

PROMISE YOURSELF

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

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

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

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

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

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

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

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

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

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

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

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

"Quick Turnover" the Grocer's Friend

The grocer's profit is in "quick turnover." Goods in fancy packages with gilt labels are pretty shelf ornaments, but if they don't move there is no money in them.

Shredded Wheat

does not stick to the shelves. We move it by promotion work of a far-reaching character. The manufacture of Shredded Wheat is now relieved of all war restrictions. We are resuming advertising on an extensive scale. You can now supply the normal demand for this product. It is a real whole wheat food—clean, pure, wholesome, nutritious—the same Shredded Wheat you have always sold.

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

A Premium Worth While



No. 549 1/2 Coffee Percolator, Manning Bowman Quality. "Always Cool" Handle, Seamless Aluminum Body, "Meteor" construction valve, insuring best results obtainable. Capacity 8 cups. Given free to their customers by "HILCO" merchants for 180 certificates.

This high grade Coffee Percolator is just one of over 600 articles of real merit listed in the Premium Catalog we furnish as part of the equipment necessary to install the "HILCO" Premium System in your store.

While primarily intended for use by the small town merchant in order to beat the Mail Order House menace, its activities have been extended to cover trade building plans for all classes of retail, wholesale, and manufacturing businesses everywhere.

Write us for details.

Hinkle-Leadstone Co.

180 No. Wabash Ave.

Chicago, Illinois

CANDY The Universal FOOD

Who's Candy?

Putnam's

"Double A"



CANDY

Made by

Putnam Factory 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

SNOW BOY

Washing

Powder

Family Size 24s

Will Not Hurt the Hands

through the jobber—to Retail Grocers

25 boxes @ \$4.60—5 boxes FREE, Net \$3.83

10 boxes @ 4.65—2 boxes FREE, Net 3.87

5 boxes @ 4.70—1 box FREE, Net 3.91

2 1/2 boxes @ 4.75—1/2 box FREE, Net 3.95

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,

DEAL 1910

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

MICHIGAN TRADESMAN

Thirty-Sixth Year

GRAND RAPIDS, WEDNESDAY, JUNE 18, 1919

Number 1865

MICHIGAN TRADESMAN

(Unlike any other paper.)

Each Issue Complete In Itself.

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
TRADESMAN COMPANY

Grand Rapids.

E. A. STOWE, Editor.

Subscription Price.

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in advance.

Three dollars per year, if not paid in
advance.

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payable invariably in advance.

Sample copies 5 cents each.

Extra copies of current issues, 5 cents;
issues a month or more old, 10 cents;
issues a year or more old, 25 cents; issues
five years or more old, \$1.

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

THE COLGATE DECREE.

Did the decision of the Supreme Court of the United States in the Colgate case settle, once and for all, the fundamentals of the long-drawn-out controversy as to the right of a specialty manufacturer to enforce the resale price of his branded product?

There is considerable concurrence of opinion to the effect that it did and much relief is expressed thereat. If, as the court holds, the owner of a trademarked article has an inherent right under the common law to withhold his goods from any vendor who does not handle them as the manufacturer desires, it would appear as though he has all the machinery necessary to stop price cutting—at least on any serious scale such as might justify him in complaining of unfair treatment. If the price cutter continues to pick up the inhibited goods he can also close that source of supply, if he really wants to.

There are a few brave souls in the grocery specialty field who have always contended that they needed no new and fanciful legislation, like the Stevens bill—pet hobby of the Fair Trade League's belligerent secretary—to protect them in an old-established right to choose their customers. A few have always exercised that right and thereby corrected most of the abuses which nettled those of less courage. When the Federal Trade Commission and the Federal Department of Justice invented the idea that such action was illegal under the Sherman act, these manufacturers were indignant, and when Mr. Dunn led Colgate into a battle royal to test the issue they rejoiced that at last a case had been framed wholly devoid of preliminary "conspiracy" features on which the essential issue might be proved.

The whole trouble in the past has been that many manufacturers professed a desire to protect their prices, but hadn't the courage to lose a certain amount of outlet in the interests of that end. Some who did pay the price of consistency backslid, and just because a price cutter

would succeed in getting hold of a few goods occasionally and make a noise about his cutting, would grow panicky and lose heart. But for those who stood straight there was really very little cutting, and such as was observable was for effect rather than a policy. Now the Supreme Court has decided that in doing it they did not break the Sherman law.

As against this fundamental remedy stood the champions of such measures as the Stevens bill. Unwilling to protect themselves, they wanted the Government to set up a new and artificial right, under a specific law—not unlike a semi-patent—by which they could enforce a resale price in consideration of giving the Government a right to investigate their costs, profits, etc., and decide the fairness or unfairness of the proposed uniform price. Many manufacturers preferred to take their chances in an open competitive field as to the fairness of prices and be their own policemen under the common law.

In other words, the one plan was "fair field and no favors"; the other, a permissive enforcement of price and Governmental supervision and dictation. Many friends of protected prices balked at selling what they believed to be their inherent right for something they didn't believe they needed, once the truth about the Sherman law was settled. The difficulty was to divest their practices of "collusion." A few who required distributors to agree not to cut the price were clearly "conspirators," in a technical sense. If the agreement was with an association, it was even worse; if the refusal to sell was at the request of third parties, it was plainly legal conspiracy.

The Colgate case was clear and free from all such issues. Colgate did not even challenge the right of the cutter to sell Colgate goods at cut prices once he owned them. He did not order others not to sell goods to price cutters. He merely told cutters and others that if they didn't observe the suggested prices, he would sell them no more. Inferentially he could cut off anyone who offended him. And the Court has decided—by a unanimous decree—that this is not an assault to the Sherman act.

These considerations have aroused considerable speculation as to what will now come of the Stevens bill and the doctrines of the Federal Trade Commission that price maintenance is contrary to the Sherman law. The Commission has several cases pending on this issue, awaiting the outcome of the Federal Department of Justice action against Colgate, besides which it has already forced several manufacturers to desist from practicing policies similar to that of the soap concern. It has also proposed to Congress a bill substantially like the Stevens bill.

There is a general feeling that the Commission will adapt its tenets to the new decree and permit withholding goods, since it cannot maintain a complaint on such ground. It will probably amend its proposed bill to conform, but whether or not it will abandon its proposal to supervise a fixed price before considering it legal remains to be seen. Manufacturers certainly do not want to be supervised and now that they find it unnecessary, as the price of enforcing their own wishes, it is most likely that they will even more rapidly turn against the paternalistic measures proposed in the past.

REPEAL LUXURY TAX.

Merchants should not, of course, give up the fight to repeal Section 904 until the vote has been taken and the resolution has been adopted or defeated.

It is up to every merchant to continue fighting as long as there is hope—and there is hope while Congress is in session.

The public is the master of Congress, and if the public will demand the repeal, Congress will find some other less objectionable method of taxation.

Remember you fight not alone for the repeal of Section 904—you fight against the principle of onerous forms of taxation placed as a burden on the back of retail business.

Remember, also, the Government is going to need a lot of money in the years to come, and if sales taxes are allowed to stand, these so-called "Luxury Taxes" will prove only a beginning. Do you want to collect all the revenue for the Government?

Why should Congress pick out one class of the population and compel it not only to pay its own taxes, but to be obliged to collect the taxes of every other class? Keep up the fight! Wake the public to a real protest. Bring the resolution to a vote and let us see who the Congressmen are who are willing to repudiate their promise to repeal this pestiferous tax and vote down the resolution. We still can win if we will stand our ground and fight.

STOP CHICANERY AND FRAUD.

Whatever other conclusion one may arrive at in reading the terms of the proposed treaty of peace with Germany, there is no mistaking the fact that the economic experts have been very painstaking on their part. Aside from the details for the protection of the textile interests of Alsace, to which attention has been directed hitherto in the Tradesman, and the safeguarding of the viticultural industry in France, there have been inserted in the treaty regulations to prevent the carrying on of the unfair

practices which have been a feature of German foreign commerce in the past. One of the most glaring of such practices has been the forging or imitation of trade marks of goods made in other countries. It was this practice which caused the other nations, in self-defense, to pass laws compelling the marking of goods with the designation "Made in Germany." Under the treaty regulations the German Government will be obliged "to prohibit and repress by seizure and by other appropriate remedies" the import, export, manufacture, transportation, distribution or sale, even within its own territory, of goods misbranded or gotten up so as to deceive. Nor will it be possible for the Germans hereafter to put extra taxes of any kind on foreign firms or corporations which are not placed on German ones, or make them the subject of unfair competition in any way. When these provisions are once in operation a better idea will be had of how much of Germany's foreign trade expansion was due to efficiency and how much to chicanery and fraud.

At the annual convention of the National Association of Credit Men, held at Detroit last week the most noticeable circumstance was the general spirit of optimism. This was due partly to the fact that ever since the armistice was declared the number of business embarrassments throughout the country has been growing less and less until it has reached a point lower than it has been for a score of years or so. This has been hailed with a feeling of unmistakable relief because while the war was on there was more or less apprehension that the close of hostilities might lead to some kind of panic. Caution in buying, however, as well as more careful scrutiny of credits, helped avert anything of this kind, if such a thing, indeed, could be possible with a market on the upgrade. But a better reason for the optimism referred to was in the promise of the future. The main basis for this was the very satisfactory crop report got out by the Department of Agriculture with its estimate of 1,236,000,000 bushels of wheat and like bounteous yields of other grains and hay. High prices for the first of these are assured by the Government guarantee, and for the others by the prevailing conditions and the known future needs. It is not unreasonable to estimate a minimum of \$10,000,000,000 as the amount which will be paid for the main crops of the country grown this year. What this means as a stimulus to trade requires little vision.

Keep all your business in action, for, remember, parts not in use will soon decay.

RANDOM REFLECTIONS.

How the Genius of Post Goes Marching On.

Among the very few really big advertisers this country has ever produced was the late C. W. Post. He measures well up to the standard set by John Wanamaker, W. L. Douglas, P. T. Barnum and maybe two or three more. Each of these men was or is an individual. Their names stand high in the Advertising Hall of Fame. Each represents a distinct type—as different in details as the different products they have dealt in, yet alike in the rare talent of understanding human nature intimately. Perhaps Post was the keenest analyst of the human intellect of them all. Seemingly he could take the brain of men apart and look into all recesses of that marvelous organism. He knew men—knew what they wanted—knew what they thought—knew their limitations, their emotions, their loves and their hates. I once said to him: "You seem to me to have reduced psychology to a fixed science and mastered it, for your judgment in advertising is so seldom wrong." And he replied: "I don't know anything about psychology, but am rather proud of what I know about common sense."

Post gathered about him in Battle Creek a band of helpers that, under his tutelage, grew into a powerful organization—keen, shrewd, observing, cautious, and, above all, scrupulously fair. They played the game with all the cards above the table, but they held their cards close up. Their deck had but four aces. And they absorbed the Post point of view—they co-operated. And, after all, the organization that ever scores high. To be brought up in advertising and in business under an instructor like Post is in itself as complete and all round an education as mortal man can get. Post was a master salesman just as he was a master advertiser, and the combining of these two fine accomplishments made him a master merchant and a master manufacturer.

Post wasn't in the game long until he established his own advertising agency. His mental reach went beyond the agencies that then existed, and so he could be satisfied with the services of no one but those trained along the paths he was making. Post never followed paths—he made his own. And so, in time, he had an agency that made up lists, wrote copy and placed advertising with a precision and particularity that was close to 100 per cent. all right all 'round. Some advertisers undoubtedly paid more for space than Post, but if anybody got it for less the discovery is yet to be made. Some advertisers may have secured better positions than he, but to date no one has ever claimed the honor. That agency of his was both on the level and on the job right straight through the calendar year from January 1 to December 31, inclusive. There was no lost motion in the machinery—no noise in the gears. The wheels moved 'round without a row.

Frank Grandin was at the head of the agency. He absorbed the Post ideas so well that he knew them possibly better than their creator. He always got the

thing done at the right time, although nobody ever saw him hurry. Also no one ever saw him rattled. He has control of himself—comes as near being master of himself as anybody can be—and self-mastery is about all there is to mastering others. Grandin knows everything about advertising that Post could tell him, and since the master passed on he has learned still more. And Grandin knows advertising men everywhere. This acquaintance reaches buyers, sellers, traders, brokers, printers and publishers of advertising. If anybody knows more kinds of advertising people than Frank Grandin, he has not yet poked his head above the horizon.

The chief copy-writer for Post was Dr. Charles W. Green, and he remains chief to this day. The Doctor knows so much about medicine that he probably thinks little of it, for I am told that the most incompetent doctors give the most potions, pills and powders, while the best give almost none. Anyhow, Dr. Green has convinced millions

here, but I have got nearly to the end of what I intended to say in the beginning without saying it at all. I wanted to say a word about the removal of Grandin and his associates to New York City, the agency going with them and severing itself from The Postum Cereal Company, although taking the Post account. I also wanted to predict that these fine gentlemen from Michigan will build up a business bigger than any one of them hopes to do. They will do it because they carry with them that indefinable something in the form of power and energy that comes from being close to the soil. Men from the country have ever and always supplied the big cities with big individuals, big ideas and big accomplishments. Look up the boyhood homes of all your great men in New York, and you will find that not so many as 1 per cent. were brought up in big cities. New York attracts genius, and genius springs from the soil.

Did you ever hear the story of the origin of Sloan's Liniment, which, I am

at least one place where it was not on sale and named the island of Malta. Turning to a card index in his office Dr. Sloan ran over the cards and taking out one laid it down on his desk before the astonished visitor. The card gave the name of two druggists in Malta who sold Sloan's liniment.

Does the public like soft soap—not the kind we used down in New England, when I was a boy, for washing our hands, but the kind that is composed of flattery, sugary adulation and puffery, and is laid on thick? Personally, I don't believe it does. Advertising soft soap is no better than that which drips from the lips of servile flatterers. The advertisement writer who applies it to his copy in large doses makes a mistake. A little of it goes a great way. People don't mind swallowing a small dose but when you serve it to them three times a day, they object. These remarks are provoked by the advertisements of a Chicago packer that are appearing weekly in nearly 300 daily newspapers. They are written by an advertising man of wide experience who wields a clever pen. Everybody read the first three or four with much interest, but after a while they became cloyed with the sentimental gush the advertisements contained and now pass them by. The advertisements iterate and re-iterate the superlative goodness of the head of the company. His goodness is so great that it softens the oaths of the truck drivers, makes the women workers laugh and sing over their work, flavors the preserves and puts kick into the steam that runs the machinery. The writer says he has interviewed the employes, from the doorman to the general manager, and they, one and all, sing the praises of the big boss in full voice. Perhaps this is the way to create and build up goodwill, but I don't believe it.

Frank Stowell.

WHAT IT MEANS TO DISCOUNT BILLS.

"Turn over a new leaf. Discount your bills. Should you not have the money in your business to enable you to do this, increase your capital in some manner. By the following table observe the great advantage to be gained in paying cash. By reason of the recent war more money has been put in circulation than ever before, and there is no reason why the Nation should not get on a cash basis. It is merely a habit of mankind that we don't need, and a bad habit, too. More human misery is brought about through the lack of money than for any other reason. This can all be overcome if we could keep ourselves within our means and to do this more satisfactorily is to pay the cash for our wants.

1 per cent., ten days, net thirty days	18 per cent.
2 per cent., ten days, net thirty days	36 per cent.
3 per cent., ten days, net thirty days	54 per cent.
3 per cent., spot cash, net thirty days	36 per cent.
5 per cent., ten days, net thirty days	90 per cent.
6 per cent., ten days, net thirty days	108 per cent.
8 per cent., ten days, net thirty days	142 per cent.
2 per cent., ten days, net sixty days	144 per cent.
3 per cent., ten days, net sixty days	216 per cent.
2 per cent., thirty days, net sixty days	24 per cent.
5 per cent., thirty days, net four months	20 per cent.
3 per cent., thirty days, net sixty days	36 per cent.

of people that the eating of the Post foods makes and keeps them well, and well folks have no use for medicine. I suppose Dr. Green studied medicine simply to find out how little there is in it, just as a good writer finds that what he learned about grammar when he went to college acts only as an obstacle to the expression of his thoughts. The Doctor has dipped deeply into all the classics of literature. He knows Plutarch, Homer, Virgil, Plato, Bacon, Shakespeare, Buckle, Locke and Adam Smith better than he knows textbooks on measles and microbes. Being wise, he gets wisdom into his work. He has as an assistant L. J. Lamson, whose specialty is polishing syntax and sandpapering sentences. Also he knows the mechanical side of printing, lithography, photography and engraving. He knows how many meshes there ought to be in a halftone for every kind of paper surface there is, and he knows what he knows from contact with things. He is covered with the scars of experience. The spacebuyer for the agency is A. H. Hulscher. To hold a position as spacebuyer for the Post people calls for a 100-point man. Hulscher is just that.

There are other big men in this Post agency, and they deserve to get mention

told, is the most widely distributed preparation of this kind in the world? I am sure it is worth telling even if some jealous rival manufacturer accuses me of giving Sloan's a free advertisement. Earl S. Sloan, many years ago, was a veterinary surgeon in Boston, who prepared a liniment for use upon horses. One day the wife of C. N. Crittenden, a well-known wholesale druggist of New York, fell from her carriage and sprained her ankle. Her coachman, because he had nothing else at hand, gave her a bottle of the liniment and said that it might relieve her pain. It proved so effective that Mr. Crittenden suggested that it be put up in household size bottles and sold for human use. He told Dr. Sloan that if he did this he would order a large quantity and place it on sale in New York. The latter adopted the suggestion and began to advertise the liniment in the newspapers in a small way. For many years afterwards Dr. Sloan put every dollar he could spare into printers' ink, the result being that the liniment to-day is on sale in every quarter of the globe. A druggist who had been told of its wide distribution questioned the truth of the statement and wanted to bet Dr. Sloan that he could mention

What Constitutes the Cost of Doing Business.

1. Interest on capital invested (say 6 per cent. to 8 per cent.).
2. Rent (if you own the premises you occupy, charge as rent the sum another would pay if he occupied your premises instead of you).
3. Freight on incoming goods (including packing, drayage, duty).
4. Salaries (including an adequate one for yourself).
5. Fixed expense (insurance, light, fuel, taxes, water rates, telephone, etc.).
6. Interest (on borrowed money).
7. Incidentals (stationery, postage, cleaning and all miscellaneous items).
8. Delivery (including horse, wagon, stable, motor car, garage, repairs, supplies, twine, paper, etc.).
9. Advertising (including all forms of publicity endeavor).
10. Losses (including bad debts, shrinkage, spoilage, leakage, donations and subscriptions, thefts, etc.).
11. Depreciation (on furniture, fixtures, horse, car, premises, stock, etc.).

These several classes of expenditure, when added, constitute the cost of doing business, but unless all items are charged the cost records are faulty.

Combination or Individual?

Shall the chain store or combination of retail stores take the place of the present individual store, or shall it not?

There are a large number of retailers today who are looking at the future with some hesitation because they think the chain store may succeed to their business.

It appears to us that the answer to this question can be found very readily by examining ourselves and our interests.

Do you love your business to the extent that you put your best into it?

Do you care for your business and have enough interest in it to make your store the neatest store that you possibly can, and give your customers the most courteous and thoughtful service that it is possible to give?

Do you love your business to the point that you are living your life for this business rather than for the living it gets you?

Are you making a constant effort to make your store, your merchandise and your service so attractive that people will find it a pleasure to trade with you?

If you love your business to this extent, then no business in competition with you which is run by a man who works for a salary only, can take your business from you.

Can any person or corporation hire a man for wages to look after its business in the whole-hearted way that you would look after your business when you are to get all of the benefit from it rather than part of the benefit in the way of a salary?

Think this over, and we believe you will agree with us that the handwriting is on the wall:

"Those merchants who are real merchants and love their business will stay in business and succeed, but those merchants who do not so love their business and put their best into it may find that the chain store seriously encroaches on them."

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO

The Prompt Shippers



Movements of Merchants.

Reese—Honsinger & Co. have closed out their stock of general merchandise and retired from trade.

Homer—The Homer Farmers Elevator Co. has been organized with an authorized capital stock of \$40,000.

Detroit—Harry Weinberg has moved his stock from his former Mack avenue store to 1389 Chene street.

Caro—Adelbert Clark has purchased the Caro Vulcanizing Works of Elmer R. Lagasee and will continue the business.

Saginaw—Morley Bros. have opened a warehouse in Detroit where they store heavy hardware for the Detroit city trade.

Lansing—The Lansing Drug Co. has been incorporated with an authorized capital stock of \$20,000, of which amount \$10,000 has been subscribed and paid in in property.

Saginaw—E. S. Bazley, of Chicago, and proprietor of the Bazley meat market, has purchased the old Wright hotel property and will erect a modern store building on it.

St. Johns—A. G. Jones has purchased the Alex Morrison grocery stock and will continue the business at the same location at the corner of Clinton avenue and Higham street.

Republic—The Republic Farmers Co-Operative Association has been incorporated to conduct a general mercantile business, with an authorized capital stock of \$5,000.

Ithaca—E. A. Pinney & Son have sold their hardware stock to George Gollwitzer, who was formerly connected with the Chesaning Hardware & Implement Co., Chesaning.

St. Johns—Roland J. Frink has purchased the interest of his partner, R. G. Gordiner in the shoe stock of the late C. A. Hulse and will continue the business under his own name.

Detroit—The Michigan Coal & Coke Co., has been incorporated with an authorized capital stock of \$300,000 of which amount \$200,000 has been subscribed and paid in in property.

Holland—The Nibbelink-Notier Undertaking Co. has been organized with an authorized capital stock of \$30,000, of which amount \$20,000 has been subscribed and paid in in property.

Detroit—Heyns Bazaar is now disposing of its entire shoe stock, and announces that under its contract it cannot retail shoes in its new building which will be ready about Oct. 15.

Lansing—Gregory, Mayer, Thom & Co., of Detroit, have opened a branch store and warehouse in the Downey Hotel building, carrying a full line of stationery, office furniture and supplies of all kinds.

Manistique—The Riverside Coal & Produce Co. has been organized to deal in fuel, building materials and produce, with an authorized capital stock of \$30,000, of which amount \$15,000 has been subscribed and paid in in cash.

Lansing—The Lansing Drug Co. has taken over the stock and store fixtures of the Bryant Drug Co. and will continue the business at the same location, 353 North Washington avenue, under the management of G. M. Harris.

Jackson—M. I. Jacobson, dealer in women's clothing of all kinds, has purchased a lot 20 x 132 on West Main street, which he will cover with a modern store building three stories in height and occupy with his stock as soon as it is completed.

Shafter—The Calkins grain elevator, which has been closed for the past year, has been purchased by E. D. and C. S. Colby, G. V. Polheimus and James Shaft. A new grinder is being installed and the elevator will be open for business about June 23.

Detroit—The Curmes-Feltman Shoe Stores Co. has leased 4,000 square feet of space in the new Stroh building, Macomb and Randolph streets, for ten years at a rental of \$18,000 per annum. The lessee has already taken possession of the premises, and will remodel the front to conform to the standard of its other stores throughout the country.

Kalamazoo—Oscar Gumbinsky & Bros. dealers in paper mill supplies, paper stock and waste, will embark in the manufacture of woollens, woolen cloth and clothing on a large scale in the near future. The company has purchased a \$200,000 manufacturing plant in Chicago and will commence its business with overcoats. The new concern will purchase all of its supplies from the local company which takes in millions of pounds of woollens which now have to be sold to outside plants.

Lansing—A. R. Todd, State Analyst, in charge of the laboratories of the Food and Drug Commission, has tendered his resignation to Commissioner Fred L. Woodworth, effective June 15. Mr. Todd will be succeeded by the present assistant, W. C. Gagley. The resigned analyst is to become director of inspectors for the National Canners' Association. This organization has drafted rules and regulations, which, according to Mr. Todd, are more stringent than those of the State. Daily inspections are to be made and certificates issued to plants which comply with orders of the Association.

Manufacturing Matters.

St. Joseph—The Compound Door Co. has been succeeded by the Compound & Pyrono Door Co.

Pontiac—The Clement Building Co. has been incorporated with an authorized capital stock of \$3,000, all of which has been subscribed and paid in in cash.

Port Huron—The La Londe Bread Co. has been incorporated with an authorized capital stock of \$12,000, all of which has been subscribed and \$3,000 paid in in cash.

Muskegon—The Eagle Foundry & Machine Co. has been organized with an authorized capital stock of \$50,000, of which amount \$45,000 has been subscribed and paid in in property.

Detroit—The Senn Tool & Machine Co. has been organized with an authorized capital stock of \$30,000, all of which has been subscribed, \$14,250 paid in in cash and \$15,715 in property.

Detroit—The American Standard Tool Works, Inc., has been organized with an authorized capital stock of \$100,000, of which amount \$50,000 has been subscribed and \$25,000 paid in in cash.

Detroit—The White House Preserving Co. has been organized with an authorized capital stock of \$5,000, \$3,000 of which has been subscribed and paid in, \$1,000 in cash and \$2,000 in property.

Detroit—The Grant Glove & Manufacturing Co. has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and paid in, \$4,000 in cash and \$1,000 in property.

Detroit—The Glass-Curtain Top Co. has been organized with an authorized capital stock of \$20,000 of which amount \$10,000 has been subscribed, \$3,000 paid in in cash and \$1,000 in property.

Detroit—The Tamarola Bottling Works has been incorporated with an authorized capital stock of \$5,000 of which amount \$2,600 has been subscribed and paid in, \$1,800 in cash and \$800 in property.

Detroit—The United Equipment Sales Corporation has been organized to deal in all kinds of manufacturers' supplies, with an authorized capital stock of \$10,000, all of which has been subscribed and \$1,000 paid in in cash.

Muskegon—The Dare Aircraft Co. has been organized to manufacture and sell aircraft, parts and accessories, with an authorized capital stock of \$125,000, of which amount \$67,000 has been subscribed and \$65,000 paid in in property.

Detroit—The Brer Rabbit Candy Co. has been organized to manufacture and sell confectionery, with an authorized capital stock of \$20,000, of which amount \$10,000 has been subscribed, \$200 paid in in cash and \$1,800 in property.

Greenville—The Michigan Motor Garment Co. is installing a second branch factory at Lowell, the first branch having been located at Carson City some months ago. Manager Beardslee is bound to keep pace with the demands of his customers if he has to start a dozen branches to accomplish that result.

Saginaw—The E. D. Francke Co. is making extensive improvements to its ice cream manufacturing plant which will make it one of the finest institutions of its kind in this section of the State. The company is planning the erection of a modern factory soon.

Newberry—After being closed for nearly three months the Newberry plant of the Charcoal Iron Co. has again been "blown in" and will resume operations in a few days. The plant was thoroughly overhauled. The work in the future will be carried on a larger scale.

Manistee—The Manistee Leather Co. has been incorporated with an authorized capital stock of \$75,000 to make leather specialties and gloves. The company has commenced work on its new plant which will be three stories 125 x 50 feet and an addition 70 x 50 one story.

Detroit—The Detroit Transportation Truck Co. has been organized to manufacture and sell motor trucks and do a general repair and garage business, with an authorized capital stock of \$5,000, of which amount \$3,000 has been subscribed and \$2,000 paid in in property.

Zeeland—The Federal Tool & Stamping Co. has been taken over by the Holland Lighting & Specialty Co. and the name of the merged concern is the Federal Stamping Co. The company will continue to make veterinary appliances. The capitalization is \$25,000, all paid in.

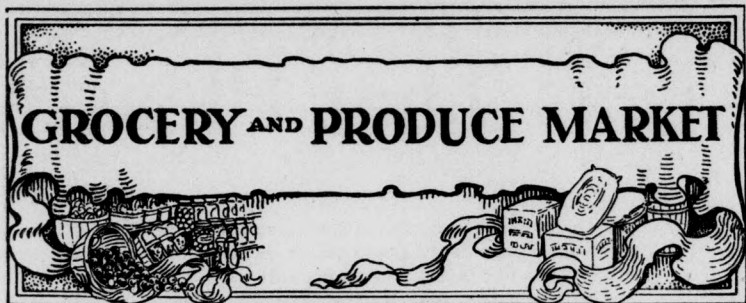
Berrien Springs—The Lightning Change Rim Corporation has been organized to manufacture and sell automobile rims, wheels and accessories, with an authorized capital stock of \$150,000, of which amount \$117,400 has been subscribed, \$28,900 paid in in cash and \$75,000 in property.

Detroit—Additions to the Weiss-Kemnitz Bakery, 2027 Grand River avenue, are practically completed. This plant now ranks with the very best in the State. The improvements comprised an extension to the building, new ovens and new machinery, involving many thousands of dollars.

Saginaw—The Standard Oil Company has begun work on the temporary service station to be erected on the site of its contemplated office building, this being the first of the extensive improvements to be made here by the company, and which will cost several hundred thousand dollars.

Detroit—The Grennan Cake bakeries, with headquarters in Detroit, and operating in Cleveland, Toledo, Chicago and St. Paul, have taken over a plant in Chicago where they will hereafter freeze their own eggs. Phil Grennan, president and general manager of the company, has plans for the further expansion of the business.

St. Johns—The Triangle Motor Truck Co., which was organized here during the war, and which recently increased its capital from \$100,000 to \$200,000, has now launched an expansion programme. Production, which has been at the rate of one truck a day, will be doubled within the next thirty or forty days and before the end of the year it is expected to be increased further. A plant addition, 250 x 70 feet, will be erected at once.



The Grocery Market.

The question of prices is uppermost in the minds of retail merchants and the continued list of advances puzzles many dealers. Much difference of opinion has existed as to the reason for high prices and probability that they will come down gradually. One of the wholesale dealers who has been looking into the available facts says this:

"Advances are coming every day on goods which lead us to believe that there is no limit to the prices people will pay as long as the market continues to advance. There is no question but what all goods will remain high at least until the new crop is ready to market. There is such a shortage of a good many staples that there is a question of being able to get them at any price, but the top must be reached some time and when it does a merchant should not have too many goods bought at top prices.

"We find there is a disposition on the part of the retail trade to buy everything in sight both for spot and futures without regard to price or to the extent of their capital. This disposition if persisted in and a big amount of futures are bought is likely to lead to trouble. Nobody can gage as to what extent the high prices are going to reduce the consumption and there is, therefore, danger of overbuying and carrying goods over into a declining market and also of stretching credit too far.

"Some houses are out working futures strongly, some with a price and some without a price, but we do not believe it is good policy to load up the retail trade on futures either for them or ourselves. If there is any trouble, it is bound to react on the seller. We believe it is all right for a merchant that is sure of his requirements up to Jan. 1 to buy for his needs up to that time, but he is taking long chances on any stuff carried over that period."

It is considered remarkable the way the consuming trade is buying dried and canned fruits at the prices prevailing which a year or two ago would have seemed beyond possibility, without cutting off the demand.

Soaps have the front this week. Deals have been called off and prices on toilet goods have advanced in many lines. Removal of deals is, of course, tantamount to an advance.

Coffee is being made a lead by many dealers to take advantage of the National advertising which is being done by allied importing and wholesale interests. As an example of what may be expected in this country it has been found that Porto Rico is using

50 per cent. more coffee since prohibition went into effect. Coffee houses are springing back into National life in this country almost daily. A hotel keeper who turned his \$125 a day bar and cafe into a coffee and soft drink room is said after three months to be taking in \$400 a day.

Sugar—The market shows no change for the week. Prices both of raw and refined continue unchanged and with no prospect of change. The alarm sent out by the Food Administration as to a probable shortage in sugar during the coming season has worked well from the sellers' standpoint. Refiners are selling far into the summer and all have more orders than they can fill at the moment. Consumptive demand for sugar, however, is not yet very heavy, owing to the extremely high price of strawberries, and if the price of other small fruits is as high and the preserving of them as small as in the case of strawberries, a lot of sugar buyers will find themselves overbought.

Tea—The market shows a fair demand, due to the fact that buyers apparently feel more confidence in the market than they did sometime ago. This feeling alone and the moderate increase in the demand which has resulted from it, is responsible for an advance of 2@5c per pound from the lowest point. Japans are scarce and will be entirely cleaned up and are expected to show a heavy additional advance. Java teas, which have been heavy for a long while, are also firmer, at a total advance of about 4c per pound. They are still relatively cheap. The export demand is good enough, but there is only a small increase in the amount of transportation which can be obtained to foreign countries.

Coffee—The market shows a further notch advance during the week, but buying is cautious, as the trade are beginning to get very much afraid of present prices. Sales of No. 7 Rio coffee have been made during the week at around 20c per pound, green and in a large way, and No. 4 Santos at around 25c per pound. The sole cause of the continued advance is the firmness in Brazil. Stocks on spot, of course, are comparatively light, but there is no scarcity of coffee, taking the world over. Brazil is shipping a good deal of coffee to Europe, but there is no doubt that she is holding the market up by sheer force and that coffee handlers down there are coining fortunes over night. The market, if left to itself, would drop many cents a pound without a doubt. It is a time to buy coffee conservatively, as nobody knows what the market will do in the next few weeks. Milds con-

tinue very firm and high. Bogotas, green and in a large way, having sold up to around 20c during the week.

Canned Fruit—The chief business of the week was in resales of futures, of which a large block of various California fruits moved at 10 per cent. over the packing corporation's opening prices. Resales were also made at 12½ per cent. advance, and at the end of the week an order at the latter figure was refused by the seller. Some sales were reported at 15 per cent. advance.

Canned Vegetables—Tomatoes, both on spot and for future delivery, show an advance of from 5@10c per dozen without anybody being able to point out a convincing reason for it. The trade are still not much interested in tomatoes. Corn is firm and tending higher. Prices of Southern corn show an advance of from 20@25c above the opening. There will undoubtedly be a short pack of corn this year. Peas are also tending higher and the general situation is strong.

Canned Fish—A new quirk in the tangle over the army's stock of canned salmon some five million cans, that has been held open to piecemeal bids is the withdrawal of the whole stock from the "surplus" list. A letter to a broker from the chief of the Surplus Property Division, dated June 12, says: "In regard to salmon, in all probability the entire surplus will be canceled, and this commodity should have been removed from one report." Presumably, that is, the salmon should not have been listed in the list of June 3. In some quarters it is the understanding that the lately "surplus" salmon is to be taken over by the packers who furnished it as a measure for composing charges from Government sources that considerable portions of the stock were mislabeled—i. e., medium red having been branded "red" and chums as "pink."

Dried Fruits—The California Peach Growers on Saturday offered "bakers' special peaches, said to be as good as practically peeled" peaches, standard grade, at 16c, bulk, with a guarantee against growers' decline to January 1. Apparent restrictions of sales to baking companies virtually opened the offer to all wholesalers and jobbers. This offer, along with that earlier in the week "for export trade only," attracted some attention as probably an effort to dispose of the excess of this year's peach crop over last year's before fixing opening prices for the general trade. In prunes resales of futures made up the bulk of business in a generally dull week. An Oregon packer, who owns a considerable orchard, offered futures, October-November shipment, without penalty for crop failure, at 21c for 30s, 20c for 40s, 17c for 50s, 15c for 60s. Californias, straight 40s, were resold at 2c over association opening prices and straight 30s at 2½c over. There was enquiry from the Coast for 50s-90s, October shipment. It was reported that New York prime apples, futures, were selling to Western jobbers at 21c. Reports from upstate expressed the opinion that the crop now promises to be smaller than was earlier thought likely.

Flour—With wet harvest in the

Southwest, if it continues, it is evident there is to be a big demand for old crop stuff to mix with the new wheat. This will be true if the Northwest has a similar wet crop. Such a condition would mean good prices for old wheat, unless the Government determines to set a maximum price as well as the guaranteed minimum figure. Millers do not see, they say, how there is to be any decline on present crop figures.

Lard Substitutes—These have advanced along the line to 29c in tubs, such as Flake White and Crisco. Mazola and Douglas cooking oils have advanced 25c per case.

Cheese—The market is steady at unchanged price, with considerable of the make going into cold storage. The quality is very good and the make is about as large as it gets at this time of the year. We are not likely to experience any change in the near future.

Rice—The movement would be much heavier but for a paucity of supplies both here and at primary points in the grades that are most in demand. Fancy rice is all but unobtainable, although medium and low grades are fairly plentiful and relatively cheap.

Pickles—The trade is carrying light stocks and is likely to be greedy buyers of the new pack. The demand is already strong and manufacturers see so much business ahead that they are already booking orders subject to delay. Prices are sure to be high, owing to high prices of raw material, glass, labels and labor.

Salt Fish—No change has occurred in mackerel during the week. The market is still inclined to be dull and easy.

Provisions—Everything in the smoked meat line is steady at unchanged prices, with a light consumptive demand. Stocks of pure lard are reported to be very light at prices ranging the same as last week. Lard substitute is firm, with a light demand at unchanged prices. Canned meats, barreled pork and dried beef are all unchanged, with a light consumptive demand.

James J. DeJonge has sold his grocery stock at the corner of Franklin street and Eastern avenue, to McLaughlin & Holliday, who will continue the business at the same location.

Mrs. J. W. Hatfield has opened a grocery store at Forest Ridge Park, located on Grand river just north of North Park. The National Grocer Co. furnished the stock.

The Luxury Furniture Co. has been incorporated with an authorized capital stock of \$15,000, \$7,500 of which has been subscribed and \$3,000 paid in in cash.

Barclay & Howe have sold their grocery stock at 975 Cherry street to Albert Koert, who will continue the business at the same location.

Charles R. Greene has sold his drug stock and store fixtures at 1500 Wealthy street to Frank Vellema for \$9,358.41.

MEN OF MARK.

V. G. Piper, Manager of the Piper Ice Cream Co.

Vance G. Piper was born at Otsego, May 24, 1886. His antecedents were English on both sides. He attended the public school of Otsego until 17 years of age, graduating from the Central High school of Grand Rapids on the two-year-foreign-language course in the spring of 1906. Shortly after finishing school he formed a copartnership with his father and engaged in the ice cream business at Kalamazoo under the name of the Piper Ice Cream Co. The following year the business was merged into a corporation under the same style with a capital stock of \$5,000. The cap-



ital has since been increased from time to time until it is now \$100,000, all paid in cash. The present officers of the corporation are as follows:

President—A. T. Piper.
Vice-President—George Steers.
Secretary—O. K. Buckhout.
Treasurer—V. G. Piper.
Manager—V. G. Piper.

The business occupies commodious premises at 408 to 416 East South street, where it has one of the most complete and up-to-date plants of the kind in the country. It covers the trade of Western and Southern Michigan very thoroughly, handling soda water supplies at wholesale, as well as manufacturing and distributing ice cream.

Mr. Piper was married Dec. 1, 1916, to Miss Elma Potter, of Kalamazoo. They have a daughter, 15 months old, and reside in their own home at 535 John street.

Mr. Piper is a Mason, Odd Fellow, Maccabee, K. of P. and member of the Fraternal Brotherhood and the Kalamazoo Commercial Club.

Mr. Piper owns up to no hobby, but attributes his success to hard work, which is probably true. Along with the hard work, however, has gone a tremendous amount of planning and constructive work to build up a business of such large proportions and generous ramifications in the short space of a dozen years.

Late News From the Cloverland of Michigan.

Sault Ste. Marie, June 17—The tannery strike here was settled Monday of this week. Most of the employees are back on the job, which is good news to the Algonquin merchants who

have to depend on the tannery employees to a large extent.

A. Marriott, manager of the Park Hotel, is enjoying the hot weather at his commodious summer home near Homestead on Sugar Island.

It is reported that a restaurant in Muskegon is still serving regular dinners at 25 cents, including everything from soup to dessert. This seems like a dream of ancient times to the restaurant men at the Soo. There is little fear of any opposition on the 25 cents proposition here.

H. P. Hossack, proprietor of the store at Cedarville, was a business visitor here last week. Mr. Hassock looks for an unusual tourist trade this summer and if this hot spell, which we have had for the past two weeks continues, there will be a scramble for accommodations in all of the northern resorts.

Jake Schoop, manager of the Detour Supply Co., was a business visitor here last week. Jake was unusually fortunate in dropping in on circus day, which cheerfully separated him from his loose change while witnessing the performances of the elephants. It is estimated that over half of the population of Detour took in the show.

The Cady Land Co., of Green Bay, Wisconsin, is starting something in the way of selling lots here, selling more than 100 lots in the new addition here last week. The installment plan seems to have made a hit with the working classes who are taking advantage of this opportunity to build a home.

Fred Bye, the well-known meat dealer, has leased Rest-A-While Inn, located on the Hay Lake Road, several miles from the Soo. Mr. Bye is optimistic regarding his new venture and will make a specialty of party dinners. Lunches and refreshments will be served at all times. He is also prepared to extend to the public room for dancing and the new venture bids well to be a grand success, as Mr. Bye is one of the progressive live wires and all of his business ventures have been a success.

"Patience is the right bower of success."

Cecil Edwards, son of W. E. Edwards, of the Great Lakes Towing Co., was drowned in St. Mary's River last Friday. The young man was one of the most popular and best known in the community and was a member of this year's graduating class and had received numerous medals for swimming, as he was considered an expert swimmer. He was only twenty-five yards from the shore when the canoe capsized in which he was riding with a boy friend. He was taken from the water ten minutes after the accident and every effort was made to restore life. Heart failure is attributed as the cause for the sad affair. This has caused a gloom over the entire community and the bereaved parents have the sympathy of the many friends.

"It is impossible to buy a friend who is worth the price."

It is planned to give the Detroit Pickers a rousing welcome on their automobile tour from Detroit July 10. It is expected that the ford band will accompany the Detroiters and elaborate preparations are being made by the committee in charge here.

"It is awful hard for a genius to keep his name on the pay roll."

John Grey, proprietor of the store at Neebish Island, has opened for the summer on a larger scale than ever. Mr. Grey is making a specialty of the tourist trade and is fully equipped to do a large business.

William G. Tapert.

When a man combines what he thinks with what he thinks, then you get effervescence. If he vocalizes, you get a disturbance of the atmosphere only.

Teas That Please

To build up and maintain a satisfactory tea trade the retailer must carry goods which have merit and are sold at a fair price. They must respond to the cup test by the most exacting customers. To meet this demand and answer this requirement, we have prepared a complete line of packages which for uniformity in price and value are unexcelled. Our containers are modern, sanitary and attractive, as follows:



We aim to make it convenient for the merchant to buy our teas. Each grade is packed in 50 lb. cases or 12 lb. cartons. No dealer will find it necessary to overstock. "Buy less and buy often" should be his slogan, thus keeping his goods fresh and clean at all times. Good tea kept good is the secret of a successful tea business.

To meet the demand for a blended Ceylon and India tea we have prepared a package brand, as follows:



The National line of packet teas bears the stamp of quality throughout. Our packets are attractive. Our prices are fair. Our sales service actually creates more tea business for the merchant, and ensures repeat orders. Our Free Sample Department is of invaluable aid to our dealers. Our free deals provide extra profits, ensuring greater co-operation, and our shipping service is much superior to that of most of our competitors, due to the close proximity of our branch houses to the trade. The advantage of this is very apparent.

No matter what your requirement may be in the tea line, we are prepared to meet that requirement with satisfaction to all concerned.

NATIONAL GROCER COMPANY

Grand Rapids
Lansing
Cadillac
Traverse City

COUNTY CROW DAY.

Another Assault on the Farmers' Best Friend.

Grandville, June 17—I note by the daily papers that a movement is on foot in Kalkaska county to observe "County Crow Day." Farmers and other residents will devote the day to the hunting and killing of crows.

This is another assault on the farmers' best friend. Another effort to aid the poison mongers to get rich at the expense of the country. Another foolish, nay criminal interference with Nature and Nature's handiwork.

What are birds for? One may well ask the question when we see not only boys but grown men out with guns, blood-lust in their eyes, anxious and determined to add their mite toward bird extermination. When the last of the feathered tribe vanishes from the earth through the shortsightedness of human kind, then the race of mankind will follow the birds, the earth become one vast desert, an extinct planet, as desolate and lonesome as the surface of the moon.

Standing and looking into the drug store windows one cannot but shudder when he contemplates the numerous concoctions, the base of all being deadly poison, that are on exhibition, inviting the husbandman to buy and save his crops. God save the mark! Save his fruit and vegetables from what, from whom? Not from the birds, but from the influx of myriads of insects, from the rose bush slugs to the hated potato beetle.

Millions of worms, bugs, slugs, crawling, flying, chewing insect pests multiply more numerous each year as the feathered exterminators of such are being destroyed on every hand by the boys and men on farms and in the towns.

The idea of setting apart a day in which a man may slay the birds is something abhorrent to the best instincts of human nature. The manufacturers of the numerous bug finishes on the market could well afford to pay large for this work of propagating insect life.

To-day few people realize the monstrous nature of these bird-killing parties. Time will tell even the most dense of our citizenship that to destroy bird life is a crime against the human race. It is such a crime as merits the most scathing condemnation from every bird-lover in the land. "Oh, but see here, you are piling this on too thick," says one. "These are not birds, they are crows!"

All the more shame that the people stand for such doings in a civilized community. Crows are birds worthy of being protected because of the vast amount of good they are doing. Mice and vermin of various kinds form food for these black beauties. One day when I saw at least forty crows teetering on the limbs of trees watching me planting corn, I said to myself, now I am in for trouble. I knew no better than to think, since I had been so informed by the oldest farmers in the neighborhood, that the crow was one of the worst enemies the farmer has.

I learned how mistaken was this verdict. I learned after a few years sojourn on the farm to regard all feathered life as quite necessary to the prosperity of the tiller of the soil. We have been going on from bad to worse all these years, until it is almost impossible to find any fruit or vegetables for man's consumption that has not been subjected to from one to half a dozen baths of liquid poison. This knowledge doesn't enhance the taste of the fruit or vegetable one bit—not with me, and I am simple enough to imagine there are others.

How, when and where is this wholesale slaughter of the birds (and this includes crows) to cease?

It does seem as though the solons of our State Legislature, who have enacted many game and fish laws, ought to perceive the light before it

is too late, and not stand sponsor for such a notice as heads this article.

I notice that birds, sparrows and robins, now and then a blackbird, visit my garden strawberry patch, take a bite or two from some of the red beauties hiding in the vines, and fly on their way to a neighboring patch. What of it? Oughtn't they to be welcome to a taste of something good while they are daily filling their crops with lice, fungi and insects that, left to themselves, would forbid the raising of strawberries at all?

I reckon a man is possessed of a narrow selfishness who begrudges his best friends a bite now and then from his abundance. Live and let live is often quoted by smart folks, the sort that really mean just "me and my wife, son John, his wife, etc."

Spare the birds, save the crops, curtail the poisons. Be strong enough to say, "As for me I mean to cut out this bird-killing business, square myself with Nature and Nature's God, and go in for a square deal all around," which includes a just estimate and fair treatment of all birdkind.

Old Timer.

Gabby Gleanings From Grand Rapids.

Grand Rapids, June 17—Mr. and Mrs. D. E. Keyes entertained at their home, 241 Charles avenue, S. E., Saturday evening, June 14, a party consisting of members of Grand Rapids Council, including Mr. and Mrs. A. F. Rockwell, Mr. and Mrs. L. E. Stranahan, Mr. and Mrs. Homer R. Bradfield, Mr. and Mrs. John D. Martin, Mr. and Mrs. L. V. Pilkington, Mr. and Mrs. W. K. Wilson, Mr. and Mrs. E. H. Snow, Mr. and Mrs. A. E. Atwood, and Mr. and Mrs. Hagen and little daughter (son-in-law and daughter of Mrs. D. E. Keyes. This was just a get-together, good fellowship party where everybody knew everybody else and all had a mighty fine time. Cigars were on tap all the time for the gentlemen, chewing gum for the ladies and a dandy temperance punch was served during the luncheon. Small tables were prettily decorated, favors and decorations being appropriate for flag day. Before seating the guests, at the request of Mrs. Keyes, Senior Counselor L. V. Pilkington read a beautiful poem on our flag. The entire party, before leaving, took a standing vote that Mr. and Mrs. Keyes were entertainers of strictly high grade. The guests all came in their autos and at leaving time "Pilk" had some trouble finding his lizzy. Someone had led it by the halter strap right into the kitchen.

Walter S. Lawton, John D. Martin and Wilbur S. Burns will leave Monday, June 23, for Columbus, Ohio, as representatives from the Michigan Grand Council to the meeting of the Supreme Council, United Commercial Travelers, in session at Columbus from June 24 to 28. This is the first time that Grand Rapids Council has had three of their members at the Supreme Council meeting.

Mrs. J. Harvey Mann, who left about four weeks ago for Blenheim, Canada, is reported as regaining her health again and hopes to be back home among her friends again in the near future, feeling her natural good self. To Harvey Mann and his good wife we offer the assurance that there are upwards of five hundred of their friends all pulling for the good health of Mrs. Mann.

F. E. Beardslee, P. C. and W. G. C., has attained some notoriety of late as an expert judge of link sausage. So far as he has had good opportunity to judge, Fred says he thinks the Jackson brand is the best. Any city wishing to contest this claim please report to Mr. Beardslee.

C. R. Lawton has contracted with a Minneapolis milling company to sell Big Diamond flour in Michigan and Northern Indiana.

The local executive committee of No. 131 have appointed W. S. Cain to fill the vacancy on the executive committee made so by the resignation of

Charles C. Perkins, whose business interests makes a change in his residence from Grand Rapids to Minneapolis.

Have you a little brewery in your home?

A special cable from Paris says, "Wilson can't revoke the prohibition amendment." What's that? Why, dog gone it, our Mr. Wilson could revoke all the laws of the Medes and Persians if he wanted to.

The summer season furniture market will open Monday, June 23, and from all indications it will open with a rush. Heavy reservations are made at the hotels for the opening week and many personal letters have been received by salesmen from their customers.

The regular meeting of Absal Guild, A.M.O.B., is called for Saturday evening, June 21, at U. C. T. hall. Some matters of importance will be up before this meeting and it is the request of Great Ruler John D. Martin that all prince's attend.

Don't forget your dues and also No. 150 assessment, both being on call in number 131 and payable by July 1 to A. F. Rockwell, Secretary.

Without a doubt there will be some big fish stories in this column next week. Stranahan, Pilkington, Sawyer, Beardslee should all sit up and take notice.

The Grand Council, while in session at Jackson, voted \$200 to the war chest fund of the Salvation Army.

Uncle Louie Winternitz, after spending two months in golfing, card playing and renewing acquaintances with old friends, left yesterday for Charlevoix, where he will be a guest at the Charlevoix Beach Hotel until the close of the summer and hay fever season.

Ned Carpenter has recently purchased a fast launch for use on Gunn Lake. He keeps it anchored near his summer home on the Southwest end of the lake. With the assistance of the launch, he frequently makes large catches of black bass, which he generously shares with his friends on the least provocation.

Fred J. Mueller, (Mueller & Slack Co.) has purchased the summer cottage of Chauncey Blakeslee, just South of the Arbutus Banks Hotel, on the East side of Spring Lake, and took possession of same yesterday. The consideration is understood to have been \$8,000.

Joseph P. Lynch, Jr., has arrived to join the sales force of the Lynch Bros. Sales Co. He weighed nearly 8 pounds when he arrived May 27 and gained a pound in weight by the time he was christened at St. James cathedral June 8.

L. E. Stranahan.

The Fourteen Points of the Hired Girl.

1. Thursdays off.
2. Sundays off.
3. Any other day off, according to Delia's convenience.
4. No cooking.
5. No washing.
6. Evenings off.
7. No visitors for dinner except on a fortnight's notice.
8. Complete autonomy in the kitchen.
9. Also in the parlor.
10. Fifteen years' use of the piano with a plebsicite at the end to determine who owns it.
11. Legal holidays off.
12. Children to be sent away to boarding school or otherwise permanently suppressed.
13. Wages to be determined by committee of reparation consisting of Delia.
14. Treaty to bind only party of second part, that is to say, us.

New Novelties for June and July on the floor



3566—Black Genuine Buck, five eyelet Oxford, Welt Leather Louis heel, A-B-C-D, ¾.... \$6.50



3567—Nut Brown Kid Colonial, Welt Leather, Louis heel, A-B-C-D, ¾..... \$6.00

3548—Dull Kid Plug Pump, s. s. Flexible McKay, Int. turn Leather sock lined, Leather Louis heel, ¾ B-C-D..... 4.65

Buckles, extra, \$4.50 dozen

See our White ad in other part of this paper.



Hirth-Krause Co.

Grand Rapids :: Michigan

WHAT'S THE USE?

Twelve years ago, when the Michigan Railway Commission was created, Cassius L. Glasgow was appointed chairman by Governor Warner. He served on the Commission through four administrations—Warner, Osborn, Ferris and Sleeper—devoting more time to the office than both of the other members combined, because his heart was in the work. When his associates shirked, he worked that much harder in order to keep things moving. When a member was ill for a year or so at a time, he cheerfully shouldered the duties of his associate, so that the latter might continue to draw his pay, which was probably needed. Whether his political party was in the majority or the minority on the Commission, Glasgow worked on with undiminished faithfulness and enthusiasm, because he was interested in the office and wanted the work of the Commission to go on with as little friction and as great effectiveness as possible. He did all these things for \$3,000 per year.

Mr. Glasgow held many offices of trust and responsibility before he went on the Commission, which served to bring him in close contact with transportation questions. He was a State Senator for two terms, was President of the Michigan Retail Hardware Association, President of the Michigan Retail Implement and Vehicle Dealers' Association and President of the National Retail Implement Dealers' Association. He was elected to all of these positions largely because of his intimate knowledge of transportation problems. When appointed on the Commission he became a deep student of all the various phases of transportation and traffic conditions, with the result that he soon came to be regarded as one of the best posted men in the country on these subjects. Shrewd corporation lawyers who went before the Commission with projects which involved a comprehensive knowledge of traffic conditions were surprised and delighted to find a man who was able to grasp the salient features of their argument, discuss them intelligently and pass on them fairly and dispassionately. Less scrupulous representatives who undertook to put something over on the public by specious promises and plausible subterfuges found they were confronted by a man who could see through their schemes at a glance and deal out condemnation with a sturdy hand. The Tradesman is certainly keeping within conservative bounds when it states that Mr. Glasgow gave tone and character to the Michigan Railway Commission and made it known, far and wide, as one of the most useful and capable organizations of the kind in the country.

The present Legislature at the regular session enacted a law abolishing the old Commission and creating a new Commission with five members, instead of three, and with greatly enlarged powers and duties. It devolved upon Governor Sleeper to select five men to serve on the new Commission. How well did he perform this duty? As well as he does

things generally. The appointments were dictated by the chairman of the Republican State Central Committee solely in the interest of political expediency and to further the ambition of Mr. Sleeper to become United States Senator. Not a single appointee has had any experience whatever in transportation matters. When one of them was asked what qualifications he had for the position, he replied, "The ability to draw \$7,000 per year, do as little as the law permits and retain as many of my old clients as possible. The office is purely political, created solely to advance the political fortunes of the present Governor, with no idea of giving the people a square deal." This was a frank admission, but it probably fairly represents the sentiment of most or all of the five gentlemen who will each draw \$7,000 per year from the public treasury and devote their efforts mainly to sending a cheap politician and fickle executive to the United States Senate. He never can make the grade on his merits, because he has none. The only way he can accomplish his purpose is by resorting to cheap political chicanery, as he did by betraying the people and placing in office men of no experience in traffic matters because they will consent to act as stepping stones to his obsession to misrepresent Michigan in Washington.

All this brings us back to the caption of this article, What's the Use? What good did it do Cassius Glasgow to delve deeply into the intricacies of transportation problems, to the neglect of his own retail hardware business at Nashville, working like a galley slave for \$3,000 per year, only to see himself shoved aside by a crafty and shifty executive when the perquisite of the office is increased to \$7,000 per year? What special incentive is there for a man to do his duty to the people when his sole recompense is an approving conscience? Is it any wonder that the best positions of our State and National capitals are filled by men of mediocre ability and no experience when they are created and maintained solely to serve the purpose of political expediency? How long are we going to worship at the shrine of party politics when we see before us every day such striking examples of incompetence in public office? Governor Sleeper promised dozens of prominent men that he would surely include Mr. Glasgow in the make-up of the Utilities Commission, but because he does not know his own mind and has no regard for his word or promise, he permitted Mr. Cady to dictate the appointments according to political expediency and to pay political debts. It will require twelve years of constant study and contemplation to make the present members of the Commission as capable as Mr. Glasgow now is to act on matters coming before the organization. One man of experience on the Commission would be worth millions of dollars to the people of Michigan at this critical time, yet Governor Sleeper, in order to advance his own political fortunes, never gave a thought to the interests of the people, He thought only of himself and his

anxiety to transfer his mediocre methods and shifting views and opinions from Lansing to Washington.

God pity the people when they are so unfortunate as to be represented in high places by men of such caliber!

INTERFERENCE IN IRELAND.

Much nonsense is being uttered just now about the "oppression" of Ireland and the duty of Americans to "liberate" her. But what are the facts?

The population of Great Britain and Ireland is over forty-five million, that of Ireland alone less than four and a half. Yet Ireland has 105 representatives in Parliament, while the total number for the whole kingdom is 665, giving Ireland forty more than she has any right to demand.

In local government Ireland rules herself just as England does.

Demand for the "liberation" of Ireland is totally contrary to our American principles. We fought a civil war of four years to do away with the supposed rights of states to secede from the Union, and altered our Constitution to make a second attempt impossible.

While our Constitution, however, makes it all but impossible to make any alteration in the relative powers of the states and the Nation, the British can make such changes at any time by a simple act of Parliament, and are likely to do in the future as they have in the past.

We ourselves, on the other hand, are a very poor example of popular government, for we ignore in great degree the fundamental principle that underlies it—that the people must know their man when they vote for him and be able to watch him afterwards. We vote for men we do not know, and allow ourselves to be governed by politicians who are "not in politics for their health." In such a situation our proper motto would seem to be "Charity begins at home."

The Tradesman advises its friends in trade to refuse to pay the surcharge arrogantly demanded by stock fire insurance agents on their insurance policies. The Legislature will probably abolish the practice by special legislation this week, but the stock companies will probably defy the Legislature, the same as they defy State officers and refuse to conform to the decisions of the courts. They are outlaws and belong to the same class as the I. W. W. and the reds of Russia. The only way to bring them to time is to refuse to accept any policies which are accompanied by invoices bearing this obnoxious overcharge. Nine times out of ten the agents will withdraw the extra charge. In the other cases the policies can be transferred to mutual companies at a great saving over the stock company rate.

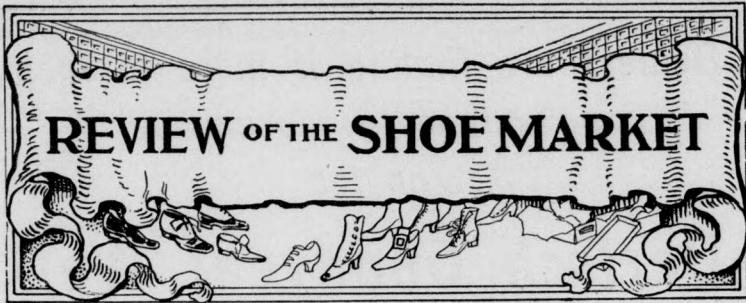
Put some beauty into your life every day by seeing beautiful works of art, beautiful bits of scenery, or by reading some noble poem or prose selection.

Your business may grow while you are asleep, but it will grow faster when you are awake.

REDUCING SURPLUS STOCKS.

There are quite a lot of people who are not convinced that the methods adopted by the Government in getting rid of its surplus of goods of divers kinds are best calculated to help along the general welfare. There has been a great variety of articles comprised within that surplus. Some of them, like the poison gases, were valueless except for the specific purpose for which they were designed, and nothing could be done with them except destroy them. Certain munitions of war have to be retained by the army and the navy. There are some explosives which can be utilized in peaceful pursuits and these are being doled out as needed. But, aside from these, which after all form only a comparatively small quantity of the superfluous things which the Government had or was obligated to take when hostilities ceased, there has been a great mass of material left on hand which had to be turned into industrial channels. In disposing of them the only thing that seems to have been considered was the fear of bringing down the market value of the same or similar articles. Incidentally, also, as to certain goods, it was aimed to make the Government's loss as small as possible. In some raw materials, notably so as regards wool, this has been generally regarded as a mistaken policy. It simply resulted in helping to keep up the prices of clothing, blankets, and the like without any corresponding benefit. It also aided in maintaining inflated levels of values all along the line.

It is a noteworthy circumstance, too, so far as concerns the textiles generally, that many of the producers who are trying to excuse the high prices they are asking on the ground of their inability to meet the demands on them were among those most insistent on the Government's not putting its holdings on the market except in a dribbling kind of way. They did not want the competition which would have been fatal to the continued lifting of prices. It was by means confined to these lines of industry. The packers, the toolmakers, and quite a number of others followed the same course. In a number of instances arrangements were made whereby combinations in different industries were got up to take back the Government holdings, at figures much below what they were originally obtained for, in order that the high prevailing prices or even larger ones should be got from the civilian trade. While this course has saved producers from having the losses which they had expected after the war, and to meet which they had set aside reserves from their excess profits, it has aided in more ways than one in postponing the return to more normal conditions. Even much of the labor disturbance may be traced to this source, since advances in the prices of commodities have been followed by demands for higher wages to meet them, and these, in turn, have served as pretexts for still higher prices of commodities until the so-called "vicious circle" has become a continuing condition.



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

The Upward Trend of Prices in Shoes.

Written for the Tradesman.

Many people in the shoe and leather trade and out of it thought that the signing of the armistice and the subsequent resumption of normal activities would bring about a sharp decline in the leather markets of the world, which would speedily be reflected in shoe manufacturers' prices. The writer did not share this optimistic view, but warned the readers of the Tradesman not to pin their hopes to any such expectation. Attention was called to the causes which had conspired to bring about a chaotic condition in the leather markets—the immense decrease of cattle in Russia and European countries and the unprecedented demand for leather as an indispensable war material; and it was also predicted that, as soon as the war was over, the civilian demand for footwear would assert itself; that the people who had—chiefly for patriotic reasons—been stinting themselves in the matter of footwear, would now demand shoes regardless of price.

The writer has talked from time to time with a great many shoemen who didn't see it this way. It may have been that the hope was parent to the thought, anyhow they seemed to believe that leather prices would drop; some thought the decline would not be great, but others maintained it would be considerable. At least one reason for this defective guess is to be found in the fact that many people still regard America as a sort of hermit nation. They cannot get away from the notion that we are going to live and move and have our National being in a segregated realm of our own. But we aren't. The effective embargo of England upon shoes and leather had the effect of postponing for a while the inevitable; but now that the embargo has been lifted the heavy drain upon this country's leather and leather products has set in, and prices are going up.

Shoe manufacturers are facing new market problems and new price conditions from day to day. As a writer in the Shoe Retailer correctly phrases it, "Every quotation given by shoe manufacturers to-day shows an upward trend. There is no denying the fact that footwear of every description will be higher than it is at the present time." How much higher will prices soar? Nobody can say, for nobody knows. That this is a sellers' market is perfectly obvious

to all. The truth is the leather markets are in an excited condition. One of the key men in a big, enterprising shoe concern sums up the situation in these words: "So far as we are concerned, we are buying everything in sight. Shoes that are high priced to-day will look cheap a month from now. Our stock is the largest in years and we are filling all orders promptly. I see no low prices in sight and the wise ones are buying where they can."

Little Dealers Hit Hardest.

As a result of the uncertainties that now prevail, and that must in all probability continue for some time to come, it is the little dealer that is naturally hit hardest.

In the colossal shift from a war to a peacetime basis, the shoe dealer both large and small was frankly skeptical about any further rise in prices. As a matter of fact, most of them looked for a letting up in the demand for shoes and a corresponding dropping off—if not a perceptible slump—in prices. For that reason both the small dealer and the big distributor bought from hand to mouth as it were, and the latter especially kept a sharp outlook for favorable conditions. With respect to both—and more especially the former—shoe manufacturers were perfectly willing that they should do this, for they didn't care to accept little orders in the midst of such market conditions. It didn't pay to bother with them.

The result is that, first, many large retail concerns are going to be compelled to purchase from jobbers, getting the best terms they can; and, second, the small dealer is going to be up against the problem of getting stock at any price. Upon this point a discriminating writer says:

"It behooves the small retailer to begin now to get his house in order so that when the fall season approaches he will be able to make the proper showing to the jobber, and provide for his needs as early as possible in order to be protected for the coming season. With shoes costing from 100 to 150 per cent. more this year, from the dealer's standpoint it resolves itself into a question of financing. To be properly equipped the retailer should immediately dispose of his surplus stock under the most favorable conditions, so that he can avail himself of the advantage of early buying, as the indications are that most of the sources of supply will not be able to meet these requirements far along in the season. It is, therefore, up to the retailer to begin now to plan the coming season's business in order to avoid disappointments that are sure to confront him on account of the critical condition of the leather market to-day."

Cid McKay.

R. K. L.

R. K. L.

Price
 No. 3660—Misses' Tan Barefoot Leather Sole, 11½ to 2.... \$1.45
 No. 3960—Child's Tan Barefoot Leather Sole, 8½ to 11..... 1.25
 No. 4960—Infant's Tan Barefoot Leather Sole, 5 to 8..... 1.10



No. 3661—Misses' Tan Play Oxford, Leather Sole, 11½ to 2..... \$1.55
 3961—Child's Tan Play Oxford, Leather Sole, 8½ to 11..... 1.40
 4961—Child's Tan Play Oxford, Leather Sole, 5 to 8..... 1.25

The Barefoot Season has arrived. Let us supply your sizes.

Rindge, Kalmbach, Logie Company
 Grand Rapids, Mich.

R. K. L.

R. K. L.

The merchant who handles Mayer Honorbilt Shoes feels pretty confident of selling every "try-on."



HE knows that the style, fit, comfort and shoe-making of Honorbilt Shoes will make an irresistible appeal to his customer

F. MAYER BOOT & SHOE CO.

Milwaukee, Wis.

THE ACCURSED CIGARETTE.

Two Views Which Happen to Be In Accord.

Grand Rapids, June 15—Your editorial entitled "Abolish the Nuisance," which appeared in the Michigan Tradesman of June 11, surely gave the cigarette an awful punch. In keeping with your usual fairness you asked your readers to contribute something on that subject. That's why this article. I ask you kindly to bear in mind that anything I may say is not in defense of the cigarette, but only to play fair, as I see it.

You say "The time is now opportune for all true Americans to take a strong stand against everything which tends to impair the health and strength of our people, and prevents us from continuing as the foremost Nation of the earth." I am with you when you say "everything," but why pick out the cigarette?

You further say "One reason why our returning soldiers did not find employment more promptly was because no employer wanted a cigarette smoker in his factory or behind the counter." In this you may be right, but did you ever notice that a great many of these same employers were cigarette smokers? You also say "The cigarette should be abolished for the following reasons:

1. It dulls the intellect and impairs the memory.
2. It weakens the nervous system and destroys manhood.
3. It deadens the heart action and renders the subject to ravages of disease.
4. It makes the smoker an object of detestation because of the intolerable stink which necessarily accompanies the habit."

I agree with you in this, but does not the same thing apply to the cigar, pipe, coffee and tea? For instance, you do not smoke, but probably drink coffee and tea. I smoke and I have reason to believe that coffee and tea are by far more injurious to the human race than tobacco. We both have a right and reason for our own opinion. Which one of us should lay down the law to the other? Why do so many reformers fight tobacco instead of their favorite beverage? Is it because so many of them are slaves to the coffee and tea habit, and when we start out to reform somebody we always choose the man who has a different habit than our own? You frankly admit that your editorial is a result of an argument between a returned soldier and revivalist reformist.

If we had to live in a world made by these reformers what a time we would have. Listen to the vegetarian. All the horrible results you attribute to cigarette smoking he attributes to meat eating. I have just received an invitation to join the anti-salt society. In their letter they tell of the horrors that come to us who eat salt. While in Los Angeles last winter I ate a

meal in a raw food restaurant, and there they told me about the horrors of cooked food. If we should pay attention to all these reforms about the only thing we could do and play safe would be to go out on the lawn and eat grass.

You further say "I will welcome any suggestion as to the best and most effective way in which it can be abolished." I take it for granted that means enacting more laws. The antis are always busy passing laws. Law to the reformer is a club he can use on the fellow who disagrees with him. He usually talks law when it is convenient, but punches you in the nose when there is an opportunity. It seems to me what this world needs is not more laws, but just a little more tolerance. We must learn to respect the rights of others before we can expect any real reform.

The world has ten million newly made graves and thirty million broken hearts. This is a sacrifice we have made to make the world safe for democracy. In spite of that we may yet have to learn what democracy really means. Some of these revivalist reformists would like to take all of these "Het is Verboden" signs found in Germany and put them up in our own country.

As I grow older I grow more and more anarchistic, I would like to take all of the man-made laws, and kick them into the middle of the ocean, and then just have a few simple rules that all could understand.

Our law making bodies and everything connected with the law making machines are rotten to the core, and yet these are the things our reformers appeal to in order to improve our morals. It is through this same process of law that a few men own the land, oil, coal and everything in the bowels of the earth. It is through this same process we call law that we have a few billionaires and millions who do not get the necessities of life. I still hear the babes in the woods talk about the sacredness of the law. Did anyone ever see a millionaire serve a sentence or go to the gallows. No! Prisons and gallows are made for the poor. It may be that our reformers do not smell or see the rottenness of our law making machines, because those from whom they get most of their sustenances are such great beneficiaries of these rotten machines. And while the revivalists spend their time on cigarettes the greater evil goes on unmolested. Is it any wonder the Goddess of Liberty is looking sad and what we once called God seems to be turning into gold?

This morning's paper tells me what one of our reformers said last night about the horrors of the dance. He wants a law that will prevent the young man's arm from going around the young woman's waist as they glide over the ballroom floor. Do you know what is the matter with most of us? When we arrive at a certain age the

Dealers are finding it more to their advantage to concentrate on the

Bertsch Goodyear Welt

Shoe line for men.

These shoes are made in our specialized factory. Daily increasing production means lower overhead expense, and by concentrating our efforts on fewer numbers, we are able to turn out a good shoe for much less money than you can get the same quality for in other lines.

For YOU the BERTSCH shoe means SATISFIED CUSTOMERS, GOOD PROFITS and a STABLE BUSINESS.

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Push the "Bayside" Tennis

Because: Every style fits perfectly.

Every style wears excellently.

(for Baysides are pressure cured.)

Every style for which there is a big demand is made in Bayside Brand.



Hood's "Bayside"

is made in either
Brown or White or Black.

White goods have
white soles.
Brown goods have
red soles.
Black goods have
white soles.

	Bals	Oxfds
Men's White, Brown or Black..	\$0.99	\$0.87
Boys' White, Brown or Black..	.94	.82
Youths, White, Brown or Black	.89	.77
Women's White or Black.....	.94	.82
Misses' White, Brown or Black	.84	.72
Child's White, Brown or Black	.79	.67

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USE CITIZENS SERVICE

wheels in our head get rusty and then we expect the young to assume our gait. And it can't be done. In spite of our man-made laws Nature will have its way. If I could give all these reformers a bath in the Fountain of Youth you would see them hop around and probably forget about their reform stuff. It may be that the revivalist reformists see evil and nothing but evil because their visions are blurred. They may be looking at the world through a dead soul. I wish some of them could go out into the country this time of year and see the trees clad in their new foliage and see the flowers as they come out to greet us. The whole world seems to be jubilant and joyously waiting for some harmonious strain—getting ready for the dance. What we need is not more laws, but freedom so as to give the good or God that is within us a chance for full expression. Some day we will learn from the trees and the flowers and be guided by the laws of Nature. Then each will govern himself and we will be like the flowers in the field, free so that the religion that is within can manifest itself in our daily lives.

Yours for a better world,

Gerrit J. Johnson.

Score One Convert.

Grand Rapids, June 15—I never realized until I read your three articles on the cigarette habit why it was that I was dropping out of the race as a traveling salesman; why I have been turned down repeatedly by old customers who have bought goods of me for years for no apparent reason.

I understand it all now. In my slavish adherence to the cigarette habit—and surely a slave to the cigarette habit is the basest slave who ever wore the shackles of slavery—I have grown careless and arrogant and inflicted my presence on clean men surrounded by clean women in clean offices and business places. I have done this without realizing that I carried on my person a smell beside which the perfume of the skunk is not a circumstance. I have even had the temerity to approach customers with a cigarette in my mouth and failed to note (because a cigarette smoker is necessarily a stranger to decent things) the disgust on my customer's face as he peremptorily turned me down. By your just and timely condemnation of this infamous habit—infamous because it puts a man on a level with the vilest beast in the jungle—you have enabled me to square myself around and see myself in the same light others see me as an object of detestation. I have this day smoked my last cigarette. It may require some months to get the smell of the accursed thing out of my clothes and my breath and the taint out of my blood, but, God willing, I will persist in my present determination to banish the cigarette forever

and become in time a clean man who will be welcomed by his customers instead of spurned and shunned.
Traveling Salesman.

Scarcity of Safety Razor Blades Now Over.

The man who tries to excuse his lack of a shave on the ground that he cannot get blades for his favorite safety razor will have to change his alibi, according to the forthcoming issue of The American Cutler, which, in part, says:

"One of the most satisfactory features of the present trade situation from the standpoint of the seller of cutlery at retail is the improved condition which exists with respect to the supply of blades of the most popular styles of safety razors. For a period of months, practically right up to the present, Government requirements at home and abroad absorbed almost the entire production of safety razors and blades. Now that the war is virtually over and thousands of men are being mustered out of service, the factories have been able to divert a greater proportion of the production of blades to the retail cutlery and hardware dealers. This has been a source of much satisfaction in view of the fact that safety razor blades constitute one of the most profitable lines, affording rapid turn-overs.

Military requirements continue to take an enormous portion of the output of the safety razor factories, but, with new machinery available and improved labor forces, the makers are going right ahead increasing their output along extensive lines, and it is safe to say that the famine in safety razor blades is now a thing of the past.

"There is an active demand for all sorts of household and hotel cutlery, with the single exception of carving sets. Perhaps the spirit of economy that is evident in some quarters has had something to do with the ease in the carving set situation, but there will no doubt be an improvement in that direction as the nuptial season enters. The marriage season is a very important one from the standpoint of the retail cutlery dealer, and the trade looks forward to the usual summer activity in that direction."

Accidents will happen, but if the same thing happens twice it ceases to be an accident.

The White Season Is Now On

Over 200 Dozen Women's White Low Shoes on the Floor

- 3700—Women's White Poplin Six Eyelet Oxford, turn covered Louis heel, plain toe, A-B-C-D, ¾..... \$2.50
- 3701—Women's White Poplin Six Eyelet Oxford, turn covered 14-8 Military heel, plain toe, A-B-C-D, ¾..... 2.50
- 3702—Women's White Poplin, square throat, plain pump, small bow, turn covered Louis heel, A-B-C-D, ¾..... 2.50
- 3703—Women's White Poplin, square throat, plain pump, small bow, turn covered 14-8 Military heel, A-B-C-D, ¾..... 2.50
- 3732—Women's White Polard Cloth Oxford Welt, 13-8 white enameled heel and sole, Imt. tip, B-C-D, ¾..... 3.70

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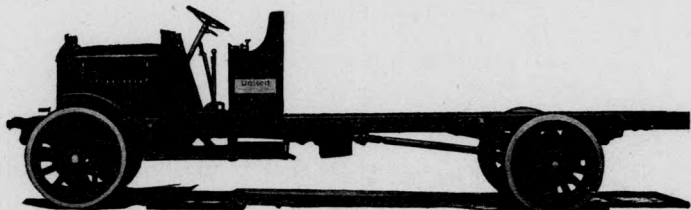
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How Parents Ruin Their Son's Career.

"He is crazy to be an electrician," said a prominent New York man with whom I was talking recently about his son's career. "He is all the time experimenting with electricity. He has built a little wireless station of his own, with all sorts of electrical appliances, and every chance he gets he runs there to make experiments. He thinks he is cut out for an inventor, another Edison, and is talking electricity all the time. He reads every book, every article, he can get hold of on the subject, and says he just loves the very idea of being an electrical engineer or an inventor. He won't talk about anything else. But I know it is all nonsense, and I am going to put a stop to it. I want him to go into business, to be a merchant. That is a good, respectable business and the one for him. I am going to get this electricity business out of his head."

The boy overheard his father, and came to me secretly to beg me to ask his father to allow him to go on with his electrical studies and permit him to make a specialty of electricity. He said he felt certain that he could make a great success in it. But the father wouldn't listen. "What does a 15-year-old boy know about his own mind, or about what he wants to do in the future?" he asked. "I have had infinitely more experience than he has, and I know better where he will succeed than he does."

Now, this is parental arrogance. This man will never succeed in getting this "electricity business" out of his son's head. The Creator put it there, and no man can get it out. I have talked with the boy many times, and there is nothing of the merchant in him. He was not cut out for business at all. He is all electricity, and will only be a success in this line. He will never make a success as a merchant. This boy, like every other human being, has brought a sealed message into the world with him from his Creator, and he is just beginning to read that message. Nobody else can read it, for it is a confidential document, written for him alone, and is not transferable.

His father does not realize this, for he says that the boys nowadays think they know more than their fathers, and are not willing to take the advice born of long experience. But his experience and the wisdom he has developed have not enabled him to see what the Creator has put into his boy's mind.

You had better go slow, my friend, when it comes to influencing your boy's career arbitrarily. You can't get inside of his brain and see what secrets lie there. The Creator who

fashioned him knows better than you what he is fitted to do. It is for you to help him to find his place, not to thwart his ambition, his natural bent, and make his life a failure.

Multitudes of men and women are getting their living by their weak qualities instead of their strong ones because they have never been in their right place; they never got into the niche where their powers could pull together, where they could bring into play their strongest proclivities. The tragedy in multitudes of cases is that they were forced by their parents' influence away from their natural bent into places for which they not only had no natural ability but which they absolutely loathed.

"I was born to be a doctor and I knew it," said one of these misfits, a man working in a country store on a small salary. As a youth he had begged his father to let him study medicine. But the father absolutely refused.

"I want you in my business," he said. He would not even listen to the boy's plea, but would stop him with a harsh, "Get that nonsense out of your head!" The young fellow never got the nonsense out of his head, however, and even now at fifty years of age, he reads everything about medicine he can find. He never sees a physician ride past, never goes into the office of one, without the old longing swelling up within him to become a physician, and the old feeling of regret that he has thrown his life away. This man would undoubtedly have made a superb success in the thing for which nature intended him. Instead of that he is a nobody, clerking in a little country store, because he hates the work into which he was forced.

It had never appealed to him, but he had not had the strength of character to break away from it in youth to do

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WHICH WOULD BE VALUABLE
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Established 1853

Get the Right Idea

IT is erroneous to figure that a wife or a friend as Executor, will "cost less," than a corporation; the law indicates the fee, and it is the same to either one.

Mistakes of inexperience are invariably costly, and sometimes disastrous.

The thing gained in selecting a non-dying, able-bodied corporation is the certainty and power, so desirable in carrying out a testator's every wish.

Our Audit Department specializes on Federal Tax Returns.
Send for our blank form of Will.

THE MICHIGAN TRUST CO.
OF GRAND RAPIDS

the thing he loved. Discontented and unhappy, he plods along, making a meager living by the exercise of one of his weakest faculties.

"My career was ruined at the start," he says, "and my ambition dulled. I hated the sight of the store from the first, and I hate it still.

Another pathetic story of parental influence forcing a round peg into a square hole is that of an old man, now a lawyer, but a very poor one, getting only the most ordinary living, and no pleasure whatever, out of his profession.

Engineering was the career he dreamed of from boyhood, but his father, a self-made man, who lacked early advantages and education, was determined to have a lawyer in the family. He insisted on sending his son to Harvard, with the object of preparing for law, and had kept the law suggestion constantly before his mind from the time he was a small boy. The boy himself had no desire for it whatever, and knew that he was not at all fitted for a lawyer, but his father's stronger mentality overpowered his own inclination, and he studied law.

He has been conscious all these years since he was admitted to the bar that he wasn't really a lawyer, because his heart wasn't in the law. It has always been drudgery to him; he has never taken any interest in it, while all his life he has been interested in engineering. He never could get away from his boyhood dream. He has thought many times, even after he had reached middle life, of giving up the law and taking up engineering. But his sense of duty to his family was so great that he couldn't bear to take chances with a possible failure, considering the years of preparation it would take before he could reach a sufficient earning power in engineering to be able to take care of his family.

So he has been in a rut of mediocrity all his life. He says himself that his life has been a complete failure; that he has never been really happy and that he has been a nobody at the bar

when he might have been a somebody in engineering.

These are only sample illustrations out of tens of thousands of misfits in life, nobodies who might have been somebodies if they had only been given a chance to find their right places.

Parents little realize what they do when they coerce their children to adopt a career for which they have no inclination. The only thing to do in so grave a matter is to study the youth, his aptitudes, his tendencies, his ambition, and to help him to get into the place for which God intended him. The greatest injury a father can do his son is to take him out of his natural orbit and try to make something else of him, something that he wants him to be rather than the thing the youth himself wants to be.

No matter how clever or how well-educated you may be, you cannot see the Creator's plan which is mapped out in your boy's brain cells. You cannot detect the bent which runs in his blood. Your eyes are too coarse, your brain is not sufficiently penetrative, to read the handwriting of the Creator in the cells of your boy's brain, in the molecules in his blood. Perhaps there is something going on there which some day will make him far surpass you. There may be developing in him a force so big, so grand, so powerful that it will utterly dwarf your puny achievements.

Hogarth's father had so little perception of the faculties and tastes of his son that he placed him under a silversmith. Had not his genius worked out its own career, there would have been no "Rake's Progress," no "Marriage a la Mode," no "Idle Apprentice"—none, in fact, of those singularly powerful pictorial moralities by which Hogarth founded a school of his own.

Many a father has been rebuked later in life by the son whom he had tried to fashion to his own mold becoming governor of the state in which he was but an unknown citizen.

It is not what you want your boy to do, but what his Creator wants him

A Living Trust Will Protect You

Even conservative people occasionally yield to the lure of promises of "big profits." At such a time a hasty signature may sweep away the accumulations of years of savings.

Your securities deposited under a living trust with this institution are protected from any possibility of loss caused by unwise judgment, haste, carelessness, the lure of speculation and other financial pitfalls.

By creating a trust of this type with us you will insure your savings and the future welfare of those nearest you.

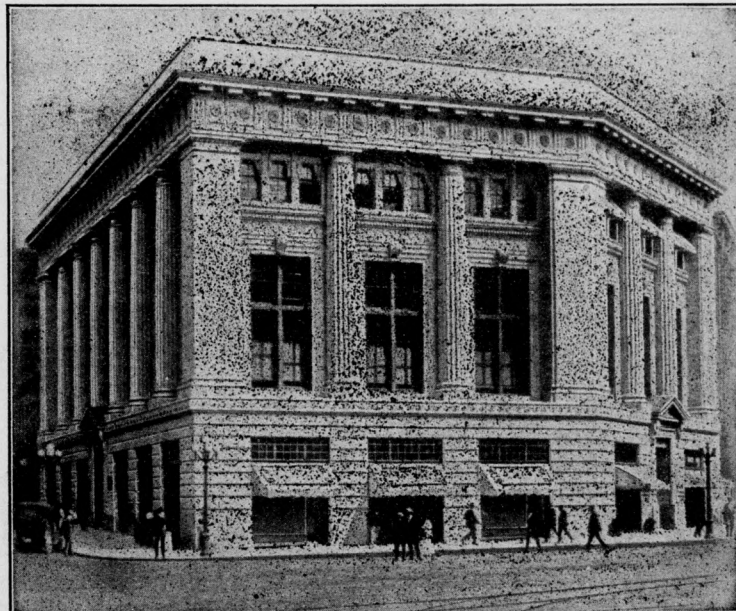
GRAND RAPIDS TRUST COMPANY

OTTAWA AT FOUNTAIN

BOTH PHONES 4391

Capital and Surplus \$450,000.00

GRAND RAPIDS NATIONAL CITY BANK CITY TRUST & SAVINGS BANK ASSOCIATED



CAMPAU SQUARE

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

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

Combined Capital and Surplus\$ 1,724,300.00
Combined Total Deposits 10,168,700.00
Combined Total Resources 13,167,100.00

GRAND RAPIDS NATIONAL CITY BANK
CITY TRUST & SAVINGS BANK
ASSOCIATED

Fourth National Bank

United States Depository



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

Savings Deposits

Commercial Deposits

3

Per Cent Interest Paid on
Savings Deposits
Compounded Semi-Annually

3½

Per Cent Interest Paid on
Certificates of Deposit
Left One Year

Capital Stock and Surplus
\$580,000

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

to do, that counts. You have no right to twist your boy's mind out of its natural orbit just because you want somebody to succeed you in business or somebody to conserve the results of your life work. There is no reason why your boy should be a lawyer or a doctor simply because you are a lawyer or a doctor, or because you happen to think it would be a dignified and an honorable profession for him. There is no more reason why he should be a merchant, or a farmer—if he does not want to be—than there would be for you to try to force your neighbor's boy to be something he had no inclination to be.

Of course, my father friend, your boy would naturally listen to you. You have had infinitely more experience than he has had, and your advice, your constant suggestion that he go into business with you, naturally is likely to overcome his inclination to do something else, especially if, as I said, he has not a strong will.

Your boy's mind is not so strong as yours, and your constant effort to persuade him will bewilder him, and, in the end, he will do as you suggest, just as so many girls who do not love the man who asks them to marry finally yield to the influence of their parents, who are anxious to have them marry money, only to regret it forever after.

It is a dangerous thing to try to persuade the boy or girl as to his or her career or marriage. It is delicate ground, and you should be careful. Go slow. You are taking a very serious step in dominating the will of your boy or girl, a step which you will very likely regret later.

Sometime ago, a father said to me: "I built up a large business. I am getting along in years, and I am determined to have my son take my place after he goes through college. This is the only way in which the business can be carried on and with safety and security and kept in the family after I am gone. My boy doesn't like the business, it is true, but he will like it after a while, for I am going to give him a wonderful chance. He won't have to begin at the bottom and climb up as I did. I am going to put him in charge just as soon as he graduates from college, and I am sure he will run the business successfully."

The boy graduated last year, and, against his wish, which was to study law, his father persuaded him to go into his business. There was nothing about it that the boy liked; and the employees who had been there for many years trying to work up felt insulted at having a youth just out of college, who knew nothing whatever about the business, put over them, just because his father owned the business and could do it. They laughed at the lad's inexperience and made fun of him behind his back; he had no influence whatever over them because they knew more about the business than he did. In fact they could fool him all they pleased, and they did. Already the business is in pretty serious danger of failing, and the youth is discontented and unhappy.

If you want your son to be the biggest man it is possible for him to

be, you must help him along the line of his talent. He can only develop what is in him by exercising his faculties in a vocation which he loves, not one which his heart is not in, or which he merely tolerates to please you.

When we are out of place there is something within which is continually reminding us that we are not doing the square thing by ourselves. There is a constant protest against our going contrary to the call in our blood. There is a little monitor inside of us which is forever reminding us that we are prostituting our powers, that we are cheapening ourselves by plodding along in mediocrity because we are out of place, when we might rise to the plane of excellence and superiority if we were in our right place. Under such conditions we can never be really happy or contented, because we never get the approval of the little monitor within which accompanies us from the cradle to the grave. That is, we never get the full approval of the highest thing in us.—Orison Swett Marden in Success.

OFFICE OUTFITTERS
LOOSE LEAF SPECIALISTS
The Tisch-Hine Co.
17-23 W. Front St. Grand Rapids, Mich.

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

First Mortgage Bonds

TAX EXEMPT. PAYING

6³/₄ %

\$100, \$500, \$1,000

APPLY TO

The Michigan Trust Co.—Grand Rapids Trust Co.
Or Any State or National Bank in Grand Rapids

Investment Offerings

of many descriptions are being presented to the public.

To the Individual with Money to Invest

we recommend a careful investigation of the present high standing of cement stocks as dividend earners.

Examine the future and see what it holds for the cement industry.

This industry is almost universally prosperous to-day and this prosperity due to the Good Roads Boom is sure to continue many years.

Filling out and mailing the attached coupon will bring you complete information concerning the Petoskey Portland Cement Company—now a dividend paying company adding a cement plant.

No other industry to-day presents such a strong opportunity for real investment.

Petoskey Portland Cement Company

PETOSKEY, MICHIGAN

CAPITALIZATION \$1,500,000

A. B. KLISE, Pres.

JOHN L. A. GALSTER, Sec. and Treas.

HOMER SLY, 1st Vice-Pres.

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 please send me all the 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.

Hazard of School Houses Grows Worse.

An advance in fire rates on school houses is one of the early probabilities. Years ago schools were considered a preferred class by fire insurance companies and the business was eagerly sought at the highest grade of commissions. For some time past, however, the experience has been growing worse and at last has become so bad that the companies had their experience collated, with the result that it was found that for five years, ending with 1917, the loss ratio had averaged 75 per cent.

This change in the character of the school house hazard is attributed to a number of factors. Modernizing of the educational system is charged with considerable responsibility. From being a building which was used a few hours a day five days in the week and kept locked the rest of the time, the school house in many instances has become a combination of machine shop, woodworker, hotel, theater and moving picture house. Manual training has brought in the wood and metal working; training in domestic science has brought in the hotel kitchen features, and the general tendency to make the school a social center for the community has resulted in the building being lighted and heated outside of the usual hours and given it many of the hazards of the entertainment hall.

The "little red school house" in many localities has given place to the larger township school, to which the children are transported. In small places janitors are not on the premises constantly, and many fires have resulted from the heating apparatus. Defective electric wiring has also cost the insurance companies considerable money. Added to these hazards are carelessness, the use of soft coal and some surreptitious smoking of cigarettes. There appears little likelihood that the public can be induced to take enough interest to reduce the hazard to a point where schools can continue to be written at their present rates, with even a small profit to the insurance companies.

The help problem is one requiring considerable of the attention of heads of insurance offices at present. One manager probably voiced the opinions of others as well as his own when he

said recently that he has too many people at work in his office, although doubtless some of them were over-worked because they were incompetent. After the United States entered the war and many offices lost experienced employees, they filled their places as best they could. Some of the new employes have developed satisfactorily and others have not. Now that soldiers and sailors are returning from service and being assigned to their old places, men who transferred from other offices under the attraction of higher salaries are finding themselves crowded down to lower positions, and in some instances they wish they had stayed with their old employers. Some who are not first-class men in their lines were able to secure new positions at advanced salaries because other offices had to have men who knew something about the work of certain departments. These men are likely to fare badly when really competent men in their lines become available. It is evident that some offices, to say the least, have their own period of re-adjustment ahead of them, and that some people who became connected with insurance under stress of war conditions will soon become disconnected from it.

UNITED LIGHT AND RAILWAYS COMPANY

Davenport Chicago Grand Rapids

PREFERRED STOCK DIVIDEND NO. 35.

COMMON STOCK DIVIDEND NO. 18.

The Board of Directors have declared a dividend of One and One-half (1½%) Per Cent. on the First Preferred Stock, and a dividend of One (1%) Per Cent. on the Common Stock, payable out of the surplus earnings, on July 1, 1919, to stockholders of record at the close of business, 12 o'clock noon, Saturday, June 14, 1919.

First Preferred and Common Stock transfer books will reopen for transfer of stock certificates at the opening of business, June 16, 1919.

June 5, 1919. L. H. HEINKE, Secretary.

UNITED AGENCY

ACCURATE - RELIABLE
UP-TO-DATE

CREDIT INFORMATION

GENERAL RATING BOOKS

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

Superior Special Reporting Service

Further details by addressing

GENERAL OFFICES

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

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.

Half Million Gain In One Year

Statement of the

Michigan Shoe Dealers Mutual Fire Insurance Company Fremont, Mich.

Amount at Risk May 1, 1918.....\$2,141,050

Amount at Risk May 1, 1919.....2,522,725

Net gain during year.....\$448,025

New business during May, \$66,350.

Cash and bonds on hand June 1, 1918.....\$ 8,609.35

Cash and bonds on hand June 1, 1919.....16,122.08

Net gain during year.....\$7,513.34

Cash receipts during May.....\$3,745.85

Cash disbursements during May.....2,122.08

Net gain.....\$1,623.77

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

No membership fee charges.

GEO. BODE, Secretary.

What is Mutual Fire Insurance?

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

Grand Rapids Merchants Mutual Fire Insurance Co.

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

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

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



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

Meeting Catalogue House Competition With Comparisons.

I believe that the most effective method of meeting catalogue house competition is by demonstrations of comparative merchandise. But, because of the abnormal market conditions, it makes a great deal of difference when the merchandise you are comparing was purchased, and when the same class of goods was contracted for by the catalogue house, whether your comparison was favorable or unfavorable. But I believe the catalogue houses have followed the market more closely than the most of the country merchants have.

Taking it one season with another, I think we are one of Sears, Roebuck & Co.'s best customers. We bought about \$200 worth of their leaders last fall, consisting of groceries, shirts, sweaters, overalls, blankets, sheep lined coats, shoes, neckties, house dresses and many other items that we thought we had them beaten on when we ordered the goods. We picked a line of goods from our own stock for comparison, and had them beaten on every item. We hired a man to go out with a ford car, which we advertised as "Hart's Demonstration Car," to show our comparisons to the farmers. He sold enough coffee to pay his expenses while out, besides taking many orders for other goods.

We put up a tent at the country fair with a sign across the front:

Catalogue House Methods Exposed
"We've got them on the run in Todd County"

Free Coffee Demonstration

This attracted a crowd. We showed the deceitful methods of the catalogue house. We showed them better goods from our store. We showed them shoes that were advertised as "solid" by Sears, Roebuck & Co., and when cut up, found where they had paper insoles, paper counters, fiber heels, and were made up as cheaply as they could possibly be made.

It is needless to say that this comparison of merchandise at the county fair made a hit. It was probably the best anti-catalogue house advertisement we have ever pulled off. We have catalogue house demonstrations in each department of our store, on tables with goods ordered from catalogue houses placed beside our own for comparison.

The reason your customer sends

away is because he thinks he is saving money, and the trick is to put another think into his mind. Always be prepared to prove every statement you make when referring to a catalogue house, because the customer may "call" you or, if you get too strong the catalogue houses have been known to threaten suits for damages. Get the goods on them and then go ahead and publish it together with the proofs. Give them a new one each month in advertisements something like this: Sample House Dress Ad. Make it a continual round of pleasure. It is interesting, entertaining and profitable.

We did not know that we could meet catalogue house competition until a few years ago, and we have had a lot of fun ever since. We showed a gain in our business of \$35,000 in 1917, and over \$44,000 gain in 1918, a \$79,000 gain in two years. Of this, at least one-third is catalogue house business, one-third caused by the increase of prices, and one-third because our country went dry and diverted booze money into the store business. Moral: bucking catalogue house business, and voting dry pays. It keeps you awake on the job, and makes life worth living.

Put your customers under obligations to you by rendering services that they will appreciate and for which they will be grateful. Our store is fitted with a rest room containing easy chairs, writing and eating tables, also a retiring room where mothers can take care of their babies. This is appreciated very much by our women customers. We also have a public telephone, drinking fountains, and chairs for patrons in each department.

Every part of the store is ventilated with electric fans in hot summer weather. We make it a point to advertise our accommodations as well as our merchandise, and we find that a comfortable customer is a more liberal buyer. We advertise our basement store in hot weather as the coolest spot in town. We have a phonograph department there, and manage to keep one going most of the time for the entertainment of our customers. We also have a counter for checking wraps and bundles which attracts quite a few people to our basement store, also a place where we wrap and mail parcels, which is especially appreciated at Christmas time.

We extend a liberal credit to our customers, which is a service that is appreciated and keeps many a customer from sending to catalogue houses through a sense of gratitude and obligation to us.

Furnishing a home market for farm

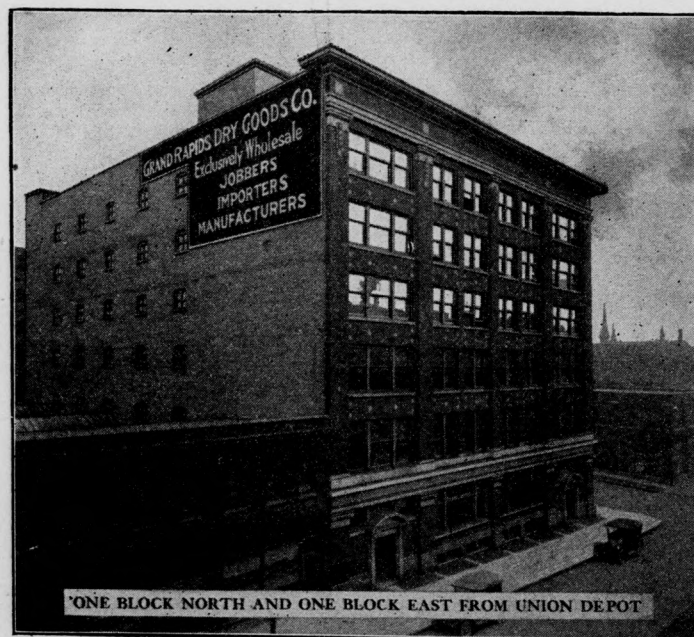
Why Our Business Continues to Grow

- 1. RIGHT PRICES.** During this replenishment period when a great deal of speculation is going on we are keeping our prices down, in many cases even below the Mill prices. Many of our customers have told us that they can do better right here at home, than in any other jobbing centers they have been. If you don't believe it, compare some of our prices with the current quotations in the Dry Goods Economist. We don't believe in speculation and are endeavoring to take care of the needs of our customers at only a legitimate profit.
- 2. QUALITY MERCHANDISE.** We are constantly adding new lines of the best merchandise obtainable. Our BEAR BRAND HOSIERY is selling fine. We have added DURABLE DURHAM HOSIERY and other well known brands. We haven't room enough to tell you all of the new quality merchandise which we have put in lately. Come and see for yourself.
- 3. GOOD SERVICE.** We have had a great many compliments from our customers on our phone and mail service, because we give you just the same low prices on phone or mail orders as if you had inspected and bought the merchandise personally in the House. Once in a while we make mistakes but not intentionally and we are always anxious to do whatever we can to remedy them. We stand back of all the merchandise that we sell and are perfectly willing at all times to make any adjustments that are proper. We have just started a **Service Department** in order to improve our shipping service still further.

AND LAST BUT NOT LEAST

is
CITY DAY
(EVERY WEDNESDAY)
when you will always find
REAL BARGAINS
in
EVERY DEPARTMENT

Don't put it off. See our salesman or send us your order by phone or mail NOW. You cannot afford to wait when the market is rising so rapidly. Make a note on your tickler that you will come and see us NEXT WEDNESDAY.



QUALITY MERCHANDISE

Exclusively Wholesale

No Retail Connections



**BEAR BRAND Record Sox Have Reached
the Top for Quality and Wear.**

BEAR BRAND RECORD SOCKS

A splendid sock that is in the 100% class for quality, value and wear. The quality insures greatest possible service—the exceptional value will appeal to your customers. Colors: Black, brown, gray, white, slate, navy blue and Palm Beach. Sizes 9½ to 12. Price per dozen, \$2.15.

*The following numbers in men's goods:
These prices in effect east of Salt Lake City*

ENGINEER AND FIREMAN—Carded yarn, medium weight Men's two-thread half hose with three-thread heel and toe. Colors: 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. Colors: 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. Colors: 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. Colors: 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. Colors: 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. Colors: 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. Colors: 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. Colors: 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. Colors: Black, white, brown, gray, slate, Palm Beach and navy blue. Size 10½, weight 17 ounces. Size 10½ on 220 needles. Per dozen \$4.37½

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.

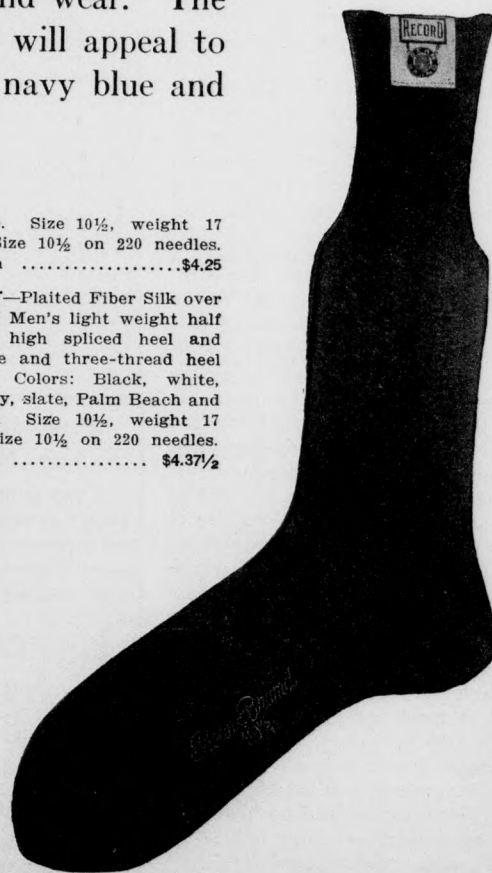
WRITE FOR NAME OF JOBBER NEAREST YOU

PARAMOUNT KNITTING CO.

Hunter Bldg.

MANUFACTURERS

CHICAGO



produce is one of the things we have done in the line of service rendered, which has probably brought us the most customers in the past, and has been the most appreciated. We advertised that we would buy anything raised on a farm in Todd county, and we have been keeping this record for twenty years, until it has become a county slogan. E. A. Parker.

Supplies of Wool and Woolens.

What has been occurring at the recent auction sales of Government-owned wool is only a repetition of what has been the case hitherto. The coarser wools are not meeting with much favor, while the finer varieties bring prices above the Government minimum ones. A lot of the undesirable wool will be sold abroad. The recent decision of the French Government to admit wool will be a help in this direction, and it will not be surprising if some of the same kind soon finds its way into Germany. There has been considerable buying of the domestic clip at fairly high figures, and the imports which are coming in are quite large. The natural trend will be toward lower prices as more wool becomes available. It does not appear that any of the mills lack supplies just now, and the figures show an increased consumption of wool by them. Despite this fact, however, the cutting-up trades are complaining of slowness in deliveries, and some representatives of the clothiers express the fear that they will not be able to meet their requirements, although they have until recently been insisting on having retailers send in their orders without stint. A curious circumstance is that, across the border in Canada, there seems to be a surplus of woolen fabrics and prices have come down. The women's wear trade has been doing a good business without making any fuss about it and without holding up the spectre of a possible lack of goods. The notion of doing away with openings for spring of woolen fabrics seems to have disappeared. One concern is already making its offerings and the others will be in the field before long.

As to Cotton and Cotton Goods.

While the pretext for the recent remarkable ups and downs in the cotton quotations has been the alleged prevalence of untoward weather conditions in the growing districts or the reverse, the real cause has been the gambling or speculative tendency that seems rampant in all textile lines. The quick and extreme changes showed the instability of values about as well as anything could do. There is yet a good deal of uncertainty as to this year's crop. Even the acreage planted is something about which men may fairly differ. One reputable firm of selling agents in Dallas, possibly not wholly disinterested, is sending out a letter stating that Texas will plant as much cotton this year as it has before and that, although the season is about a fortnight backward, there is a superabundance of moisture deep down in the ground that will help amazingly later on. Others, in other states, report conditions improving, and few seem to regard the

movement toward acreage restriction as of much moment. So far as concerns the goods market, the price of the raw material is not now cutting much figure. The prices asked by the mills are large enough to allow a substantial profit, no matter what the raw cotton may cost, and there seems to be no apprehension that the demand will not be sufficient to take care of all the output. Finished goods keep being raised in price to correspond with what is asked for them in the gray. All manner of knit goods are moving more freely, and hosiery especially is in most active demand.

A Good Window a Big Asset.

Good windows are one of the greatest assets a merchant can possess; that is, if he keeps them in apple pie order and displays goods therein which prove attractive. Time was when a storekeeper used his windows as a sort of junk pile, a place wherein to amass odds and ends. Lighting and background were overlooked, and a display was arranged only when he had nothing else to do. The advent of the department store, and the subsequent care taken with the windows, awakened merchants to the possibilities of well-arranged displays, the large dealers of the leading cities spending vast sums of money for this purpose.

The merchant in the smaller trading center can do the same in proportion to his capital. It pays and pays big. If anything in and about your store must be neglected, make it something other than your display windows.

Mt. Clemens Evidently Has Some Snorer.

Port Huron, June 16—That snorer Eddie Guest refers to could be none other than our fleshy, good natured (only one in captivity) friend, Mike Smith, of Mt. Clemens, who represents, when awake, Morley Bros., of Saginaw. When asleep he personifies all sorts of inhuman demons. Mike is a prince—when awake. He is jovial and a smile breeder, but a regular devil incarnate when asleep. When Mike registers, others of the fraternity seek other quarters. Conductors on trains regard Mike as the only and original. They all know him.

It must have been Mike who disturbed Eddie. If not, then a greater than he has arisen. He will meet an untimely end should he attempt to invade Mike's domain.

Even though we have been kept awake many times by Mike, we love him, because he is a prince of a fellow. A. L. Chamberlain.

Boston Straight and Trans Michigan Cigars

H. VAN EENENAM & BRO., Makers
Sample Order Solicited. ZEELAND, MICH.

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We are manufacturers of

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

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Corner Commerce Ave. and
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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

CHILDREN'S DRESSES

Be ready to supply the children's

VACATION NEEDS

with a full line of dresses made up in the season's latest patterns.

We are showing them in a variety of plaids and colors at popular prices.

Samples submitted upon request.

Quality Merchandise—Right Prices—Prompt Service

Paul Steketee & Sons

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

The Most Complete Line of One Piece Garments on The Market

In both adult and children's sizes, in range of colors and fabrics. Sample assortment on approval. Send today. Over 2,000 dealers sell the line.

MICHIGAN MOTOR GARMENT CO.

Factories:

Lowell, 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.



Michigan Loses a Tower of Strength.

H. H. Crowell, for eight years Vice-President of the Michigan Railway Company and Consumers Power Company, and representing the interests of the Commonwealth Power, Railway & Light Co. in Michigan, with residence in this city, left Sunday for New York to enter upon his new connection as Vice-President of the Electric Bond & Share Co. His family will remain here for the present. The Electric Bond & Share Co. is one of the strongest corporations in the country managing, operating and financing public utility enterprises and has interests in twenty-five states.

Before coming to Grand Rapids Mr. Crowell for five years was the dominating factor of the Public Service Commission of New York the first regulating commission created in this country. It was organized by Judge Hughes, who was then Governor of New York. Eighteen years prior thereto he was connected with the General Electric Co., having charge of the sales department of New York for many years, with headquarters at Buffalo and Syracuse.

The withdrawal of Mr. Crowell from Michigan is a matter of universal regret among the men who have known him and come to appreciate his sterling worth. Deeply grounded in the theory and practice of public service institutions, he brought to this State eight years ago new ideas and just conceptions of their proper functions, their responsibility to the public and the responsibility of the public to

them. He preached the doctrine of the square deal so effectively and presented his arguments with such clearness and force that all were compelled to admit the justice of his cause and the vital importance of the interests he represented to candid consideration and fair treatment. He never resorted to clap trap, evasion or circumlocution in presenting the needs and necessities of his several companies to public officials, legislative bodies and the tribunal of public opinion. He invariably disarmed criticism by portraying the weakness as well as the strength of his contentions. It is said that Lincoln, while practicing law in Illinois, always worked up the other side of his cases before he gave great consideration to the interest of his own clients, which prepared him to meet any argument which might be presented by his legal opponents. Mr. Crowell not only gave due consideration to the negative side of his undertakings, but he invariably stated the objections to his plans with such exactness of detail that he was seldom put on the defensive when those who objected to his plans were given a hearing.

Fully conversant with every branch of public service, deeply grounded in the legal and philosophical side of his profession, courteous in manner, resourceful in argument, eminently fair in his treatment of others, never asking favors or concessions which are not fully warranted, loyal to his friends and generous to his enemies, Mr. Crowell goes to his new duties with a just conception of the impor-

tance of his position and a knowledge of men and methods which will enable him to take high rank among the public service financiers of the country.

Troublesome Figures.

Mrs. Wooster was trying to teach Mandy, her colored maid of all work, the secret of simple addition. After a half dozen lessons Mandy was still more puzzled than ever.

"Can you add those figures I gave you yesterday?" asked Mrs. Wooster.

"Mam, I gits along fine wid the ciphers but them figgers does bother me somethin scandalous."

What's the matter with Kansas? Plutocracy. Wheat harvesting began last week, and each of several counties, as Barton and Stafford, expects to reap as much as any State east of Ohio. One farmer will sell \$1,200,000 worth of wheat from 30,000 acres. Never have the stalks been so tall, the heads so long or full. Radicals will understand why the Topeka Capital, Senator Capper's paper, is so ardent in denouncing Bolshevism when they note with what bourgeois glee it rejoices over the \$480,000,000 the wheat will bring. Other crops will pay operating and living expenses; this \$480,000,000 it expects to see used in buying 30,000 new homes, 50,000 motor cars, 20,000 motor trucks, 30,000 tractors, 30,000 pianos, 50,000 furnaces, as many silos, as many kitchen cabinets, as many power washing machines and oil stoves, besides trifles like 25,000 sets of furs, \$10,000,000 worth of

jewelry, and \$50,000,000 worth of farm machinery. The crop will pay for the ground it is raised on. In one county the farmers already own 3,000 automobiles. "Next year, by heck," one farmer is quoted, "maybe we'll be hauling our wheat to town on a paved road behind a motor car." The world that benefits by these 220,000,000 bushels rejoices with Kansas. The days of mortgages, drought, grasshoppers, and poverty must seem like an evil dream.

The National Grange is permitting its officers to pursue a very poor policy in opposing Secretary Lane's land settlement bill for soldiers. If the opposition is based on a fear of competition in agricultural products, the answer is that the new farms—which will not be producing for two or three years—cannot furnish enough additional foodstuffs to take care of a normal growth in population. It is to the National interest that returning soldiers who like farming shall be enabled to establish themselves as their own masters instead of entering the class of farm laborers. Undoubtedly many farmers working their land under old handicaps are having a difficult time of it, but the solution is not to subject new farmers to the same handicaps. It is to make a beginning at the development of a new and better land policy. The National Grange could serve its own interests to far better advantage by directing its efforts for an adoption of that policy, not only for returning soldiers, but for others as well.

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The Right Merchandise

At the Right Time, and at Right Prices

Complete Lines of

Underwear

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Men's and Boys' Pants

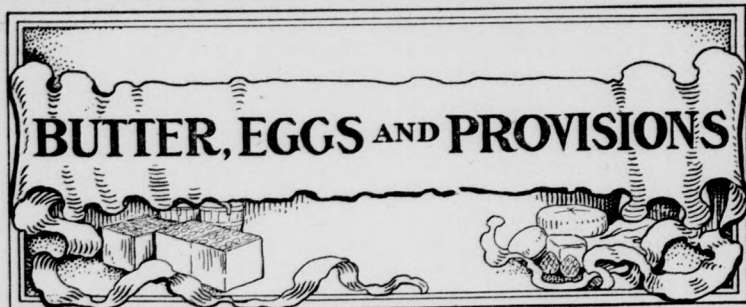
Hosiery

Dress Shirts

Staple Furnishings

Exclusive Wholesale Distributors for Famous "Soo Woolen" Mills Products

Symons Brothers & Company, Saginaw, Michigan



Michigan Poultry, Butter and Egg Association.

President—J. W. Lyons, Jackson.
Vice-President—Patrick Hurley, Detroit.

Secretary and Treasurer—D. A. Bentley, Saginaw.

Executive Committee—F. A. Johnson, Detroit; H. L. Williams, Howell; C. J. Chandler, Detroit.

Handling Eggs As a Distinct Department.

A few years ago the management of our little store was worrying over the egg business and wondering what to do to solve that problem, for eggs certainly were the Jonah of our store troubles.

I hope that merchants generally, have never been guilty of buying eggs on the system that we were using at that time, but if you are my advice is to get out of the egg business for your profit and loss account is going to show a balance on the wrong side of the ledger.

We were buying all the eggs the farmers brought us, and that means rotten eggs, cracked eggs, dirty eggs and bantam eggs, and were trying to pay a couple of cents per dozen more than our fellow merchant with no thought of how the profit and loss account was going to look.

We made our own buying market, but sold on the wholesale produce man's market. Many times we shipped and never knew what price we were going to get so when the letter with the returns came we would all draw lots to see who opened the letter for fear we might receive the sad news that we were still indebted to the commission house on the last shipment.

We didn't have time to candle the eggs, and any way we couldn't afford to hurt the dignity of the farmer by telling him that some of the children must have placed some of the eggs that failed to hatch in the incubator in the pail by mistake, and any way, "John" next door didn't candle so we couldn't candle. Thanks to the state food department "John" will have to candle now and we will have to candle and every one concerned will get a square deal. What we were trying to do was to pay a couple of cents a dozen more than we could afford, we took rotten and cracked eggs at market price, sold the farmer a sack of sugar or a barrel of salt at a small per cent. of profit, threw in our time and gloated over the fact that the other merchant "didn't get Henry Jones' eggs this week."

As a last resort we decided to start a distinct egg department—opened a set of books and began to put a little time and study to this department just as we would other departments. After a short time we were surprised to find what the advantages of a distinct department are. Much was revealed to us by figures on our books.

We started to buy eggs on the daily market in the same manner your grain man buys his grain. We didn't guess at the market, but bought on the Chicago market. We found that the farmer was willing to sell his eggs on this plan as he knew that he would always get what his produce was actually worth. We advertised the fact that we would pay every day the real market price and not a cent more to-day and a cent less to-morrow. Soon the other merchants began to follow our market and soon we got the prestige of being posted on the egg market, so much so that some began to say that we set the Chamberlain market, and as a joke when they would meet me on the street would say, "What are eggs worth to-day," but we were like the Jew I was reading about a few years ago, "Didn't care what they called us as long as we got the eggs." It is not going to be many moons before every farmer will know what the egg market is every day because his daily paper gives him the information if he desires to investigate.

Every case of eggs we buy are charged on our books at absolute cost, that is cost of the eggs, case, time for candling and carting to the depot. Every shipment made the wholesaler is entered with this cost and the returns credited to each individual shipment hence we know the exact profit or loss on each shipment. Each month our balance shows us total number of eggs shipped, cost of the eggs, selling price and the profit. The new egg law, I be-

HIGH GRADE PRINTING.

Best material and workmanship. Guaranteed satisfaction. Samples for 2c stamp. References, Owosso Savings Bank.

Combination No. 1	No. 3
Env. XX6 1/2.....	500 \$2.00; 1M., \$3.00
Packetheads 7lb. 6x9, 500,	\$2.25; 1M., \$3.50
Statements500,	\$2.00; 1M., \$3.00
Total	\$6.25
Complete Combination ..	\$5.60
	\$9.50

Terms, cash with order or C. O. D. Prepaid if sent cash accompanies order.

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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



M. J. DARK
Better known as Mose
22 years experience

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Grand Rapids, Michigan



WE HANDLE THE BEST GOODS OBTAINABLE
AND ALWAYS SELL AT REASONABLE PRICES

It's a Good Business Policy

to know that

Your Source of Supply is Dependable

You can

Depend on Piowaty

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

OUR NEAREST BRANCH WILL SERVE YOU

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



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

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

KENT STORAGE COMPANY, Grand Rapids, Michigan

E. P. MILLER, President

F. H. HALLOCK, Vice Pres.

FRANK T. MILLER, Sec. and Treas

Miller Michigan Potato Co.

WHOLESALE PRODUCE SHIPPERS

Potatoes, Apples, Onions

Correspondence Solicited

Wm. Alden Smith Bldg.

Grand Rapids, Mich.

lieve, will compel you to keep a set of books and thanks to Mr. Frary, any merchant can make money on his egg department because his books will show him how and when to do the right thing at the right time.

Our records showed us that certain months in the year we should ship every day because if the wholesaler knows you are shipping often in the extreme warm weather he feels certain that your shipments are going to be fresh stock and that you are not holding your eggs until you have the time and inclination to ship, hence you will receive the top market price.

Your records will show you that during other months you can make extra profits by holding your shipments back a week or so as natural conditions nearly always ensure a raising market, and at other times to ship every day as the opposite rule will probably apply. We found in the past four years we could follow last year's shipments and the rule would hold good four times out of five.

Money spent on telegrams and telephones in selling eggs during the heavy egg season will be money well spent as our experience shows that we can not buy and sell eggs successfully unless we are certain of our market. We never buy and sell in the dark now.

During the year 1918 we shipped over 54,000 dozen eggs and every month from January to December our egg department showed a profit.

I feel certain that if any merchant will start a distinct egg department and run it the same as he does his other lines that he will agree with me that the egg business is a winner. Don't buy and sell eggs on a "Guess and By Gosh" method but in a real business way and you will find that your efforts will be awarded.

We have a large number of customers who sell us their eggs and who have credit balances with us all the year round ranging from \$25 to \$150. If a farmer got his check from the central buyer would he deposit this with me at no interest or would their accounts be on the other side of our ledger?

The farmer who brings in his case of eggs and says "I believe I owe a small balance from last month, just credit these eggs to me." Would he march back with his check from the central buyer?

Don't think that this egg business is not worthy of as much study and attention as your other departments. Many essential and interesting booklets are offered you free by the department of agriculture and other state experimental stations. Many of these contain profitable knowledge for the egg buyer.

Some of these booklets will show you the monthly variation in the production of eggs, monthly variation in the keeping quality of eggs, monthly variation in the price of eggs for many years back. Data on every angle of the egg business can be obtained in these different booklets. Write for a few and it will be time well spent.

The poultry husbandry department made the startling claim that over \$100,000,000 is lost in the United States each year from improper handling by producer and all along the line to the consumer. You and I are charged for our share of this loss by not giving proper attention to our egg department. They are making an appeal to every retailer to co-operate with them in trying to overcome this enormous loss. They ask that you try and follow a few simple rules in order to reduce some of this loss and thereby increase your profits, as follows:

1. Ship to market often and use the best means of transportation possible.
2. Keep eggs in a cool place, free from dampness and free from odors, especially oils and paints.
3. Pack carefully in strong, clean cases and covers.
4. Candle eggs at time of purchase.
5. Buy on a quality basis.
6. Allow the purchaser to see you candle and grade his eggs as an education to him to take better care of his eggs before bringing to market.
7. Co-operation between buyer and the seller so that an era of better eggs for the consumer and increased profits for the producer and merchants will be accomplished.

F. L. Kramer.

The Lubricating Oil of Business.

Tact is an essential. It is the tactful human who keeps things moving in social and business life.

If it were not life would be in a constant state of agitation and aggravation.

Tact is the lubricating oil of progress made up of human kindness, consideration and good nature. It can be cultivated, and is a wonderful asset for success.



WE ARE HEADQUARTERS
WHOLESALE

Fruits and Vegetables

Prompt Service Right Prices
Courteous Treatment

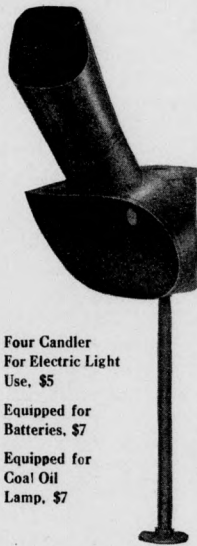
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GRAND RAPIDS

:::

MICHIGAN

Candle Eggs With the Grant Da-Lite



Four Candler
For Electric Light
Use, \$5

Equipped for
Batteries, \$7

Equipped for
Coal Oil
Lamp, \$7

Laws are being introduced before the various Legislatures which will compel all grocers and hucksters to candle eggs. Some states have already passed these laws, so that it is necessary that you candle eggs in the near future.

The Grant Da-Lite Egg Candler requires no dark room to be built and its original cost is even less than the cost of constructing a dark room for any other form of candling device.

The Grant Da-Lite Egg Candles are being used by practically all the produce dealers in the U. S. as well as thousands of retail grocers. Ask your produce dealer about the Grant Da-Lite.

The following distributors have all models of the Da-Lite Egg Candler in stock. Send your order direct to your nearest distributor:

Toner Commission Co., Detroit, Mich.
Kent Cold Storage Co., Grand Rapids, Mich.
Brandt & Co., Cleveland, Ohio.
Northwestern Egg and Poultry Co., Eau Claire, Wis.
Indiana Board & Filler Co., Decatur, Ind.
M. J. Power Co., Madison, Wis.
Fairmont Creamery Co., Columbus, Ohio.

Write for literature describing the different models.
A Model for every use.

GRANT MANUFACTURING CO.

208 N. Wells St.

CHICAGO, ILL.

Packing Stock Butter

We offer FORTY-THREE cents a pound
net delivered Chicago, for any

Good Packing Stock Butter

up to 5,000 pounds from any one shipper, to be
shipped up to and including June 23.

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

J. H. WHITE & CO.

221 W. South Water St.

CHICAGO, ILLINOIS

Money Saved by Buying Your

EGG TESTER

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

SEEDS

BUY THE BEST

Reed & Cheney Company
Grand Rapids, Michigan



**Rebuilt
Cash
Register
Co.**

(I 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.

WE BUY AND SELL

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

Both Telephones 1217

Moseley Brothers, GRAND RAPIDS, MICH.
Pleasant St. and Railroads



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.

The Receptive Attitude Helps to Sell Goods.

Written for the Tradesman.

The other day I was in a hardware store when in came a customer who enquired regarding a certain line of wall-finish.

"Yes, we've got it here?" answered the clerk, in a tone almost belligerent.

"I was thinking—"

"What color d'you want?" put in the clerk, briskly, without waiting for the customer to finish.

"Cream and buff."

"We've got buff, but we ain't got no cream. It's all out. We'll have it in a day or two, maybe. Anything else?"

"No, thank you."

And out the customer went.

That clerk has a little, private fad of his own. It is briskness. He believes in transacting business with a rush. Time is money, according to his philosophy of business. If he can wait on twenty customers in half an hour, it is much better than waiting one one or two. "Rush things along—that's the way," he once told me.

I was curious, though; that unfinished sentence of the customer who bought nothing piqued my curiosity; I would have given a dime or perhaps a dollar to know just what he had been thinking. As it fell out, I had the chance a day or so later to find out for nothing.

"I went into Pete Carew's," the man told me, "and Peter told me to sit down and sat down himself. When I asked him if he handled Delectatone, he said, 'You're thinking of doing some interior decorating? Well, we don't handle Delectatone, but we do handle Dekotint, which is very similar and equally good—in fact, I think it's a shade better. Would you like to see a sample of the work?' And with that he showed samples, and then asked the man what rooms he wanted to decorate, and got out a book showing suggested color schemes for various rooms. The upshot was that the customer switched to Dekotint, and placed an order running something like \$30. Which paid Pete Carew all right for the unhurried fifteen or twenty minutes he gave that man.

More, it would have paid the other clerk in the first place to have waited and found out what the man was thinking—which was, that buff and cream would make a nice color scheme for

a bedroom. Then knowing that cream was out of stock, the clerk could have suggested alternative combinations, and probably made a sale. The brisk way of doing things in this instance lost a customer.

I like to meet a salesman who transacts business in a business-like way. But it is not good business, as a rule, to hurry a customer, or to interrupt him. His opinions may be quite valueless, but when you are out to sell him something, those opinions are apt to indicate the safest line of approach. They afford a clue to the character of the individual with whom you are dealing. Then, it is up to you to adopt yourself to his mental attitude.

A receptive mental attitude toward the individual customer is an immense help in making sales.

There are, here and there, dogmatic salesmen who lay down the law as to what constitutes good salesmanship. They have one rule which they would apply to every transaction. Thus, one salesman takes the view that briskness of manner and self-confidence are the vital essentials in selling. Another lays great store by ability to tell the customer everything about the goods. A third perhaps asserts that the main thing in selling is to have prices at your finger-ends. Quite likely a fourth salesman would declare that the big thing was, not knowledge of goods or prices, but the ability to shake hands and greet the customer by name and enquire after all the children.

Now, all these things are often helpful factors in selling. But I have found that no rule applies to every customer; nor for that matter, can all salesmen succeed by adopting identical methods. The act of selling represents the coming together of two distinct and very different individualities. It seems to me—I dislike to be dogmatic on the subject—that it is always worth while for the salesman to endeavor to find some common ground of sympathy and understanding upon which he can meet his customer. This in turn requires that the salesman should "get

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

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

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

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

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

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."

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

Michigan Hardware Co.

Exclusively Wholesale

Grand Rapids, Mich.

a line" on the individual customer. This finally means that the salesman's mental attitude toward the individual customer should be receptive, at least at the outset; that, far from forcing the pace, he should let the customer take the lead at first, in order that he may be able to adapt himself to the situation.

I have mentioned Pete Carew. When he started in the hardware business, a mercantile agency gave him six months to survive as a factor in hardware in Carisford. He is still doing business after eighteen years. He is the drowsiest man I ever saw, but he knows hardware. If a man comes in for a package of tacks, Pete will gossip with him, find out that he needs a new carpet beater, and end by selling him a vacuum cleaner. His attitude for the first five or ten minutes of a sale is that of a sympathetic listener. He just listens and asks questions and goes on listening—never a suggestion. Then, having pumped the customer dry without appearing to try, Pete has everything in shape to clinch the sale. And he does it. The customer more or less consciously reflects: "Here's a man who understands just what I want"—because Pete, far from working out any pet theory of his own, has given five or ten minutes to the task of finding out what the customer wanted, and what he thought about things.

I once asked Pete his recipe for good salesmanship.

"I haven't got any," he said. He was a man absolutely without theories on the subject. Good salesmanship was second nature with him. The inborn knack of handling men and women plus thorough knowledge of the hardware business, had made him a success.

Yet, though Peter Carew had no theories, the average young clerk in a hurry could have learned a lot by watching Pete sell.

Anyway, it pays the hardware salesman to take time to locate his customer mentally—to tactfully sound him, and to find out what he wants, and why he wants it. Not merely to snap at him, "What d'you want?" or "What can I do for you?" but to get some notion as to what is actually going on in the back of his mind.

You cannot do it all at once. It takes time to acquire the knack of handling customers. Yet it is out of raw,

inexperienced salesmen who continually blunder that the A-1 salesmen of to-day have been developed. Merchants expect too much, sometimes, of inexperience; and beginners too often lack faith in their own ability to become first-class salesmen. Time is necessary; and continued, steady effort; and refusal to be cast down by failure.

Victor Lauriston.

They Had Cheered Her Up.

There is a well-known lady in Grand Rapids who takes a great interest in working girls. She thinks they do not have any fun at all, and as she looks around her beautiful home, where she lives all alone with a pack of servants, her heart aches for the poor girls, whom she imagines to be cooped up in the renowned "hall bedroom" of the novel.

And so one day she invited a half dozen of the girls to spend Sunday with her. They accepted, and she did all that she could to make the visit pleasant for them, with more or less success.

When the time came for them to take their departure she told them how much she had enjoyed their visit, and one guest replied cheerfully:

"Yes, I expect you must be pretty lonesome in this big house, all alone. I am glad that we came down and cheered you up a bit."

Kent Steel Company

Grand Rapids, Mich.

**Structural Steel
Beams, Channels, Angles**



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

Hold Your Trade With Real Grocer Service



You will make a friend of every customer to whom you demonstrate this formula:
7 lbs. sugar at 11c.....77c
1 oz. Mapleine (half a 2 oz. bottle).....17c
4 pts. water.....00
Total cost of one gallon of the purest and best table syrup obtainable.....94c
Order Mapleine of your jobber or Louis Huffer Co., 1205 Peoples Life Bldg., Chicago.

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

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.

Ideal Electric Co.

Western Michigan Representative for
Botanical Decorating Co., of Chicago

**Artificial Flowers, Plants, Vines
Interior and Window Decorations
Paper Mache Novelties**

We carry a full line ready to ship on receipt of order.
Advertising slides for every business kept in stock at all times at 35c up.
Special slides made to order and shipped same day order is received.

128 Division Ave., So.

Grand Rapids, Michigan

Assets \$3,899,500.00



Insurance in Force \$35,088,000.00

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

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

AND WHY

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

BECAUSE

40 years of pre-eminence as the leading match makers of the world is something to live up to, so - - We're Doing It.
The safest match science can produce is none too good for the greatest nation on Earth, and so - - That's What We Make.
There's no such thing as standing still if one is determined to march at the head of the procession nowadays, so - - We're On The Move.

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

DIAMOND MATCHES



Grand Council of Michigan U. C. T.
 Grand Counselor—C. C. Starkweather, Detroit.
 Grand Junior Counselor—H. D. Ranney, Saginaw.
 Grand Past Counselor—W. T. Ballamy, Bay City.
 Grand Secretary—Maurice Heuman, Jackson.
 Grand Treasurer—Lou J. Burch, of Detroit.
 Grand Conductor—A. W. Stevenson, Muskegon.
 Grand Page—H. D. Bullen, Lansing.
 Grand Sentinel—George E. Kelly, Kalamazoo.

Creed For the Government of Salesmen.

I believe in the golden rule: "Do unto others as you would have them do unto you."

I believe it should govern our conduct between business associates as well as among friends.

I believe that its daily application and observance would make all other rules and regulations unnecessary for me.

Because—I would begin the day by being punctual; would waste no time; would be cheerful and alert; scrupulously clean in person and mind; willing to give a full measure of time, effort and attention as my part of the day's product.

Because—I would read our advertisements and remember what I had read. Then I would tell it to my customers and by practical suggestion, sympathetic interest, and correct service secure their confidence in our merchandise and store.

Because—I would consider selling my primary purpose and my first duty, and would hold all other tasks as secondary.

Because—I would not allow my stock work to interfere with my attention to customers, but would be ready and willing to serve the public promptly, regardless of other duties.

Because—I would know my stock thoroughly and keep it in perfect order, and as complete as possible; would always report stock shortage, and conscientiously strive to secure what was asked for, maintaining a follow-up record to ensure my customers against disappointment.

Because—I would remember the importance of attention to the details of completing and recording the sale, and ensure against disappointments and complaints by securing the correct names, complete addresses, and shipping instructions and confirming these by repeating them carefully and audibly; by legible writing and figures always in the correct place; by shunning abbreviations; by making no rash promises, and by referring all requests for special deliveries to the floor manager; by being fully informed concerning our wagon delivery schedule; by being very careful in

directing customers, always securing the correct information when in doubt; by announcing the amount of cash received, and counting the amount of change returned in a manner to guard against errors or subsequent disputes.

Because—I would look upon all visitors as guests and customers, serving them with cheerful attention; always remembering that they may be heavy purchasers in other sections of the business, although my particular merchandise may not at the time interest them.

Because—I would guard against misrepresentation or misleading statement; would be truthful in my recommendations and hold the customer's interest jointly sacred with the interest of the business.

Because—I would always welcome my personal friends and encourage them to patronize the store, but courteously explain to those who tarry to visit, that my time was so occupied that they must excuse me.

Because—I would cheerfully serve the customers returning goods for exchange or credit, and try to offset the disappointment by refraining from any discussion of the merit of the merchandise returned, preferring to interest them in something else rather than to attempt to convince them of the error of their judgment in the matter, of which they evidently have a fixed opinion. And I would be qualified to do this by knowing my merchandise thoroughly—fabrics, texture, suitability, and probable service.

Because—I would welcome the call to assist in other and busier departments and profit by such opportunities to broaden my knowledge of merchandise and service.

Because—I would let it be known that dishonesty would not be passively countenanced by me; that the onus of such disloyalty would not be shared by me through failure to report it.

Because—I would not let my vision of the realities of life be disordered by trifles or petty jealousy; nor would I let them sour my temper, always remembering that strong, well-poised minds refuse them recognition, while weak natures endow them with superlative importance.

Because—I would always speak well of the store, holding loyalty on a par with honesty. Recognizing that my progress is of my own making, I would hitch my wagon to the star of persistent, patient industry, always busy, cheerfully busy, but never too busy to be considerate of my fellow employees; deserving their good will by practical conduct and square dealing; by assisting and encouraging the beginners—helping them to see the

importance of the details of system and to understand the need and purpose of store regulations and restrictions.

Because—I would discourage pernicious gossip and thoughtless criticism of the store management, organization of merchandise, and idle and unkind speculations about my store associates, defending the absent and spurning the scandal monger by advocating good fellowship and a unity of purpose to be free of worry and pains of discontent.

All of which can be summed up in the first profession of belief of this creed: "Do unto others as you would have them do unto you."

A person who is down in the world can never get on his feet and become a success by constantly holding the failure thought, thinking failure, talking failure, walking like a failure and acting like a failure. He must think success, talk success and act as though he expected to succeed before it will be possible for him to become a success.



GRAHAM & MORTON
Transportation Co.

CHICAGO
\$3.50 Plus War Tax

Michigan Railway
Boat Flyer 9.00 P. M.
DAILY

Leave Holland 9.30 p. m. DAILY
Leave Chicago 7 p. m. DAILY

Prompt and Reliable for **Freight Shipments**

NEW MERTENS FIRE PROOF
One half block East of the Union Station
GRAND RAPIDS MICH

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

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

GOODRICH BOATS

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

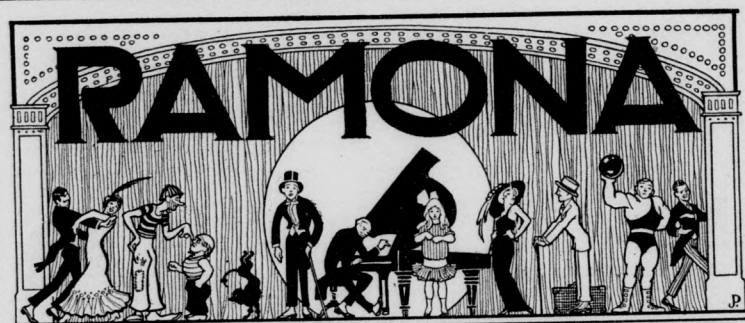
FROM CHICAGO — Tuesday, Thursday and Saturday Nights 7:45 p. m. and Monday 10 a. m.

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 RENDEVOUS OF REFINED AMUSEMENT SEEKERS

The same popular prices will prevail this year. Matinees, except Holidays and Sundays, 10 and 25 cents. Evenings, 10, 25, 35 and 50 cents, plus the war tax. For the convenience of patrons, choice seats may be reserved at The Pantlind Style Shop, Peck's and Wurzburg's at no advance in prices, or your seat orders will be promptly and courteously attended to, if telephoned direct to the Park Theatre Office:

THE PRUSSIAN EAGLE.

Rather Lame Excuse From Columbia Sugar Co.

Dafter, June 14—What do you know about the German-American Sugar Co. of Bay City? Are they pro-German or all German? Or possibly the trouble is with the Edgar Sugar Co. We bought an order of sugar from the Edgar Sugar Co. and when it arrived we were surprised to see the much-hated Prussian eagle standing out boldly on each bale and sack.

I am ashamed to hand it out to a customer. How would you feel about it? Who is to blame for having this sign of slavery printed on our sugar bags?

Any information or advice will be appreciated. Elmer J. Pearse.

Reply to Mr. Pearse.

Grand Rapids, June 16—I think you are everlastingly right and that you exhibit the spirit of true Americanism in your letter.

I will see what I can do to prevent a repetition of such an outrage on decency and civilization.

E. A. Stowe.

Explanation Requested.

Grand Rapids, June 16—A longtime patron of the Tradesman complains that you recently shipped him a carload of sugar; that when it arrived he "was surprised to see the much-hated German eagle standing out boldly on each bale and sack."

He says, further, that he is "ashamed to hand the sugar out to a customer under the circumstances."

As there is a common understanding on the part of all patriotic Americans that all the trappings of German autocracy shall be forever taboo in this country, I write to enquire how much longer you propose to continue the use of the Prussian emblem on your output?

I think you will be very willing to give me a fair and candid answer to this enquiry. E. A. Stowe.

Rather Lame Reply to Above.

Bay City, June 17—In reply to your favor of June 16, addressed to the "German-American Sugar Company," kindly allow us to give you a brief history of this company.

The company was organized in February, 1901, as the German American Farmers Co-operative Beet Sugar Company by a number of farmers living in this section of the State. The by-laws of the company originally specified that no stock should be sold to others than farmers. It was found later that under this arrangement, the farmers were not able to swing the financial end of the company and in 1903 there was practically a re-organization of the company, and the name was changed to German American Sugar Company. At the time of this re-organization, we adopted the imperial eagle on our brand for both barrels and bags.

You know, of course, that the United States entered the Kaiser's war in the early part of April, 1917. Within two weeks of the date of the entry of this country into the war, this company held its annual meeting of stockholders, at which meeting one of our stockholders, who is of German extraction, made a motion that the name of the company be changed to one that would be distinctly American. This was supported by another so-called German farmer, and the motion was carried unanimously. The name of the company was changed to the Columbia Sugar Company.

The fact that we did not dispense with our brand at the time of changing the name of the company was due, first to our having carried over, from the previous year, a great many bags which were already printed with the old brand, and which would have been utterly ruined in an attempt to make the change. In the next place, owing to the press of business, under war conditions, and the control of our industry by the United States Food Administration, the question of changing our brand utterly escaped the atten-

tion of the writer, and our new bags for both 1917 and 1918 were printed with the changed name, but with the same emblem. It was an oversight entirely that you might, perhaps, with some justice say, was due to a certain amount of carelessness, on the part of the writer, but certainly did not come from a lack of patriotic feeling on the part of anyone connected with this company.

Our attention was very forcibly called to the fact that we had not changed our brand when a few months ago, a carload of our sugar was rejected in Cincinnati, on account of the brand.

It is with pleasure that we can advise you that two months ago we gave orders for the printing of our bags to include as our emblem, the French cock instead of the Imperial eagle.

We have a few 25 pound cotton bags and their containers in stock, upon which appears the imperial eagle, but there are only a few of them, and it will be our endeavor to use them locally, where the situation is thoroughly understood.

We have gone into this matter very frankly with you, and hope that you will find it possible to treat us leniently in the article upon the subject which you may see fit to write.

Columbia Sugar Company.

The Gypsy's Banner of Liberty.

The attempt of some ill-informed New York policeman to suppress the red scarfs carried or worn at a gypsy wedding deserved the sternest reprobation. Gypsies may be anarchists in their own way, but it is a harmless way, and has nothing to do with political Bolshevism. The gypsy does not, to be sure, have very much interest in or respect for political institutions anywhere. But neither does he seek or want to overthrow them. It is important to the gypsy that things outside of gypsydom shall go on very much as they are, in order that the gypsy may thrive. He would never destroy us; all that he asks is that he shall be allowed to live by our roadsides, sell us his refurbished horses that he has lately bought of us at a much lower price, tell us our fortunes and get his living out of us in his own untrammelled way.

The gypsy's red scarf means his freedom only—not our destruction; and it was borne by him before any white race so much as knew that it had a flag. Red, and a streak of green—those are the gypsy's colors. They constitute the banner of a type of liberty that has outlived several promising civilizations, and will probably outlive ours. It is the liberty of the open road, the freedom of the heath, the self-determination of the utter scorn of civilization.

Adrian—The plant formerly occupied by the Lion Motor Car Co. has been bought by the United Electric Manufacturing Co., which will erect a one-story plant on the site. The United company makes automobile signal devices, turning out about 750 horns a day. At present about 150 men are employed. About 100 will be added to the force. The deal involves about \$100,000.

Your business is like a child. You have to nurse it, take care of it, exercise it, educate it, watch it until it is able to stand alone, then push it.

If a man enjoys his wealth before he has it, he never gets rich.

GET AFTER THE HOUSE.

Lansing, June 17—A line to call your attention to Senate bill No. 3, introduced at the present special session of the Legislature for the permanent removal of the surcharge tax of 10 per cent. extra cost to the insuring public.

This bill was introduced in substance matter by Senator Bryant at the regular session, passed by the Senate and failed to pass the House.

It has now passed the Senate again without a dissenting vote and if the House does as well, it will save the public of Michigan over \$100,000 per month or around \$1,200,000 per year, also a saving of litigation to the State, which would most likely reach the U. S. Supreme Court.

I am calling your attention to this matter so that you may use your influence with the insuring public to call the attention of the House Insurance Committee to the importance of this bill.

Bottom Facts From Booming Boyne.

Boyne City, June 17—A. E. Watson (Watson Drug Co.) has had his ice cream parlor annex redecorated for the season and this warm weather is keeping it well filled with patrons. His place enjoys a very flattering popularity.

Boyne City has a new barber shop. Clifford Gimmell has opened a shop at 211 South Lake street and is getting a good trade. The return of the boys from the army makes a vast difference with all our tradesmen.

Mr. Martin (Boyne City Lumber Co.) says that the B. C., G. & A. train from Alpena actually chased a horse off the track one day last week. The horse fell off a bridge, climbed on the track again and preceded the train two miles more and finally, on the persuasion of some natives, was induced to take to the woods. We always had an idea that Martin had a well developed bump of veracity, but—I dunno.

E. M. Ackerman, who has been Secretary-Manager of the Chamber of Commerce since its organization, nearly two years ago, has resigned to assume the duties of purchasing agent and traffic officer of the Traction Engine Co. Coming to us, an entire stranger, Mr. Ackerman has made himself a place in the business world of Boyne City that is a flattering commentary on his efficiency and individuality. He has never fallen down on any thing that has been placed in his hands for accomplishment and has had an active hand in every civic and business interest. His wide acquaintance throughout the State and careful study of all the problems which have arisen have been of vital importance to the building up of the city's morale. While Mr. Ackerman's pedal extremities are not abnormally developed, it will take some man to fill his shoes. Maxy.

Opinion of American Grocer on Two Local Jobbers.

William Judson, a royal fellow, first President, went to the top at the start and has been going "over the top" every year since. Somehow Judson always reaches the inner heart of a convention. Why? Is it not because he struggles for the ideal, and whoever does that never reaches it because unattainable? It always keeps ahead of those who seek it. That in no way checks an advance and so such a seeker always does good. The Judson Grocer Company is the nearest to being up to the higher principles of distribution as any jobbing house we could name.

Guy W. Rouse, climbs higher every year as a booster of organization and a promoter of education for retailers. He has such a nice little way with him that he is quick to capture the good

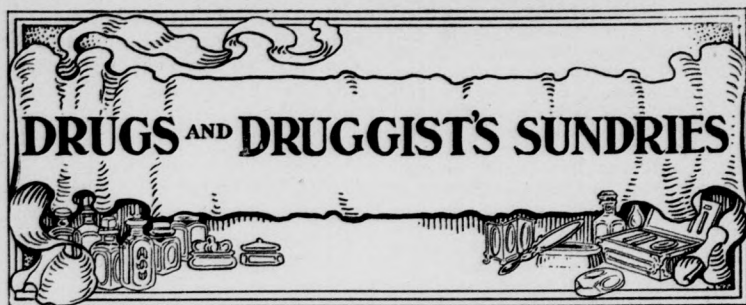
will of all branches of the trade. He studies principles that should govern and so is a High Church preacher of "the true light." Rouse is a tremendous worker. He got his training in a bank and found a friend and helper in its President, Hon. Charles W. Garfield, who exerted his influence to a degree that made Rouse the manager of the Worden Grocer Company, operating at Grand Rapids and Kalamazoo, and who finds time to promote the moral as well as industrial life of his State and city.

"One Million Drug Addicts in the United States" makes a a startling headline; but although the statement occurs in a report signed by a Harvard professor, a member of the Federal Health Service, a former Internal Revenue officer, and a Congressman, we are not constrained to accept it. Previous official estimates have ranged from 70,000 habitues up. But there is no doubt that whatever the exact number, it is deplorably large. The report just published by the Internal Revenue Bureau shows that we import 470,000 pounds of opium yearly. The Wilbert and Motter investigation of 1913 showed that for a decade we had been using over 400,000 pounds annually; that only one-eighth of this quantity was needed for medical purposes; that Germany and Italy, with a population about equal to ours, consumed only 23,000 pounds yearly; and that in fifty years our opium consumption had grown 351 per cent., and our population only 133 per cent. In 1915 there went into effect the excellent Federal law requiring every druggist, doctor, or other dispenser of narcotics to register and report sales. But has the time not come for more stringent Federal enactments? State laws aimed to end drug addiction vary widely in character and method of enforcement. New York has one of the most severe, making illegal drug sales punishable by seven years in jail, and carefully hedging about all drug transactions; but we well know that it has not accomplished what was hoped. Some state laws are worthless. Over 960 patent medicine manufacturers use opium, heroin, morphine, or cocaine, and the approach of National prohibition will increase the resort to these decoctions.

A franchise is easily drawn by one who knows. It need not be long. It need only make for substantial justice between the parties. It needs must be based on a fixity of relationship and not on a fixed rate of charge nor on a fixed rate of return. When it is axiomatic that nothing is so certain as change in conditions, re-adjusting periods need to be frequent enough to compensate for changing conditions and their needs must be incentive for good work and for improvement in service.

Frank Boher has engaged in the grocery business at Traverse City, the Worden Grocer Company furnishing the stock.

C. J. Constant has opened a grocery store at Grand Haven. Rademaker & Dooge furnished the stock.



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

Dad Rescues the Old Prescription Book.

"To be sure we can refill this prescription, Mrs. Oldtime. The fact that the original was made up twenty years ago makes no difference. I have all those doctors' orders, carefully filed away in my many books for that purpose. You see we never destroy the prescription, but file it carefully; by pasting it in a large book and, of course, I have these records of every prescription I have filled since my early days in the drug store.

"Yes, you may call back in an hour or so and your medicine will be ready."

Mrs. Old-time left the store and Dad hustled himself into the little side room where the old prescription books were carefully stored. The movements that he made were those of a boy. He hopped, skipped and jumped around the counter extremely pleased that he was remembered by one of his old customers and more so because he had the means at hand to capitalize and profit by the remembrance, "his Old Prescription Files."

But it was not long his joy was to last for no sooner had the door been closed to the prescription books place of safe keeping when it was opened again with a slam bang and call to his understudies. They knew well by this that something was up. "Where in Sam Hill are those prescription files? What has happened now, I would like to know. Who, by the Prunus Virginianus would take those big heavy books from the place where they have been for the last twenty years? Times have come to a pretty pass when forty pound books are moved and changed around. Sam! Hey Jim! Where are my old files?"

Sam and Jim both hurried to the scene and being cornered with no way out admitted that I had removed the old books to the garret just as I came into the store on my return from lunch. The clerks, Sam and Jim, made a quiet departure and left Dad and I to come to some sort of an agreement. They told me what had taken place before my entrance into the room, afterward when we were all busy folding Seidlitz Powders.

"Well, Son," said Dad to me, "I hear the old prescription books have a new resting place in the garret; I see you did not remove this one,

which contains the last three thousand numbers; I suppose she'll go later. What is your idea? These old files have served me well and were of good use now, I thought. Why, boys in my day we were taught that every prescription was worth at least a quarter, two full shillings to the future business of the store. That the prescription was the store's most valued asset, the thing most sought after and preserved most carefully after it was acquired."

"Yes, Dad, you are right. The prescription business is the trade we must strive for hard; but I see no need of these heavy, cumbersome and pasty books to file them in. More modern methods than this are on the market now and I was going to order a set this afternoon. We must keep up-to-date you know. Besides, I needed the room in there for that five gross of cough syrup that just came in. We might better keep that in there than those old books which we never use. Why, I haven't referred to a number in those old files since I came back from college. And, Dad, have you seen those attractive designs of prescription files in the late drug journals. They are what we want. We must keep, ever and always, right-up-to-date.

"My boy, there is much good sense in your words and I agree that every modern idea should be grasped by us in our store, but the old way is mighty handy. It has served its purpose well for many years and I do not like to see the old books, my old friends get a rough deal. You are wrong on the point that they are never used; I want to refer to them now to fill this prescription made twenty years ago. They are cumbersome, rough and heavy, but what you want to find is always there. The little papers, which mean money to us, stick there forever and always. There is no chance of loss to us. To me they are plenty good enough and answer their purpose well. I want no method more serviceable, but the day is coming fast when you will steer the old ship. My day has been; yours comes on apace. Now, I tell you what we will do. You get up in the garret and get the old books; bring them down and place them where they were. Give the old fellows another chance to serve us. Then, sit right down and order any of the new filing systems you desire. See that it is up-to-date; when it arrives we will put it into use at once for the new prescription which comes in. It will take me a little while to get used to the new fashioned 'fandegoes' but we will have the latest and best there is.

"We will split the difference in this

matter. Store the cough syrup in the cellar or on the roof; anywhere. I want the old books here where I can look at them the little time I remain at the helm; then you may do as you please; in the meantime hurry up stairs and get the old books. Mrs. Oldtime will be here awaiting her medicine." George Niles Hoffman.

Discovers New Mineral In Siberia.

A new mineral has been discovered in Siberia. The discovery was made by a hunter on the shore of Lake Balkash, and the mineral has been named balkashite. It has the appearance of dark-brown hard rubber, and when ignited it burns with a strong flame, leaving about 2 per cent. ash. When placed in water it becomes a mass very much like paraffine.

Fieglers

Chocolates

Package Goods of
 Paramount Quality
 and
 Artistic Design

Soda Fountain Supplies

The recent warm weather gave you soda-fountain men a taste of what may be expected this summer. Get busy and check up your needed fountain supplies. We have them all and should be delighted to receive an order from you.

Remember, We Carry

Ice Cream Cones	Tables
Chairs	Crushed Fruit Bowls
Nut Bowls	Lemonade Shakers
Vortex Service	Ice Cream Pails
Lime Squeezers	Electric Carbonators
Glass Washers	Buttermilk Coolers
Soda Holders	Cone Dispensers
Phosphate Bottles	Menu Holders
Banana Split Dishes	Soda Straws
Ice Cream Packers	Ice Picks

Hazeltine & Perkins Drug Co.
Grand Rapids, Michigan

Arctic
 QUALITY

ICE CREAM

MADE IN GRAND RAPIDS

ARCTIC ICE CREAM CO.

Claude G. Piper, Mgr.

Where to Place the Soda Fountain.

Prohibition has come into so many sections of the country, and is coming into so many more, that the annual consumption of soda water is increasing enormously. In spite of the augmented number of soft-drink parlors the druggist ought to experience little difficulty in holding his own in this department, provided he gives it the proper care and attention.

The front part of the store, even though it is the most valuable sales space, should be given over to the fountain, especially in those stores catering to transient trade in the crowded city districts, near railway stations, boat landings, summer resorts and amusement parks. However, there are exceptions. If combined with a luncheonette feature, it is better to place the soda counter farther down the store, because most people, especially women and girls, do not like to be seen in the act of eating by those who pass on the sidewalk. Why they do not mind being seen sipping grape juice and yet object to being observed putting down mashed potatoes and frankfurters is puzzling to the mere masculine mind; nevertheless it is a fact, and must be taken into consideration in the arrangement of a department of this character.

In quiet residence districts, where the store has an established trade, it is advantageous to have the fountain at the rear of the store; family groups can come in on warm nights without interfering with business up front.

In passing out, patrons will see the store displays and are apt to make purchases which were not contemplated on entering. Of course the more secluded the location of the soda tables, the more it encourages loafing, which can become a nuisance to a busy fountain operator; that's a point to be considered, too.

Many druggists prefer the center, or hollow-square, fountain. This type of apparatus should not be put in, however, unless the store is so wide that there is plenty of room between the floor cases and the chairs at the fountain. The man who is willing to bolt his luncheon while perched on a stool is not necessarily willing to be bumped from the rear; and this sort of thing is especially disagreeable to the young woman trying to find her favorite perfume at the toilet goods counter. Center fountains detract materially from the display of goods, and unless they are kept spotlessly clean they are likely to give an impression of disorder not conducive to the general good appearance of the store.

Druggists who are fortunate enough to have a separate room in which to operate a soda grill, find a feature of this character exceedingly profitable; it attracts young people whose patronage is desirable.

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.

Red Crown Gasoline for Power

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

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

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

For sale everywhere and by all agents and agencies of

STANDARD OIL COMPANY
(INDIANA)
Chicago U. S. A.

WHOLESALE DRUG PRICE CURRENT

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

Acids		Cotton Seed	2 35@2 50	Capsicum	@1 95
Boric (Powd.)	18@ 25	Eligron	10 50@10 75	Cardamon	@1 50
Boric (Xtal)	18@ 25	Cubebs	11 50@11 75	Cardamon, Comp.	@1 35
Carbolic	19@ 25	Eigron	7 50@7 75	Catechu	@1 60
Citric	1 15@1 25	Eucalyptus	1 25@1 35	Cinchona	@1 80
Muriatic	3 1/4@ 5	Hemlock, pure	2 00@2 25	Colchicum	@2 40
Nitric	10@ 15	Juniper Berries	16 00@16 25	Cubebs	@2 60
Oxalic	53@ 60	Juniper Wood	3 00@3 25	Digitalis	@1 60
Sulphuric	3 1/4@ 5	Lard, extra	1 80@2 00	Gentian	@1 20
Tartaric	1 12@1 20	Lard, No. 1	1 50@1 70	Ginger	@1 50
Ammonia		Lavender, Flow.	9 00@9 25	Guaiac	@2 65
Water, 26 deg.	10@ 20	Lavender, Gar'n	1 50@1 75	Guaiac, Ammon.	@2 40
Water, 18 deg.	9 1/2@ 18	Lemon	2 25@2 50	Iodine	@1 60
Water, 14 deg.	9@ 17	Linseed, boiled, bbl.	@2 02	Iodine, Colorless	@2 00
Carbonate	19@ 25	Linseed, bld less	2 12@2 22	Iron, clo.	@1 45
Chloride (Gran.)	17 1/2@ 25	Linseed, raw, bbl.	@2 00	Kino	@1 35
Balsams		Linseed, raw less	2 10@2 20	Myrrh	@2 25
Copaiba	1 20@1 40	Mustard, true, oz.	@2 95	Nux Vomica	@1 95
Fir (Canada)	1 75@2 00	Mustard, artifi.	@1 25	Opium	@8 00
Fir (Oregon)	50@ 75	Neatsfoot	1 35@1 55	Opium, Camph.	@1 50
Peru	4 75@5 00	Olive, pure	4 25@6 00	Opium, Deodorz'd	@8 00
Tolu	2 00@2 25	Olive, Malaga,	3 75@4 00	Rhubarb	@1 80
Barks		Olive, Malaga,	3 75@4 00	Paints	
Cassia (ordinary)	40@ 45	green	3 75@4 00	Lead, red dry	13@13 1/2
Cassia (Saigon)	90@1 00	Orange, Sweet	4 00@4 25	Lead, white dry	13@13 1/2
Sassafras (pow. 55c)	@ 50	Origanum, pure	@2 50	Lead, white oil	13@13 1/2
Soap Cut (powd.)	26@ 30	Origanum, com'l	@ 75	Ochre, yellow bbl.	@ 2
35c		Pennyroyal	2 50@2 75	Ochre, yellow less	2 1/2@ 5
Berries		Peppermint	12 00@12 20	Putty	4 1/2@ 7
Cubeb	1 75@1 80	Rose, pure	38 00@40 00	Red Venet'n Am.	2 1/2@ 5
Fish	@1 25	Rosemary Flows	2 00@2 25	Red Venet'n Eng.	3@ 6
Juniper	12 1/2@ 20	Sassafras, true	3 50@3 75	Vermillion, Amer.	25@ 30
Prickly Ash	@ 30	Sassafras, artifi'l	90@1 20	Whiting, bbl.	@ 2 1/2
Extracts		Spearmint	12 00@12 25	Whiting, 3 1/4@ 4	
Licorice	60@ 65	Sperm	2 40@2 60	L. H. P. Prep.	3 1/4@3 25
Licorice powd.	1 25@1 50	Tansy	5 50@5 75	Miscellaneous	
Flowers		Tar, USP	45@ 60	Acetanallid	60@ 65
Arnica	1 20@1 25	Turpentine, bbls.	@1 25	Alum	17@ 20
Chamomile (Ger.)	80@1 00	Turpentine, less	1 35@1 40	Alum, powdered and	
Chamomile Rom.	1 50@1 60	Wintergreen, tr.	10 00@10 25	ground	18@ 21
Gums		Wintergreen, sweet	7 50@7 75	Bismuth, Subni-	
Acacia, 1st	65@ 70	birch	7 50@7 75	trate	4 23@4 30
Acacia, 2nd	55@ 60	Wintergreen, art	70@1 00	Borax xtal or	
Acacia, Sorts	35@ 40	Wormseed	6 50@6 75	powdered	10@ 15
Acacia, powdered	45@ 50	Wormwood	7 50@7 75	Cantharides po	2 00@6 50
Aloes (Barb. Pow)	30@ 40	Potassium		Calomel	2 17@2 25
Aloes (Cape Pow.)	30@ 35	Bicarbonate	.75@1 00	Capsicum	38@ 45
Aloes (Soc Pow)	1 40@1 50	Bichromate	42 1/2@50	Carmine	6 50@7 00
Asafoetida	@6 50	Bromide	70@ 75	Cassia Buds	50@ 60
Pow.	@7 50	Carbonate	1 00@1 10	Cloves	57@ 65
Camphor	3 10@3 15	Chlorate, gran'r	70@ 75	Chalk Prepared	12@ 15
Guaiac	@2 15	Chlorate, xtal or		Chalk Precipitated	12@ 15
Guaiac, powdered	@2 25	powd.	45@ 50	Chloroform	45@ 55
Kino	@85	Cyanide	32 1/2@ 36	Chloral Hydrate	1 70@2 10
Kino, powdered	@1 00	Iodide	4 25@4 50	Cocaine	12 30@12 85
Myrrh	@1 40	Permanganate	1 50@1 75	Cocoa Butter	65@ 75
Myrrh, Pow.	@1 50	Prussiate, yellow	1 20@1 30	Corks, 1st, less 50%	
Opium	15 00@15 50	Prussiate, red	2 00@2 50	Copperas, bbls.	@ 2 1/2
Opium, powd.	16 50@17 00	Sulphate	@ 85	Copperas, less	3 1/4@ 8
Opium, gran.	20 00@20 50	Roots		Copperas, powd.	4 1/2@ 10
Shellac	1 00@1 10	Alkanet	4 50@4 75	Corrosive Sublim	2 00@2 10
Shellac, Bleached	1 20@1 30	Blood, powdered	1 10@1 20	Cream Tartar	65@ 75
Tragacanth	4 25@4 50	Calamus	60@2 50	Cuttlebone	95@ 1 00
Tragacanth powder	@4 00	Elecampane, pvd.	22@ 25	Dextrine	8 1/2@ 15
Turpentine	15@ 25	Gentian, powd.	25@ 30	Dover's Powder	5 15@6 00
Insecticides		Ginger, African,		Emery, All Nos.	10@ 15
Arsenic	13 1/2@ 20	powdered	25@ 30	Emery, Powdered	8@ 10
Blue Vitriol, bbl.	@99 1/2	Ginger, Jamaica,	35@ 40	Epsom Salts, bbls.	@ 3 1/2
Blue Vitriol, less	10 1/2@15	powdered	32@ 35	Epsom Salts, less	4@ 10
Bordeaux Mix Dry	23@ 38	Golden seal, pow.	8 00@8 20	Ergot	@4 00
Hellebore, White		Ipecac, powd.	5 00@5 50	Ergot, powdered	@4 00
powdered	38@ 45	Licorice	45@ 50	Flake White	15@ 20
Insect Powder	45@ 70	Licorice, powd.	40@ 50	Formaldehyde, lb.	27@ 30
Lead, Arsenate Po	32@ 48	Orris, powdered	40@ 45	Gelatin	1 75@1 90
Lime and Sulphur		Poke, powdered	20@ 25	Glassware, full case	58%
Solution, gal.	20@ 35	Rhubarb	@2 00	Glassware, less 50%	
Paris Green	45@ 52	Rhubarb, powd.	2 00@2 25	Glauber Salts, bbl.	@ 3
Ice Cream		Rosinweed, powd.	25@ 30	Glauber Salts less	4@ 8
Piper Ice Cream Co.,		Sarsaparilla, Hond.		Glue, Brown	25@ 35
Kalamazoo		ground	1 25@1 40	Glue, Brown Grd.	20@ 30
Bulk, Vanilla	1 00	Sarsaparilla Mexican,		Glue, White	30@ 35
Bulk, Chocolate	1 10	ground	75@ 80	Glue, White Grd.	30@ 35
Bulk, Caramel	1 10	Squills	35@ 40	Glycerine	26@ 40
Bulk, Grape-Nut	1 10	Squills, powdered	60@ 70	Hops	65@ 80
Bulk, Strawberry	1 20	Tumeric, powd.	25@ 30	Iodine	5 60@5 90
Bulk, Tutti Fruiti	1 20	Valerian, powd.	@2 00	Iodoform	6 50@6 74
Brick, Vanilla	1 20	Seeds		Lead, Acetate	25@ 30
Brick, Chocolate	1 60	Anise	42@ 45	Lycopodium	1 75@2 00
Brick, Caramel	1 60	Anise, powdered	47@ 50	Mace	85@ 95
Brick, Strawberry	1 60	Bird, ls	13@ 19	Mace, powdered	95@1 00
Brick, Tutti Fruiti	1 60	Canary	28@ 35	Menthol	8 00@8 20
Brick any combination	1 60	Caraway, Po.	30 70@ 75	Morphine	14 30@15 00
Leaves		Cardamon	1 50@1 75	Nux Vomica	@ 80
Buchu	@3 00	Celery, powd.	85c 75@ 80	Nux Vomica, pow.	28@ 35
Buchu, powdered	@3 25	Coriander powd.	30 22 1/2@25	Pepper black pow.	53@ 55
Sage, bulk	67@ 70	Dill	30@ 35	Pepper, white	@ 50
Sage, 1/4 loose	72@ 78	Fennel	1 00@1 20	Pitch, Burgundy	@ 15
Sage, powdered	55@ 60	Flax	12@ 16	Quassia	12@ 15
Senna, Alex	1 40@1 50	Flax, ground	12@ 16	Quinine	1 09@1 59
Senna, Tinn.	30@ 35	Foenugreek pow.	22@ 30	Rochelle Salts	55@ 60
Senna, Tinn. pow.	35@ 40	Hemp	11 1/4@ 15	Saccharine	@ 45
Uva Ursi	25@ 30	Lobelia	70@ 75	Salt Peter	25@ 35
Oil		Mustard, yellow	45@ 50	Seidlitz Mixture	43@ 50
Almonds, Bitter,		Mustard, black	36@ 40	Soap, green	20@ 30
true	15 00@16 00	Poppy	@1 00	Soap mott castile	22 1/2@ 25
Almonds, Bitter,		Quince	1 50@1 75	Soap, white castile	
artificial	7 00@7 20	Rape	15@ 20	case	@25 00
Almonds, Sweet,		Sabadilla	@ 35	Soap, white castile	
true	1 75@2 00	Sabadilla, powd.	30@ 35	less, per bar	@3 65
Almonds, Sweet,		Sunflower	22@ 30	Soda Ash	4 1/2@ 10
imitation	75@1 00	Worm American	@ 35	Soda Bicarbonate	3 1/2@ 10
Amber, crude	3 50@3 75	Worm Levant	1 65@1 75	Soda, Sal	@ 5
Amber, rectified	4 00@4 25	Tinctures		Spirits Camphor	@2 00
Anise	2 50@2 75	Aconite	@1 70	Sulphur, roll	4 1/2@ 10
Bergamont	9 00@9 25	Aloes	@1 20	Sulphur, Subl.	4 1/2@ 10
Cajuput	1 75@2 00	Arnica	@1 50	Tamarinds	25@ 30
Cassia	4 50@4 75	Asafoetida	@3 90	Tartar Emetic	1 08@1 10
Castor	2 60@2 80	Belladonna	@1 40	Turpentine, Ven.	50@6 00
Cedar Leaf	1 75@2 00	Benzoin	@2 80	Vanilla Bx.	1 50@2 00
Citronella	80@1 20	Benzoin Compo'd	@3 00	Witch Hazel	1 35@1 75
Cloves	3 00@3 25	Buchu	@2 70	Zinc Sulphate	10@ 15
Cocanut	40@ 50	Cantharides	@2 90		
Cod Liver	5 60@5 75				
Croton	2 00@2 35				

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

Chocolate
Cocoa
Coffee
Mince Meat
Starch
Peanut Butter

AMMONIA		Clam Bouillon	
Arctic Brand		Burnham's 7 oz. 2 50	
12 oz. 16c, 2 doz. box	2 80	Corn	
16 oz. 25c, 1 doz. box	1 75	Country Gentleman .. 1 75	
32 oz., 40c, 1 doz. box	2 85	Maine	
AXLE GREASE		Mina	
Mica, 25 lb. pail 1 60		Hominy	
BAKED BEANS		Van Camp	
Campbell, No. 2 1 50		Jackson	
Daggett, No. 2 1 25		Lobster	
Fremont, No. 2 1 45		1/4 lb. 2 25	
BAKED GOODS		1/2 lb. 3 50	
Loose-Wiles Brands		1 lb. 6 75	
Krispy Crackers 18		Mackerel	
L. W. Soda Crackers 17		Mustard, 1 lb. 1 80	
L. W. Butter Crackers 17		Mustard, 2 lb. 2 80	
Graham Crackers 18		Soused, 1 1/2 lb. 1 60	
Fig Sni Bar 18		Soused, 2 lb. 2 75	
L. W. Ginger Snaps 17		Mushrooms	
Honey Girl Plain 23		Buttons, 1s, per case 1 25	
Honey Girl Iced 24		Buttons, 1s @50	
Coconut Taffy 27		Plums	
Vanilla Wafer 35		California, No. 3 2 40	
Subject to quantity discount.		Pears in Syrup	
BLUING		Michigan 1 75	
Jennings'		California 2 35	
Condensed Pearl Bluing		Peas	
Small, 3 doz. box 2 55		Marowfat 1 75@1 90	
Large, 2 doz. box 2 70		Early June 1 45@1 90	
Early June siftd 1 80@2 25		Peaches	
BREAKFAST FOODS		California, No. 2 1/2 .. 4 00	
Cracked Wheat, 24-2 .. 4 60		California, No. 1 2 40	
Cream of Wheat 7 50		Pie, gallons 7 50@9 50	
Pillsbury's Best Cerl .. 2 50		Pineapple	
Quaker Puffed Rice 4 30		Grated, No. 2 3 00	
Quaker Puffed Wheat 4 30		Sliced No. 2 Extra .. 4 40	
Quaker Bkfst Biscuit .. 4 30		Pumpkin	
Quaker Corn Flakes 2 90		Good	
Ralston Purina 4 00		Fancy	
Ralston Bran 2 20		No. 10	
Ralston Food, large .. 3 30		Raspberries	
Ralston Food, small .. 2 30		No. 2, Black Syrup .. 3 00	
Saxon Wheat Food 4 80		No. 10, Black 12 50	
Shred Wheat Biscuit .. 4 50		No. 2, Red Preserved .. 14 00	
Triscuit, 18 2 25		No. 10, Red, Water .. 14 00	
Kellogg's Brands		Salmon	
Toasted Corn Flakes .. 4 20		Warrens, 1 lb. Tail .. 3 65	
Toasted Corn Flakes		Warrens, 1/2 lb. Flat .. 2 35	
Individual		Warrens, 1 lb. Flat .. 3 75	
Krumbles, Indv. 2 00		Red Alaska	
Biscuit		Med. Red Alaska .. 2 65	
Drinket		Pink Alaska	
Peanut Butter		Sardines	
Bran		Domestic 1/4s 6 75	
BROOMS		Domestic, 1/2 Mustard .. 6 50	
Fancy Parlor, 25 lb. 9 00		Domestic, 3/4 Mustard .. 6 80	
Parlor, 5 String, 25 lb. 8 75		Norwegian, 1/4s 15@18	
Standard Parlor, 23 lb. 8 50		Portuguese, 1/4s 30@35	
Common, 23 lb. 5 25		Sauer Kraut	
Special, 23 lb. 5 50		No. 3, cans 1 45	
Warehouse, 23 lb. 10 00		No. 10, cans	
BRUSHES		Shrimpe	
Scrub		Dunbar, 1s doz. 1 85	
Solid Back, 8 in. 1 50		Dunbar, 1 1/2 doz. 3 40	
Solid Back, 11 in. 1 75		Strawberries	
Pointed Ends 1 25		Standard	
Stove		Fancy	
No. 1		Tomatoes	
No. 2		No. 2	
Shoe		No. 3	
No. 1		No. 10	
No. 2		CATSUP	
No. 3		Snider's, 8 oz. 1 80	
BUTTER COLOR		Snider's, 16 oz. 2 85	
Dandelion, 25c size .. 2 00		Nedro, 10 1/2 oz. 1 40	
CANDLES		CHEESE	
Paraffine, 6s 17		Peerless	
Paraffine, 12s 17		Brick	
Wicking		CHEWING GUM	
CANNED GOODS		Adams Black Jack 70	
Apples		Beeman's Pepsin 70	
3 lb. Standards @1 60		Beechnut	
No. 10		Doublemint	
Blackberries		Flag Spruce	
Standard No. 10 12 50		Juicy Fruit	
Beans—Baked		Spearmint, Wrigleys .. 70	
Brown Beauty No. 2 .. 1 35		Yucatan	
Campbell, No. 2 1 50		Zeno	
Fremont, No. 2 1 45		CHOCOLATE	
Van Camp, 1/2 lb. 1 75		Walter Baker & Co.	
Van Camp, 1 lb. 1 25		German's Sweet 37	
Van Camp, 1 1/2 lb. 1 60		Premium	
Van Camp, 2 lb. 1 85		Caracas	
Beans—Canned		Walter M. Lowney Co.	
Red Kidney 1 35@1 45		Premium, 1/4s 37	
String		Premium, 1/2s 37	
Wax		Wilbur, 1/4s 37	
Lima		Wilbur, 1/2s 37	
Red		Wilbur, 1/4s 37	

COCOANUT

1/4s, 5 lb. case	38
1/4s, 5 lb. case	37
1/4s, 15 lb. case	36
1/4s, 15 lb. case	35
1/4s & 1/2s, 15 lb. case	35 1/2
6 and 12c pails	4 35
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

COFFEES ROASTED

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

Santos

Common	32
Fair	33
Choice	34
Fancy	35
Peaberry	34

Maracaibo

Fair	36
Choice	38

Mexican

Choice	36
Fancy	38

Guatemala

Fair	38
Fancy	40

Java

Private Growth	43
Mandling	45
Ankola	45

San Salvador

Good	36
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Mocha

Short Bean	50
Long Bean	50

Bogota

Fair	45
Fancy	45

Package Coffee

New York Basis	
Arbuckle	36 00

McLaughlin's XXXX

McLaughlin's XXXX package coffee is sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.	
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Extracts

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

CONDENSED MILK

Carnation, Tall, 4 doz.	6 90
Carnation, Baby 8 doz.	6 25
Pet, Tall	6 85
Pet, Baby	4 65
Van Camp, Tall	6 90
Van Camp, Baby	4 65

MILK COMPOUND

Hebe, Tall, 6 doz.	5 50
Hebe, Baby, 8 doz.	5 25

CONFECTIONERY

Stick Candy	
Horehound	25
Standard	25
Jumbo	26

Mixed Candy

Broken	25
Cut Loaf	25
Grocers	25
Kindergarten	25
Leader	25
Novelty	25
Premio Creams	24
Royal	24
X L O	22

Specialties

Auto Kisses (baskets)	26
Bonnie Butter Bites	32
Butter Cream Corn	32
Caramel Bon Bons	32
Caramel Croquettes	32
Cocoanut Waffles	30
Coffy Toffy	30
Fudge, Walnut Maple	30
Fudge, Walnut Choc.	31
Fudge, Choc. Peanut	28
Champion Gum Drops	25
Raspberry Gum Drops	25
Iced Orange Jellies	27
Italian Bon Bons	27
AA Licorice Drops	3 25
5 lb. box	25
Lozenges, Pep.	25
Lozenges, Pink	25
Manchus	27
Molasses Kisses	25
Baskets	25
Nut Butter Puffs	28

Chocolates

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

Pop Corn Goods

Cracker-Jack Prize	5 00
Checkers Prize	5 00

Cough Drops

Boxes	
Putnam Menthol	1 50
Smith Bros.	1 50

COOKING COMPOUNDS

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

Mazola

Pints, tin, 2 doz.	8 50
Quarts, tin, 1 doz.	8 00
1/2 gal. tins, 1 doz.	15 25
Gal. tins, 1/2 doz.	14 80
5 Gal. tins, 1-6 doz.	22 00

CREAM TARTAR

Barrels or Drums	78
Boxes	80

DRIED FRUITS

Apples	
Evap'd, Choice, blk	@17
Evap'd Fancy blk.	@

Apricots

California	@23
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Citron

California	@45
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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

Lemon, American

Orange, American	.. 32
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HIDES AND PELTS

Green, No. 1	29
Green, No. 2	28
Cured, No. 1	32
Cured, No. 2	31
Calfskin, green, No. 1	58
Calfskin, green, No. 2	56 1/2
Calfskin, cured, No. 1	60
Calfskin, cured, No. 2	58 1/2
Horse, No. 1	11 00
Horse, No. 2	10 00

Old Wool	75@2 00
Lambs	50@1 00
Shearings	50@1 00

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

Unwashed, med.	@55
Unwashed, fine	@49

A. G. Woodman's Brand	
Tumbler, per doz.	2 00
16 oz., per doz.	4 10

Per doz.	90
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10lb. Kanakin, per pall	1 40
30lb. pails, per pall	2 60

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

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

MINCE MEAT	
None Such, 3 doz.	
case for	4 15
Quaker, 3 doz. case	
for	3 25

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

MUSTARD	
1/4 lb. 6 lb. box	30

NUTS—Whole	
Almonds, Terragona	30
Brazils, large washed	
Fancy Mixed	
Filberts, Barcelona	22
Peanuts, Virginia	13
Peanuts, Virginia	13
Roasted	15
Peanuts, Spanish	15
Walnuts California 35@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, gal.	1 70
Bulk, 2 gal. kegs, gal.	1 45
Bulk, 5 gal. kegs, gal.	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, 16 oz.	3 25
Queen, Mammoth, 19	
oz.	5 50
Queen, Mammoth, 28	
oz.	6 75
Olive Chow, 2 doz. cs.	
per doz.	2 50

PETROLEUM PRODUCTS	
Iron Barrels	
Perfection	12 7
Red Crown Gasoline	23 7
Gas Machine Gasoline	44 2
V. M. & P. Naphtha	23 7
Capitol Cylinder, Iron	
Bbls.	39 8
Atlantic Red Engine	
Iron Bbls.	24 8
Winter Black, Iron	
Bbls.	14 3
Polarine, Iron Bbls.	44 8

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

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	23 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. 308, Bicycle	3 50
Pennant	3 25

POTASH	
Babbitt's, 2 doz.	1 75

PROVISIONS	
Barreled Pork	
Clear Back	54 00@56 00
Short Cut Clr. 51 00@52 00	
Brisket, Clear	55 00@56 00
Pig	
Clear Family	48 00

Dry Salt Meats	
S P Bellies	32 00@34 00

Lard	
Pure in tierces 36 1/2@37	
Compound Lard 26 1/2@26 1/2	
80 lb. tubs	advance 1/2
60 lb. tubs	advance 3/4
60 lb. tubs	advance 3/4
20 lb. pails	advance 1/2
10 lb. pails	advance 1/2
5 lb. pails	advance 1
3 lb. pails	advance 1

Smoked Meats	
Hams, 14-16 lb.	35 @36
Hams, 16-18 lb.	34 1/2@35
Hams, 18-20 lb.	33 @34
Ham, dried beef	
sets	41 @42
California Hams	26 @27
Picnic Boiled	
Hams	35 @40
Boiled Hams	51 @52
Minced Hams	22 @23
Bacon	39 @42

Sausages	
Bologna	18
Liver	12
Frankfort	19
Pork	14@15
Veal	11
Tongue	11
Headcheese	14

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

Pig's Feet	
1/4 bbls.	1 75
1/2 bbls., 40 lbs.	3 40
1/4 bbls.	9 00
1 bbl.	16 00

Tripe	
Kits, 15 lbs.	90
1/4 bbls., 40 lbs.	1 60
1/2 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	23@29
Country Rolls	30@31

Canned Meats	
Red Crown Brand	
Corned Beef	4 25
Roast Beef	4 25
Roast Mutton	4 20
Veal Loaf	1 40
Vienna Style Sausage	1 40
Sausage Meat	3 65
Potted Meat	57 1/2
Deviled Meat	57 1/2
German Deviled Ham	3 00
Hamburg Steak and	
Onions	1 70
Corned Beef Hash	1 70
Cooked Brains	3 10
Cooked Lunch Tongues	3 35
Cooked Ox Tongues	15 55
Chili Con Carne	1 80
Sliced Bacon, medium	3 35
Sliced Bacon, large	5 55
Sliced Beef, 2 1/2 oz.	1 80
Sliced Beef, 3 1/2 oz.	2 25
Sliced Beef, 5 oz.	3 00
Sliced Beef, 7 oz.	3 90
Sliced Beef, tin, 3 1/2 oz.	2 25
Sliced Beef, tin, 7 oz.	3 90

RICE	
Fancy	@11 1/2
Blue Rose	10@10 1/2
Broken	

ROLLED OATS	
Monarch, bbls.	8 20
Rolls Avena, bbls.	8 50
Steel Cut, 100 lb. sks.	5 00
Monarch, 90 lb. saks	4 10
Quaker, 18 Regular	1 80
Quaker, 20 Family	4 80

SALAD DRESSING

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

SALERATUS

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

SAL SODA

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

SALT

Solar Rock	
56 lb. sacks	55
Common	
Granulated, Fine	2 20
Medium, Fine	2 25

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.	@14
Standard, kegs	
Y. M. kegs	@14

Herring

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

Trout

No. 1, 100 lbs.	
No. 1, 40 lbs.	
No. 1, 10 lbs.	
No. 1, 8 lbs.	

Mackerel

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	85
Cardamon, Malabar	1 20
Celery	65
Hemp Russian	12
Mixed Bird	12 1/2
Mustard, white	90
Poppo	15
Rape	15

SHOE BLACKING

Handy Box, large 5 ds.	5 50
Handy Box, small	1 25
Bixby's Royal Polish	1 20
Miller's Crown Polish	90

SNUFF

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

SOAP

James S. Kirk & Company	
American Family, 100 6 35	
Jap Rose, 50 cakes	4 00
Kirk's White Flake	5 65

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 10
Ivory, 6 oz.	6 50
Ivory, 10 oz.	10 80
Star	5 15

Swift & Company

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

Tradesman Company

Black Hawk, one box	3 75
Black Hawk, five bxs.	3 70
Black Hawk, ten bxs.	3 65

Box contains 72 cakes. It

is a most remarkable dirt	
and grease remover, with-	
out injury to the skin.	

Scouring Powders

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

Washing Powders

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

Soap Powders

Johnson's Fine, 48 1	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 1/2
---------------	-------

SPICES

Whole Spices	
Allspice, Jamaica	@16
Cloves, Zanzibar	@36
Cassia, Canton	@30
Cassia, 5c pkg. doz	@40
Ginger, African	@15
Ginger, Cochinchina	@20
Mace, Penang	@30
Mixed, No. 1	@17
Mixed, 5c pkgs. dz.	@45
Nutmegs, 70-8	@50
Nutmegs, 105-110	@45
Pepper, Black	@30
Pepper, White	@40
Pepper, Cayenne	@29
Paprika, Hungarian	@45

Pure Ground in Bulk

Allspice, Jamaica	@20
Cloves, Zanzibar	@40
Cassia, Canton	@39
Ginger, African	@26
Mace, Penang	@1 00
Nutmegs	@42
Pepper, Black	@34
Pepper, White	@40
Pepper, Cayenne	@29
Paprika, Hungarian	@45

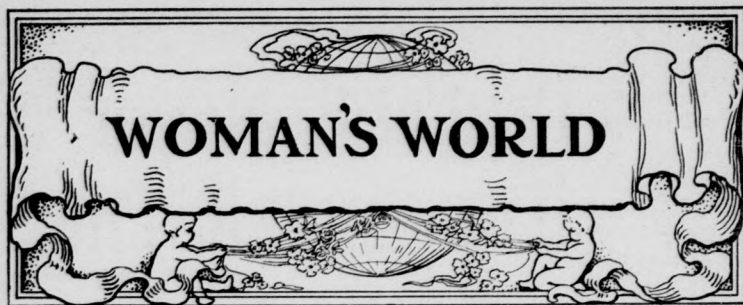
STARCH

Corn	
Kingsford, 40 lbs.	11 1/2
Muzzy, 48 1 lb. pkgs.	9 1/2
Powdered, barrels	16
Argo, 48 1 lb. pkgs.	3 85

Kingsford

Silver Gloss, 40 1lb.	11 1/2
-----------------------	--------

Gloss



Taste Can Be Cultivated by Good Pictures.

Written for the Tradesman.

What do you feel that you missed in your childhood? This question was the subject of a most interesting conversation in which I participated not long ago. I was most struck by what one woman said:

"Of all the deprivations of my childhood, I feel to this day most the fact that I was taught nothing about pictures. I never shall forget the day when my lack in this regard first dawned upon me. I was well grown, and on a visit to the city when my friend took me to see a great collection of pictures, new and old. To this day I feel the wonder of that experience—and the sense of dismay with which I realized that my friend, who was of my own age, had intelligent knowledge of what we were seeing, while I was as ignorant as a savage. As we went through those wonder-filled rooms, a very paradise to me, she spoke of picture after picture by the artists whom I now know to have been famous; I was hearing their names and seeing their work for the first time in my life.

"No, I was not illiterate, in the ordinary sense; I knew the good books, and had a reasonably good education of the conventional sort in other respects; but the whole world of art—sculpture, decorative art, architecture, painting, was as unknown to me as the north shore of Greenland."

"Didn't you have any pictures in your own house? some one asked.

"Oh, yes; we had pictures of George Washington and Abraham Lincoln, and one or two old daubs of ancestors, and chromos of fruit and dead fish, and a couple of very dreadful landscapes painted by some relative. But nobody bothered to tell us, if they knew, whose pictures of the Presidents they were, and the ancestors and fruit and fish and landscapes were so sad that no kind person would attribute them to anybody. It seemed to be the thing to have some pictures on the walls, so we had these. Nobody ever spoke of them.

"Let me tell you that my children are not having that side of their lives starved; I'm going out of my way to see that they know the good pictures."

The rest of us were much moved by what she said, and it occurred to me that my readers might find some help in the notes I have been making since on the subject.

The schools are doing a good deal to encourage the knowledge and love

of good pictures; some appreciation of art is recognized now as an essential part of even a very modest education, and in most cities of any size—and even some villages—there is some sort of collection of pictures open to the public. There has been, too, a visible improvement in the kind of pictures printed in magazines and newspapers.

Children love pictures; long before they can read, talk or understand much that you say they are enjoying the pictures about them—if there are any there to enjoy. Look about your house, now, and consider what sort of pictures are making impressions upon your own children, especially those in the rooms where they spend the most time. Are they such in nature and quality as you will want them to associate always with the home in which they grew up?

Pictures for children should be large—not too small or minute in detail. Show the little child a good copy of one of the fine old Madonnas—see his face light up as you say, "Mother and Baby." That is all you need say—he will make the connection with his own mother and self. "Mother and Baby" is his whole life just now. There are many Madonna pictures from which to choose; Raphael's Sistine, the Chair Madonna, the Madonna of the Diadem, where the baby is asleep, are all good. And there are the beautiful Madonnas of Correggio, Botticelli, Bellini, Titian, Holbein, Murillo, Van Dyck. Have several, and change them every month or so; see which the child likes best. He will remember them all.

After the mother-and-baby pictures come the group pictures, introducing two children—again Raphael, Titian, Van Dyck, Knaus, Rubens. These have larger family groups, some with shepherds and sheep and other animals. Murillo's Children of the Shell, in which the Christ-child is giving to St. John, his cousin, a drink from a shell, while a thirsty lamb looks on, is of never-ending interest to the children. Correggio has one in which the Madonna is dipping water from a pool and St. John is plucking fruit for the Christ-child. Both these pictures suggest the idea of doing something for others.

Then there are the beautiful pictures of children themselves, such as Van Dyck's familiar Baby Stuart, and Children of Charles I, Penelope Boothby, by Reynolds, Millet's Feeding the Birds, Madame Le Brun and Her Daughter, Prince Baltasar Carlos and His Pony. Velasquez, Gainsborough, Romney, Le Brun, Burne-Jones,

Sargent, Whistler, Chase, and many others have given us pictures of children of which children themselves never tire. There are numberless wonderful animal pictures. Rubens, Troyon, Schenck, Van Marcke, Dupre, Jacque, Landseer, Rosa Bonheur, Hunt, Winslow Homer, Bouvert, Schreyer—all obtainable in good copies. Children are always interested in the pictures of occupations—ploughing, sowing, reaping, horse-shoeing, spinning, especially if at the outset they have a few words of simple explanation.

It is not enough to have such pictures "somewhere round the house," although that is better than not to have them at all; they should be in the child's bedroom or nursery, where he sees them constantly, can talk to them and know them intimately. You will have no trouble in getting such pictures; any good art store will have dozens of them or can get them for you at almost any price you can afford to pay.

In the children's room of a large public library recently I was much struck by some charming colored pictures. The librarian said she had found them in a Swedish nursery book, Ottilia Adelborg's "Bilderbok." Cut out and framed in narrow black frames, they were very effective and a constant source of delight.

The important thing to remember is that the effect of these things is lasting and cannot begin too early. It is not enough to theorize about education, about literature, art and music; these are things of detail, and gradual growth, and when the child is ten or twelve years old it is too late. You must work it out with thought and patience, consulting the best authorities in person and in books. The things that go into a child's mind, that make up the adornments of his soul and speak in and through his imagination are quite as important as the food that he puts into his stomach—more so, for these things last through life, and beyond. The training missed in youth is never quite made up. Prudence Bradish.

[Copyrighted, 1919.]

Sadly Missed.

An old-timer in the House of Representatives tells of a speech he heard a somewhat rattled campaigner make to a gathering in a Kentucky town. The speaker was endeavoring to give his hearers a touch of pathos.

"I miss," said he, brushing away an imaginary tear, "I miss many of the old faces I used to shake hands with."

COLEMAN (Brand)

Terpeneless

LEMON

and Pure High Grade
VANILLA EXTRACTS

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Jackson, Mich.

The Adjustable Price Card Holder "Fits Them All"

Shelves, Boxes, Glass Globes, Coffee Cans, Counter, Meats, Etc. Write for circular and prices.
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SANITARY REFRIGERATORS

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944 Lake St. Kendallville, Ind.

Big Sales of Fels-Naptha in Summer

The Fels-Naptha way cleans thin summer dresses snowy-white—without rubbing. That saves time, trouble and the material itself. The housewife knows that when she uses Fels-Naptha, she doesn't have to boil the clothes unless she wants to. Cas in on the known qualities of this perspiration-saving soap. Display Fels-Naptha.

Fels &
Co.

Philadelphia,
Pa.



Bel-Car-Mo Peanut Butter

Is a product that you can safely
recommend to your customers. Its
quality is guaranteed. Comes in
all size tins from 8 oz. to 100 lbs.

Order From Your Jobber

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

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.

SHOE STOCK FOR SALE—ADDRESS
John R. Hanna, 23 S. River St., Aurora,
Illinois. 323

FOR QUICK SALE—STORE AND
GROCERY stock in live Wisconsin town,
doing good business. DR. BEEBE, Fond
du Lac, Wisconsin. 324

MILL AND ELEVATOR FOR SALE—
Nearly new. Best location in city. Big
trade field to work in. Also, a gasoline
engine and friction clutch. WRITE
DOCKUM MILL COMPANY, Garden City,
Kansas. 325

For Sale Or Exchange—Burroughs add-
ing machine, account register and letter
duplicating machine. Will take anything
valuable. Address Joseph Weiler, Olney,
Illinois. 326

TIMBER FOR SALE—Twenty million
feet short leaf pine; six and eight miles
from railroad. Cheap for quick sale.
WAVERLY GRIFFIN, Marion, Alabama.
327

For Sale—Up-to-date meat and fish
market. One of the best locations in
Kalamazoo. Fixtures modern and up-to-
date. Selling reason, ill health. Will
bear investigation. A. W. Howell, 210
West Main St., Kalamazoo, Mich. 328

For Sale—Wholesale and retail meat
market, slaughter house with ten acres
of land, large ice house, packing coolers,
barn, etc. All new and in good condi-
tion. Situated in good farming and stock
country. Short distance from permanent
military camp. No limit to amount of
business. G. G. Hamilton, Climax, Mich-
igan. 329

WANTED—Immediately first-class en-
gineer and mechanic. Must be experi-
enced in ammonia refrigeration, ice mak-
ing and repairing of dairy and creamery
machinery. We have a modern plant,
fully equipped and to a steady man who
has ability to keep our machinery in
good condition we can offer a steady
position at good wages. If interested
write us giving full particulars of ex-
perience, wages wanted, etc. Address,
Grand Rapids Dairy Co., Grand Rapids,
Michigan. 330

For Sale—Stock of general merchan-
dise, consisting of boots, shoes, rubbers,
gents' furnishings and groceries. Will
invoice with fixtures, about \$9,000. Cash
sales last year, \$50,000. Located in one
of the best towns in Central Michigan,
of 1,000 population. Poor health, reason
for selling. Stock can be reduced to
suit purchaser. A great bargain for
some one. Address No. 331, care Mich-
igan Tradesman. 331

The manager of a large department
store, 22 years in mercantile lines, out
of position by fire, will be open for pos-
ition July 1 with progressive firm willing
to pay for experience and hustle. For re-
ferences, etc., address No. 332, care Mich-
igan Tradesman. 332

SALESWOMEN wanted who possess
exceptional selling ability and thorough-
ly experienced for the following depart-
ments: coats, suits, dresses, waists, cor-
sets, silks, gloves and boys' clothing.
Address with full particulars, HART-
ALBIN COMPANY, Billings, Montana. 333

For Sale—Two large and fully equip-
ped woodworking auto and truck body
plants, with steelworking machinery for
trucks and trailers, if desired. Full la-
bor guaranteed. Best of shipping fac-
ilities. See these plants at once. W. J.
Parker, Owner, Corunna, Michigan. 334

Bargain—Well established meat mar-
ket; new fixtures; fine location. Selling
reason, ill health. 147 E. Front St.,
Traverse City, Michigan. 335

For Sale—One Automatic Detroit scale,
good as new \$175, will take \$100; one
Bowser oil tank and pump, 170 gallons,
\$45; one Bowser gasoline tank and pump,
120 gallons, \$60. G. A. Johnson, Edgetts,
Michigan. 336

BARGAIN NO. 1—GENERAL MER-
CHANDISE BUSINESS FOR SALE.
STOCK AND FIXTURES ABOUT \$21,000,
PROPERTY \$5,000. SELL AT ABOUT
SEVENTY-FIVE CENTS ON THE DOL-
LAR. THIS BUSINESS PAID ABOUT
\$400 INCOME TAX FOR 1918. REASON,
SICKNESS. ANY FAIR OFFER CON-
SIDERED. FINE CHANCE FOR A
COUPLE POLANDERS. H. C. HAN-
SEN, LUDINGTON, MICHIGAN. 337

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

For Sale—Well-established business in
general merchandise, located in the heart
of a good farming and lumbering section
of Northern Michigan. For Cash.
Reasons for selling, ill health of owner.
For information, address No. 305, care
Michigan Tradesman. 305

Mr. Merchant—We pay spot cash for
any stocks of clothing, shoes, dry goods,
etc., no matter how bad, good, big or
little that stock is, write Michigan Stock
Buyers, 115 S. Division, Grand Rapids,
Michigan. 338

For Sale—General store, stock and
fixtures, including building, can be
bought at a bargain. The little town
has a population of 50, has an elevator,
one church, one schoolhouse, three sugar-
beet loading stations. The store build-
ing is 20 x 30 on the front part, two
story; 20 x 40 on the back part, and has
a shed, cellar and an ice house. The size
of the lot on which building is located
is 33 x 132. They have done \$12,000 worth
of business in a year. They have the
postoffice which brings in \$150 per year.
Can live up above the store. If you are
interested in this kind of a deal, enquire
of Symons Brothers & Company, Sag-
inaw, Michigan. 309

Wanted—RANCH, not less than sec-
tion of land; must be enclosed with
woven wire fence; will trade fine new
modern home as first payment; send full
description with first letter. W. J. Coop-
er, Mt. Pleasant, Michigan. 306

Wanted—Reliable tinner and plumber.
Must be capable and willing to do any
work coming to a country town shop.
Wages reasonable. Steady employment.
Address C. J. Johnson, Dell Rapids,
South Dakota. 307

Planing Mill For Sale—First-class,
well-equipped mill; building new, 60 x 100
ft.; good railroad siding and a thriving
town with three railroads; near Detroit.
Price reasonable. Terms. Balcom Broth-
ers, Rochester, Michigan. 308

FOR SALE—Bakery, ice cream and
confectionery located at Tecumseh, Mich-
igan. An old-established business, fully
equipped in all lines; complete stock.
Any reasonable offer accepted. If inter-
ested call or write to H. K. Hay, Tec-
umseh, Michigan. 312

For Sale—Meat market and grocery.
Doing good business. Best location.
Only market. Must sell by July. Look
this up at once. Wellman & Barber,
Mulliken, Michigan. 315

For Sale—First-class drug store, stock
and building, located in rich irrigated
section of Western Nebraska. Chas. F.
Sipe, Melbeta, Nebraska. 316

Want to hear from a competent shoe
man, who is looking for an A-1 location
for shoe business. B. S. Harris, 819
Division Avenue South, Grand Rapids,
Michigan. 317

Traveling salesmen visiting the hard-
ware and housefurnishing trades through-
out any territory in the United States
can have a 50 per cent. commission.
Simply offering to their customers Reeg
the Rhymer's Trade Rhyme Suggestions
for advertising trade specialties on 7 x 11
hand painted signs. Address GEER, 2
Mt. Hope Place, New York City. 319

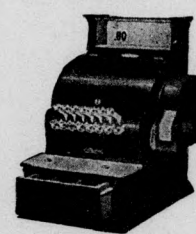
For Sale—At half price, one 12 foot
Gillett display counter, 30 drawers, and
one large refrigerator, 1055 East Fulton
St., Grand Rapids, Michigan. 321

EXCELLENT drug business for sale,
located in progressive Michigan town of
1,000 population. Address Box A, No. 27,
Perry, Michigan. 322

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

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

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



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.

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

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

You Probably Never Thought of This

Every flour is not all flour.

A kernel of wheat is composed of various substances, several of which are not flour, and it requires very careful milling to separate all of the inferior material from the real flour.

To begin with we clean the wheat three times, scour it three times and actually wash it once before it goes onto the Rolls for the first break, so that no dirt may get into the flour.

Of course after crushing the kernel the various substances are all mixed up together; in other words, the bran, middlings, low-grade, clear and straight are mixed up with the high grade flour and a separation must be made.

All inferior materials are eliminated from

Lily White

"The Flour the Best Cooks Use"

It is all clean, pure, wholesome, healthful flour, every bit of it.

We could sell flour at lower prices if we were to leave the inferior portions of the wheat berry in the good flour, but the good flour would be damaged.

And we desire LILY WHITE to continue to be the best flour it is possible to produce; we want it to continue to give the same splendid satisfaction it always has given.

To give such satisfaction it must all be pure, choice flour, consequently we take out all of the undesirable materials.

YOU are the one who really gains by this, for when you buy LILY WHITE FLOUR you obtain all flour, of the very choicest possible quality.

Every flour is not all flour and will not give you as good satisfaction as LILY WHITE, so when buying flour insist on having the best and the purest, LILY WHITE, "The flour the best cooks use."

VALLEY CITY MILLING CO.
Grand Rapids, Mich.

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

HALF A CENTURY.

Remarkable Business Career of B. Steketee, of Holland.

Grand Rapids, June 16—I am greatly interested in the receipt of your letter of July 16, stating that to-morrow marks the fiftieth anniversary of your reaching Holland and starting on a mercantile career.

I heartily congratulate you on the record you have made, the success you have achieved and the faithful service to the trade and the community you have to your credit.

I wish you would write out a summary of your life for publication in the Tradesman. It would please me greatly to have you do this, because I do not know of any one who is more deserving of pleasing mention at our hands than your good self. I knew your brothers Andrew, John, Paul and Peter, and, of course, am well acquainted with George. Paul was one of the strongest personal friends I ever had. He was one of the few men who took kindly to the Tradesman at the inception of the undertaking, thirty-six years ago, and his encouraging words and generous patronage were of great assistance to me in those early days. He was one of the best merchants I ever knew. I would give \$100 to be in his company for a half hour's inspection of the present establishment on Monroe avenue and listen to the comment he might make on the wonderful development of the business he established, by his sons and grandsons.

I congratulate you on being permitted to round out a half century of usefulness to the world, with credit to yourself and the untarnished Steketee name. E. A. Stowe.

Holland, June 17—I thank you for your friendly lines of yesterday.

Having had but twenty-seven months of schooling in my life, I can lay no claim to scholarship. For this reason I cannot comply with your desire to write even a resume of the past fifty years behind the counter. What I write you is simply a retrospect of mine to a friend. You may make of it what you want. As I look back, I recall wonderful changes in every direction. During the civil war I went from week to week for my parents to Grandville to sell a little butter and eggs for groceries at the store of Mr. Haven. I was then about 8 years old. I then already thought I would like to clerk, but these were but little boy's flights of thought. My parents had a small tract of pine land in the township of Georgetown, just enough to keep body and soul together.

My lamented brother, Peter, had volunteered to the army and I was the only son at home. Our school terms were of three months duration and then three months vacation. Of this I had twenty-seven months in all. I had a good memory, but could not advance as our young people can now.

June 16, 1869, my parents received a letter from the store in Holland (Doornink & Steketee) that I could come to work in the store. I left school at once and took the stage for Holland. Adam Westmaas was the owner and driver. I will never forget that ride. It was not sitting in a nice palace car, but in the front of the stage on the driver's seat. Eighteen miles over a primitive road. Holland had about 1,300 inhabitants at that time. Two months later my parents sold the little place and also came to Holland. In 1871 came the great fire, burning the entire city to the ground, so far as business was concerned. I was at once transferred to the store on Monroe street, Grand Rapids, where I worked until December, when a new store was ready for us, but now under the style of Paul A. Steketee. I worked fourteen years for my brothers and then, in 1883, started business here with my brother, Peter, whose interest I bought in

1888. I have had the pleasure of doing business on the same spot for thirty-one years. The first year of my business, with the aid of Mr. Gurlings, I alternately pushed the groceries around town in a two wheeled cart. Mr. Gurlings soon attended college and sailed on into calmer seas, became a minister of the gospel, banker, city mayor, member of board of education and other posts of honor. Meanwhile I raised a family of seven children. I was a member of the board of education for some twenty years, also of the city library commission. My only connections in society life have been the Reformed church, of which I became a member at the age of 16. I am happy to state that I am actively engaged in Sunday school work, in which I am rounding out my forty-seventh year of continued service in the same church. I am enjoying a good lively business with my son, Edward, who now does the grocery buying.

When you come to Holland again I would appreciate a call, so that you can see whether Muskegon actually sells groceries at a closer margin than Holland does. B. Steketee.

Change Waist and Call It a Blouse.

A perplexing problem has arisen in the waist manufacturing trade. It has come about as the result of the movement started by the United Waist League of America for a National Blouse Week, which commences on November 10 and continues until the 15th. The problem centers on the question of when is a waist not a waist and when is a waist a blouse?

There is considerable discussion in the trade on this question, and it has remained for one manufacturer of prominence to furnish us with a solution to the problem. He says, if it costs three dollars or less, it is a waist, and if it costs over three dollars, it is a blouse.

In a letter to Executive Director M. Mosessohn of the League, this manufacturer made the point that he derived his solution to the problem from a prominent clothing manufacturer, who told him that the difference between pants and trousers is, that the former costs less than two dollars a pair, with no limit to the price of the latter.

Helping the Clock.

"Aha!" said the head clerk. "I'm glad to notice that you're arriving punctually now, Mr. Slocombe."

"Yes, sir. I've bought a parrot." "A parrot? What on earth for? I told you to get an alarm clock."

"Yes; I did. But after a day or two I got used to it, and it didn't wake me. So I got the parrot. And now when I go to bed I fix the alarm clock and put the parrot's cage on top of it. When the alarm goes off it startles the parrot, and what that bird says would wake up anybody."

High Finance.

Little Mary came in from her first trip to Sunday-school carrying a bag of candy.

"Where did you get your candy, Mary?" asked her mamma.

"The minister met me at the door and got me in the Sunday-school for nothing, and I bought the candy with the nickel you gave me," explained Mary.

There may be a fool born every minute, but a great many die young.

Review of the Produce Market.

Apples—Western stock is firm at \$6 per box.

Asparagus—\$1.25 per doz. bunches for home grown.

Bananas—\$7.75 per 100 lbs.

Beets—New command 90c per doz.

Beet Greens—85c per bu.

Butter—The market is quiet and unchanged. The quality of butter arriving is the best of the season and the make is about as large as it gets at this time of the year. Local dealers hold fancy creamery at 52c in tubs and 54c in prints. Jobbers pay 45c for No. 1 dairy in jars and pay 37c for packing stock.

Cabbage—Tennessee, \$2.50 for 45 lb. crate; California, \$4.25 per 100 lbs.

Cantaloupes—Imperial Valley stock, \$1.90 for flate, (12-15); \$3.50 for ponies (54); \$4 for Standards (45). Three hundred carloads per day are now being shipped out of Brawley, Calif.

Carrots—85c per doz. for new.

Celery—California, \$1.50 per bunch.

Cherries—Sweet command \$3 per 16 qt. crate. The crop will be large. The crop of strawberries around Grand Rapids will be almost a failure, but heavy in Oceana county and the Grand Traverse region. Californias command \$3.60 per box.

Cocoanuts—\$1.25 per doz. or \$9.50 per sack of 100.

Cucumbers—\$1.35 per doz. for No. 1 and \$1.25 for No. 2.

Eggs—The market is firm at prices ranging about the same as a week ago, with a good consumptive demand. Eggs from some sections are showing effects of the heat and have to be sold at lower prices. The market is in a healthy condition on the present basis and there is not likely to be any change of any consequence in the near future. Local jobbers are paying 36 @37c for fresh, loss off, including cases.

Garlick—60c per lb.

Gooseberries—\$3 per crate of 16 qts.

Grape Fruit—\$10 per box for all sizes Floridas.

Green Onions—Home grown, 20c per dozen.

Green Pears—Early June command \$2.50 per bu.

Green Peppers—75c per basket for Florida.

Lemons—California, \$8 for choice and \$8.50 for fancy.

Lettuce—Home grown head, \$1.50 per bu.; garden grown leaf, 90c per bu.

Onions—\$4.50 per crate for yellow and \$4.75 for white; \$8.50 per 100 lb. sack.

Oranges—Late Valencias, \$5.50 @ 6.25; Sunkist Valencias, \$6.25 @ 6.75.

Peaches—Unedas from Florida, \$2 per bu.; 6 basket crate, \$3.75. The quality is very inferior.

Pieplant—5c per pound for home grown.

Pineapples—\$5 @ 6 per crate.

Plants—Tomato and Cabbage, 90c per box; Peppers and Asters, \$1.40; Salvia, \$1.85; Egg Plant, \$2; Geraniums, \$2.40.

Potatoes—Old are steady around \$1 per bu.; Florida Trumps command \$6.50 per 100 lb. sack; Virginia Cobblers, \$9 per bbl.

Radishes—Home grown, 12 @ 15c per doz. bunches.

Strawberries—Home grown command \$2.75 @ 3.25 per 16 qt. crate. The hot dry weather and absence of rain is shortening the crop greatly.

Spinach—85c per bu.

Tomatoes—California, \$1 per 5 lb. basket; home grown, 90c for 7 lb. basket.

Water Melons—75 @ 90c apiece for Florida.

Wax Beans—\$2 per 15 lb. basket; \$3.25 per hamper.

Conducted Successful Store in Spite of Blindness.

After conducting a successful hardware business in Florence, Kan., for twenty-five years, Hanson Walters, the blind merchant, has retired.

Graduating from the Pennsylvania School for the Blind, Hanson Walters came to Kansas in 1870, with a fair education and a knowledge of broom-making. In a cross-roads store in Pennsylvania he had gained some knowledge of the hardware business. With a capital of \$144, Walters started a hardware store in Florence in 1893, stocking his shelves with small articles. His storeroom was fifteen feet square. At the time of his retirement he occupied a building 18 x 64 feet, with a large basement—shelves and warerooms filled with an up-to-date stock of all kinds of hardware.

Hanson Walters is now past 71 years of age and has always avoided reference to his blindness. When a customer entered his store and spoke it was customary for Walters to say: "Good morning, I haven't seen you for a long time." In all his conversation he used the phraseology of those who see.

It has been Mr. Walter's desire to achieve three objects:

1. To earn a comfortable living.
2. To demonstrate to the seeing world that business might be successfully conducted by the sense of touch instead of sight.

3. To leave within the grasp of energetic blind persons the knowledge of practical methods he has worked out and used with success, that they might take up the work where he leaves off with less mental and physical labor and accomplish more than he. He says he has achieved the first two objects, but the third he has not been able to realize.

Walters is said to have had the most complete business records of any merchant in Florence. His system of book-keeping is thorough. Cards to fit an index case are used. When he charges an item he perforates characters on the card. He reads the cards by the sense of touch. He always wrote his own letters, operating a standard make typewriter. Every article in his store contained a card with the perforated cost and selling price.

New inventions in hardware, developed since he was a child when he lost his sight, he has studied with his hands and can describe them accurately to his customers, explaining how they work, and he has built many of the articles of furniture in his home and store.



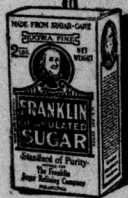
Sugar Satisfaction

The dealer who handles Franklin Package Sugars supplies his trade with a well known, advertised brand of quality sugars—clean, dependable and of true weight. Experiencing no waste in spillage or weighing, Franklin Package Sugars are as economical to the grocer as to his customers.

The Franklin Sugar Refining Company
PHILADELPHIA

"A Franklin Cane Sugar for every use"

Granulated, Dainty Lumps, Powdered,
Confectioners, Brown



Cold Roast Beef in an instant

No bother—no trouble. Just take a can off the ice, open it and there you are—fine big slices of tender roast beef. And you can have just as good hot roast beef by putting a can in boiling water for twenty minutes.

Red Crown Ready To Serve MEATS

are as fine as your butcher's best, but much less costly. No waste—all skin, bone, etc., are removed, and then the fine lean meats are cooked in the sealed can by our exclusive vacuum process. The healthful juices and good meat flavor are thus retained.

A half million housewives know about these meats from our full-page monthly advertisements in Good Housekeeping. And they're buying them. Meats well worth your stocking and pushing, surely.



Acme Packing Company
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Our Holiday Samples Are Ready

Over 20,000 Square Feet for Sample Display



Our quotations on Summer Resort Goods, Holiday Goods, House Furnishings, China, Glass and Silver Ware will be found to save money and result in greater profit for your store.

WRITE FOR PRICES, or, better still, if you can, come to this city and see our many useful and necessary lines in person. Your customers demand our goods and are disappointed when you have to say "very sorry," only because you did not order.

We are showing goods from a thousand factories and our prices are unusually low because we are the sole representatives for this territory of thousands of important items.

Order or wire today. Delay will cause loss of sales for your store.

MAY WE LOOK FOR AN ORDER OR A CALL? Be assured it would be time well spent.

H. Leonard & Sons
GRAND RAPIDS, :: MICHIGAN

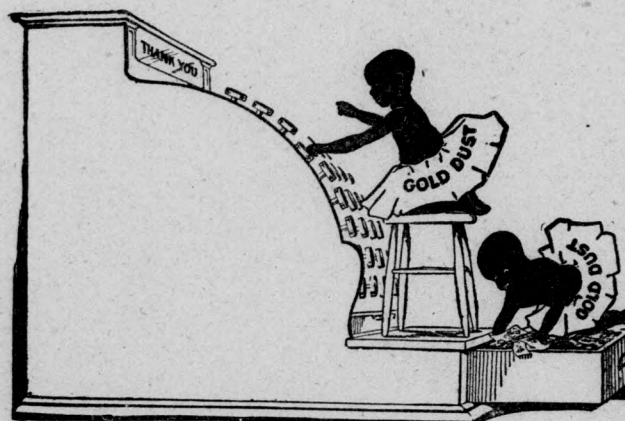
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GOLD DUST—
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