the department manager. There are discussions on different subjects, and the clerks are free to express their point of view as well as the manager, and believe me, it is an education for him as well as the clerk. Many good points are brought out, salespeople are encouraged to take notes during the week and bring them up at these meetings. This creates a feeling that they are an important factor in the establishment, as they are, and brings harmony and a better feeling in the department. We keep them posted on labor and market conditions, explain the reasons for the advancing prices so they in turn can intelligently impart this information to the customer who is entitled to know. We ask them to watch the windows, advise us on any mistakes in prices, etc., which might inadvertently creep in, and to read our advertisements in the newspapers, thereby becoming familiar with some of the smaller details.

Urge your salespeople not to feel

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.

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

The House of Kreider

KREIDER'S POLLY ANNA

CHILDREN'S SHOES

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

The A. S. Kreider Co.
 312-318 West Monroe St.
 CHICAGO MAKERS
 Best Shoes for
 Boys, Girls and the Babies

CITY DAY

in Grand Rapids is becoming more interesting every week to the Live Dealers of Michigan.

CITY DAY is a day on which items of special significance and attractiveness are displayed for the benefit of visiting merchants.

Our next City Day will be
Wednesday, May 28th

Try us out on this proposition and see how you like

Hood Tennis and Specialty Shoes

Grand Rapids Shoe & Rubber Co.
 The Michigan People Grand Rapids

satisfied when they have sold one pair of shoes, but sell something the customer did not come in to buy. Many times he will be thankful for the suggestion of another pair for a different occasion, or the desirability of slippers, trees, polish or laces. I might add that we make it worth while when our salespeople sell two pairs to the same customer, and allow an additional per cent. on all findings. Clerks should at all times keep themselves thoroughly familiar with the entire stock. They should gather from a customer's conversation what is desired, and know immediately what to show, acquaint themselves with the anatomy of the foot, and know what style is adapted to that particular foot.

Never show more than two or three shoes at one time, otherwise customers will become confused, and twice the time is consumed in making the sale. In addition, this will enable you to keep the stock away, save confusion in having the floor and seats littered with merchandise, and another clerk who has been showing the mate to the one you have does not lose time by having to hunt for it.

Teach them to measure the foot. We use measure sticks and straps, and provide a chart which explains the size required by the measurements. Also show them the difference between a welt and a turn. Many a shoe clerk does not know this important feature because he has never been told.

Another custom which has proved successful is to work in sections. By this I mean assign each clerk a number of seats, and hold him responsible for the customers occupying them. If he can not wait on them at once he can speak to them, and the chances are that they will wait patiently because some attention has been paid to them. Ask your clerks not to suggest sending a parcel, as the average customer seldom thinks of it unless it is suggested.

The clerks in the juvenile department are urged to win their way to the mother's hearts through the children. Attention paid to the child's little cunningness has often made a life time customer. Jolly the mother, make her feel that your whole attention is centered on that child, and the sale is not only made, but the customer will in all probability come to the same clerk for the next pair.

Instill in them that loyalty to the customer and to their employer is an asset to both themselves and the firm.

We encourage our clerks to become a part of our organization, ask their opinion, get their co-operation, create a spirit of good fellowship, thereby making our store force as one big congenial family. Every opportunity is offered to them to advance and wherever possible our managers are taken from the ranks.

I venture to say our store has graduated more managers than any other in the United States, and this is only possible because of the many advantages offered them while going through the preparatory stages.

H. C. McLaughlin.

PULL TOGETHER.

Build Up Your Town and Your Business.

Every retailer is responsible to a large extent for the condition which exists in his community.

If competition is ruinous, not only those who engage in the price cutting contest, but all the other retailers are responsible—and, therefore, all of them suffer the consequences.

If the people in the community send away for goods to mail order houses the burden of responsibility rests upon every one of the retailers—and all of them suffer from it.

If the community is one of those stagnation rules and progress is hindered, the retailers—every one of them—are responsible—and suffer because of it.

Retailers can stop cut-throat competition if they so desire. It has been done in hundreds and thousands of towns—with splendid results both to consumers and retailers. For price cutting contests always result in goods of unreliable and often dangerous character being sold to consumers. This, of course, does not mean that retailers should not quote cut prices, but that they should not cut on the same goods at the same time.

And please bear in mind that the abolition of price cutting does not mean that straightforward competition does not exist, but such competition consists in endeavoring to increase the demand for and, therefore, the sale of more goods—to one's own customers—rather than in luring the competitor's customers away.

Retailers can stop most of the sending away for goods that are obtainable in the local stores. It has been done in numerous places—with splendid results to both consumers and retailers.

Retailers can do more than any other class to further the growth and prosperity of this community. It has been proven time and again that where the retailers act in unison the object sought is always accomplished.

But knowing that we can accomplish these things isn't enough. We must get to work and lay out a plan or plans, and after the plans have been decided upon we must work together to carry them out.

What can we do? What plans shall we adopt?

Before we can do anything we must open our minds and let go of all the little, petty, mean jealousies that we have been nourishing. We can't work together with anybody else so long as we are not willing to give him credit for being willing to do his part as well as we do ours.

We must meet our competitor as a man of very much the same characteristics as ours—a man who, after all, is not the "horned" creature that we have been wont to regard him.

The very fact of our meeting him in this spirit will give him a correct idea of the sort of fellow we are, and also tend to thaw him out, so that after a while we get to think quite nicely of each other. This in

itself will have the effect of eliminating much of the cut-throat competition which now so seriously handicaps many of the retailers in rural communities.

But what shall we do with the man who won't work with us? We can't force him to co-operate, can we?

Here is a bit of a story told by a man who has made a success of his chosen work which is that of inducing retailers in a community to work together. He was talking with a hardware dealer and trying to persuade him to become a member of a county organization, when the hardware man said: "No, it's no use. I have got to be independent. If for no other reason, because of Jones, down the street. He keeps cutting prices, and if I join, it will mean that I won't be at liberty to meet his prices, because that might interfere with some of the other fellows."

The organizer didn't argue this question with him at all, but asked him if he knew Jones.

No he didn't, Jones was a comparative newcomer and he had started in to pull business away from the older stores right from the beginning with his "foolish" price cutting, so Smith had never tried to make his acquaintance.

"If I get Jones to promise that he will come in, will you join?"

Smith thought that would be an easy thing to promise, for he was sure Jones wouldn't, so he promised.

The organizer called on Jones and found him a young man of progressive ideas who believed in modern merchandising methods. His cut prices were quoted without any purpose of pulling business away from any particular competitor, and he was quite willing to meet Mr. Smith half way. So the organizer returned to Smith and told him that Jones would come in.

It was just a case of preconceived opinion on the part of Smith. He had made no effort to meet Jones when he first started in business, but when they did get to know each other they found many points of common interest and soon became good friends.

But all the trouble and bickering and cut-throat competition which had occurred could have been avoided if in the first place Smith had done the

fair thing with his new competitor and come to him in a spirit of friendliness, instead of looking upon him as interloper who had come there to take away some of his business.

And all of the troubles resulting from the petty jealousy existing between competitors in so many places can be avoided if they will just meet each other on the one common plane that there is plenty of business for all if they will only go after it in the right way. Much of the competition which now exists is an effort to get business away from the local competitor instead of securing that which goes out of town.

And the amount which by these short sighted methods is allowed to go away in many towns runs into sums which to the average retailer seem altogether impossible until it is actually proven to be the case, in many instances almost equalling the total sales of the local retailers.

Isn't this an inducement for us to get together and become better acquainted with each other?

Isn't it worth our while to make a concerted effort to keep all of this business in our own town, so that we may reap the profits—and also that our town may become more prosperous? Jacob Nay Smith.

STERENBERG & CO.

Merchandise Adjusters
and Sales Experts

P. O. Box 122 Grand Rapids, Mich.

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.



One man kept his store darkened so the flies wouldn't come in. It kept them out fine—but it seemed to accomplish the same result with his customers. Use Lac-a-fly, the fly killer used and endorsed by over 150,000 merchants. \$3 and \$1.75 per package. Pump blowers \$1 each. Not a poison and guaranteed unconditionally.

Pontiac Exterminating Company
Pontiac, Michigan

Decoration Day is Oxford Day

Low Cuts in Stock at Less than To-day's Manufacturing Cost

Do you know some of your customers are ready for their second pair low shoes while still others have not bought their first? Can you supply their demands?

Black Kid Oxfords, Military and Louis Heels. Black Satin Oxfords and Colonials. Pumps with Buckles and Plain, Dull Kid Patents and Colored Kid. White Shoes, high and low.

All on new lasts and patterns and on the floor. Ready to ship.


OUR BIG CIRCULAR LISTING nearly every shoe on the floor is in the printer's hands. If you don't get your copy, write for it.

Special for Every Wednesday

Hirth-Krause Company

Where Shoes are carried in stock in sizes and widths,

GRAND RAPIDS, MICHIGAN



WAR times have taught people to be more thrifty and also that true economy does not lie in buying "cheap" merchandise.

That is why you will find it easy and profitable to sell Honorbilt Shoes. Their sterling character is well known.

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

HONORBILT SHOES



REG. U.S. PATENT OFFICE

Largest Line of One Piece Garments Manufactured

The Outerall line offers the most complete assortment to the trade. Every dealer is enabled to select the patterns best adapted to his customers. The Outerall is a garment that has been designed with special features for the working man of every trade.

Sample Assortment on Approval.

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.





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 20—The committee reports everything is going lovely and you will have to hurry if you care to get in on the big doings at Kalamazoo June 6 and 7. Following are the members with their families who have already made reservations: L. V. Pilkington, John D. Martin, R. A. Waite, J. B. Wells, R. S. Istenhower, Walter Lypps, L. E. Stranahan, C. Hart, W. H. Wilson, C. F. Wickey, E. W. Smith, A. F. Rockwell, E. A. Clark, A. Borden, J. B. Linsley, Perry Larrabee, H. B. Wilcox, Chas. Perkins, W. S. Cain, J. Christenson, J. H. Bolen, M. C. Phillips, F. Beardslee, William E., Sawyer, W. H. Nisher, O. Heinzelman, R. Ellwanger, Ira F. Gordon, C. W. Hall, N. Pellon, E. E. Mills, G. B. Monroe, J. S. Major, G. Moore, C. Nuthall, G. R. Morris, Rufus Boer, W. D. Bosman, Lyn Visner, Tom Rooney, Ed. Ryder, Walt. Ryder, L. C. Lunt, Frank Mooney.

The Ancient Mystic Order of Bagmen of Bagdad held their regular meeting Saturday evening at the U. C. T. Council chambers. Due to the absence of Great Ruler John D. Martin, Viceroy William K. Wilson wielded the scimitar. The meeting was purely a business session, when plans were made to be carried out at the Grand Council meeting at Kalamazoo, June 6 and 7, where about seventy-five candidates will travel over the hot sands to the city of Bagdad. A parade has been planned for Friday evening before the big ball. Another item of importance which was passed upon was a special dispensation of \$5 for any U. C. T. in the State of Michigan who wishes to join the ranks of the Bagmen at the Kalamazoo meeting. This rate is for that meeting only and will again go back to \$10 after the meeting closes. If you like excitement, plenty of action, some sentiment and more or less mirth, join the greatest gang of joy feasters in the world, the Bagmen of Bagdad, the oldest order of traveling men in the world. The meeting will be called at midnight, Friday, June 6.

E. A. Crandall has become so perfected in mechanics that he can detect a missing engine or parts in his machine. He says it is a hard matter to make progress with enough parts out to make a new machine.

J. F. Follmer, of Vicksburg, has returned from Colorado, where he has been spending the winter for his health. Mr. Follmer is one of the best known hardware men in Michigan, having written some very interesting articles for the Farm Implement News during his time spent in Colorado. His many friends will be pleased to know he has returned with his health a little improved.

Our old friend, J. T. Poling, representing Parke, Davis & Co., is back on the job, having spent eighteen months in the service. Mr. Poling was transferred quite a number of times from the different branches of the service. He was discharged as Lieutenant, having charge of a gun crew.

"A man's speech proclaims his character."

Miss Florence Baykin, daughter of Gem. Baykin, of Pittsford, who is in Chile, South America, sent home some very rare and beautiful lace by the United States Vice Consul, who recently returned to America. Miss Baykin's many admirers will be pleased to know she is in the best of health and progressing very rapidly.

Fire in the basement destroyed some very nice clothing, giving J. H. Bolen's folks quite a scare. But for the awakening of Mrs. Bolen and the quick action of James, their residence would have been a total loss. Leave it to James when it comes to an emergency.

The ball team was out for a little practice Saturday and, from all indications, the flag chasers who are going to contend will have to go faster than the blimps if they want first money.

Mrs. J. Harvey Mann, who has been seriously ill, has recovered and has left for Canada to spend the summer with her sister. Harvey is now practicing frying 'em straight up and over.

Perry Larrabee leaves Monday for Chicago where he expects to put through a big coal deal. From the way Perry goes after things, she's going over.

Earl Baldus, the hustling young merchant of Nunica, has set the pace for civic improvements by treating his building with a coat of new paint. If his fellow merchants and townspeople would follow the example that Mr. Baldus has set, this little hamlet would present an improved appearance. Thanks to Earl for taking this step in the right direction.

E. H. Snow, who is a hard laboring salesman selling a well-known line of hardware, while at his manly duties in Muskegon last week, had the misfortune of losing his overcoat and robe out of that Dodge car. Well, we suppose everyone feels the same about it. Anyone driving a Dodge would never notice a little thing like that. Some advertisement for those chains and locks.

Roy Hinckley, proprietor of the Hartford House, Hartford, has added a fine new garage for the accommodation of the traveling public.

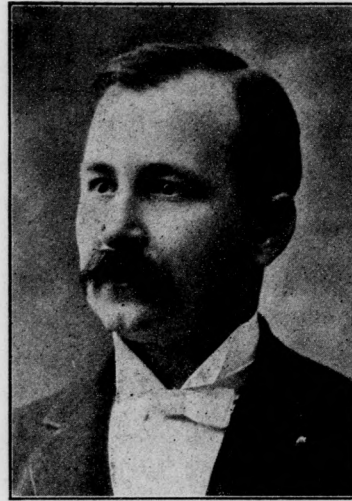
John D. Martin booked two orders for kitchen tables at Chicago, the orders aggregating \$3,200. Pretty good for a vacation trip!

The Grand Rapids Calendar Co. has purchased and installed a tinning machine which will enable it to put tin edges on its own calendars and also do job work for the printers and binders of Grand Rapids and other Michigan cities who require work of this character.

Leslie A. Manne, of Lansing, has been appointed district manager for the Durfee Manufacturing Co. of Grand Rapids and will move from Lansing to the Furniture City where

he will establish his offices and headquarters. Mr. Manne has traveled for the company in Michigan, but has made his home in Lansing. The Durfee Co. manufactures disinfectants and sanitary supplies.

John M. Shields, of Petoskey, has been elected Secretary and Treasurer of the Petoskey Canning Co. and has already entered upon the duties of his new position. Mr. Shields was on the



John M. Shields.

road many years for the Lemon & Wheeler Co. and subsequently covered Petoskey territory for the Worden Grocer Company. He is a man of much energy and resourcefulness and will undoubtedly achieve a high measure of success in his new undertaking.

L. F. Stranahan.

Friends of Mine.

Written for the Tradesman.
 Friends of mine are my mallards and flowers
 Together we spend such happy hours
 And in a way we come to be
 One happy loving company.

The ducks I know and they know me
 Together we go the flowers to see
 And when we all are gathered there
 No happier folk are anywhere.

The ducks, I know, know too the flowers
 And when it shines or when it showers
 They gather around the blooms awhile
 I know they're pleased—I've seen them smile.

I listened too, to my flowers one day
 I know I heard them clearly say
 "No better friends we ever knew
 Than you and the ducks—and the ducks
 and you."

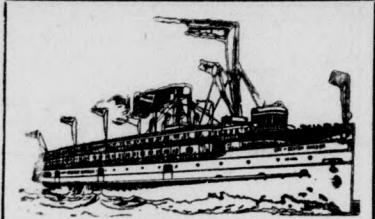
Charles A. Heath.

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

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

MERTENS
 Rates \$1.00
 With Showers \$1.25
 Meals 50c
 WIRE FOR RESERVATION
 A Hotel to which a man may send his family

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



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



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

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



The Bel-Car-Mo Advertising will move it—it's a live product that always repeats.
 Comes in Sanitary Tins sizes from 8 oz. to 100 lbs.
Ask Your Jobber

Late News From the Cloverland of Michigan.

Sault Ste. Marie, May 20—It is beginning to look as though spring were here, as the popular popcorn man, J. H. Wagar, has returned from the South and opened up his popcorn stand in his former location for the season.

The merchants here are feeling better since the less-than-carload freight shipments are again in vogue and the railroads have arranged for regular schedule of freight shipments, regardless of whether cars are filled or not. This change is a result of the let-up of the rigid war-time rulings. The local freights between the Soo and Minneapolis, including Milwaukee, will leave each Wednesday and Friday on train No. 45 at 9:15 a. m. This is for non-perishable freight only. The Soo to Manistique and Chicago only and points beyond Chicago, non-perishable, Tuesday and Friday of each week, on train No. 15 at 4:30 p. m. Soo to all points, perishable freight, Friday of each week on train No. 45 leaving at 9 a. m. The South Shore Railway will put on a peddler car to St. Ignace for non-perishable freight Mondays, Thursdays and Saturdays, leaving the Soo at 5 a. m. This car will also take freights for points beyond Mackinac. The Soo to Marquette peddler car will distribute non-perishable freight to points between and beyond Marquette, including Newberry, leaving the Soo Wednesday and Friday 5 a. m.

Angus McKenzie, one of Detour's pioneer citizens, died Friday last. He has for several years conducted the Wolverine Hotel and later conducted the ice cream and soft drinks' parlors which he conducted up to the time of his death. Mr. McKenzie had been failing for the past month and, after receiving special treatment at the hospital, his condition grew worse, resulting in his death. He was one of the most popular and esteemed citizens in Detour and many friends extend their sympathy to the bereaved widow.

L. La Porte and N. La Porte, of Iron River, purchased the Boomer property, on Cedar street at Manistique, and will open one of the finest candy kitchens in Cloverland about June 1. The former now owns a candy kitchen in Iron Mountain and is a practical candy man. The firm is at present in St. Paul buying new fixtures.

It will be good news to know that the Soo line has put on a sleeper between here and Chicago again, but only twice weekly at present, commencing June 4 and leaving the Soo on Wednesdays and Saturdays at 1:10 p. m. The sleeper direct to the Soo from Chicago will leave Tuesdays and Fridays at 6 p. m. The sleeper will arrive in the Soo the following morning at 10:30.

Our esteemed townsman and ex-Mayor, Sherman T. Handy, is receiving the congratulations of his many friends upon being appointed by Governor Sleeper as a member of the Public Utilities Committee of the State. The position carries with it a yearly salary of \$7,000 and the appointment is for a four year term. Mr. Handy will move his family to Lansing. He will be greatly missed in the Soo, being an active and influential Sooit.

Angus McClellan, of the Campbell Music House, moved last week from his former location in the Goetz block to the Everett block. This gives Mr. McClellan larger and better quarters to care for his increasing business.

J. R. Clarke, for many years manager of the Peninsula Bark and Lumber Co., has moved with his family to Chicago, now being President of the Cortz Lumber Co. Their many friends wish them every success in their new home.

M. N. Hunt, one of the Soo's well-known contractors, has been award-

ed the contract for the erecting of the \$25,000 addition to the garage of the Soo Machine & Auto Co. Work is to commence at once. It will be one of the finest show rooms in Cloverland.

The Scotts Quarry, located near Trout Lake, was sold last week to the White Marble Limestone Co., of Manistique.

Max Shoeneman, former proprietor of the Model clothing store here, and who left last year for Cleveland, paid the Soo a visit last week. He is now a resident of Chicago and a full-fledged traveling man. His many friends are glad to hear of his success as a Knight of the Grip.

The Steamer Elva, of the Arnold line, plying between the Soo and Detour, was put into commission again last Saturday, after being on the dry docks several weeks for repairs.

Everybody's doing it. Even the Methodists have put on a drive here to take care of their indebtedness for the next five years.

"No one has placed a limit on your possibilities except yourself."

"The man who does to-day is always far in the lead of the man who promised to do to-morrow."

William G. Tapert.

Bottom Facts From Booming Boyne.

Boyne City, May 20—W. S. Shaw, of the Shaw Interests, Ltd., Chicago, has spent several days in the city, keeping tab on the tryout of the new Heintze tractor. He, as well as several tractor men of National reputation, express themselves highly pleased with the performance of the machine.

The steamer Griffin has this week completed a trip to Ashland with pig iron and from Escanaba with ore for the local furnace.

William Sutton has moved his market from the Zimmerman building, on Water street, to his old stand on East Main street. It is rumored that the building will be immediately occupied by another store. Some of the old hands are getting dizzy trying to keep track of the moving vans.

Henry will be able to recoup some of the losses on his war contracts, if every town in the country goes after the flivers as this town has. We are, of course, pleased that he will be able to keep out of the poorhouse, but we are wondering if some of the purchasers might not find some more profitable investment.

Uriah Wyant has purchased the old W. H. White Co. store building, on Lake street, and will remove his second-hand stock to that place. Wyant seems to have abundant faith in Boyne City, as he has become a distinct feature in our real estate market.

Petoskey and Boyne City are particularly pleased with the time schedule of the night train South, which lays over two hours in Cadillac and brings our travelers into Grand Rapids two hours late for morning connections. East and West.

The Boyne City Handle Co. has resumed operations, after a shut down since February. When Heinie lost his nerve so suddenly, handles blew up, but milady has to sweep, war or no war, so handles are handles again.

Maxy.

A. A. Rogers, for many years traveling representative for the Ball-Barnhart-Putnam Co. and the Judson Grocer Company and for seven years landlord of the Field Hotel, at Grand Ledge, was in town one day last week, accompanied by his buxom wife. Mr. Rogers now conducts an apartment house in Detroit and bears every evidence of prosperity and happiness.

Matt Heynes has engaged in the grocery business at 1801 Plainfield avenue, the Worden Grocer Company furnishing the stock.

Salvation Army to Push Canned Goods.

The canners are taking a special interest in the forthcoming campaign of the Salvation Army for a \$13,000,000 fund because prominent officials of that organization have promised to link with it a strong educational effort in favor of canned foods, which, they admit, helped much to win the war.

"Of course," said a recently returned Salvation Army man, "with an immense army such as the United States sent to France, it was impossible to provide the various messes with more than a modicum of fresh vegetables, for instance. A great part of the food on which our army fought was from cans, and the men enjoyed it and thrived on it. All of the canned food which the army consumed was, as far as I know, of American production, and it is a tribute to the canning industry of the United States that it was of such remarkable purity and food value. Particularly did the soldiers seem to fancy the preserved fruit—canned peaches and the like. This was true also of the soldiers in the cantonments in the United States.

"So impressed were we by the highly useful, appetizing and nourishing qualities of American canned goods that, in our future Home Service work, for which we will endeavor to raise \$13,000,000 in our campaign which begins on May 19, we will urge a more extended use of canned foods as sanitary, nutritive, cheap and convenient."

Resolutions of Respect.

At the regular meeting of Detroit Council, held at the Council chambers, May 17, the following preamble and resolutions were unanimously adopted!

Whereas—Almighty God, the supreme counselor of the universe, in the exercise of His divine will, has removed from our midst our well beloved friend and brother, Ferdinand J. Moutier, Past Grand Counselor of Michigan, and a true and loyal member of Detroit Council; therefore, be it

Resolved—That we, his brother counselors, here assembled with sorrowful hearts, bowing our heads in complete submission to the will of God, "Who doeth all things well," do hereby express our love, together with our hearty appreciation of his many sterling qualities. In the passing of brother Moutier, Detroit Council, together with the Grand Council of Michigan, have sustained an irreparable loss, both personally and officially. He was at all times the same courteous, able and loyal gentleman unsparring of both time and ability in advancing the interests of our beloved ones. His memory will be forever fresh and fragrant in the hearts of all who knew him as a counselor and friend and a spiritual inspiration toward the noblest ideals of citizenship. In the mingling of grief, which unite all human hearts, we, his brother counselors, wish to express our heartfelt and sincere sympathy to those upon whom this great loss falls most heavily. Believing, as we do, that our loss is his Eternal gain, we commit him to the loving care and tender mercy of Our Heavenly Father. And be it further

Resolved—That the secretary be instructed to spread the above resolutions upon the records of this Council and that a copy of the same be engrossed and sent to the family of our departed brother; also that a copy be

sent to the Sample Case and Michigan Tradesman for publication.

Harry Marks,
John Murray,
Stanley J. Hitchings.

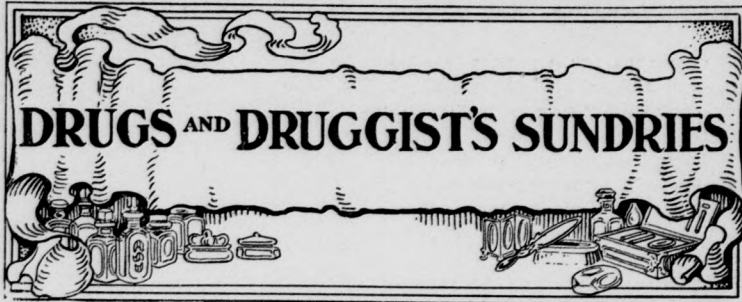
Two of the large automatic sprinkler companies are now maintaining their own inspection service. In a sense this changes the nature of their business. They were engaged in manufacturing and merchandising. Now they are service companies. Previously they sold sprinkler equipment, installed it, collected their pay and bade the customer good bye; they were done with him unless he wanted repairs. Often he purchased chiefly for the purpose of securing a lower fire insurance rate; the idea of protecting his business from loss due to closing down on account of fire, seeing his organization disband and his customers go elsewhere scarcely entered into the transaction. Too often he cared little whether his sprinkler equipment was in commission or not, so long as his fire insurance rate credits were not affected. Now these sprinkler companies impress upon the owner the fact that for a consideration they undertake to prevent his having a fire loss; that he is not merely buying merchandise, but is purchasing service. If it is worth while spending money to prevent loss, it follows that the device which is to be largely instrumental in preventing the loss is worthy of attention. When owners of risks come to appreciate the fact that the purpose of sprinklers is to prevent loss, rather than to reduce insurance rates, they will have a new conception of their own responsibility in relation to fire prevention.

Greenville—The Atlas Battery Co. has purchased a warehouse formerly owned by the Greenville Lumber Co. and has moved the building over near the Atlas plant and converted the building, with additions, into a box factory. There has been such a demand for boxes for batteries lately that the Atlas Battery Co. has been unable to get supplies prompt enough to meet the demand for batteries.

Fenton—Peerless Cement Co., of Union City, which recently purchased the Egyptian Portland Cement factory, at this place, will shortly re-open the plant, employing about 100 men at the start. Repairs are under way. It is expected that creditors of the Egyptian Co. which failed several years ago, will eventually receive a settlement of 27 per cent. of their claims.

Marcellus—Herman L. Chapman has merged his foundry and engine works into a stock company under the style of the Chapman Engine Works, with an authorized capital stock of \$13,000, all of which has been subscribed and paid in, \$2,000 in cash and \$11,000 in property.

St. Joseph—The Kirschkraft Draperies Corporation has been organized to manufacture and sell draperies, upholstering fabrics, etc., with an authorized capital stock of \$100,000, of which amount \$50,000 has been subscribed and \$10,000 paid in in cash.



DRUGS AND DRUGGIST'S SUNDRIES

Safe and Sure Stepping Stone to Advancement.

Written for the Tradesman.

The clerk's surest stepping stone to advancement is to render himself more efficient; and an essential to greater efficiency is a thorough knowledge of the goods.

Commercial pharmacy nowadays involves the handling of a large number of lines which do not come within the scope of the pharmacist's strictly professional training. The man who sells drugs would hardly care to do so in utter ignorance of their probable effect. His professional diploma is the keynote to the buyer's confidence in his knowledge. And an equal degree of knowledge is required of the salesman even when, instead of drugs, he is selling any one of the numerous side-lines which have come to hold so prominent a place in the average drug store.

Whether it be cigars or cameras, ebony goods or proprietary medicines, confectionery or summer drinks, the salesman who wants to make a good record for himself and to bring business to the store must learn all there is to know about them. There is always a fair proportion of customers who can pick out what they want; but by far the larger number want, not "this comb" but merely "a comb"—and so on down the entire line. Their demands are for the general article; the clerk must help them to select the specific articles which will suit them best.

This the clerk cannot do unless he knows the goods. To sell effectively, he must be well posted as to differences in quality, must be able to elucidate the reasons why the 25-cent tooth brush is better value than the 9-cent brush, and must be able to carry the same practical knowledge into all the various details of selling. The clerk who knows the difference between a quality article and a low priced article can recommend the former with authority and confidence. He is able to back up his recommendation with good, substantial reasons. And, in selling, it requires, not a hesitant "I guess" or "I daresay" but good, substantial reasons given without any hesitation whatever.

To acquire practical knowledge of this sort is a big order. Yet for the clerk who is interested in the business it is not a hard task. Many clerks who find difficulty in interesting themselves in the picking-up-of-information process at the outset, speedily discover that it becomes second nature with them to store away information regarding the goods. The beginner who finds time hanging heavy

on his hands can fill in odd moments by perusing the labels and absorbing the information they contain; and then he can dig deeper and study the advertising literature which accompanies most shipments of the goods. This will help in mastering the strong selling points of the various lines in stock. If the stock includes semi-mechanical appliances, learn how to use them. A clerk can always sell safety razors more readily if he understands just how to hold the razor and what sort of stroke to employ; and he can always sell cameras the better for knowing how to open and close them, load with films or plates, develop, print, and handle all the details of amateur photography.

At a later stage, it will pay to visit wholesale and manufacturing centers of the drug trade and to study the processes there employed. The man who knows how an article or preparation is manufactured may not unload all his information upon each and every customer; but his selling talks always seem to carry more conviction with them than do those of the clerk who had only a superficial knowledge of the goods, or no knowledge at all.

Acquiring information of this sort is a process which, at first tedious and apparently endless, speedily becomes a habit.

It speedily ceases to be tedious for the man who is interested in his work and wants to advance. Interest makes the hardest work easy; enthusiasm makes any work a joy. It may be hard to make a beginning at a new task, but persistence gradually makes the burden light, until finally it is borne unconsciously. Thorough knowledge of the stock isn't to be picked up in a day, but little by little; and, so acquired, it comes easily, is thoroughly assimilated, and all that is of value is retained in the memory, immediately available the instant it is required.

And such knowledge is essential to advancement. The beginner who wants to become a successful pharmacist or successful salesman, the clerk who hopes some day to have a store of his own, must invest a share of his time in the systematic acquisition of knowledge regarding the goods he is to handle. The merchant who doesn't know his goods is handicapped in buying; the salesman who doesn't know his goods is handicapped in selling. In either department of retailing, thorough knowledge is a primary requisite of success.

The merchant who has the best interests of his store at heart will render every assistance to the clerk who shows even the slightest inclination

to pick up information. A great difficulty of present day retailing, from the merchant's point of view, is the lack of clerks who are enthusiastically interested in their work. The merchant can do a great deal to remedy this trouble by helping his clerks along. He will find that a few minutes spent each day in discussing selling experiences and selling points with his clerks will do a great deal toward developing sales efficiency and stimulating interest. He will find, also that the trade papers can be used to advantage both in furnishing information and in inculcating enthusiasm.

Victor Lauriston.

Some persons seem to place more value on their grouch than they do on the friendship of their neighbors.

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—Graduation—1919

Do not forget that we carry in stock many items suitable for June Graduation Gifts, such as—

Toilet Articles

Popular Copyrights

Perfumery

Leather Novelties

Traveling Sets

Handsome

Graduation

Gift Books

Manicure Sets

Ivory Mirrors

White Ivory Sets

Webers

Box Candies

Bibles

Purses

Brushes

Sporting Goods

Manicure Instruments

Fountain Pens

Kodak Albums

Toilet Waters

Cut Glass

Papeteries

We carry a full line of Perfumes, Facial Powders, and Toilet Waters in Attractive Boxes.

Hazeltine & Perkins Drug Co.
Grand Rapids, Michigan

The Doughnut Girl of the Salvation Army.

Written for the Tradesman.

Give honor to whom honor is due. Honor all men; honor the king.

Many, many times have these words come to my mind in these later years, words that may be found—well, I don't know just where, but they were in one of the old readers way back sixty years ago.

In my boyish way I wondered why we should honor all men. It seemed as though there were some who were undeserving. Also as to honoring the king, the only king that came to my mind was King George the Third of England who we had not only not honored, but had wrested the thirteen American colonies from his grasp, and made a new nation of them, free and independent of anything European.

Americans did not honor their king then. They did, however, honor George Washington, who had a king-like crown offered him which he magnanimously declined.

We have honored many men in our past history, now and then a woman.

Speaking of giving honor where it is due, can we do better than to honor our American doughnut girl, the Salvation Army lassie, who braved the very heat of battle fire to serve the American doughboy, who was fighting like mad in the pits and shell-holes of No Man's Land?

Something over a score of years ago, when the Salvation Army squads first appeared on the city streets, they were met with jest and laughter by

the unthinking. More than once the police interfered to remove a nuisance, as they were then regarded.

Time works wonders with nations as well as individuals.

Individually, we have come to respect the men and women of the Salvation Army years before the Nation was called upon to regard them in the light of an asset in the makeup of its armies over seas. Standing before a large gathering of people not long ago, a Yankee doughboy, who had seen two years of service for Uncle Sam, paid a modest yet glowing tribute to the doughnut girl as one who had met the ordeal of war with true courage, had heartened the tired soldier with her ever pleasant smile and her painful of hot doughnuts. And the combination, sweets and doughnut lassie, came to the fore in the nick of time.

"Never again," said another soldier of our expeditionary forces "will I smile derisively at the antics of Salvation Army members, women or men. They are God's salt of the earth and my hat goes off, my hand to my pocket every time one of these comes asking aid."

It will not do to speak disrespectfully of the doughnut girl. She has made her mark in the history of her country and will go down on its pages alongside of the greatest, most unselfish of patriots.

Hats off to the doughnut girl!
Old Timer.

The older a lamb grows the more sheepish he becomes.

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) 13@ 25	Cubebs 11 50@11 75	Cardamon, Comp. @1 50
Carbolic 21@ 25	Eucalyptus 7 50@7 75	Catechu @1 50
Citric 1 20@1 30	Hemlock, pure 2 00@2 25	Cinchona @2 40
Muriatic 3 1/4@ 5	Juniper Berries 16 00@16 25	Cubebs @2 60
Nitric 10@ 15	Juniper Wood .. 3 00@3 25	Digitalis @1 60
Oxalic 53@ 60	Lard, extra 1 80@2 00	Gentian @1 20
Sulphuric 3 1/4@ 5	Lard, No. 1 1 50@1 70	Ginger @1 50
Tartaric 1 12@1 20	Lavender, Flow. 9 00@9 25	Guaiac @2 65
	Lavender, Gar'n 1 50@1 75	Guaiac, Ammon. @2 40
	Lemon 2 25@2 50	Iodine @1 50
	Linseed, boiled, bbl. 1 78	Iodine, Colorless @2 00
	Linseed, bld less 1 88@1 95	Iron, clo. @1 45
	Linseed, raw, bbl. 1 96	Kino @1 35
	Linseed raw less 1 86@1 95	Myrrh @2 25
	Mustard, true, oz. @2 95	Nux Vomica @1 95
	Mustard, artifl, oz. @1 60	Opium @8 00
	Neatsfoot 1 35@1 55	Opium, Camph. @1 50
	Olive, pure 4 00@7 50	Opium, Deodorz'd @8 00
	Olive, Malaga, yellow 3 75@4 00	Rhubarb @1 80
	Olive, Malaga, green 3 75@4 00	
	Orange, Sweet. . 4 00@4 25	Paints
	Origanum, pure @2 50	Lead, red dry ... 13@13 1/2
	Origanum, com'l @ 75	Lead, white dry 13@13 1/2
	Pennyroyal 2 50@2 75	Lead, white oil .. 13@13 1/2
	Peppermint .. 12 00@12 20	Ochre, yellow bbl. @ 2
	Rose, pure 38 00@40 00	Ochre, yellow less 2 1/2@ 5
	Rosemary Flows 2 00@2 25	Putey 4 1/2@ 7
	Sandalwood, Bl. I. 18 50@18 75	Red Venet'n Am. 2 1/2@ 5
	Sassafras, true 3 50@3 75	Red Venet'n Eng. 3@ 6
	Sassafras, artifl' 90@1 20	Vermillion, Amer. 25@ 30
	Spearmint 12 00@12 25	Whiting, bbl. @ 2 1/2
	Sperm 2 40@2 60	Whiting 3 1/4@ 6
	Tansy 5 50@5 75	L. H. P. Prep. 3 00@3 25
	Tar, USP 45@ 60	
	Turpentine, bbls. @ 91	Miscellaneous
	Turpentine, less 96@1 05	Acetalid 65@ 75
	Wintergreen, tr. 10 00@10 25	Alum 17@ 20
	Wintergreen, sweet birch 7 50@7 75	Alum, powdered and ground 18@ 21
	Wintergreen, art 80@1 00	Bismuth, Sublimate 4 00@4 10
	Wormseed 6 50@6 75	Borax xtal or powdered 10@ 15
	Wormwood 7 50@7 75	Cantharades po 2 00@6 50
		Calomel 2 20@2 30
	Potassium	Capsicum 38@ 45
	Bicarbonate75@1 00	Carmine 6 50@7 00
	Bichromate 47 1/2@ 55	Cassia Buds 50@ 60
	Bromide 70@ 75	Cloves 57@ 65
	Carbonate 1 00@1 10	Chalk Prepared .. 12@ 15
	Chlorate, gran'r 70@ 75	Chalk Precipitated 12 @ 15
	Chlorate, xtal or powd. 45@ 50	Chloroform 53@ 60
	Cyanide 32 1/2@ 35	Chloral Hydrate 1 80@2 00
	Iodide 4 29@4 36	Cocaine 12 30@12 85
	Permanganate . 1 50@1 75	Cocoa Butter 65@ 75
	Prussiate, yellow 1 20@1 30	Corks, lst, less 50%
	Prussiate, red .. 2 00@2 50	Copperas, bbls. @ 2 1/2
	Sulphate @ 85	Copperas, less .. 3 1/4@ 3
		Copperas, powd. 4 1/2@ 10
	Roots	Corrosive Sublim 2 00@2 10
	Alkanet 4 50@4 75	Cream Tartar 65@ 75
	Blood, powdered 1 10@1 20	Cuttlebone 95@ 1 00
	Calamus 60@2 50	Dextrine 8@ 15
	Elecampane, pvd. 22@ 25	Dover's Powder 5 75@6 00
	Gentian, powd. 25@ 30	Emery, Powdered 8@ 10
	Ginger, African, powdered 25@ 30	Epsom Salts, bbls. @ 3 1/4
	Ginger, Jamaica 35@ 40	Epsom Salts, less 5@ 10
	powdered 32@ 35	Ergot @4 00
	Goldenseal, pow. 8 00@8 20	Ergot, powdered @4 00
	Ipecac, powd. . 5 00@5 50	Flake White 15@ 20
	Licorice 45@ 50	Formaldehyde, lb. . 27@ 30
	Licorice, powd. 40@ 50	Gelatine 1 75@1 90
	Orris, powdered 40@ 45	Glassware, full case 58%
	Poke, powdered 20@ 25	Glassware, less 50%
	Rhubarb @2 00	Glauber Salts, bbl. @ 3
	Rhubarb, powd. 2 00@2 25	Glauber Salts less 4@ 8
	Rosinweed, powd. 25@ 30	Glue, Brown 25@ 35
	Sarsaparilla, Hond. ground 1 25@1 40	Glue, Brown Grd. 20@ 30
	Sarsaparilla Mexican, ground 75@ 80	Glue, White 30@ 35
	Squills 35@ 40	Glue, White Grd. 30@ 35
	Squills, powdered 60@ 70	Glycerine 26@ 40
	Tumeric, powd. 25@ 30	Hops 65@ 75
	Valerian, powd. .. @2 00	Iodine 5 60@5 90
		Iodoform 6 59@6 74
	Seeds	Lead, Acetate ... 25@ 30
	Anise 42@ 45	Lycopodium 2 00@2 25
	Anise, powdered 47@ 50	Mace 85@ 90
	Bird, ls 13@ 19	Mace, powdered 95@1 00
	Canary 28@ 35	Menthol 8 00@8 20
	Caraway, Po. 80 70@ 75	Morphine 14 30@15 00
	Cardamon 1 80@2 00	Nux Vomica @ 80
	Celery, powd. 1.00 90@1 00	Nux Vomica, pow. 28@ 35
	Coriander powd .30 22 1/2@ 25	Pepper black pow. 53@ 55
	Dill 30@ 35	Pepper, white @ 50
	Fennel 1 00@1 20	Pitch, Burgundy @ 15
	Flax 10@ 15	Quassia 12@ 15
	Flax, ground 10@ 15	Quinine 1 09@1 59
	Fluogreek pow. 22@ 30	Rochelle Salts .. 55@ 60
	Hemp 11 1/2@ 15	Saccharine @ 52
	Lobelia 70@ 75	Salt Peter 25@ 35
	Mustard, yellow .. 45@ 60	Seidlitz Mixture.. 43@ 50
	Mustard, black .. 30@ 35	Soap, green 20@ 30
	Poppy @1 00	Soap mott castile 22 1/4@ 25
	Quince 1 50@1 75	Soap, white castile case @25 00
	Rape 15@ 20	Soap, white castile less, per bar @2 65
	Sabadilla @ 35	Soda Ash 4 1/2@ 10
	Sabadilla, powd. 30@ 35	Soda Bicarbonate 3 1/2@ 10
	Sunflower 22@ 30	Soda, Sal 2@ 5
	Worm American .. @ 25	Spirits Camphor .. @2 00
	Worm Levant .. 1 65@1 75	Sulphur, roll 4 1/4@ 10
		Sulphur, Subl. 4 1/2@ 10
	Tinctures	Tamarinds 25@ 30
	Aconite @1 70	Tartar Emetic 1 05@1 10
	Aloe @1 20	Turpentine, Ven. 1 05@1 10
	Arnica @1 50	Vanilla, Ex. pure 1 50@2 00
	Asafoetida @3 90	Witch Hazel 1 35@1 75
	Belladonna @1 40	Zinc Sulphate 10@ 15
	Benzoin @1 80	
	Benzoin Compo'd @2 00	
	Buchu @2 70	
	Cantharades ... @2 90	

Grape-Nuts Ice Cream

The New Craze

Grape-Nuts Ice Cream is a dish that looks like nuts and tastes like nuts, only better. In addition to its highly delicious flavor, ice cream made with grape-nuts has a doubled food value.

Everybody, children as well as grownups, like it.

It should be handled by every drug store, confectionery store, cafe, hotel and the places which sell soft drinks.

PIPER ICE CREAM CO.

408-10 E. South Street

Kalamazoo

:-:

Michigan

GROCERY PRICE CURRENT

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

ADVANCED	DECLINED
Mazola Olives Some Starch	
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	Corn Fair 1 85 Good 2 15 Fancy 2 30
AXLE GREASE Mica, 25 lb. pail 1 60	Hominy Standard 1 25
BAKED BEANS No. 1, per doz. 1 35 No. 2, per doz. 2 00 No. 3, per doz. 3 15	Lobster 1/4 lb. 2 10 1/2 lb. 3 35 Picnic Flat 3 75
BAKED GOODS Loose-Wiles Brands Krispy Crackers 18 L. W. Soda Crackers 17 L. W. Butter Crackers 17 Graham Crackers 18 Fig Sni Bar 18 L. W. Ginger Snaps 17 Honey Girl Plain 23 Honey Girl Iced 24 Cocunut Taffy 27 Vanilla Wafer 35 Subject to quantity discount.	Mackerel Mustard, 1 lb. 1 80 Mustard, 2 lb. 2 80 Soused, 1 1/2 lb. 1 60 Soused, 2 lb. 2 75
BATH BRICK English 95	Mushrooms Buttons, 1/2 s @30 Buttons, 1s @50 Hotels, 1s @44
BLUING Jennings' Condensed Pearl Bluing Small, 3 doz. box 2 55 Large, 2 doz. box 2 70	Plums Plums 2 50@3 00 Pears in Syrup No. 3 can pe rds. 3 25@3 75
BREAKFAST FOODS Cracked Wheat, 24-2 4 60 Cream of Wheat 7 50 Pillsbury's Best Corn 2 50 Quaker Puffed Rice 4 35 Quaker Puffed Wheat 4 35 Quaker Brkfst Biscuit 1 90 Quaker Corn Flakes 2 90 Ralston Purina 4 00 Ralston Branzen 2 20 Ralston Food, large 3 30 Ralston Food, small 2 30 Saxon Wheat Food 4 80 Shred Wheat Biscuit 4 50 Triscuit, 18 2 25	Peas Marrowfat 1 75@1 95 Early June 1 90@2 10 Early June siftd 2 15@2 30
BRUSHES Scrub Solid Back, 8 in. 1 50 Solid Back, 11 in. 1 75 Pointed Ends 1 25	Pineapple Grated, No. 2 2 85 Sliced No. 2 Extra 2 90
Stove No. 3 1 00 No. 2 1 50 No. 1 2 00	Pumpkin Good 1 30 Fancy 1 65 No. 10 4 50
Shoe No. 1 1 00 No. 2 1 20 No. 3 1 70 No. 4 1 90	Raspberries No. 2, Black Syrup 3 00 No. 10, Black 12 50 No. 2, Red Preserved 14 00 No. 10, Red, Water 14 00
BUTTER COLOR Dandelion, 25c size 2 00	Salmon Warrens, 1 lb. Tall 3 65 Warrens, 1 lb. Flat 3 75 Red Alaska 2 85 Med. Red Alaska 2 60 Pink Alaska 2 20
CANDLES Paraffine, 6s 15 Paraffine, 12s 16 Wicking 40	Sardines Domestic, 1/2 s 6 75 Domestic, 1/4 Mustard 6 50 Domestic, 1/2 Mustard 6 80 Norwegian, 1/2 s 15@18 Portuguese, 1/2 s 30@35
CANNED GOODS Apples 3 lb. Standards @1 45 No. 10 @5 00	Strawberries Standard 2 50 Fancy 2 90
Blackberries 2 lb. Standard No. 10 12 50	Tomatoes No. 2 1 45 No. 3 1 80 No. 10 6 75
Beans Baked 1 25@2 25 Red Kidney 1 25@1 85 String 1 90@2 50 Wax 1 80@2 50	CATSUP Van Camp's, 1/2 pints 1 80 Van Camp's pints 2 70
Blueberries Standard @ No. 10 @11 50	CHEESE Peerless @37 Brick @33
Clam Bouillon Burnham's 1/2 pt. 2 25 Burnham's pts. 2 75 Burnham's qts. 7 50	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
	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

COCONUT 1/2 s, 5 lb. case 37 1/4 s, 5 lb. case 38 1/2 s, 15 lb. case 36 1/4 s, 15 lb. case 35 1/2 s & 1/4 s, 15 lb. case 35 1/2 6 and 12c pails 4 85 Bulk, pails 25 Bulk, barrels 28 70 8c pkgs., per case 4 25 70 4 oz. pkgs., per case 4 80 Bakers Canned, doz. 1 20	Chocolates Assorted Choc. 32 Amazon Caramels 30 Champion 28 Choc. Chips, Eureka 35 Klondike Chocolates 35 Nabobs 35 Nibble Sticks, box .. 2 25 Nut Wafers 35 Ocoro Choc. Caramels 34 Peanut Clusters 40 Quintette 32 Regina 27	Hooks—Kirby Size 1-12, per 1,000 84 Size 1-0, per 1,000 96 Size 2-0, per 1,000 .. 1 15 Size 3-0, per 1,000 .. 1 32 Size 4-0, per 1,000 .. 1 65 Size 5-0, per 1,000 .. 1 95
COFFEES ROASTED Rio Common 27 1/2 Fair 28 1/2 Choice 29 1/2 Fancy 30 1/2	Pop Corn Goods Cracker-Jack Prize ... 5 00 Checkers Prize 5 00	Sinkers No. 1, per gross 65 No. 2, per gross 72 No. 3, per gross 85 No. 4, per gross 1 10 No. 5, per gross 1 45 No. 6, per gross 1 85 No. 7, per gross 2 30 No. 8, per gross 3 35 No. 9, per gross 4 65
Santos Common 32 Fair 33 Choice 34 Fancy 35 Peaberry 34	Cough Drops Putnam Menthol 1 50 Smith Bros. 1 50	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 2 1/2 Ounce 45 Cent .. 2 10 4 Ounce 55 Cent 5 20 8 Ounce 90 Cent 8 50 7 Dram Assorted 1 25 1 1/2 Ounce Assorted .. 2 00
Maracaibo Fair 36 Choice 38	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	Moore's D U Brand Per Doz. 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
Mexican Choice 36 Fancy 38	Mazola Pints, tin, 2 doz. 8 25 Quarts, tin, 1 doz. 7 75 1/2 gal. tins, 1 doz. 14 75 Gal. tins, 1/2 doz. 14 30 5 Gal. tins, 1-6 doz. 21 50	FLOUR AND FEED Valley City Milling Co. Lily White 13 90 Graham 25 lb. per cwt. 6 00 Rowena Bolted Meal, 25 lbs., per cwt. 6 50 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, 1/2 s .. 14 35 Worden Grocer Co. Quaker, 1/2 s paper .. 11 75
Guatemala Fair 38 Fancy 40	CREAM TARTAR Barrels or Drums 78 Boxes 80	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
Java Private Growth 43 Mandling 45 Ankola 45	DRIED FRUITS Apples Evap'd, Choice, blk @17 Evap'd Fancy blk. .. @ Apricots California @23 Citron California @45 Currants Imported, 1 lb. pkg. .. Imported, bulk Peaches Muir's—Choice, 25 lb. .. 19 Muir's—Fancy, 25 lb. .. Fancy, 48 11 oz. pkgs. 6 60	Peel Lemon, American 30 Orange, American 32
San Salvador Good 36	Package Coffee New York Basis Arbuckle 32 00	Raisins Cluster, 20 cartons ... Loose Muscatels, 4 Cr. 11 Loose Muscatels, 3 Cr. 11 L. M. Seeded 1 lb. 13@13 1/2
Mocha Short Bean 50 Long Bean 50	Bogota Fair 45 Fancy 45	Farinaceous Goods Beans California Limas 10 Med. Hand Picked ... 9 Brown, Holland
Johnson Cigar Co. Brands Dutch Masters Club 87 50 Dutch Masters Banq. 87 50 Dutch Masters Inv. 87 50 Dutch Masters Pan. 75 00 Dutch Master Grande 75 00 Dutch Master Special 70 00 El Portana 47 00 Gee Jay 43 00 Dutch Masters Six 50 00 Dutch Masters Hand Made 48 00 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	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	Farina 25 1 lb. packages 2 55 Bulk, per 100 lbs.
Worden Grocer Co. Brands Boston Straight 45 00 Trans Michigan 45 00 Court Royal 50 00 Hemmeter's Cham- pion 48 00 Iroquois 47 00 Qualex 48 00 La Qualatinia 73 00 Worden's Hand Made 37 50 B. L. 45 00 Royal Major 47 00 La Valla Rosa 33 00 La Valla Rosa, Kids 47 00 Valla Grande 49 00 Kuppenheimer, No. 2 45 00 First National 33 00	CONDENSED MILK Carnation, Tall, 4 doz. 6 60 Carnation, Baby, 8 doz. 5 95 Pet, Tall 6 35 Pet, Baby 6 30 Van Camp, Tall 6 25 Van Camp, Baby 4 30	Original Holland Rusk Packed 12 rolls to container 3 containers (36) rolls 4 32
Worden Grocer Co. Brands No. 40 Twisted Cotton 2 00 No. 50 Twisted Cotton 2 50 No. 60 Twisted Cotton 3 00 No. 80 Twisted Cotton 3 25 No. 50 Braided Cotton 2 50 No. 60 Braided Cotton 3 00 No. 80 Braided Cotton 3 50 No. 50 Sash Cord 3 40 No. 60 Sash Cord 4 00 No. 60 Jute 1 75 No. 72 Jute 2 00 No. 60 Sisal 1 85	MILK COMPOUND Hebe, Tall, 6 doz. 5 00 Hebe, Baby, 8 doz. .. 4 75	Macaroni Domestic, 10 lb. box .. 1 10 Domestic, broken bbls. 8 1/2 Skinner's 24s, case 1 37 1/2
CLOTHES LINE Per doz. No. 20, each 100ft. long 1 90 No. 19, each 100ft. long 2 10 No. 20, each 100ft. long 1 90 No. 19, each 100ft. long 2 10	CONFECTIONERY Stick Candy Pails Horehound 26 Standard 25 Jumbo 26	Pearl Barley Chester 4 65 Portage
Galvanized Wire No. 20, each 100ft. long 1 90 No. 19, each 100ft. long 2 10 No. 20, each 100ft. long 1 90 No. 19, each 100ft. long 2 10	Mixed Candy Broken 25 Cut Leaf 25 Grocers 20 Kindergarten 29 Leader 25 Novelty 26 Premio Creams 85 Royal 24 X L O 22	Peas Green, Wisconsin, lb. 8 Split, lb. 8
COCOA Baker's 39 Bunte, 10c size 33 Bunte, 1/2 lb. 2 20 Bunte, 1 lb. 4 00 Cleveland 41 Colonial, 1/2 s 35 Colonial, 1/4 s 33 Epps 32 Hershey's 1/2 s 32 Hershey's 1/4 s 30 Huyler 38 Lowney, 1/2 s 38 Lowney, 1/4 s 37 Lowney, 1/2 s 37 Lowney, 5 lb. cans .. 37 Van Houten, 1/2 s 12 Van Houten, 1/4 s 18 Van Houten, 1/2 s 36 Van Houten, 1s 65 Wan-Eta 36 Webb 33 Wilbur, 1/2 s 33 Wilbur, 1/4 s 33	Specialties Pails Auto Kisses (baskets) 26 Bonnie Butter Bites .. 32 Butter Cream Corn .. 32 Caramel Bon Bons 32 Caramel Croquettes .. 30 Cocoanut Waffles 28 Coffy Toffy 32 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 5 lb. box 2 25 Lozenges, Pep. 29 Lozenges, Pink 29 Manchus 27 Molasses Kisses, Baskets 25 Nut Butter Puffs ... 30	Sago East India 15 German, sacks 15 German, broken pkg.
	Taploca Flake, 100 lb. sacks .. 16 Pearl, 100 lb. sacks .. 16 1/2 Minute, Substitute, 8 oz., 3 doz. 8 55	Hay Carlots 38 40 Less than carlots ... 40 42
	FISHING TACKLE Cotton Lines No. 2, 15 feet 1 45 No. 3, 15 feet 1 70 No. 4, 15 feet 1 85 No. 5, 15 feet 2 15 No. 6, 15 feet 2 45	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, per 2 80
	Linen Lines Small, per 100 yards 6 65 Medium, per 100 yards 7 25 Large, per 100 yards 9 00	GELATINE Cox's, 1 doz. large 1 45 Cox's, 1 doz. small .. 90 Knox's Sparkling, doz. 1 90 Knox's Acidu'd Gem. .. 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
	Floats No. 1 1/2, per gross .. 1 50 No. 2, per gross 1 75 No. 2 1/2, per gross ... 2 25	HERBS Sage 15 Hops 25 Laurel Leaves 30 Senna Leaves 45

HIDES AND PELTS

Hides
Green, No. 1 22
Green, No. 2 21
Cured, No. 1 24
Cured, No. 2 23
Calfskin, green, No. 1 45
Calfskin, green, No. 2 43 1/2
Calfskin, cured, No. 1 48
Calfskin, cured, No. 2 46 1/2
Horse, No. 1 9 00
Horse, No. 2 8 00

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

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

Wool
Unwashed, med. @ 47
Unwashed, fine @ 40

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

HORSE RADISH
Per doz. 90

JELLY
10 lb. Kanakin, per pall 1 40
30 lb. palls, per pall . . 2 60

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

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

MINCE MEAT
Per case 4 18

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

MUSTARD
1/2 lb. 6 lb. box 80

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

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

OLIVES
Bulk, 1 gal. kegs 1 70
Bulk, 2 gal. kegs 1 45
Bulk, 5 gal. kegs 1 35
Stuffed, 5 oz. 1 30
Stuffed, 14 oz. 3 00
Pitted (not stuffed)
14 oz. 3 00
Manzanilla, 8 oz. 1 45
Lunch, 10 oz. 2 00
Lunch, 15 oz. 3 25
Queen, Mammoth, 19
oz. 5 50
Queen, Mammoth, 28
oz. 6 75
Olive Chow, 2 doz. cs.
per doz. 2 50

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

PICKLES
Medium
Barrels, 1,200 count 12 00
Half bbls., 600 count 6 50
5 gallon kegs 3 80

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
Brisquet, Clear 55 00 @ 56 00
Pig
Clear Family 48 00

Dry Salt Meats
8 r Bellies 31 00 @ 32 00

Lard
Pure in tierces 32 1/2 @ 33
Compound Lard 24 @ 24 1/2
80 lb tubs advance 1/4
60 lb. tubs advance 1/4
50 lb. tubs advance 1/4
20 lb. palls advance 1/4
10 lb. palls advance 1/4
5 lb. palls advance 1
3 lb. palls advance 1

Smoked Meats
Hams, 14-16 lb. 35 @ 36
Hams, 16-18 lb. 34 1/2 @ 35
Hams, 18-20 lb. 33 @ 34
Ham, dried beef
sets 41 @ 42
California Hams 26 @ 27
Picnic Botted
Hams 35 @ 40
Botted Hams 51 @ 52
Minced Hams 22 @ 23
Bacon 39 @ 43

Sausages
Bologna 11
Liver 12
Frankfort 19
Pork 14 @ 15
Veal 11
Tongue 11
Headcheese 14

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

Pig's Feet
1/4 bbls. 1 75
3/4 bbls., 40 lbs. 3 40
1/2 bbls. 3 00
1 bbl. 16 00

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

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

Uncolored Oleomargarine
Solid Dairy 28 @ 29
Country Rolls 30 @ 31

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

RICE
Fancy @ 10 1/2
Blue Rose 9 1/2 @ 9 3/4
Broken

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

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

SALERATUS
Packed 50 lbs. in box
Arm and Hammer . . . 3 25
Wyandotte, 100 3/4 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 @ 14 1/2
Small, whole @ 14
Strips or bricks @ 20 @ 23
Pollock @ 14

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

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

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

Measurers
Mess, 100 lbs. 25 00
Mess, 50 lbs. 13 25
Mess, 10 lbs. 2 95
Mess, 8 lbs. 2 30
No. 1, 100 lbs. 24 00
No. 1, 50 lbs. 12 75
No. 1, 10 lbs. 2 80

Lake Herring
8 lbs.
SEEDS
Anise 45
Canary, Smyrna 20
Caraway 35
Cardamon, Malabar 1 80
Celery 65
Hemp, Russian 12
Mixed Bird 12 1/2
Mustard, white 40
Poppy 30
Rape 15

SHOE BLACKING
Handy Box, large 3 ds. 8 50
Handy Box, small . . . 1 25
Rixby's Royal Polish 1 20
Miller's Crown Polish 90

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

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

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

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

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

Soap Powders
Johnson's Fine, 48 2 5 75
Johnson's 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
Bi Carb. Kegs 3 1/4

SPICES
Whole Spices
Allspice, Jamaica . . . @ 12
Allspice, lg. Garden . . . @ 11
Cloves, Zanzibar @ 42
Cassia, Canton @ 20
Cassia, 5c pkg. doz. . . . @ 35
Ginger, African @ 15
Ginger, Cochin @ 20
Mace, Penang @ 90
Mixed, No. 1 @ 17
Mixed, No. 2 @ 16
Mixed, 5c pkgs. dz. . . . @ 45
Nutmegs, 70-8 @ 50
Nutmegs, 105-110 . . . @ 45
Pepper, Black @ 27
Pepper, White @ 40
Pepper, Cayenne @ 23
Paprika, Hungarian . . . @ 45

Pure Ground in Bulk
Allspice, Jamaica . . . @ 16
Cloves, Zanzibar . . . @ 50
Cassia, Canton @ 32
Ginger, African @ 25
Mace, Penang @ 1 00
Nutmegs @ 45
Pepper, Black @ 28
Pepper, White @ 52
Pepper, Cayenne @ 30
Paprika, Hungarian . . . @ 45

STARCH
Corn
Kingsford, 40 lbs. 9 1/2
Wussv. 48 lb. pkgs. 9 1/4
Powdered, barrels 5 50
Argo, 48 1 lb. pkgs. . . . 3 85

Kingsford
Silver Gloss, 40 lb. 9 1/2
Gloss
Argo, 48 1 lb. pkgs. . . . 3 85
Argo, 12 3 lbs. 2 80
Argo, 8 5 lbs. 3 15
Silver Gloss, 16 3lbs. . . . 9 1/2
Silver Gloss, 12 6lbs. . . . 9 1/2

Muzzy
48 lb. packages 9 1/2
16 3lb. packages 9 1/2
12 6lb. packages 9 1/2
60 lb. boxes 6 1/2

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

Pure Cane
Fair
Good

TABLE SAUCES
Halford, large 3 75
Halford, small 2 26

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

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

Young Hyson
Choice 35 @ 40
Fancy 50 @ 60

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

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

Ceylon
Pekeo, Medium 40 @ 45
Dr. Pekeo, Choice 45 @ 48
Flower, O. P. Fancy 55 @ 60

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

VINEGAR
White Wine, 40 grain 20
White Wine, 80 grain 26
White Wine, 100 grain 29

Oakland Vinegar & Pickle
Co.'s Brands
Oakland apple cider . . . 35
Blue Ribbon Corn 25
Oakland white pickling 20
Packages no charge.

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

WOODENWARE
Baskets
Bushels, wide band,
wire handles 2 15
Bushels, wide band,
wood handles 2 25
Market, drop handle . . . 85
Market, single handle . . . 90
Splint, large 8 00
Splint, medium 7 25
Splint, small 6 75

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

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

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

Egg Crates and Fillers
Humpty Dumpty, 12 dz. 24
No. 1 complete 50
No. 2 complete 40
Case, medium, 12 sets 1 90

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

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

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

Toothpicks
Ideal 85

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

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

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

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

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

YEAST CAKE
Magic, 3 doz. 1 15
Sunlight, 3 doz. 1 00
Sunlight, 1 1/2 doz. 50
Yeast Foam, 3 doz. 1 15
Yeast Foam, 1 1/2 doz. . . . 85

YEAST-COMPRESSED
Fleischman, per doz. . . . 24

SPECIAL Price Current

AXLE GREASE



KITCHEN KLENZER



80 can cases, \$4 per case

PEANUT BUTTER



Bel-Car-Mo Brand
8 oz., 2 doz. in case . . . 3 10
24 1 lb. palls 5 60
12 2 lb. palls 5 00
5 lb. palls, 6 in crate 5 85
10 lb. palls 18 1/2
15 lb. palls 18
25 lb. palls 17 1/2
50 lb. tins 17
100 lb. drums 16 1/4

SALT Morton's Salt



Per case, 24 2 lbs. . . . 1 80
Five case lots 1 70

THE GREAT MERCHANT.

Must Be a Man Who Enjoys His Work.

This is a strange old world, full of people who loathe that without which life would be dull and drab, uneventful, unproductive, unremunerative. Indifferent to real value, they crave idleness, forgetful that it is the beginning of misery and mischief. The great bugaboo of their lives is work before which they bow down like slaves, instead of grappling with it like an athlete and growing more fit for bigger tasks. Their attitude condemns them to mediocrity and, in the long run, spells failure.

It is refreshing, therefore, to encounter the opposite type, vigorous, interested, even enthusiastic over work, eager for the day to start, reluctant to quit when the day is done. These are the doers, the leaders, the children of light who loathe idleness quite as much as their short-sighted brothers hate work. Success seems veritably to lie in wait for men of this progressive type who fling themselves with reckless abandon into their tasks, keen for combat with untoward circumstance, eager for puzzles to solve, ready always for the big adventure of factory, or store, or office, or field. They win because they deserve it; their attitude toward work compels success.

Nor are they of the gloomy type ever ready to blame fortune for the difficulties encountered. The live on trouble, grow strong wrestling with adversity and ultimately emerge into a leisure which they use for tasks put by in the hurly-burly rush of insistent first duties. For them the joy of living is enhanced by the joy of work.

Of this class is Gordon Selfridge, the great London merchant who set up in the British metropolis many years ago its first department store. An American, imbued with American ideals, full of American push and contempt for commercial stagnation, he commenced his experiment to the accompaniment of a chorus of ridicule and long before he had gotten well under way was condemned to failure by wiseacres who knew he could not overcome the English custom of conducting its retail mercantile business through individual shops. He was doubtless too busy to pay much attention to these uninvited wails of despair and eventually success crowned his efforts. It is therefore interesting to learn from his recently published book, "The Romance of Commerce," the attitude which he maintains toward his business. "If any house is to continually grow and develop," he says, "and not, like the tree to stop after reaching a certain size, but to keep on growing greater, finer and more splendid, the head of such a house must make of the business a great game which he loves for the game's sake and never tires of playing. The cold profits in pounds sterling, in dollars, in francs, or marks, must represent simply the counters in the game—desirable in themselves but not the only prize. Just as the scientist finds his greatest joy in discovering new formulas and is not

ready to stop and do nothing after finding the first, so the merchant studies and experiments in new fields of development, new methods, new ideas, new formulas.

The great merchant must be a world man and not a local man. He must be in touch with all the world commerce, but he must enjoy the continual gaining of fresh knowledge. If this is irksome, is disagreeable work rather than a happy occupation, he is poorly fitted for his cast. The fact is, many people are going through their daily duties too much because they think they must, rather than because they love to, but the man who approaches business with a joy for the work becomes a very much more difficult competitor than one who does his work because he has to, and flees from it the first moment he can."

Comment is superfluous. The student, the professional man, the mechanic, who revels in the joy of his work must succeed and best of all while winning his way to the top, he will have maintained a normal attitude toward his work which will have made him a constant inspiration to his fellows. The hagglers, the grouches, the chronic kickers will be busy explaining their failure; the worker need no explain his success—it is self-evident and there is no secret about the method by which it was achieved.

Association of Retail Stores in Detroit.

Detroit, May 20—Practically every large retail concern in this city is represented in the newly organized retail merchants' bureau which will be affiliated with the activities of the Board of Commerce. Representatives of the leading stores have been working for several weeks among the downtown firms in an effort to effect such an organization. Several preliminary meetings were held, and an organization committee was formed. As a result of the activities of this committee the downtown retail stores elected two representatives from each line of business to become members of a permanent executive committee. This committee held its first regular meeting May 2, and adopted plans for the formation of a permanent organization. J. E. Wilson, of the Walk-Over Shoe Co., was elected chairman of this executive committee, and C. A. Newcomb, Jr., of Newcomb, Endicott Co., was chosen as vice-chairman. Other members of the committee include W. P. Emory, of the Crowley, Milner Co.; A. O. Day, of the R. H. Fyfe shoe store. The chairman appointed a membership committee on which is A. O. Day, of the Fyfe shoe store.

The Association in the beginning will consist of about 100 downtown retailers. Membership is limited for the present to centrally located stores. When the organization is perfected, efforts will be made to bring in the majority of the other retail men of the city. The retail merchants are planning to make their bureau one of the most active organizations affiliated with the Board of Commerce.

Chairman James E. Wilson said: "Detroit is one of the few large cities in the country where there is no association of retail stores. We believe that we have the nucleus of a wonderful business organization and with the co-operation of the Detroit Board of Commerce the possibilities of our accomplishments are practically unlimited."

Boston Straight and Trans Michigan Cigars

H. VAN EENENAAM & BRO., Makers
Sample Order Solicited. ZEELAND, 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 "maple" taste to all sweets and desserts.

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

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



STOCKS OF MERCHANDISE

closed out by special sale.
Write for terms.

GREENE SALES CO., 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

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



Advertising to Boom Business

If your business is worth doing it should be worth your telling others your CONVICTIONS.

We can supply you with the Merchandise to accomplish your purpose.

Advertising

BLOTTERS
RULERS
YARD STICKS
LEAD PENCILS
LEATHER GOODS
GROCERS' APRONS
CARPENTER APRONS
WAGON UMBRELLAS

Now is the time to place your order for Advertising Fans—PROMPT SHIPMENT. Samples on request.

Tin edgings for single and 12 sheet calendars.

Grand Rapids Calendar Co.

572-584 Division Ave., S. E.

Grand Rapids, Mich.

The Man Who Has Mastered the World.

You are a young man and you say that you have never had a real opportunity. You have been waiting for something to turn up while others about you have made opportunity and passed on upwards ahead of you.

You are dissatisfied with your present occupation and salary, but the only thing you do is to grumble and whine that fate is against you. You have never tried to fit yourself for the higher position and its responsibilities, for the salary you want to earn.

The boss knows exactly what you are worth, and he pays you that. You have an exaggerated opinion of yourself. The trouble is in your ego. It is the only part of you that has been fully developed.

Have you ever tried to be efficient? Have you ever made a study of your work and the fundamental principles that govern it? Have you tried to be more efficient in your present position? If you had done these things you would not be cramped where you are.

You, young man, can reach the heights to which you aspire if you have the ambition and backbone to pay the price. You can do it by making opportunity instead of waiting for it.

What do you do with your spare time? Do you waste it by attending dances, club meetings, parties and the like every evening? You say it isn't wasted time because you have a good time. Certainly you have a good time. The bread line is full of fellows who had a jolly good time, but it didn't last.

You have been told to study, to utilize your spare time to the best advantage, to acquire the knowledge which you must have if you would succeed. But you always had an excuse. In the summer it is too warm to stay in evenings. In winter you have other things to do. You have procrastinated until your ambition has been burned to white ash.

There is a price to pay for everything, and no one can obtain success without paying the price. Study and work, over and over again; but in the end the price is small compared with the rewards. The Bloomingdales, the Maceys, the Lincolns—all the men who have risen from the ranks have achieved success by paying the price, and they never regretted it.

There is a price that is paid for failure, also. You know what it is—pleasure, good fellowship, wine, women, song. These are the things that you pay for failure. The price is pleasant to pay, that is the reason why millions are paying it.

Grit your teeth and be a man! You have a perfectly good brain. All you need do is to use it. Develop it instead of letting it atrophy from disuse. Begin to-day by striving intelligently toward the ends you wish to attain. Utilize your spare time for a purpose.

Do you remember the jinn in the Arabian tale; how it proves that the world will make a slave of you, unless you make it your slave?

The one great demand of the world is that you be useful. If you are not useful there is no place for you. You may be able to qualify for a big job or a small job, but whatever it is, take hold of the job that fits you best. That is the place where you will be the most useful and the most successful.

Education is scarce among professional mendicants and heirs to millions. For this class vacuity is the best plan. Intelligence bothers them. The educated man is he who comes up from the ranks. The man who trains his abilities and makes them fit for greater work. He is dominant because he has mastered the world and its circumstances.

Ralph H. Butz.

Sold Eleven Bears From One Animal.

"In all the stories you have told on the late Charley McCarty, of Lowell, the best one of all you overlooked," remarked A. A. Rogers, of Detroit, the other day. "It occurred about twenty years ago, when Charley was in the floodtide of his prosperity. When in Saginaw one day he ran across a man who had two bear cubs. The owner wanted \$100 for the pair, but Charley struck a bargain with him at \$70. He walked down the street with his menagerie in tow, when a saloonkeeper solicited an opportunity to purchase one of the cubs to put in his front window. Charley, with apparent reluctance, very generously consented to part company with one of them for \$100. He took the other cub home and installed him in front of his store, where he soon grew to large proportions on the peanuts and other delicacies fed him by children and grown ups—all purchased at the McCarty store. Hundreds who had watched the bear grow from a cub to a fat wallowing fellow importuned Charley to give them a chance to buy some of the meat when he killed the bear. Charley kept a careful list of these applications and, on compiling them, found he had promised to furnish more bear meat than could be supplied by ten bear—at 25 cents per pound. Disliking to disappoint anyone, he purchased ten fine shoats about the size of the bear and had them dressed and skinned. The hogs cost him 6 cents per pound, but when the clamor for bear meat had been satisfied, he found he had disposed of one bear and ten hogs at 25 cents per pound and reaped a rich reward for his determination not to disappoint any of his friends. I fully agree with you in your estimate of Mr. McCarty that he was one of the most original and resourceful merchants who ever stood behind a counter. His knowledge of values was remarkable when he was purchasing goods and it was surprising how rapidly values enhanced as soon as his purchases came into his possession."

Avoid anger, discord, hurry, or anything else that exhausts vitality or over-stimulates; whatever frets, worries, or robs you of peace or sleep will make you prematurely old.

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.

GREENE SALES CO

Jackson, Mich.

Conducts SPECIAL SALES for retail merchants

Wanted—Assistant pharmacist, drugs and medicines only. A. W. Gleason, Newaygo, Michigan. 283

For Sale—Old established drug business in one of the best towns in State. This is a grand opportunity. Terms. Only store. Address No. 284, care Michigan Tradesman. 284

ADMINISTRATOR SALE of grocery and meat business. Good business. Good location. Stock and fixtures invoice about \$2,000. Fred S. Kebler, Administrator, Grand Ledge, Mich. 285

Wanted—Sheet metal workers and roofers, men who can do inside and outside work. To right kind of workers we give 75 cents per hour. Steady work the year around. Open shop. First-class town and plenty of business. Address P. O. Box 194, Charleston, West Va. 286

For Sale—Splendid established general merchandise business. Must sell before July, as owner cannot give it his attention. About \$4,000 to handle. M. Rann, Perry, Michigan. 287

SALESWOMEN wanted; experienced for ready-to-wear department; good opportunity for women with selling ability; should be of good appearance and know how to handle good trade. RUBIN'S DEPARTMENT STORE, Waukegan, Illinois. 288

For Sale—Our store building and stock, consisting of drugs, groceries and school books. Stock and fixtures will inventory about \$5,000. Will give a deed of the lot and store free to anyone who buys the stock and fixtures. DeHart Bros., Vernon, Michigan. 289

For Sale—200-acre grain farm; about 180 acres in crops; Southern Michigan. Will take merchandise in part payment. Wm. Wallace, 1419 Forbes Ave., St. Joseph, Michigan. 290

WILL BUY for cash or trade overstocks of patents, chemicals, drugs, etc. What have you? State lowest cash price. Box G-273, Alpena, Michigan. 291

FOR SALE—CHAMPION ACCOUNT REGISTER, CAPACITY THREE HUNDRED ACCOUNTS, KEEPS ACCOUNTS UP-TO-DATE AT ONE POSTING, SELF INDEXING AND FIRE PROTECTION. EXCEPTIONAL BARGAIN. MUST SELL IMMEDIATELY. R. G. ECHOLS, 33 NORTH McCAMLEY ST., BATTLE CREEK, MICHIGAN. 292

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

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

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—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, 105 E. Hancock, Detroit. 219

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

Having disposed of my Walk-Over boot shop, I'll again devote entire attention to special sales, "commission basis." Gilt-edge reference, character, ability, results. Address L. N. Mangette, Tiffin, Ohio. 272

FOR SALE—General merchandise and dry goods store in east Central Kansas on new Santa Fe Trail and main line of Santa Fe railway. \$58,000 sales last year. Stock will invoice \$8,000 to \$10,000. Good reasons for selling. Address Slater & Whipkey, Saffordville, Kansas. 274

For Sale—Country general store, building and stock, free and clear of encumbrance, located at Wise, Isabella county, Michigan. Annual business of \$20,000. Death of owner compels sale. Cash or part time. Address Joseph Clare, Administrator, Mt. Pleasant, Michigan, R. R. No. 5. 275

For Sale—Restaurant and bakery in a hustling town of 3,000 in the northern part of Lower Michigan. A good proposition for the right party. Good reasons for selling. Address No. 278, care Michigan Tradesman. 278

For Sale—Fine, up-to-date pool-room and billiard hall with space for barber. Good live town. Also, good location for physician and dentist. Address M. Spencer, Masonic Temple, Boyne City, Michigan. 279

MILK DISTRIBUTING PLANT in city of 22,000 for sale; well equipped; pasteurizing and refrigerating machinery; two horses and wagons; one truck; doing business of \$26,000 per year; chance for large increase; good shipping point; best town of its size in Western Pennsylvania. Will sell cheap. Write LESH'S DAIRY, Oil City, Pennsylvania. 280

Wanted Merchandise—We are the only buyers in Michigan for all kinds of merchandise, machinery entire manufacturing plants, department stores, dry goods, shoes, clothing, hardware, auto accessories, drug stores, variety stores, grocery and meat markets. Wanted at all times store and office fixtures, show cases, cash registers, refrigerators, desks, chairs, filing cabinets, safes and any other fixtures. Also, have for sale fixtures of all kinds. If you want to sell or buy, write us. W. Maxwell Merchandise and Salvage Co., 120-122-124 West Water St., Kalamazoo, Michigan. 281

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

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

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 \$1,300. 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

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.

SERIOUS SITUATION.

Reports from the meeting of grocers, manufacturers and retailers, at Syracuse last week at the call of John M. Cross, to protest against the invasion of the grocery trade by the large Chicago meat packers, are as yet rather meager as a basis on which to form any critical opinions as to its power and probable influence.

That there is much concern in trade circles over the issue raised by Mr. Cross cannot be gainsaid. That the entrance of the big packers into the grocery trade is regarded by grocers as a menace to their continued existence, and pointed out by the Federal Trade Commission, no one denies. That any further concentration into few hands of our National food supply is an assault on a widespread distributive trade is generally admitted. Of course, the packers deny any intention of building up a food trust, but whether they have such intention or not, the question remains unanswered as to "What are you going to do about it?"

The plain fact is that no association or group of men have yet, or are likely to have, exclusive rights to engage in the grocery trade or to bar anyone else with money enough and experience from going into it. Therefore, it becomes distinctly difficult to find any way to stop a packer, or a butcher, or a plumber or a carpenter or anyone else from starting the grocery business if he wants to. There are, of course, some trade leaders who cannot grasp a view so broad as that and who still fondly imagine that trade problems are to be adjusted by legislation and resolving. It is not surprising that in so many instances their hopes collapse when put into operation.

There can be no doubt of the desirability of having food distribution in the hands of many rather than few centralized controllers—a point quite as applicable to the big chain systems and buying exchanges as to the packers—and the anti-trust laws are broad enough in their equities to ensure competitive conditions, if intelligently invoked. All the individual grocer can do, legally, is to compel equal conditions and no privileges, and then take his chance in a competitive field. And in such a field a large capital is not illegal, so long as it is not unfairly used.

The Syracuse meeting appears to have brought about one interesting conclusion—that, whereas it was intended as a manufacturers' meeting, the officers reported chosen appear to be largely wholesale grocers and closely associated with the National Wholesale Grocers' Association. Any participation they may have had in the Syracuse proceedings would, however, be personal and in nowise embroiling that organization, although it is known to share the views of animosity toward the packers going into the grocery trade that characterized the motives for the meeting. Much interest is manifested in the outcome

of the new organization and its prospective line of attack against the "Big Five."

Review of the Produce Market.

Apples—Western stock is firm at \$6 per box.

Asparagus—\$1.50 per doz. bunches for home grown.

Bananas—\$7.75 per 100 lbs.

Beets—New command 90c per doz.

Butter—The market is very firm. There is a very good demand for all grades of creamery at this time and the receipts are showing some increase. Quotations are about the same as previous quotations and we do not look for any material change due to the extra heavy demand, both local and export. The general quality is showing some grass flavor and gradually improving. The pastures are in good shape and we look for a gradual increase in production. Local dealers hold fancy creamery at 56c in tubs and 58c in prints. Jobbers pay 45c for No. 1 dairy in jars and pay 37c for packing stock.

Cabbage—Texas fetches \$7 per 100 lbs.

Carrots—85c per doz. for new.

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 per dozen.

Eggs—The market is very firm, receipts being rather moderate. The quality of the current receipts is good, due to the continued cool weather. There is a very active demand at this time and we do not look for any lower prices within the next few days. Local dealers pay 44½c per doz., loss off, including cases, delivered.

Garlick—60c per lb.

Grape Fruit—\$10 per box for all sizes Floridas.

Green Onions—Home grown, 20c per doz.

Green Peppers—\$1 per basket for Florida.

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

Lettuce—Head, \$5.50 per crate of 3 to 5 dozen heads; hot house leaf, 25c per lb.

Onions—Home grown, \$4.25 per 100 lb. sack; Texas, \$4.50 per crate for yellow and \$5.25 per crate for white.

Oranges—California Navals, \$5@7; Mediterranean Sweets, \$5@6; Late Valencias, \$5.50@6.50.

Parsnips—90c per bu.

Pieplant—7c per pound for home grown.

Pineapples—\$4.50@5 per crate.

Potatoes—The market is steady at \$2.40 per 100 lb. sack.

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

Spinach—\$1.25 per bu.

Strawberries—Tennessee stock fetches \$6@7 per 24 qt. crate. Receipts continue poor in quality, on account of rains in the producing fields.

Tomatoes—California \$1.50 per 5 lb. basket; hot house, 30c per lb.

Turnips—65c per bu.

Words are a poor substitute for work.

Your Store Window Should Smile a Welcome.

Your store window is your store's smile of welcome, the unspoken word of invitation to come in, the silent urge to buy.

A wise man urges the rest of mankind to take themselves into a corner with nobody else in the interview, and have a heart-to-heart talk with themselves. The prescription says once every thirty days, and in many cases that is not often enough. We are prone to get into ruts, and anything we can do to take ourselves out is of value to ourselves and of interest to our fellows.

There are other things for the merchant to interview and criticize besides himself, although in the last resort the success of his business depends upon himself. Every business is the lengthened shadow of one man, and the shadow lengthens with the increase of his staff.

There are store windows, for example. They are, it is true, for the inspection of the public, but how many merchants inspect their own windows, thoughtfully and critically?

I do not mean to slip out without a hat and coat on, and look at the windows, perhaps in cold weather, for one minute, and hustle back with the remark, "Well, I guess it is good enough."

That kind of an inspection is worse than nothing. I mean how many men put on their hats and coats, play the stranger or the buyer, and walk past their stores from the opposite side of the street, and then approach them more closely from the right side, asking themselves what is there in the windows that would attract buyers and induce them to go in and make enquiries and purchases.

How many merchants have been fortunate enough when standing outside their windows to listen to criticisms by the public of their window display?

A properly designed window attractively filled with goods, with suitable and adequate decorations, is to a store exactly what a smile and a cordial good morning and a quick approach on the part of the clerk is to the customer when he does get into the store.

If your window does not bring the consumer in, then there is something wrong with the window, and when he gets in, if he is not cordially and promptly greeted and properly waited upon, of course, he will never come back.

Your store windows are the index of your merchandising ability. They either invite the trade in or they repel the trade.

If you have an advertising man, a store window is his chief partner, and the advertising man who knows his business is the man who will keep his windows in splendid shape.

Remember that your store window is the silent urge to buy, the store's smile of welcome, the unspoken word of invitation to come in.

Modern decorated windows get the attention of the townspeople, and not only are they impressed with the up-to-date-ness of the windows, but they

unconsciously feel that your entire organization is alive and up-to-the-minute. This impression is especially valuable where the store handles ready-to-wear, yard goods, etc., that sell largely for their style value. Customers feel that these goods when bought from you are more up-to-date in style than if bought in some other store. This confidence is influenced because of your more modern show windows.

Appearance is becoming more and more an important factor in business. This means that we must give more attention to the appearance of our store, both outside and in, to the appearance of our stock, and the way we display it, to the appearance of our windows and the way we display the goods, to the personal appearance of ourselves and our clerks.

Bill Nye and His Cow.

Bill Nye, the humorist, once had a cow he wanted to sell and he unblushingly advertised all her faults while naming the few virtues she seems to have possessed. His advertisement ran:

"Owing to my ill health, I will sell at any residence in township 19, range 18, according to the Government survey, one plush raspberry cow, age eight years. She is of undoubted courage and gives milk frequently. To a man who does not fear death in any form, she would be a great boon. She is very much attached to her present home by means of a trace chain, but she will be sold to any one who will agree to treat her right. She is one-fourth Short-horn and three-quarters hyena. I will also throw in a double-barrel shot gun which goes with her. In May she usually goes away for a week or two and returns with a tall, red calf with wobbly legs. Her name is Rose. I would rather sell her to a non-resident, the farther away the better."

His Latest Address.

A country teacher was hearing a history lesson the other day which dealt with the career of George Washington. Turning to one of her young hopefuls, she asked:

"Gordon, what was Washington's farewell address?"

Gordon, without unnecessary deliberation, answered: "Heaven."

The Stone-Hoult Furniture Co. has been incorporated to manufacture and sell furniture and other household goods, with an authorized capital stock of \$20,000, of which amount \$11,100 has been subscribed and paid in cash.

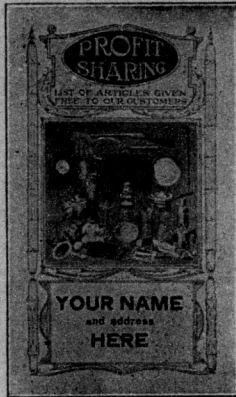
A gift frequently costs more than to buy outright.

BUSINESS CHANCES.

For Sale—An old established variety business; nice, clean, well-balanced stock of every-day sellers; located in live town; selling reason, sickness; easy terms. For particulars address Variety Store, Paw Paw, Michigan. 232

FOR SALE—MY SUMMER HOME AT SOUTH HAVEN, MICHIGAN, ON NORTH SHORE DRIVE, ONE MILE FROM TOWN; 900 FEET LAKE FRONTAGE WITH HOUSE, BARN, ETC.; MOST DESIRABLE LOCATION IN SOUTH HAVEN AND IDEAL FOR SINGLE HOME OR SUITABLE FOR SUB-DIVISION; WILL SELL PART OR ALL. WALTER HERBSTER, 2518 EASTWOOD AVE., CHICAGO, ILLINOIS. 293

"Hilco" Profit Sharing System



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Increasing Profits and Sales,
Beating the Mail Order House,
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Securing new business from friends
and neighbors of your customers.

Cost will not exceed the cash discounts you are able to save because 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.

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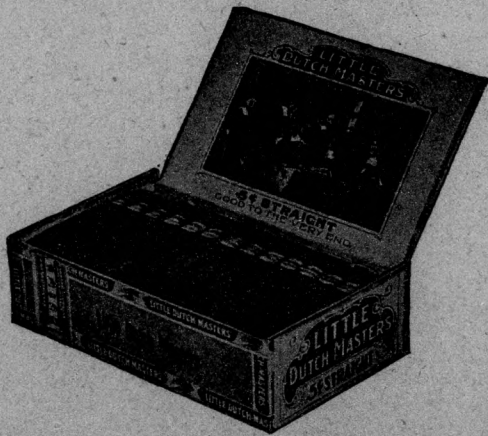
LITTLE DUTCH MASTERS CIGARS

Made in a Model Factory

Handled by All Jobbers

Sold by All Dealers

Enjoyed by Discriminating Smokers



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

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

Now We Must Eat Wheat

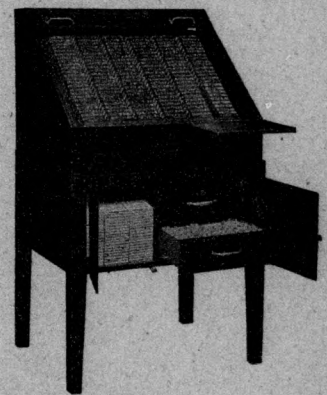
During the war you had to sell "substitutes" with wheat flour—now we are asked to eat wheat in order to consume vast surplus stocks accumulated during the war and which could not be shipped from wheat-growing countries.

Shredded Wheat

comes out of the war clean, pure, wholesome, unadulterated—the same Shredded Wheat you have always sold. All restrictions have been removed and you can now supply the normal demand for this product. It is 100 per cent. whole wheat, nothing added, nothing thrown away.

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

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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.

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